

**Subject:** 182811; Official Communication; 2019 Texas Hold'Em Deadline; Deadline for Final Membership Workshop; Entries Accepted for the 2018-2019 Moose Journalism Awards; Moose Posi-Pours Liquor with Catalog

## **Official Communication for November 28, 2018**

### **2019 Texas Hold'Em Deadline December 3, 2018**

Registration for the 2019 Moose International Texas Hold'Em tournament at the Golden Nugget in Las Vegas, NV ends on Monday, December 3, 2019. Online and mail-in registration is available on the Moose International website.

### **Deadline for Final Membership Workshop is Wednesday, December 5, 2018**

The deadline to register for the final Regional Membership Workshop on Saturday, December 8, 2018 in South Haven, MI is December 5<sup>th</sup>. Workshops cover topics such as new trends, retention strategies, member study results, and more. Registration is free for these one-day, interactive sessions and both men and women can [sign-up today](#). See attached form for additional information.

### **Entries Now Being Accepted for the 2018-2019 Moose Journalism Awards!**

**Entries are now being accepted for the 57th Annual Moose Journalism Awards! Entry Deadlines February 22nd and March 1st, 2019!**

Participants can download entry/informational forms online through the Moose International website on the homepage under Moose Programs and Events, the Heard of Moose? Facebook page, and through Official Communications (entry forms attached to this email).

**The deadline for website submissions is 4:30pm CST, Friday, February 22<sup>nd</sup>, 2019. The deadline for publication submissions is 4:30pm CST, Friday, March 1st, 2019.**

The Moose Journalism Awards program seeks to encourage and motivate editors of all Moose publications towards 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.

Winners of this year's competition will be recognized during the International Moose Convention in Las Vegas, NV June 27- July 1, 2019.

Questions about the contest can be directed to the Moose International Department of Communications at (630) 966-2229 or [bbuschbacher@mooseintl.org](mailto:bbuschbacher@mooseintl.org).

Good luck to all the participants!

### **Let's Talk Liquor Portion Control**

Control the amounts of liquor being served to your moose members with Moose Posi-Pours. Posi-Pours help reduce over-pouring, which in turn saves money on high priced liquor and helps create a more responsible drinking experience. They are easy to clean, affordable, and are available in 5 preset sizes ranging from 7/8 oz. to 1 ½ oz. Available by the dozen, get your Posi-Pours today from the Catalog Sales Department.....email [Catalogsales@mooseintl.org](mailto:Catalogsales@mooseintl.org), call 630.966.2250 or order online <https://shopmoose.mooseintl.org/Posi-Pourer-2000-Liquor-Control-12-per-set-164>

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# 2018-2019 Moose Journalism Awards

## OFFICIAL CALL FOR WEBSITE ENTRIES

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*DEADLINE FOR ENTRIES TO BE RECEIVED VIA EMAIL:*

**4:30 P.M., Friday, February 22, 2019**

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To enter, webmasters should send an email to Brenda Buschbacher ([bbuschbacher@mooseintl.org](mailto:bbuschbacher@mooseintl.org)), indicating which of two categories (Lodge/Chapter Websites, Association and Moose Legion/Higher Degree Websites) is being entered; the webmaster's name, any passwords; and the site address. Entries will be accepted up through February 22, 2019.

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 the following criteria:

- **Ease of use and navigation**
- **Quality and usefulness of information**
- **Quality of writing and design**
- **Accuracy of content**
- **Not busy or crowded**
- **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**

Members of the Communications Committee will then rank and select a First Place Award, Second Place Award, Third Place Award and Honorable Mention Awards to be announced at the 2019 International Convention in Las Vegas, NV.

# Attend A Regional Membership Growth & Retention Workshop!

This fall, Moose International's Membership Department will be conducting a series of regional workshops to discuss recruitment and retention challenges, as well as methods to address common issues expressed by Lodges and Chapters throughout the Fraternity.

Scheduled workshops include:

- November 10<sup>th</sup> – Longmont, CO Lodge #1548
- November 17<sup>th</sup> – Crawfordsville, IN Lodge #6
- November 17<sup>th</sup> – Chicopee Falls MA Lodge #1849
- December 8<sup>th</sup> – South Haven, MI Lodge #697

What you will learn from attending:

- New trends to help attract and retain members in 2018 and make your lodge more profitable.
- Strategies for retaining members through a monthly program of communication, programming, and activity tracking.
- Review of the Member Rewards program and how you can take advantage.
- Communicating the value of the Moose to potential members.
- Best membership practices from around the Fraternity.

Details:

- All interested Loyal Order of Moose or Women of the Moose members are invited to participate.
- There is no fee to attend.
- You may attend any workshop on the schedule, regardless of your location.
- All workshops run from 10:00am – 3:00pm, allowing most individuals the option of driving in and out the same day.
- A working lunch is provided by each Lodge at a cost of \$7.00 per attendee. Cash will be collected at the Lodge the day of each workshop.
- All workshops are business casual-to-casual dress.
- Sessions are meant to be interactive between participants and presenters. Please bring questions and suggestions.
- Please check the Lodge websites for any evening activities prior to or following the workshops.

