



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED  
**SCOTTISH RITE**  
OF FREEMASONRY • SOUTHERN JURISDICTION, USA

# STRATEGIC COMMUNICATIONS



# POLICIES & PROCEDURES



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED  
**SCOTTISH RITE**  
OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## INTRODUCTION

The Sovereign Grand Inspector General or Deputy for the Orient appoints the Strategic Communication Team Member and Leader.

The Strategic Communication Team Leaders address technology, social media, publications, marketing, web development, YouTube, history, and other matters related to how the Orient of North Carolina and its Valleys present themselves to the public. Ex-officio members include other Orient Chairs, with or without job descriptions.

Members of this team serve at the will and pleasure of the SGIG or Deputy for the Orient and may hold more than one of the positions listed under General Duties to cover all responsibilities. Their term of office is at the will and pleasure of the Sovereign Grand Inspector General, Deputy, or Personal Representative, whichever the case may be, and is subject to renewal by him and mutual consent.

Due to the nature of the skill sets required for this team, once approved by the Sovereign Grand Inspector General or Deputy, he or she may serve at any team level.

Formerly, separate individuals chaired Public Relations, the Orient Newsletter, Social Media, YouTube, History, and Publications. These are now equal parts of the Strategic Communication Team, with the leaders of these and other teams appointed by the Sovereign Grand Inspector General, who will appoint the Strategic Communication Team Leader who will report directly to the the SGIG.

The Orient Strategic Communication Team serves as the model for each Valley in the Orient to ensure the most effective communication possible on a state and local level. Accordingly, what appears here for the Orient may be reciprocated in the Valley if approved by the SGIG.

The Strategic Communication Team Leader and members are not compensated, as their work is voluntary. Expense reimbursement must be pre-approved in writing by the SGIG for Orient matters or by the Personal Representative of the Valley involved, without exception.

*Acceptance of the position of a member of the Strategic Communication Team should only be received by those whose basic competency levels and full intentions are to promote the success of the Valley and the Orient of North Carolina as part of the Ancient and Accepted Scottish Rite of Freemasonry, Southern Jurisdiction, USA, Mother Council of the World.*

Definition: " Strategic communications is a specialized approach to distributing and receiving information. It means communicating the best message, through the correct channels, to the right people, at the right time and using feedback from this process to stay focused on company goals."



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## IS STRATEGIC COMMUNICATIONS FOR YOU?

Strategic communications encompasses the purposeful and planned use of communication to achieve specific organizational goals, covering a wide range of practices like public relations, marketing, and crisis management. It involves crafting and delivering the right message to the right audience through the best channels at the right time, and includes crucial elements like research, media strategy, and evaluating effectiveness. The core idea is to use communication in a coordinated, measurable way to influence perceptions, build relationships, and ultimately drive desired outcomes.

### Key areas covered

- **Public Relations:** Managing an organization's public image and relationships, often involving media relations and crisis communication.
- **Marketing and Advertising:** Developing campaigns to promote an organization's products, services, or brand.
- **Internal Communications:** Communicating with Scottish Rite members to inform, motivate, and align them with the Supreme Council and the Orient's mission and goals.
- **Crisis Management:** Planning and executing communication strategies during emergencies or crises to mitigate damage to reputation.
- **Stakeholder Engagement:** Building and maintaining relationships with various publics, such as investors, customers, and the community.

2026  
Focus

2027  
Focus

2025  
Focus

### Core components

- **Planning:** Developing a strategic plan that defines objectives, targets audiences, and outlines the overall approach.
- **Messaging:** Crafting clear, consistent messages that align with the organization's goals and values.
- **Channel Selection:** Choosing the most effective media and channels (e.g., social media, email, press releases, video) to reach the target audience.
- **Audience analysis:** Understanding the audience's needs, perspectives, and how they consume information.
- **Evaluation:** Measuring the effectiveness of communication efforts to understand what worked and to refine future strategies.

### Note:

Because of the impact of strategic communications it's vital to have a clear plan of action. This way, focus remains on the objectives, progress is monitored and valuable feedback is evaluated. Developing a communication strategy and plan lays the groundwork for fulfilling a purpose and allocating resources towards the greater goals. Because of rapid expansion of media and social media, it becomes increasingly important to avoid distraction and keep returning focus to the initial plan of action.



