

Subject: FW: 20190227 Official Communication Value Veteran, Journalism awards, Publication deadline, double reward points, St. Patrick's day party kits

Official Communication for February 27, 2019

Tomorrow is Last Day to Self-Identify as a Valued Veteran to be Included in Spring Ceremony

Tomorrow, **February 28th**, is the **self-identification deadline** for veterans to be recognized at the **semi-annual recognition ceremony in April**. If Moose veterans identify *after* this date, they will be recognized at the semi-annual recognition ceremony in *November*. **Recognition at the semi-annual ceremonies includes the presentation of the Valued Veterans pin and Certificate of Appreciation**. As described in the Valued Veterans Annual Program Timeline, Moose International will ship these items to lodges by the third week of the month prior to the ceremony (the 3rd week of March for the April ceremony; and, the 3rd week of October for the November ceremony).

2018-2019 Moose Journalism Awards - Publication Submission Deadline this Friday, March 1st

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 form attached to this email).

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**.

Remember: If you enter this year's Moose Journalism Awards contest you will receive 1,000 Moose Rewards points. This is for each editor or webmaster who submits an entry!

Good luck to all the participants!



Double Moose Rewards Offered to Sponsors ends tomorrow, February 28, 2019

Double Moose Rewards can be earned by every sponsor, through the end of the February, 2019. For every new and former member reported and accepted in January and February double Moose Rewards will be given, getting you closer to redeeming valuable incentives. Encourage your membership to sponsor during these months to earn double Moose Rewards! Please encourage your members to sponsor a member during the next few weeks to take advantage of double Moose Rewards!

St. Patrick's Day Party Kits

Whether you're Irish by blood or only for a day, Catalog Sales has the party kit to help you celebrate this March 17th. For just \$49.95, your kit will include derby hats, feathered tiaras, horns, and leis. Be sure to place your orders for the St. Patrick's Day kits by March 7th to insure delivery in time for your party. Contact Catalog Sales to order your St. Patrick's Day party kit at 630.966.2250 or catalogsales@mooseintl.org



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 EMAIL 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 email ARE eligible — BUT, hardcopies must be submitted, and entry MUST be marked “email 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.

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% email 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 # ____)

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

Name of Publication

Please check: Email newsletter Printed newsletter

Name of Publication Editor/Story Author

Editor’s Email 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

OFFICE USE ONLY
Category: _____

Happy St. Patrick's Day Party Kits!

Each 50 person kit contains:

25 Plastic Derby Hats

25 Feathered Tiaras

50 Green Foil Horns

25 Green/White Poly Leis



Celebrate with Style

Catalog # 182

Send Orders to Moose International, Catalog Sales Dept.
Mooseheart, IL 60539-1171

Send check or money order - no CODs

Please ship the following order, for which you will find
enclosed Check No. _____ for \$ _____

Qty. _____ @ 50 people for \$49.95

Name _____

Address _____

City _____

State _____ Zip Code _____

Credit Card # _____

Expiration Date _____

Signature _____

PACKING & SHIPPING CHART

Please use this chart to compute your packaging/shipping cost.
These charges represent only part of the actual cost, we pay the
rest.

Illinois residents please include 7% sales tax.

ORDERS	ADD
Up to \$15.00	\$6.30
\$15.01 to \$25.00	\$9.50
\$25.01 to \$35.00	\$12.35
\$35.01 to \$50.00	\$13.75
\$50.01 to \$75.00	\$15.75
\$75.01 to \$100.00	\$18.50
\$100.01 to \$125.00	\$20.25
\$125.01 and up	\$22.75



Please state Catalog #
when ordering

Phone 630-966-2250

Fax 630-859-3505

Or email us at:
catalogsales@mooseintl.org