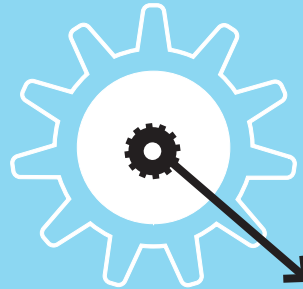




International Labor Communications Association

*Amplifying Labor's Voice Around the World*

# 2021 LABOR MEDIA AWARDS





## QUICKLIST

Unless otherwise noted, these categories are each judged in two separate class groups:

- 1) National/International Unions, Federations, Councils & Allied Organizations
- 2) Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations

NOTE: Affiliate organizations and associate members should select the category that most closely aligns with the entry you are submitting. For example, if you are an associate member or affiliate organization who provided services to a national labor organization and/or are submitting an entry about a national labor issue, you should select the NATIONAL category. If you provided services to a local labor organization and/or are submitting an entry that deals with a local labor issue, you should select the LOCAL category. For questions or clarifications, please contact [info@ilcaonline.org](mailto:info@ilcaonline.org).



### The Max Steinbock Award 8

One award given in this category. **\$35**



### General Excellence 9

#### Print Publication

- National/International Unions, Federations, Councils & Allied Organizations **\$80**
- Local/Regional/State Federations, Central/Area Labor Councils & Allied Organizations **\$55**
- Local/Regional/Statewide Labor Unions
  - a) <10,000 **\$55**
  - b) 10,001 to 30,000 **\$55**
  - c) 30,001 or more **\$55**

#### Single-Issue Publication/Collateral

- National/International Unions, Federations, Councils & Allied Organizations **\$80**
- Local/Regional/State Federations, Central/Area Labor Councils & Allied Organizations **\$55**
- Local/Regional/Statewide Labor Unions **\$55**

#### Website **\$30**

#### Electronic Publication **\$30**

#### Blog **\$30**



### Visual Communications 11

#### Best Design **\$30**

- Newspaper or Newsletter (Print)
- Magazine (Print)
- Single-Issue Publication (Print)
- Website, App or Electronic Publication

#### Best Front Page/Cover **\$30**

- Newspaper or Newsletter (Print)
- Magazine (Print)

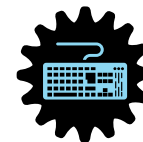
#### Best Photograph **\$30**

#### Best Photo Essay or Gallery **\$30**

#### Best Informational Graphic **\$30**

#### Best Cartoon **\$30**

#### Best Illustration **\$30**



### Writing 13

#### Best News Story **\$30**

#### Best Feature Story **\$30**

#### Best Analysis **\$30**

#### Best Profile **\$30**

#### Best Editorial or Column **\$30**

#### Best Labor History Story **\$30**

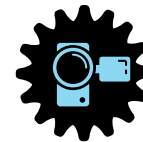
#### Best Series **\$30**

#### Best Electronic Content **\$30**

#### Saul Miller Award: Organizing **\$30**

#### Saul Miller Award: Collective Bargaining **\$30**

#### Saul Miller Award: Political Action **\$30**



### Electronic Media 16

#### Best Use of Social Media **\$30**

#### Best News Video **\$40**

#### Best Issues/Advocacy Video **\$40**

#### Best Promotional Video **\$40**

#### Best Longform Video **\$40**

#### Best Education and Training Video **\$40**

#### Best Audio/Podcast/Radio Broadcast **\$30**



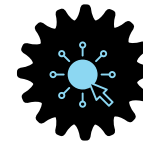
### Political Action/ Organizing Campaign 19

#### Best Mail Piece **\$30**

#### Best Persuasive Letter **\$30**

#### Best Flyer **\$30**

#### Best Collateral **\$30**



### Best Multimedia Campaign 20 **\$40**



### Best Use of Earned Media 21 **\$40**



## INTRODUCTION

Our annual **LABOR MEDIA AWARDS** recognize excellence among member publications, websites, film, video and other media. It is the largest competition exclusively for labor journalists.