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## DEFINED ROLES AND JOB DESCRIPTIONS

### Chair of the Orient Strategic Communication Team (Orient Lead)

- Reporting To: Sovereign Grand Inspector General (SGIG) or designated Deputy
- Location: Orient of North Carolina
- Commitment: 15–20 hours/week (volunteer leadership role)
- Effective Date: Immediate upon appointment

### Position Purpose

The Chair of the Orient Strategic Communication Team (Orient Lead) serves as the central steward of all official communications for the Ancient and Accepted Scottish Rite in the Orient of North Carolina. This role ensures that every message—digital, print, or spoken—reflects the dignity, accuracy, and strategic intent approved by the SGIG, while fostering alignment across Valleys, leadership, and the broader Scottish Rite community.

### KEY RESPONSIBILITIES:

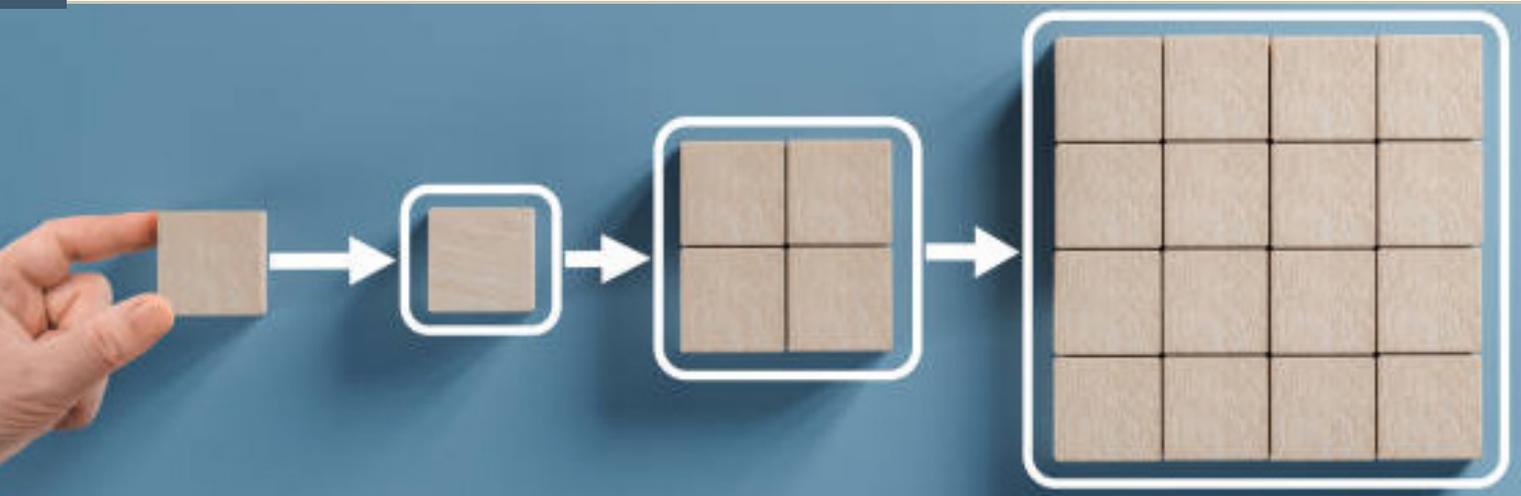
- Oversee all communication activities for the Orient of North Carolina, ensuring content across platforms

(e.g., website, publications, announcements) is current, consistent, and accurate as approved by the Sovereign Grand Inspector General (SGIG).

- Provide weekly updates to the SGIG or Deputy on key communication challenges, opportunities, or discrepancies, incorporating team insights and stakeholder feedback.
- Foster collaboration among the Strategic Communication Team, Orient Leadership, and Valleys to support effective communication strategies that align with the Orient's current and future goals.
- Lead Strategic Communication Team meetings, ensuring productive discussions, and submit monthly reports to the SGIG summarizing progress, decisions, and recommendations.
- To be the custodian and distributor of all logos received and approved by Supreme Council and organizations associated with Ancient and Accepted Scottish Rite in North Carolina.

### PREFERRED QUALIFICATIONS:

A bachelor's degree in journalism, communications, English, or a related field, or equivalent professional experience in communications or leadership roles.





ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## WHICH LEVEL IS RIGHT FOR YOU?

### 2. Regional Coordinator

(3 volunteer roles — one per region)

- Eastern Region: Wilmington, New Bern, Fayetteville
- Central Region: Raleigh, Greensboro, Winston-Salem
- Western Region: Charlotte, Asheville, Franklin

Reports to: Chair, Orient Strategic Communication Team

#### KEY DUTIES:

- Ensure all 3 Valleys in your region use only Supreme Council–approved logos and SGIG-cleared messaging.
- Review Valley content for Reunion announcements, Charity events (e.g., RiteCare SRCLP), and SGIG visits.
- Coordinate coverage of Orient-wide events.
- Submit Regional Report to Orient Lead by 25th of each month.
- Lead team building and volunteer development\*\* within your region:
  1. Recruit and onboard new Valley Communication Supervisors or assistants as needed.
  2. Identify and mentor Brothers with potential skills or

wanting to get involved. (e.g., writers, researchers, learn new skills, tech-savvy from current and new membership).

