



2026
 Orient of North Carolina
STRATEGIC COMMUNICATIONS
STRUCTURE

Rita Daniels - Chair
 919-520-0950
 publicrelations@ncscottishrite.org

Gilbert Bailey- Personal Representative
 919-650-3682
 gbailey@glnc.us

REGIONAL

WESTERN

Jason Hicks
 931-252-3337
 jasonhicks@gmail.com

CENTRAL

Jody Ferree
 336-689-1069
 jody_ferree@yahoo.com

EASTERN

Jerry Brown
 919-691-9844
 jerry.e.brown@gmail.com

SPECIALTY ASSIGNMENTS

REUNIONS

Kenny Bell
 910-309-5560
 kendall70@gmail.com

AMERICANISM

Bob Mull
 252-341-5577
 rmull93@gmail.com

MEMBERSHIP

Steven Caldwell
 336-414-2171
 scasox@gmail.com

COMM CHANNELS

WEBSITE

Outsourced Vendor
 contact Orient Strategic
 Communications Chair

NEWSLETTER

Craig Horton, Chair
 919-740-0789
 editor.ncsrjournal@gmail.com

SOCIAL MEDIA

Chris Hall, Chair
 704-813-4624
 chrishallnc@gmail.com

YOUTUBE

Ashley Cooke, Chair
 980-621-9086
 ashleycooke77@gmail.com

WESTERN

Asheville
 Charlotte
 Franklin

CENTRAL

Greensboro
 Raleigh
 Winston-Salem

EASTERN

Fayetteville
 New Bern
 Wilmington

HOW TO BEST WORK WITH THE ORIENT STRATEGIC COMMUNICATIONS TEAM

FIRST, LET'S DEFINE STRATEGIC COMMUNICATIONS.

At its core, it's the art and science of planning, crafting, and delivering messages to achieve specific objectives. Unlike everyday chit-chat or reactive emails, it's proactive: aligning what you say with your organization's goals, audience needs, and the bigger picture. Think of it like a GPS for your words—guiding them to the right destination without detours.

Let me share a quick example. Remember the 2023 Twitter rebrand to X? That was a comms misfire—hasty, unclear messaging led to user backlash and stock dips. Now contrast that with how Apple launches products: every word, image, and timing is strategically orchestrated to build hype and loyalty. As secretaries, you can apply this on a smaller scale. Say your SGIG needs to address a directive —strategic comms means crafting a message that's empathetic, transparent, and forward-looking, not just factual. It builds trust and prevents misinformation from spreading like wildfire.

DOES YOUR VALLEY HOLD A STORY WORTH SHARING FAR AND WIDE?

VALLEY → REGIONAL → ORIENT → NATIONAL →
WORLDWIDE!

Does your Valley have an inspiring initiative, member milestone, successful Reunion, charitable impact story, or fraternal insight that deserves to spread? Our dedicated team—3 regional communications (green) guiding local efforts, 3 at-large specialists handling key assignments (blue), and 4 powerful communication channels (red)—is ready to amplify the best of Scottish Rite. Start regional (your Valley's light), build through the Orient (statewide resonance), gain national attention (across the Jurisdiction), and watch it inspire worldwide (sharing Masonic values globally). What's the "something" in your Valley that could uplift Brothers everywhere? Share it with us!



NCSCP 1/9/26

WHAT IF SUPREME COUNCIL HAS SOMETHING TO SHARE?

NATIONAL → ORIENT → REGIONAL → VALLEY!

Supreme Council clear communication structure is Direct to the SGIG → Strategic Communication Chair → Orient Strategic Comms Committee → VALLEY.

Official announcements, branding updates, strategic plans (like the Supreme Council's emphasis on a unified "Scottish Rite Brand" and "Elevator Speech"), new initiatives (RiteCare SRCLP, grants, scholarships, philanthropy), or messaging on membership, charity, or public awareness.

Strategic Communications handles this beautifully: it ensures the message arrives intact, is adapted appropriately for the Valley audience (Brethren, officers, potential candidates), and gets amplified locally through your Valley comm channels without distortion or inconsistency.

1. Logos & Branding Alignment

We start here because a unified visual identity is foundational—Supreme Council (especially in SJ) provides official logos, style guides, and assets via media/graphics to the Orient.

2. Content & Message Uniformity

Uniformity reinforces the "one voice" of Scottish Rite—echoing the Supreme Council's call for synergistic strategic comms.

3. Stories & Planned Messaging

Supreme Council often shares stories of impact (charity, education, membership growth) to inspire. Planning ensures these are told repeatedly and clearly, fostering brotherhood and pride.

4. Public Events & Community Outreach

Many events are open (e.g., charitable drives, open houses, scholarship awards, or family-friendly gatherings), and Supreme Council encourages outreach to counter misconceptions and highlight service (RiteCare SRCLP, scholarships, philanthropy).

Version 1.0