- RSVP's are required to attend in order to allow for the proper amount of materials and food.
  - **Email the following information to the appropriate address below:**  
Membership Growth & Retention workshop (followed by):

Your name; MID#; Lodge/Chapter #; Lodge/Chapter office you hold (if any); names of others accompanying you; a contact phone #; and an email address

- For Longmont: [bcavanaugh@mooseintl.org](mailto:bcavanaugh@mooseintl.org) (RSVP Deadline: Wednesday, November 7<sup>th</sup>)
- For Crawfordsville: [dobrien@mooseintl.org](mailto:dobrien@mooseintl.org) (RSVP Deadline: Wednesday, November 14<sup>th</sup>)
- For Chicopee Falls: [bpowell@mooseintl.org](mailto:bpowell@mooseintl.org) (RSVP Deadline: Wednesday, November 14<sup>th</sup>)
- For South Haven: [joconnor@mooseintl.org](mailto:joconnor@mooseintl.org) (RSVP Deadline: Wednesday, December 5<sup>th</sup>)

Questions? Please email the contacts above for information pertaining to a specific site.



# 2018-2019 Moose Journalism Awards

## OFFICIAL CALL FOR ENTRIES

*DEADLINE FOR ENTRIES TO BE RECEIVED:*  
**4:30 P.M. CST, Friday, March 1, 2019**

▶ **Lodges/Chapters must have valid publication permit to enter contest! See \*Note below.**

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 57th Annual Moose Journalism Awards, to be announced at the 2019 International Convention of the Moose Fraternity in Las Vegas, NV.

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 office that has been received by January 31, 2019.***

*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, 155 S. International Drive, Mooseheart, IL 60539-1174.*

# 2019 MOOSE JOURNALISM AWARDS RULES

## 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. **You must hold a valid Moose Publication Permit to enter contest. See \*Note on page 1 for instructions.**
2. **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, 2018). 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 four enrollment categories:
  - Lodges of 200 members or fewer
  - Lodges of 201-400 members
  - Lodges of 401-800 members
  - Lodges of 801 or more members

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, 2018, ask your Administrator; if he does not know for sure, call us at 630-966-2229.

3. You must choose and send three consecutively dated hardcopies of each 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 2018 through March 2019. This is required to show continuity of excellence.
4. **Newsletters that are distributed solely via e-mail ARE eligible — BUT, hardcopies must be submitted, and entry MUST be marked "e-mail only publication."**
5. 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.
6. Entries on which **ANY OFFICER'S COLUMN** appears routinely by itself on page one of **EVERY** issue will be **DISQUALIFIED**.

## — COMBINED CATEGORY BEGINNING IN 2019 —

## General Excellence – State & Provincial Association Publications and Moose Legion/Higher Degree Council 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. Likewise, Moose Legion/Higher Degree newsletters 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 newsletters, editors of Association and Moose Legion/Higher Degree 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 and Moose Legion/Higher Degree category.



## Best Editorial

### AN EDITORIAL CAN BE ON *ANY* TOPIC

**Note:** An editorial differs from a news story in that it clearly states an opinion, cites 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 2019).
2. The editorial should be approximately 250-500 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.
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 2018 to March 2019.
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 250-500 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 Checklist

\_\_\_\_\_ Newsletter being mailed regularly to Dept. of Communications? (as required by Moose Publication Permit) *(Even if 100% e-mail distribution, hardcopy of every issue **must be mailed to our office.**)*

\_\_\_\_\_ For Lodge/Chapter Publications, an updated publication permit must be on file in the Dept. of Communications by January 31, 2019. (To check, call 630-966-2229)

\_\_\_\_\_ In this submittal, is there a hardcopy 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 — 250-500 words in length?

\_\_\_\_\_ For “Best News Story” Is there a copy clipped or photocopied directly from newsletter — 250-500 words in length?

\_\_\_\_\_ Are **Entries From Each Category** General Excellence, Best Editorial, and Best News Story) in **Separate Envelopes**?

\_\_\_\_\_ Does the Officer’s column NOT appear by itself on page 1 in EVERY issue? Those appearing on page 1 by itself will be **DISQUALIFIED!**

Please fill out the information below and mail with your contest entry. (Please Print)  
(Detach, complete, and submit with your entry in separate envelopes)

Check box of category:

Lodge

Association and 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’s E-Mail Address

\_\_\_\_\_  
Editor’s Phone Number

\_\_\_\_\_  
(For Lodge/Chapter Publications only) Male Enrollment as of 4/30/18

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

\_\_\_\_\_  
Title of Best Editorial, if entry is submitted in this category

All material submitted in all categories must have been published in Moose newsletters dated from April 2018 through March 2019. Entries must be RECEIVED in the Moose International Department of Communications **NO LATER than 4:30p.m. CST, FRIDAY, MARCH 1, 2019.** All Lodge/Chapter newsletter entries must have a publication permit on file by 1/31/2019.

Send Entries to: Moose Journalism Awards,  
Moose International, 155 S. International Drive,  
Dept. of Communications, Mooseheart, IL 60539-1174,  
Attn: Brenda Buschbacher

<b>OFFICE USE ONLY</b>
Category: _____
_____