3. Organize one \*\*Regional Training & Fellowship Event\*\* per year (virtual or in-person).
4. Maintain a \*\*regional talent bench\*\* (list of 2–3 backup volunteers per Valley).

- Conduct in-person Valley visits:
  1. Attend a stated meeting, degree conferral, or social event in each Valley.
  2. Deliver a 5-minute “Comms Update” to the Valley leadership and members.
  3. Meet 1:1 with the Valley Communication Supervisor to review content, tools, and morale.
  4. Take photos for Orient-wide use (with permission).
- Host one annual in-person Regional Comms Workshop:
  1. Location: Rotate among the 3 Valleys.
  2. Agenda: Branding training, Q&A with Regional Coordinator via Zoom or in-person.
  3. Goal: Build fellowship, cross-Valley collaboration, and hands-on skills.

### Note:

Some Valleys have Clubs that will also need to be added to your Region



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## COMMITTEE STRUCTURE: VOLUNTEERS

### 3. Valley Supervisor

(9 volunteer roles — one per Valley)

- Asheville
- Charlotte
- Fayetteville
- Franklin
- Greensboro
- New Bern
- Raleigh
- Wilmington
- Winston-Salem

Reports to: Regional Communication Coordinator

### KEY DUTIES:

1. Create content/copy for Valley Facebook page and email list (e.g., “Charlotte Valley – Spring Reunion”)
2. Submit photos/articles/videos from:
  - Degree conferrals\*
  - RiteCare SRCLP news/visits/events
  - KCCH investitures\*
  - Ring Ceremony presentations
  - 50 year presentation
  - Ladies Night
  - Member Spotlight
  - Special Events/Announcements
3. Use NC Scottish Rite Media Toolkits (provided by Orient Lead)
4. Develop Valley Strategic Communications based upon Orient Structure and Policies and Procedures as directed by the SGIG/Deputy of North Carolina.
5. Build and cross-train teams of content writers, graphic designers, videographers, photographers, managers, etc.
6. Document processes, trials, lessons learned, overcome situations and share with Regional and Orient Lead.

### Note:

Some Valleys have Clubs that will also need to be added



ORIENT OF  
**NORTH CAROLINA**  
 ANCIENT & ACCEPTED  
**SCOTTISH RITE**  
 OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## STRATEGIC COMMUNICATIONS DIRECTORY

### SGIG

Gene Cobb  
 919-671-4960  
 agcobb@nccumc.org

### Personal Representative

Gilbert Bailey  
 704-650-3682  
 gilbert.bailey@globalpay.com

### Orient Strategic Communications Chair

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

### Regional Coordinators

#### Western

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

#### Central

Jody Ferree  
 336-689-1069  
 jody\_ferree@yahoo.com

#### Eastern

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

### At-Large

#### Americanism

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

#### Facebook

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

#### Membership

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

#### Reunions

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

#### Special Assignments

Bill Smith  
 704-576-0987  
 whs7718@aol.com

2026 Quarterly Zoom Meetings  
**FEB, MAY, AUG, NOV**

First Sunday

8:00 pm - 8:30 pm

### GROUP EMAIL MAILING LIST

[sct@ncscottishrite.org](mailto:sct@ncscottishrite.org)

### DOWNLOAD LOGOS

Click onto logo within the Interactive PDF or contact the Strategic Communications Chair for digital files

## Laterally Aligned Orient Chairs

### Orient Newsletter Editor Chair

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

### Orient YouTube Editor Chair

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

### Orient Americanism Chair

Tim Parker ..... 336-707-7284  
 tim.eyehope@yahoo.com

### Orient Membership Chair

Thomas VanEtten ..... 704-699-1594  
 tavanetten@gmail.com



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## 30-DAY VALLEY COMMS HEALTH CHECK

### Week 1:

#### Audit & Correct Your Website & Social Media Channels

Do this in 20 minutes:

#### ALL SOCIAL MEDIA & WEBSITE → CHECK:

- Correct = Supreme Council's Registered Trademark of the 32° logo | Supreme Council's Registered Trademark of RiteCare Scottish Rite Childhood Language Program (SRCLP)
- Correct = RiteCare Scottish Rite Childhood Language Program (SRCLP) | RiteCare SRCLP
- Correct = North Carolina Scottish Rite Masonic Foundation (NCSRMF) Mission & Purpose Statement

### Week 2:

#### Audit & Create Your Orient/Valley Newsletter Channel

Do this in 20 minutes:

#### LAST 6 NEWSLETTER ARTICLES → CHECK:

What was the last articles about your Valley?