### Eligibility

Entries are for work published or released in the prior calendar year.

Your current ILCA dues must be paid before we can judge your entry.

Organizations entering materials agree to permit ILCA to use the work at the ILCA convention or awards presentation, and in ILCA publications, websites and social media sites. If an entry is a winner in the contest, it may be donated to the University of Maryland's Labor Archives.

### Judging

An independent panel of judges may award First, Second and Third Awards in each category to each class group. No awards are given in categories for which judges determine entries do not merit them.

### The 2021 Contest

The Labor Media Awards are online at: **ilcaonline.org**. See page 6 for details on how to submit entries online. Submissions are to be made by uploading files or by entering the URL(s) where materials are to be found. Exceptions can be made for multimedia campaigns and electronic media if they do not exist online.

If you are entering a submission for the Max Steinbock Award please note that you may not enter that submission in any other category.

Entries eligible for submission include news stories, features, editorials, columns, original photos and artwork, including cartoons, and electronic media including video and audio.



#### DETAILS

Enter  
online at:  
[ilcaonline.org](https://ilcaonline.org)

Mail checks payable  
to ILCA to:  
**ILCA**  
815 16th St. NW,  
Washington, DC 20006

For assistance, email:  
[info@ilcaonline.org](mailto:info@ilcaonline.org)

or call:  
(202) 637-5068

## GUIDELINES

### The Awards

The International Labor Communications Association (ILCA) annual Labor Media Awards recognize excellence among ILCA member publications, collateral, blogs, websites, apps, social media, video, audio and other media. It is the largest competition exclusively for labor journalists.

Judging is performed across the United States by ILCA members and others with expertise in the specific categories. Unless otherwise noted, each category is judged in two separate class groups: National/International Unions, Federations, Councils & Allied Organizations; and Local/Regional/State Federations, Central/Area Labor Councils & Allied Organizations. Judges may award First, Second and Third Awards in each category to each class group. No awards are given in categories for which judges determine entries do not merit them.

● **THE WINNERS WILL BE ANNOUNCED IN THE FALL AND POSTED ONLINE AT [ilcaonline.org](http://ilcaonline.org).**

#### ORGANIZING!

A category for Political Action/Organizing campaigns has been added. Entrants will have successfully used persuasive mail pieces, flyers and other collateral in a political action or organizing campaign.



### Eligibility

To enter the awards, your organization must be a paid-up member of ILCA. To join ILCA and submit your annual membership dues, go to [ilcaonline.org](http://ilcaonline.org).

### Entry Guidelines

Entries published or released in the prior calendar year are eligible. The exceptions are website or app awards which, because of the nature of the medium, may be judged on what is posted at the time of judging. All entries and entry materials should be submitted digitally online at [ilcaonline.org](http://ilcaonline.org). The exceptions are for multimedia campaigns and electronic media if an online URL is not available.

See page 6 for information on using [ilcaonline.org](http://ilcaonline.org).



## GUIDELINES

Entrants may choose to enter their program into more than one category, provided that it applies to the specific criteria stated within each category.

- **ALL ENTRY FEES ARE NON-REFUNDABLE.**

**UPLOADS:** Upload any supporting documents/back-up materials (as requested in each individual category, e.g., PDFs, videos, audio, video links, website URLs, etc.)

**IMAGES:** Acceptable file formats include JPEG, TIF or hi-res PDF files. As a general rule of thumb, the artwork should be at least 1,000 pixels or more in either width or height.

By entering the Labor Media Awards program, all entrants confirm that their programs and entries comply with the ethical standards of the profession, as embodied in the [ILCA Code of Ethics](#).

Organizations entering materials agree to permit ILCA to feature the work in an ILCA publication, website and social media site and during an ILCA convention or awards presentation. If an entry is a winner in the contest, it may be donated to the University of Maryland's Labor Archives.

