



International Labor Communications Association

Amplifying Labor's Voice Around the World

2018

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

p. 7 THE MAX STEINBOCK AWARD

One award given in this category.

p. 8 GENERAL EXCELLENCE

Print Publication

- National/International Unions, Federations, Councils & Allied Organizations
- Local/Regional/State Federations, Central/Area Labor Councils & Allied Organizations
- Local/Regional/Statewide Labor Unions
 - a) <1,000
 - b) 1,001 to 10,000
 - c) 10,001 to 30,000
 - d) 30,001 or more

Single-Issue Publication

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

Website

Electronic Publication

Blog

p. 10 VISUAL COMMUNICATIONS

Best Design

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

Best Front Page/Cover

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

Best Photograph

Best Photo Essay or Gallery

Best Informational Graphic

Best Cartoon

Best Illustration

p. 12 WRITING

Best News Story

Best Feature Story

Best Analysis

Best Profile

Best Editorial or Column

Best Labor History Story

Best Series

Best Electronic Content

Saul Miller Award: Organizing

Saul Miller Award: Collective Bargaining

Saul Miller Award: Political Action

p. 14 ELECTRONIC MEDIA

Best Use of Social Media

Best News Video

Best Issues/Advocacy Video

Best Promotional Video

Best Longform Video

Best Education and Training Video

Best Audio/Podcast/Radio Broadcast

Best Longform Audio

**p. 17 POLITICAL ACTION/
ORGANIZING CAMPAIGN**

Best Mail Piece

Best Persuasive Letter

Best Flyer

Best Collateral

**p. 18 BEST MULTIMEDIA
CAMPAIGN**



Introduction

The Awards

Thank you for judging the International Labor Communications Association (ILCA) annual Labor Media Awards. The 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. We could not put on this contest without your generous donation of time and energy.

Judging

Professional judges join you from across the country and in most cases you will be paired with a fellow judge to review your category(s). 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. You may award an Honorable Mention if you feel the work deserves some recognition.

Judging is conducted on the judge's website which can be accessed via ilcaonline.org. Judges must register on the judging website to get started. (Your contest profile and login is separate). Please see page 5 for details. Winners will be announced in late summer, and posted online at ilcaonline.org.

Conference Call

There will be a conference call for new and returning judges to ensure all questions are answered. You will be notified of the time and phone number for the conference call. We hope you will join us.

Judging Criteria

Please be sure to read the details for the specific category or categories you are judging (which can be found on pages 7-18). If, in the process of judging, you have questions about how best to evaluate entries, please contact our office. Executive Council members will be happy to talk with you and clarify how to proceed.

Judges should keep in mind that labor media practice advocacy journalism — without apology. Accuracy is important, but a “he said/she said” balance is not required.



DETAILS

Enter online at:
ilcaonline.org

**Deadline for judging
Friday, Sept. 7, 2018**

For assistance:
email: info@ilcaonline.org
phone: (202) 637-5068

Introduction

Consideration should be given to the ways editors cover labor issues, juggle content, and solve editorial problems given their specific deadline challenges. Judges should focus on consistency in excellence despite challenges that different deadlines impose.

Judges should not give an automatic advantage to publications that may have access to greater resources, as evidenced by size of staff and contributors, number of pages, lavish displays, etc. A good job accomplished with limited resources may merit a higher rating than a similar job done with far greater resources.

Judges should take into account other limitations under which trade union editors produce their work. Many decisions that shape a publication, website or other outlet do not rest with the editor or communications department.

Judging With A Partner

Most all of the judging is done in teams of two or more judges. You can click the “Team Info” tab to find your co-judge’s contact information. You can reach out to your judging partner to collaborate. The interaction within teams yields insights that a single individual judge might not be able to reach alone.

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.



Deadline

You and your partner have six weeks to judge the awards. **The deadline is Friday, September 7, 2018.** Please contact ilcaonline.org or call 202 637-5068 if you need an extension.

Feedback

Please tell us about your experience judging. Email info@ilcaonline.org with comments and suggestions.

Let’s Get Started

To judge entries, you first need an online judge’s account. See page 6 for details.

JUDGING ON ilcaonline.org

CREATING AN ACCOUNT

Judges must create a new account on the judge's website — which is separate and apart from the contest website — in order to access and judge.

Even if you have judged before, you must create a new account this year. Click “Register” to create an account.

Once you have created your account, ILCA will send notice of verification. You will receive an email when the category or categories you are judging are ready. If you have any trouble creating your account, give us a call (202) 637-5068. We will be glad to help.

If you cannot remember your account name or password, send us an email at info@ilcaonline.org and we will help.

