

OFFICIAL CALL FOR ENTRIES

**M O O S E
JOURNALISM
A W A R D S**



**DEADLINE FOR ENTRIES TO BE RECEIVED:
4:30 P.M., Friday, MARCH 9, 2012**

Editors of Lodge/Chapter, Moose Legion, Higher Degree Council, and State/Provincial Association Publications are hereby formally invited to submit entries in competition for the 50th Annual Moose Journalism Awards, to be announced at the 2012 International Convention of the Moose fraternity in Tampa, FL.

The Moose Journalism Awards program seeks to encourage and motivate editors of all Moose publications, toward the achievement of consistently high journalistic standards in their newsletters—and, through such achievement, to enhance communication and shared information between Moose members and their Lodges, Chapters, Moose Legions, Higher Degree Councils, and Associations.

NOTE: Lodge/Chapter publications are eligible for the Moose Journalism Awards competition ONLY if they hold a valid Moose Publication Permit (per requirement of the General Laws), UPDATED with EDITOR'S E-MAIL ADDRESS, or have sent a completed Publication Permit application to the Moose International Communications & Public Affairs office that has been received by January 31, 2012. If you're unsure whether your Lodge holds such an UPDATED permit, call 630-966-2229. Association, Moose Legion and Higher Degree Council publications do not require a permit, but are required to follow the permit requirement of mailing one copy of every issue of the publication to the Dept. of Communications & Public Affairs, Mooseheart, IL 60539-1174.

2011-2012

RULES 2012 MOOSE JOURNALISM AWARDS

GENERAL EXCELLENCE/LODGE & CHAPTER PUBLICATIONS

All entries in the General Excellence classifications will be evaluated by the fraternity's International Communications Committee, on *attractiveness of page layouts, readability of printing, quality of writing, effective use of photographs (where applicable), and comprehensiveness of content concerning Lodge, Chapter, and fraternity-related news of interest to members — especially with regard to programs on membership production and retention.*

1. **CATEGORIES BASED ON MALE MEMBERSHIP:** Those entering Lodge/Chapter Publications for competition **need know only what their Lodge's male enrollment was as of the end of the last Moose fiscal year (April 30, 2011).** They need only note that enrollment number (on the form on page 4 to be completed, detached and mailed), and we will take care of the rest. Your publication will then be judged against others in one of seven relatively narrow enrollment categories:

- Lodges of 200-members or fewer
- Lodges of 201-400 members
- Lodges of 401-600 members
- Lodges of 601-800 members
- Lodges of 801-1,000 members
- Lodges of 1,001+ members or more

Categories are not based on production method. It is up to you as Editor, and your Lodge and Chapter officers, to determine what resources of time, talent, funding and production equipment you feel you can devote to your newsletter – which will be judged against newsletters from Lodges of roughly your same size, and potential resources. If you do not know what your Lodge's male enrollment was on April 30, 2011, ask your Administrator; if he does not know for sure, call us at 630/966-2229.

2. You must choose and send three consecutively dated issues of your Lodge/Chapter publication for your entry. For example, the issues for Jan., Feb., and March—or whatever combination of consecutive issues (whether monthly, bimonthly or quarterly) that fall within the contest period of April 2011 through March 2012. This is required to show continuity of excellence. **Send one copy of each of the three issues of the publication submitted.**

3. Newsletters distributed solely via e-mail ARE eligible — but hardcopies must be submitted, and entry must be marked **“e-mail only publication”**.

4. A Lodge/Chapter combination may not make more than one entry; i.e., may not send a Jan./Feb./Mar. three-issue entry to compete against another entry of April/May/June from the same Lodge/Chapter.

GENERAL EXCELLENCE/STATE & PROVINCIAL ASSOCIATION PUBLICATIONS

Association newsletters will be evaluated on the same criteria as Lodge/Chapter newsletters (see above), except that content will be evaluated on effectiveness of communicating appropriate information between the Lodges of the Association, and from leaders of the Association to Lodges/Chapters and members.

As with Lodge publications, editors of Association Publications must send **one copy each of three consecutively dated issues** for judging.

Any Moose Association District publication, or Association Activity Group (such as Moose Riders), that is entered into competition will be judged in the Association category.