## ONLINE SUBMISSIONS

### Using ilcaonline.org

To submit entries, you first need a contestant account. If you already have one, sign in. If not, click on Create Account.

### CREATING AN ACCOUNT

If your ILCA membership is active, you can fill out the form and enter the contest immediately. If you renewed recently and do not see your organization listed, please contact us at [info@ilcaonline.org](mailto:info@ilcaonline.org) to activate your membership on the contest site.

### CHOOSING AN AWARD CATEGORY

Once you have signed in, you can select “Add Entry” to enter. The award categories available can be viewed on the drop-down menu.

### SUBMITTING AN ENTRY

On the entry screen, fill out all of the fields. You may upload as many as two (2) files.

(PLEASE NOTE: If you are entering a series of work that goes beyond five files, please merge your files before uploading them.)

This screenshot shows the 'Account' creation page on the ILCA website. The navigation bar includes 'Home', 'Add Entry', 'View/Edit Entries', 'Help & FAQ', 'Rules', and 'Contact Us'. The form is titled 'Contact Information' and contains several fields: a dropdown menu for 'Which best describes the organization you're representing' (with 'National/International Union, Federation, Council' selected), a 'Prefix' dropdown (with 'Ms.' selected), 'First Name' (with 'Lisa') and 'Last Name' (with 'Martin') text boxes, a 'Title' text box (with 'Strategic Communications Director'), and a 'Union or Organization Name' dropdown (with 'ABC Company' selected). There are also 'Address 1' and 'Address 2' text boxes. 'Save' and 'Back' buttons are located at the top right of the form area.

This screenshot shows the 'Entry' submission page on the ILCA website. The navigation bar is the same as the previous screenshot. The form is titled 'Entry Details and Uploads' and contains: a 'Title - Name of entry as it should appear on award' text box; 'Division' and 'Category' dropdown menus (both with 'Please Select' selected); and a 'Sub-Category' dropdown menu (with 'Please Select' selected). 'Save' and 'Back' buttons are located at the bottom right of the form area.



**FOR ASSISTANCE,**  
email: [info@ilcaonline.org](mailto:info@ilcaonline.org)  
phone: (202) 637-5068



## ONLINE SUBMISSIONS

You may enter URL(s) where the materials can be found online.

For multimedia campaigns and electronic media, you can also elect to submit physical media.

If you are submitting multiple entries for a given award, you will go through this entire process, starting with selecting the award, for each entry.

### **WHEN YOU ARE DONE**

When you have submitted all your entries click on “View/Edit Entries” at the top of your screen and check the entries you will pay and select “Pay Online,” “Pay by Check,” or “View/Print Invoice.” For any entry to be considered, you must pay the entry fee.

**If you are mailing in a check, please include a copy of your invoice with your check.**

Checks payable to the ILCA should be mailed to:

**ILCA**

**815 16th St. NW**

**Washington, DC 20006**



MAX  
STEINBOCK  
AWARD

**THE MAX STEINBOCK AWARD** is ILCA's highest single award for journalistic excellence. This award is given in recognition of an outstanding journalistic effort that explores an issue of concern to working families, with particular sensitivity and insight into the human spirit. The award is named for a much-respected past ILCA president. Entries must be created by one individual; co-authored material is ineligible.

Topics can range from human rights issues to individuals' acts of courage or conscience, economic justice initiatives to community service activities, or commentary about the American labor movement.

Entries eligible for submission include news stories, features, editorials, columns, original photos and artwork, including cartoons, and electronic media including video, audio and blog posts.

**ENTRY FEE: \$35**

**PLEASE NOTE: A MAX STEINBOCK ENTRY CANNOT BE SUBMITTED IN ANY OTHER CATEGORY.**





## GENERAL EXCELLENCE

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

**GENERAL EXCELLENCE** awards are presented for overall journalistic merit. Judges consider balance and quality of content; appropriateness of subject matter to the organization and to the readership served; design; and readability.

