

Publish or Perish

Helping Eastern Star
succeed in the
Information Age

Richard J. Thompson, PP

The Problem

- Can no longer rely on word of mouth
- Membership pool shrinking
 1. Age of individualism
 2. Time and money
 3. Children
- Competition increasing

Part of the Solution

- Become more visible in our Masonic Halls
- Try to work closely with the other bodies
- Get known in the community

Public Relations

- Appoint a public relations chairman or officer
 1. Someone willing to do the job
 2. Someone who regularly attends chapter meetings and functions
 3. Someone who knows how to take a picture
- Make sure the member has the time

What to Send

- Calendar Announcements
 1. Good for fundraisers and social events when you want the public to attend
 2. Best if few explanations are needed or if done in conjunction with other releases
- Press Releases
 1. Tell the public what has happened or what will happen
 2. A brief — a short story
- Media Advisory
 1. When you want the paper to send a staffer
 2. Lists the who, what, when, where, why and how
 3. Save for most important events

Exercise 1

Mary Jones, a past matron of Anytown Chapter No. 436, Anytown, Massachusetts, was elected Worthy Matron on Thursday, March 24, 2005. John Anderson was elected Worthy Patron.

The installation is scheduled for Saturday, April 9. Carol Anderson, the wife of John and a Deputy Grand Matron, is the Installing Officer.

Exercise 2

Anytown Chapter No. 436 is celebrating its 100th anniversary on Sunday, Oct. 9.

Jane Doe, the Worthy Grand Matron, and William Roe, the Worthy Grand Patron, are attending.

The senior past matron and past patron will be speaking on the changes they've seen since they served.