GENERAL EXCELLENCE/MOOSE LEGION & HIGHER DEGREE COUNCIL PUBLICATIONS

Moose Legions and Higher Degree Councils must send **one copy each of three consecutively dated issues** of their actual publications. All Moose Legion and Higher Degree Council publications will be evaluated in one group.

BEST EDITORIAL 2011-2012 Best Editorial Topic:

"It's Not Your Grandparents' Moosehaven Anymore!"

An editorial differs from a news story in that it clearly states an opinion, cites the facts supporting that opinion and explains why the opinion is held, and concludes by urging action—or change in belief—on the part of the reader.

1. The contest editorial must appear in a Moose publication (Lodge, Association, Moose Legion or Higher Degree publication) during the current contest period (in issues of publications dated on or before March 2012).
2. The editorial should be approximately 300 – 600 words in length.
3. The editorial must be bylined – written by a Lodge officer (an Association officer if appearing in an Association publication), a committee chairman, or the publication's editor.
4. The editorial should have an appropriate headline: **(either the topic wording as indicated above, or other appropriate wording making the same point.)**
5. The Best Editorial entry, which must consist of one printed copy of the actual newsletter containing the editorial, **must be submitted in a separate envelope, which must be clearly marked "Best Editorial," and must include the name of the author.**

BEST NEWS STORY

1. Write and publish a news or feature story about any Moose activity, event, or personality during the present contest period – April 2011 to March 2012.
2. The news story must be printed in your publication during the contest period, and be submitted as a direct clip from that printed publication.
3. The news story should be approximately 300-600 words in length.
4. If covering an event or activity, the news story should be written after the event or activity was held.
5. An appropriate headline must appear on the news story; the quality of the headline as well as the text will be evaluated.
6. The "Best News Story" **entry must be submitted to contest judges as a separate category (in a separate envelope) and marked "Best News Story," with the name of the author indicated.** One printed copy of the actual pages of the publication containing the News Story must be submitted as an entry in the contest.
7. There need be no limit on the number of different stories that can be submitted from a given publication; however, each must be packaged and mailed as a **separate entry**.

PLEASE NOTE: A news story, for the purpose of this contest, can be either one that provides information to readers in a factual and objective manner involving events and activities of the Lodge/Chapter or of its individual members, or it can be a news feature that entertainingly relates a memorable event, or that profiles an interesting member, etc.

HOW TO SUBMIT NEWSLETTER ENTRIES

(See separate insert for information on WEBSITE entries)

CHECKLIST

- _____ Newsletter being mailed regularly to Dept. of Communications & Public Affairs? (as required by Moose Publication Permit) *(Even if 100% e-mail distribution, hardcopy of every issue **must be** mailed.)*
- _____ For Lodge/Chapter Publications, is there a permit on file at Dept. of Communications & Public Affairs? (to check, call 630-966-2229)
- _____ In this submittal, is there a copy of each of three issues of the publication?
- _____ Are the three newsletter issues submitted consecutively dated? (i.e., Dec/Jan; Feb/March; April/May)
- _____ (For "Best Editorial") Is there a copy clipped or photocopied directly from newsletter—300-600 words in length? Is it on the topic described on page 3 of this form?
- _____ (For "Best News Story") Is there a copy clipped or photocopied directly from newsletter—300-600 words in length?
- _____ Are entries from each category (General Excellence, Best Editorial, and Best News Story) in separate envelopes?

Please fill out the information below and mail with your contest entry. (Please print.)
(Detach, complete, and submit with your entry)

Check box of category: Lodge Association Moose Legion/Higher Degree Council
 Best Editorial (page # _____) Best News Story (page # _____) Email-only Publication

Lodge Name, State and Number, or Name of Higher Degree Council, or of Moose Association

Name of Publication

Name of Publication Editor/Story Author

Editor E-Mail Address

Editor's Phone Number

(For Lodge/Chapter Publications only) Male Enrollment as of 4/30/11

Title of Best News Story, if entry is submitted in this category

All material submitted in all categories must have been published in Moose newsletters dated from April 2011 through March 2012. Entries must be RECEIVED in the Moose International Department of Communications & Public Affairs NO LATER than 4:30 p.m. FRIDAY, MARCH 9, 2012. Please - mail early to ensure on-time arrival.

SEND ENTRIES TO:

Moose Journalism Awards
Moose International
Dept. of Communications & Public Affairs
Mooseheart, IL 60539-1174

OFFICE USE ONLY

CATEGORY: _____