### PRINT PUBLICATION

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting the organization's overall objectives. Upload samples of two consecutive issues from the prior calendar year. Each publication can only be entered once. This category is judged in the following six class groups:

- **NATIONAL/INTERNATIONAL UNIONS, FEDERATIONS, COUNCILS & ALLIED ORGANIZATIONS \$80**
- **LOCAL/REGIONAL/STATE FEDERATIONS, CENTRAL/AREA LABOR COUNCILS & ALLIED ORGANIZATIONS \$55**
- **LOCAL/REGIONAL/STATEWIDE LABOR UNIONS** in one of the following categories based on distribution or membership size:
  - a) **< 10,000 \$55**
  - b) **10,001 - 30,000 \$55**
  - c) **30,001 + \$55**

### SINGLE-ISSUE PUBLICATION/COLLATERAL

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, posters, books commemorating anniversaries, and similar publications. Items are judged by quality and presentation, including content, clarity, style and originality. This category is judged in the following three class groups:

- **NATIONAL/INTERNATIONAL UNIONS, FEDERATIONS, COUNCILS & ALLIED ORGANIZATIONS \$80**
- **LOCAL/REGIONAL/STATE FEDERATIONS, CENTRAL/AREA LABOR COUNCILS & ALLIED ORGANIZATIONS \$55**
- **LOCAL/REGIONAL/STATEWIDE LABOR UNIONS \$55**



## GENERAL EXCELLENCE

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) National/International Unions, Federations, Councils & Allied Organizations**
- 2) Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

## WEBSITE

Websites are judged as they exist at the time of judging.

**ENTRY FEE: \$30**

## ELECTRONIC PUBLICATION

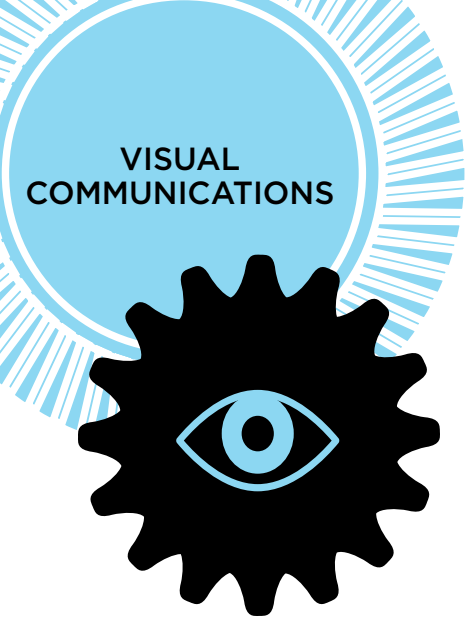
Multi-topic publications or newsletters sent to members and other subscribers through email on a regular schedule. They typically contain text, visuals and links to websites, videos or documents that provide additional resources for readers. PDF versions of a print publication do not qualify as an electronic publication. Awards are presented for overall merit. An entry must consist of two electronic publications published in the prior calendar year.

**ENTRY FEE: \$30**

## BLOG

Web-based journals, in which labor issues are a dominant focus, are eligible for consideration. Awards are presented for overall merit. The blog must be published consistently and be in existence for at least four months. Entries must allow readers an easily accessible method of feedback or dialogue, such as a comments section or direct email.

**ENTRY FEE: \$30**



*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

**VISUAL COMMUNICATIONS** entries represent the best layouts, illustrations, photographs and informational graphics. Judges consider the entry's quality of production, content and effectiveness with its intended audience.

### **BEST DESIGN**

Entries will be judged on overall typography; layout; use of photos, illustrations and artwork; presentation; readability; and navigability in the case of website, app or electronic publication entries. Entrants can enter in the following subcategories:

- Newspaper or Newsletter (Print)
- Magazine (Print)
- Single-Issue Publication (Print) Eligible items include booklets, brochures, calendars, posters, anniversary books and similar single-issue publications.
- Website, App or Electronic Publication

**ENTRY FEE: \$30**

### **BEST FRONT PAGE/COVER**

This award recognizes the overall combination of visuals, typography and content on the page, their impact and readability; and how well they attract readers to the stories they highlight and to the overall publication.

