



## *OFFICIAL CALL FOR WEBSITE ENTRIES*

***DEADLINE FOR ENTRIES TO BE RECEIVED VIA EMAIL:  
4:30 P.M., Friday, FEBRUARY 24, 2012***

To enter, operators or Webmasters of such sites need only to send a simple email to the Communications & Public Affairs Department Office Manager, Teresa Ehlert ([TEhlert@mooseintl.org](mailto:TEhlert@mooseintl.org)), indicating which of two categories (Lodge/Chapter Websites or Association Websites) is being entered, the Webmaster's name, any passwords, *and the site address*. Entries will be accepted up through February 24, 2012.

We will in turn then email the five members of the International Communications Committee with the address of every contestant Website. Then, in the several weeks before they gather for judging, the Committee will review each site and evaluate it on a holistic criteria somewhat similar to that of judging newsletters, but different as the medium is different:

- **Ease of use & navigation**
- **Quality & usefulness of information**
- **Quality of writing & design**
- **Accuracy of content**
- **Freshness; frequently updated**
- **Originality; not just lifting from [mooseintl.org](http://mooseintl.org)**
- **Emphasis on fraternalism over beverage sales**
- **Advertising limited and in good taste**

Before attending its spring meeting, the members of the Communications Committee will be asked to assign a 1 to 10 point ranking to each website, and then — based on the results of those rankings — **the ten consensus highest-rated Lodge/Chapter sites and five highest-rated Association websites** will be viewed, debated and evaluated by the Committee. Finally, a First Award, Second Award and Honorable Mentions as deemed appropriate, will be announced at the 2012 International Convention in Tampa, along with the remainder of the Moose Journalism Awards.

**2011-2012**