

**PUBLICITY PLAN FOR APPLICATION FOR THE  
2017 LION AND PILLAR LODGE OF EXCELLENCE AWARD**



The undersigned Master of \_\_\_\_\_ Lodge No. \_\_\_\_\_ certifies that Bro. \_\_\_\_\_ (whose email address is \_\_\_\_\_ and whose cell phone number is \_\_\_\_\_) has been appointed as the Public Relations Officer (PRO) for the lodge, and he has access to equipment necessary for the taking of digital photographs and transmitting the same electronically to the Editor of the *North Carolina Mason* at [ncmason@glnc.us](mailto:ncmason@glnc.us). Moreover, the PRO has experience posting text and images to Facebook and experience using Twitter (or has committed to acquire the same). The lodge has a plan to submit at least one story regarding laudable activities and events of the lodge or its members (within the lodge or community) with appropriate images to the editor of the *North Carolina Mason* at least twice a year. Further, that the lodge has a plan to post to the North Carolina Grand Lodge Facebook page and *North Carolina Mason* Facebook page at twice a year. Moreover, the lodge has a Facebook page and a plan to post to that page at least once a month (or has a plan to create such a page and post to it monthly). Additionally, the lodge has a plan to submit to a local paper a story with a picture highlighting laudable activities of the lodge or a brother Master Mason within the lodge or the community, at least four times a year. Finally, the lodge has a plan to promote the educational opportunities provided by the Grand Lodge through Wilkerson College and Davie Academy.

This the \_\_\_\_\_ day of \_\_\_\_\_, 2017

\_\_\_\_\_ (Electronically signed)

Master of the Lodge

## **APPROVAL OF THE LODGE PUBLICITY PLAN**

The foregoing Publicity Plan is certified to meet the requirements for application for the 2017 Lion and Pillar Lodge of Excellence Award.

This the \_\_\_\_ day of \_\_\_\_\_, 2017

Chair of the Board of Publications

North Carolina Mason

By: \_\_\_\_\_  
WB Bill Faison, Chair 2017

By: \_\_\_\_\_  
Beth Grace, Editor 2017