Entrants can enter in the following subcategories:

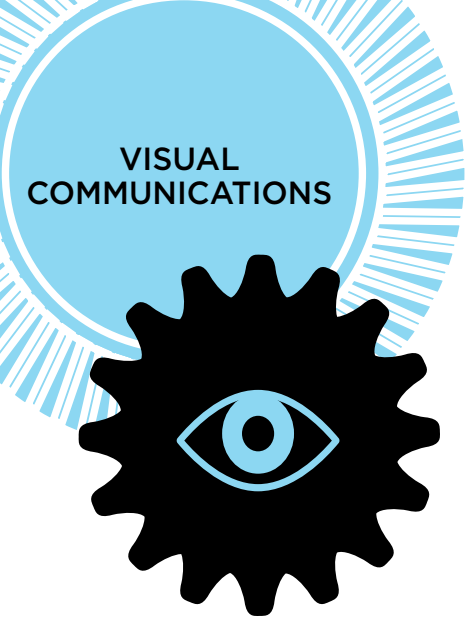
- Newspaper or Newsletter (Print)
- Magazine (Print)

**ENTRY FEE: \$30**

### **BEST PHOTOGRAPH**

Digital or film entries may be photographed by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by your publication. One photo is considered one entry. Photographs that have been substantially altered or enhanced should be entered for the Best Illustration category.

**ENTRY FEE: \$30**



*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

## **BEST PHOTO ESSAY OR GALLERY**

This category honors multiple photographs, related in content, that are published as a cohesive package in an internet or print publication. The photos should tell the story on their own with minimal use of accompanying text. Each entry must contain at least three individual photographs displayed together or in a sequence.

**ENTRY FEE: \$30**

## **BEST INFORMATIONAL GRAPHIC**

This award recognizes the presentation of information in a visual manner, such as in charts, maps and other visual presentations. Entries are judged on typography, artwork, and how the graphic accurately and compellingly conveys information. If the graphic accompanies an article, be sure to outline the graphic you want us to consider. One graphic is considered one entry.

**ENTRY FEE: \$30**

## **BEST CARTOON**

Entries may be drawn by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by the entrant's publication. One cartoon is considered one entry.

**ENTRY FEE: \$30**

## **BEST ILLUSTRATION**

Entries may be drawn by hand or on a computer by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by the entrant's publication. Photographs that have been substantially altered should be entered in this class. One illustration is considered one entry.

**ENTRY FEE: \$30**



## WRITING

**WRITING** entries highlight writing by and about unions, featuring content relevant to topics such as the labor movement, organizing, collective bargaining and political action. Judges consider the entry's quality of writing, content and effectiveness with its intended audience.

### **BEST NEWS STORY**

Entries should feature active, timely coverage of events. They will be judged on reporting, clarity and significance. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST FEATURE STORY**

Entries should highlight human-interest coverage. They should contain compelling content, storytelling and writing. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST ANALYSIS**

Entries should go beyond basic news coverage of events. They should present an investigation, evaluation or perspective on a larger issue of social or economic justice or a topic of significance to unions, workers and the labor movement. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST PROFILE**

Entries should focus on a specific person or group, their plight, struggles, accomplishments or contributions. Entries will be judged on how well they tell an individual story and convey the significance of the individual(s) to members, the union or the community. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**



## WRITING

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

### **BEST EDITORIAL OR COLUMN**

Entries should be written by an editor, staff member, publisher, union officer, or union member. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST LABOR HISTORY STORY**

Entries should not only tell of an important historical event or person, but convey the influence and relevance of that person or event on the contemporary labor movement. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST SERIES**

Entries must be more than one article covering a single subject and published in an identifiable sequence. Articles in the series must be related and identified as one ongoing unit; stories on the same topic that run at various times during the year do not qualify as a series. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

**ENTRY FEE: \$30**

### **BEST ELECTRONIC CONTENT**

Website, apps and electronic publications are eligible. Judges evaluate timelines, editorial excellence, and usefulness of information for members of the target audience.

