



NIC REACHES OUT TO NEXT GENERATION FRATERNITY MEN VIA INNOVATIVE NEW WEBSITE

INDIANAPOLIS (6/24/09) – The North-American Interfraternity Conference (NIC) has redesigned www.fraternityinfo.com, as a collaborative effort with each of its 73 member fraternities, to engage and inform potential new members about the benefit and value of today's fraternity experience.

Designed by Indianapolis-based Mediasauce, the new site design aims to reach a similar 17-22 year-old male demographic to create a unique platform designed to attract and engage college-bound men interested in learning about the 21st century fraternity. "They quickly will learn the story of today's fraternity from their peers, through blogging and other interactive media built into the site," said Peter D. Smithhisler, NIC president and CEO. "The goal is for the high school senior, who is bound for college, to learn why joining a fraternity could be one of the best choices he makes at school."

In addition to being an overall source of information for potential fraternity members, the site provides information for parents, student leaders of fraternity chapters, as well as members of fraternity chapters. It aims to dispel stereotypes and to be a source of credible, current information to help develop the next generation of fraternity members and leaders.

The site includes sections devoted to "The Real Story," an area where current fraternity men blog about experiences, as well as respond to questions and misconceptions college-bound men may have about fraternity life. The section entitled "Myths" provides videos and other interactive media to address what today's fraternities are and are not. "Hollywood has created the Animal House myth, and that has perpetuated others such as binge drinking, hazing, poor academic achievement, and more," Smithhisler said. "Fraternities are working harder to demonstrate their values and principles, and this portion of the site is designed to provide a relevant education regarding what is real about today's fraternities and what is the myths of movies."

As the visitor moves deeper into the site, he is immersed in a platform of strong photographs and content-rich information. He also will have intuitive navigation, liberal use of social media tools (flickr.com, youtube.com, facebook.com, etc.), and content told as stories. Visitors will be offered videos about the fraternity experience, Flickr photo galleries, testimonials from fraternity men about why Greek life is important to success in life, and be able to learn about Greek leadership training and networking opportunities and how they help prepare future leaders. Viewers also can receive more information about general fraternity membership, as well as information from specific fraternities and specific chapters of fraternities on specific college campuses.

www.fraternityinfo.com is live now and will be linked to the NIC's primary site, www.nicindy.org, once that site redesign is complete and taken live in fall, 2009.