- New Member Story = current with name + photo + quote or Valley Member appreciation story?
- Upcoming Fellowship & Community Outreach = Cookouts and Family outings
- Philanthropic Programs = RiteCare Scottish Rite Childhood Language Program, Disaster Relief Program, Youth Program, ROTC/JROTC Program, Scholarships & Grants

Who are the Valley channel manager(s)?

Who are your Valley content writer(s)?

### Our Brands:

Correct Logo • for Orient, Valley & Club



RiteCare Scottish Rite Childhood Language Program (SRCLP)

RiteCare SRCLP



NCSRMF Mission and Purpose Statement

The North Carolina Scottish Rite Masonic Foundation is a 501.C.3 charitable organization dedicated to providing present and future benevolent financial support toward the training of licensed professionals and treatment of children with speech, hearing, and learning disabilities who may receive services with little or no cost to families. Along with 170 such programs nationwide, we are achieving this mission through the generous support of our members, sponsors, and the public. In addition, North Carolina Scottish Rite members also support Masonic Youth organizations and victims of natural disasters recognized by the Masonic Service Association of North America.

See Media Toolkits for details.

Pending Approval of SGIG "Draft". Version 1.01 12/7/2025.



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## 30-DAY VALLEY COMMS HEALTH CHECK

### Week 3:

#### Audit & Create Your YouTube Channel Playlist

Do this in 20 minutes:

LAST 6 YOUTUBE VIDEOS / SHORTS / MEMBER INTERVIEWS → CHECK:

What was the last video about your Valley?

- Check playlists: Count them; pick the top one by views/videos.
- Does it reflect your Valley's atmosphere, brotherhood, Scottish Rite values? Do these video entice people to want to join your Valley?
- Gaps: Missing seasonal content (e.g., holiday charity videos for Dec submission)?

*Who are your Valley Videographer(s)?*

### Week 4:

#### Gather your information using the Quick Report Sheet (before and after)

Do this in 20 minutes:

REPORT FINDINGS AND CHANGES → EMAIL ORIENT LEAD:

What were the biggest challenges?

- Create your Valley Strategic Communications Contact List: Screenshot + email to Orient Lead.
- Create Strategic Communication plan to onboard team members aligning them with Orient. Screenshot + email Orient Lead.
- Create Strategic Communication plan to find new team members to fill in gaps. Screenshot + email Orient Lead.
- Create a Strategic Communication plan to spread the message within the Valley membership using your channels. Screenshot and email Orient Lead.

**Did this Challenge help you gain insight to the different Strategic Communications outlets you use and how they can work together?**

### Note:

Many Valley's do not have a Newsletter; they use the Orient-Wide Newsletter to communicate to the Valley and to the State at large.

Many Valley's have Clubs; be sure to include what is happening in local area clubs.



ORIENT OF  
NORTH CAROLINA  
ANCIENT & ACCEPTED

# SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

## 30-DAY VALLEY COMMS HEALTH CHECK LIST

The 30-Day Valley Comms Health Check was created to onboard new Strategic Communications Team members quickly and confidently by immersing you in real, bite-sized data that reveals both what's working and where the gaps hide—no guesswork, just clarity. By analyzing these basics will help you reach the goals that the SGIG sets out for us to complete and even pivot quickly and effortlessly in a new direction or add on to what we are currently communicating to the Public and our Membership at large. This exercise enables us to make connections, draw on each other across all nine North Carolina Valleys in one focused month, the challenge equips you to spot regional strengths and statewide opportunities (like untapped Instagram petitions) within your first weeks. More than a report, it's a thought-provoking exercise: every metric comes with a prompt designed to spark connections—between a viral testimonial and a charity post, or between low email opens and reunion attendance—so you're not just observing patterns, you're building actionable strategies that drive membership growth from day one.

	Website	Social Media	Newsletter	YouTube
Correct SR 32° Logo				
Correct RiteCare SRCLP Logo				
Correct RiteCare SRCLP Naming Convention				
Correct NCSRMF Purpose & Mission Statement				
Contact List				
Link to Valley Website				
Link to Orient Website				
Link to Supreme Council Website				
Link to Supreme Council's Gift Shop?				