**ENTRY FEE: \$30**



## WRITING

Unless otherwise noted, these categories are each judged in two separate class groups:

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

## SAUL MILLER AWARDS

The following three Writing awards are named after the late Saul Miller, a director of the AFL-CIO Department of Information and a founder of ILCA. These awards highlight writing related to key activities of unions: organizing, collective bargaining and political action. Entries submitted for consideration for a Saul Miller Award cannot be entered in another category.

### SAUL MILLER AWARDS: **Organizing**

Content concerns the activism of an individual, group or union during an internal or external organizing campaign.

**ENTRY FEE: \$30**

### SAUL MILLER AWARDS: **Collective Bargaining**

Content concerns collective bargaining, negotiations, grievance-processing or related union activities.

**ENTRY FEE: \$30**

### SAUL MILLER AWARDS: **Political Action**

Content concerns the activism of an individual, group or union during a local, state, provincial, or national election or legislative campaign.

**ENTRY FEE: \$30**



## ELECTRONIC MEDIA

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

**ELECTRONIC MEDIA** entries cover use of social media, video and audio productions, and must demonstrate that it was produced by, for or about unions or the labor movement.

Each entry must include a statement of purpose, including its target audience. Judges consider the entry's quality of production, content and effectiveness, and how well the work meets its implicit purpose. Projects compete against each other in three separate class groups: National/International Unions; State and Other Organizations; and Local/Regional Unions.

For video and audio entries hosted on a web platform such as YouTube or Facebook the direct URL may be submitted. Entries not accessible via the web may be submitted on DVD or USB memory stick.

### **BEST USE OF SOCIAL MEDIA**

Entrants will have successfully used Facebook, Twitter, Instagram, apps, texts or similar network tools as the primary means of communication to successfully advance organizing, bargaining, political action or other member mobilization.

#### **ENTRIES MUST INCLUDE:**

- A statement of purpose including the campaign's objectives and the end result.
- Relevant metrics such as the number of actions taken, number of retweets, number of new fans or friends, etc.
- Link(s) to live page(s) or screen captures of page(s) demonstrating the action, content and/or metrics.

**ENTRY FEE: \$30**

### **BEST NEWS VIDEO**

Entries should feature active, timely coverage of news or events related to organized labor or issues relevant to the lives and concerns of workers. Entries will be judged on reporting, clarity and significance. Videos that are related to each other and identified as part of a series are eligible as one entry.

**ENTRY FEE: \$40**





## ELECTRONIC MEDIA

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**

### **BEST ISSUES/ADVOCACY VIDEO**

Entries should follow the general qualities of documentary storytelling, rather than public relations or promotional principles, and may focus on organizing, political issues or labor history, for example. Videos that are related to each other and identified as part of a series are eligible as one entry.

**ENTRY FEE: \$40**

### **BEST PROMOTIONAL VIDEO**

Entries can be promotional, advocacy or public service announcements that promote a union, organized labor, issues, or a viewpoint relevant to the lives and concerns of workers. Generally, these programs are intended to promote one viewpoint without nuance or controversy. Videos that are related to each other and identified as part of a series are eligible as one entry.

**ENTRY FEE: \$40**

### **BEST LONGFORM VIDEO**

Entries utilize their expanded time allotment to cover their topic with substance and depth in a compelling and effective way. Entries can be news, feature or documentary in style and should focus on, document or illuminate an event or events in the history of organized labor, including but not limited to union history.

**ENTRY FEE: \$40**

### **BEST EDUCATION AND TRAINING VIDEO**

Entries must have been created to be part of a training, educational curriculum or an event — and meant to serve a defined learning purpose related to organized labor and workers. The intended audience can be K-12, post secondary, adult education; volunteer or employee education; or teachers and instructors (such as train-the-trainer programs). Videos that are related to each other and identified as part of a series are eligible as one entry.

