



From: Oswego Masonic District, Publicity & Public Relations Committee
To: Oswego District Lodges
Owner: Bro. Ed Salm (avatar@twcny.rr.com)
Date: May 7th 2007
Updated: July 23rd 2007
Subject: **Lodge Publicity**

Introduction:

Masonic Lodges should consider more aggressive use of publicity (especially free publicity) in order to drive attendance at events, charity work, and increase general public knowledge of our fraternity. Lodge publicity is a relatively easy activity that requires little time commitment on a per Lodge.

Selecting a Lodge Publicity Chairman:

The Worshipful Master should look for the following characteristics when appointing a Publicity Chairman:

- A Brother with good attendance at Lodge and Lodge events.
- A Brother with a computer and basic computer skills. This includes a connection to the Internet (Road Runner, AOL, NetZero, or other provider).
- A Brother who will interact with Lodge Officers, and other Committee Chairs in order to properly coordinate the Lodge's publicity efforts.

Getting the word out:

Masonic - Internal Focused Publicity

- 1) **The Word:** A Lodge publicity committee can work with the Worshipful Master, or even the District Deputy Grand Master, to have appropriate event information entered into the next 'The Word' submission.
- 2) **District Website:** www.oswegomasons.org A Lodge publicity committee can submit events to the online Lodge calendar of events.
- 3) **District Email:** A list of local mason email addresses is available for download at the Oswego District website. You can download and use this list to communicate events and information to your local Brethren.

- 4) **Lodge Secretary:** Send traditional mailing to other Lodges in the District, which will be read by the secretary at the next communication.

General Public - External Focused Publicity

- 1) **Time Warner News Channel 10** – will post your event on their community website and on Channel 10 cable TV. URL (click link below or copy and past into your browser address field):
http://www.news10now.com/content/contact_us/viewer_center/neighborhood_news/default.asp?action=add
- 2) **WRVO:** will post your event on their community website and announce regularly on the radio. URL (click link below or copy and past into your browser address field):
<http://events.publicbroadcasting.net/wrvo/events.eventsmain?action=submitEvent>
- 3) **The Valley News:** email the editor with your event info, picture, or other information. editor@valleynewsonline.com URL:
<http://www.valleynewsonline.com/common/pubinfo.html>
- 4) **Oswego Daily News:** Will post events online. URL:
http://oswegodailynews.com/index.php/oswego/send_us_your_news
- 5) **Fulton Daily News:** Will post events online. URL:
http://fultondailynews.com/index.php/fulton/send_us_your_news
- 6) **Liverpool Daily News:** Need to communicate your event beyond just Oswego County? URL:
http://liverpooldailynews.com/index.php/liverpool/send_us_your_news
- 7) **B'Ville Daily News:** Need to communicate your event beyond just Oswego County? URL: http://bvilledailynews.com/index.php/bville/send_us_your_news
- 8) **Inside Oswego:** This site specializes in local gossip, but it still doesn't hurt to post Lodge events here. URL:
http://www.insideoswego.com/modules.php?name=Submit_News
- 9) **Oswego Lion:** This county gossip site gets a lot of readers! To submit your events, email the editor. Your posting will show up the following morning.
news@oswegonylion.com
- 10) **Palladium Times:** Events can be submitted to the online event calendar as well as via email to the editor. City Editor: Debra Robillard - drobillard@palltimes.com Online Calendar: <http://www.pall-times.com/calendar/>
- 11) **Syracuse.com Events:** will post local events in several categories. URL:
<http://www.syracuse.com/events/index.ssf?/submit.html>
- 12) **Syracuse.com Oswego County Forum:** This online board allows both event posts as well as reader questions. URL: <http://www.syracuse.com/forums/oswego/>