The screenshot shows the ILCA website's account creation page. At the top left is the ILCA logo. To the right are "Login" and "Register" buttons. Below the logo is a navigation bar with "Getting Started", "Judging Guidelines", and "Contact Us". The main form is titled "Account" and has "Save" and "Back" buttons. It is divided into two sections: "Contact Information" and "Account Information". The "Contact Information" section includes fields for "First Name", "Last Name", "Work Phone", "Company Name", and "Email Address". The "Email Address" field contains the text "communications@liuna.org".

The screenshot shows the ILCA judging interface. At the top left is the ILCA logo. To the right is a "Welcome Testing First" button. Below the logo is a navigation bar with "Home", "Groups", "Help", "Rules", "Contact Us", and "Team Info". The main content area shows a "791972 - The latest and greatest" entry under the "General Excellence - Print Publication" category. There are buttons for "Save", "Save & Next", "Save & Close", "Return to list", and "Recuse". The entry details include a "Name of Entry" field with the text "The latest and greatest", a "Division" dropdown menu set to "General Excellence", and a "Sub-Category" dropdown menu set to "Print Publication". There is also a "Category Help" link. The "Entry Category Description" section contains text about the award's purpose and submission rules.

JUDGING

After you login, click on the “Groups” tab to see the categories that you are judging.

Clicking on a group of entries will bring up a list of the entries in that category.

Review each entry by clicking on the entry title. You will be able to review a description of the type of entry. Click on the entry details tab to review the submission; including the statement of purpose, and any attached documents, links, and metrics.

Online Judging

Scoring. Each judge may rank entries as first, second, third place, no place, or honorable mention. The average score will decide the winner. The score can be entered by clicking on the blue “Score” button on the right side of your screen.

Comment. You can provide feedback and comments to contestants by clicking on the “Comment” button on the right side of your screen.

Judge. Hitting this button saves any changes you have made in ranks. It does not finalize them; you can return to readjust and save ranks repeatedly.

PLEASE NOTE: While most contest entries are available for viewing through the contest website, materials for multimedia campaigns and audio/visual entries may be submitted as physical media. These will be forwarded to the judges for those categories. If you are such a judge, you will receive an email notifying you of the shipment.

QUESTIONS?

email: info@ilcaonline.org
phone: (202) 637-5068



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.

Topics cover a wide range including human rights issues, acts of courage or conscience, economic justice initiatives, community service activities, or commentary about the American labor movement.

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

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. Each entry in this category is judged in the following six class groups:

- **NATIONAL/INTERNATIONAL UNIONS, FEDERATIONS, COUNCILS & ALLIED ORGANIZATIONS \$75**
- **LOCAL/REGIONAL/STATE FEDERATIONS, CENTRAL/AREA LABOR COUNCILS & ALLIED ORGANIZATIONS \$50**
- **LOCAL/REGIONAL/STATEWIDE LABOR UNIONS** in one of the following categories based on distribution or membership size:
 - a) **< 1,000**
 - b) **1,001 - 10,000**
 - c) **10,001 - 30,000**
 - d) **30,001 +**

SINGLE-ISSUE PUBLICATION

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. Each entry in this category is judged in the following three class groups:

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

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.

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.

BLOG

Web-based journals in which labor issues are a dominant focus. 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.

Visual Communications



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 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.

The following subcategories will be judged:

- 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

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 will be judged in the following subcategories:

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

BEST PHOTOGRAPH

Digital or film entries have been photographed by a staff member, rank-and-file member, retiree or freelancer. Initial use must have been by the entrant's publication. One photo is considered one entry. Photographs that have been substantially altered or enhanced are not eligible for this category.

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.

Visual Communications



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 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, it should have been noted by the entrant. One graphic is considered one entry.

BEST CARTOON

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

BEST ILLUSTRATION

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



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 NEWS STORY

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

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.

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.

BEST PROFILE

Entries should focus on a specific person or group, their plight, struggles, accomplishments or contributions. Entries should 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.

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.

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.



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 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.

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.

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 the 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.

SAUL MILLER AWARDS: COLLECTIVE BARGAINING

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

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.

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. Materials that could not be uploaded to the contest site may have been submitted as physical media.

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

For video and audio entries hosted on a web platform such as YouTube or Facebook the direct URL should be included. Entries not accessible via the web may be submitted on DVD or USB memory stick. Materials that could not be uploaded to the contest site may have been submitted as physical media.

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.

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.



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.

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.

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.

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.

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.

Electronic Media



BEST LONGFORM AUDIO

Entries can include full-length labor radio programs, longer labor news programs, and full-feature stories or documentaries about current or past labor events, or that highlight issues relevant to social or economic justice and the lives and concerns of workers. Entries can be radio or web-based including streaming audio and podcasts.

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, as well as 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.

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.

BEST FLYER

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

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.

Best Multimedia Campaign



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 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 could not be uploaded to the contest site may have been submitted as physical media.