**ENTRY FEE: \$40**



## ELECTRONIC MEDIA

### **BEST AUDIO/PODCAST/RADIO BROADCAST**

Audio entries can be promotional, advocacy or public services announcements; news segments or short features; or full-length labor programs or documentaries. The focus should be on labor events or issues relevant to social or economic justice and the lives and concerns of workers. Entries may have been produced for broadcast over radio, podcast or Internet streaming.

**ENTRY FEE: \$30**

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**



**POLITICAL/  
ORGANIZING**

Unless otherwise noted, these categories are each judged in two separate class groups:

- 1) National/International Unions, Federations, Councils & Allied Organizations
- 2) Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations

**POLITICAL ACTION/ORGANIZING CAMPAIGN** entrants will have successfully used persuasive mail pieces, flyers and other collateral in a political action or organizing campaign. Entries must include a statement of purpose including the campaign's objectives and the end result. Judges consider the entry's quality of production, content and effectiveness, and how well the work meets its implicit purpose. *Entries for the Saul Miller Award are not eligible to be entered in this category.*

### **BEST MAIL PIECE**

Entries, such as a postcard or other mailer, will be judged on overall layout; use of photos, illustrations and artwork; presentation; readability; and persuasiveness.

**ENTRY FEE: \$30**

### **BEST PERSUASIVE MESSAGE**

Communications designed to solicit a specific, immediate response by the target audience and sent via letter or email. This can be a single communication or a series.

**ENTRY FEE: \$30**

### **BEST FLYER**

Entries will be judged on overall layout; use of photos, illustrations and artwork; presentation; readability; and persuasiveness.

**ENTRY FEE: \$30**

### **BEST COLLATERAL**

Designed campaign collateral (other than the above) can be entered in this category. Entries may include a campaign poster, sticker, lawn sign, button or t-shirt, for example. Multiple items that are related to each other and identified as part of a series are eligible as one entry.

**ENTRY FEE: \$30**



**BEST  
MULTIMEDIA  
CAMPAIGN**

**BEST MULTIMEDIA CAMPAIGN** entries should demonstrate use of multiple media platforms in a single-issue or extended campaign (such as different forms of print combined with internet, radio, television, video, buttons, shirts, billboards, etc.) Entries will be judged both on the quality of individual components and on the synergy among the different media. Entries should utilize at least three forms of media.

All entries also must include a statement of purpose explaining the issue or campaign, the message and goal of the campaign, and the target audience(s).

If more than one member organization was involved in the campaign, only one member organization should submit the entry as the lead organization.

Materials that cannot be uploaded and do not reside on the web can be submitted in physical media, by mail.

**ENTRY FEE: \$40**

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) National/International Unions, Federations, Councils & Allied Organizations**
- 2) Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**



**BEST USE  
OF  
EARNED MEDIA**

**BEST USE OF EARNED MEDIA** entries demonstrate the effective use of earned news media, print, digital, broadcast, or radio to highlight a labor union issue, union, or union campaign.

Each entry must include a statement of purpose, message that is intended to be delivered, and target audience. Judges consider the entry's quality, content and effectiveness, as well as how well it meets its implicit purpose.

**ENTRY FEE: \$40**

Projects compete against each other in three separate class groups:

- **NATIONAL/INTERNATIONAL UNIONS & ALLIED ORGANIZATIONS**
- **STATE AND OTHER ORGANIZATIONS**
- **LOCAL/REGIONAL UNIONS & ALLIED ORGANIZATIONS**

*Unless otherwise noted, these categories are each judged in two separate class groups:*

- 1) **National/International Unions, Federations, Councils & Allied Organizations**
- 2) **Local/Regional/State Unions, Federations, Central/Area Labor Councils & Allied Organizations**



**ASSISTANCE**

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