

Report of the Committee on Public Relations

To the Most Worshipful Grand Lodge of North Carolina:

We the members of the Grand Lodge Committee for Masonic Public Relations trust that you are all safe and well. I am pleased to offer this Report for the 2022 Annual Communication on behalf of the Committee.

The current members of the Committee include: W.:B.: Al Terrell, Bro. Matt Parker, Bro. Mike Cline, and W.:B.: Chris Canipe. The Committee met for various purposes during these months: December; January, February, March, April, July.

The Committee submits the following as the Mission Statement chosen by the committee by directive of the Grand Master:

“...It is the mission of the Grand Lodge of Ancient Free & Accepted Masons of North Carolina to share Brotherly Love, Relief, and Truth through our Character and Charitable Works, and to promote Education and Enlightenment in the communities in which we live.”

And a suggested tag line from the Senior Grand Warden, Right Worshipful Don Kehler:

“Freemasonry... Look Into It.”

The Committee Chair has been working with the Chair of the Committee on Masonic Education, W.B. Noah Goode on the Grand Master’s booklet and folder. That publication has been externally edited and returned to the Grand Master for final proofing. Next steps will include publication and production of booklets, and the production will be expedited.

The Committee remains dedicated to the Grand Master’s theme of Revival. The Committee hereby submits the following action plan for the ensuing years as a suggested course of action to fully engage the Public and the Craft:

- Develop a Project Plan to redesign the Grand Lodge Website with a two-sided mentality:
 - an external “landing page” with a Public focus, and
 - an internal, membership portal which requires a login.
 - Assist the Grand Master and the Grand Secretary’s Office with public messaging and community relations.
- Integrate Social Media into Standard Operating Procedure for Grand Lodge Sanctioned Events.

- The Committee will appoint an ad-hoc panel of Social Media Content Creators to assist with posts. They will report to the Committee on Masonic Public Relations and content approval will be required prior to posting.
- Prepare and Document Masonic History and other particulars in videos.
- Media / Marketing Package
 - News Introduction Letter
 - Contact List
 - Sample official Press Release
 - Style guide (Titles, Leadership Structure, etc.)
- Logos, Branding, and Style
- Develop standard branding consistent with mission statement
- Develop new logo(s) as needed to prepare branding and image
- Style guide – fonts, etc.
- The Committee will be producing a series of outward-facing videos on various topics of interest. These topics will have a predominately external focus.

Finally, the Committee will utilize social media, traditional presence, and community outreach as tools in furtherance of establishing relationships with other media outlets. This will allow our Craft to begin developing our steady presence in communities so that it is easy for good men to find us. While we boldly step into the digital space with modernization and improvement work, it is imperative that we as a Craft continue to utilize traditional media and marketing at every turn. This includes through the integration of our lodges into the communities. Lodges should be sponsoring baseball teams and feeding the first responders that are on shift during their communications. It includes spending money with local businesses while also asking for donations for a cause. Spend time mentoring youth at your local houses of worship. This type of activity will generate news-worthy information to report to the press with our newly-minted contacts. You are someone's best image of Freemasonry. Wear it well everywhere.

I look forward to further keeping you apprised of the Committee's progress towards our goals in 2022 and 2023.

Respectfully Submitted,
 Julian Setzer, PM, CL - Chairman
 Committee on Masonic Public Relations