

Call for Entries

**2010
ILCA
Labor Media
Awards**





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On the Cover: Javier Rivera, of 1199SEIU United Health Workers East, is a personal care attendant for his step-father, Hector Morales, who is a paraplegic. The photo, by Belinda Gallegos, is part of an award-winning essay in the magazine *Our Life and Times*.

Checklist for entries:

- Photocopy blank Entry Tags as needed for each category.
- Fill out an appropriate Entry Tag for each entry. Tape or staple the tag to an envelope containing 3 copies of your entry.
- Band all entries in the same category together.
- Enclose all your entry envelopes, the Main Entry Form (Page 14), and the Category Entry Form (Pages 15-16).
- Enclose one check for all your entries, payable to ILCA.
- Send your complete entry packet to:
Labor Media Awards
International Labor Communications Association
815 16th St. NW – 4th Floor North
Washington, DC 20006

Questions?

Please call our office, 202-637-5068,
or email ilca@aficio.org

Deadline for Entries

Entries must be postmarked by
April 1, 2010.



**International
Labor
Communications
Association AFL-CIO, CTW, CLC**

815 Sixteenth Street NW, Washington DC 20006

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To: Labor Media Journalists
 From: Steve Stallone, President
 Dania Rajendra, Secretary
 Michael Kuchta, Treasurer

Sponsoring our annual Labor Media Awards is one of the most enjoyable and important roles that ILCA fills. It lets us recognize and bring well-deserved attention the good work you all do.

This year's competition adds one new category: Social Media. (For details, see Page 10.) It joins the new categories we added last year:

- Photo Essay
- Electronic Newsletter
- Blog
- Multi-Media Campaign

All these categories are a chance to recognize the cutting-edge work members are doing, and a chance to encourage labor journalists to expand their horizons and expand where and how they engage workers.

Some other basic information:

- Your 2010 dues must be paid in order to be eligible for the contest.
- If you have not yet renewed your membership, we've enclosed an invoice to help you do that. If you are new to ILCA, you can download membership forms and information from our website: www.ilcaonline.org. If you have any questions on any of this, please call the ILCA office: 202-637-5068.
- The entry deadline is April 1, 2010. Remember, you can always enter as early as you'd like.
- We expect to compile judges' results and announce award recipients by late July.
- The awards will be presented and top entries displayed at our 2010 Awards Luncheon in November in Washington, D.C.
- This book contains all the information you should need to enter. We hope the materials are as self-explanatory as a contest with 80 categories can be.

We look forward to seeing your entries and to seeing you in person this fall.

Media Awards Fact Sheet

Our annual Labor Media Awards recognize excellence among member publications, websites, film, video and other electronic productions. It is the largest competition exclusively for labor media.

Eligibility

- Entries are for work published or released in calendar year 2009. (The exceptions are website awards which, because of the nature of the medium, will be judged on what is posted this spring.)
- Entries must be for work done by staff members, volunteers or contract employees of the ILCA-member publication, website or communications program. Advertising agencies, public relations

firms, consultants, independent producers or similar individuals or organizations may not enter on their own behalf. However, labor organizations may enter materials produced by professionals who were commissioned by a labor organization. Such entries must be accompanied by a letter from the union authorizing submission of the entries.

- Your 2010 ILCA dues must be paid before we can process your entry.
- Any member can enter Max Steinbock, General Excellence or Special Performance categories for which they qualify. Print, Web and Electronic media require separate ILCA memberships to enter in those categories.

- Organizations entering materials agree to permit ILCA to use the work at the ILCA convention or awards presentation, in the ILCA Reporter and website, and to use the material in ILCA training sessions. It is further understood that if the 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 awards one First Award in each category, class and group. Second and Third Awards are given at the discretion of the judges.

Guidelines

Managing the volume of entries is an enormous task on our end. We understand it can seem confusing on your end, too. Please follow these guidelines when submitting your entries. Printing clearly and completing tags properly are extremely important. If your entries are not prepared as the guidelines request, it may be difficult or impossible to process your entries correctly.

Keep a copy of your entries for yourself.

Preparing your entries

- Be sure to enter in your correct class and group. Failure to do this jeopardizes the chances of your entry being judged in the correct category.
- For each entry you submit in each category, you must send us one set of three (3) copies of the entry. That means one set of three copies of the article, publication, CD, DVD, video or audio cassette, etc. Do not tag each copy. Do not use a separate envelope for each copy.
- If you submit more than one entry in the same category, place each entry – one set of three (3) copies – in a separate envelope. Then, band together all the envelopes you are entering in each category – Max Steinbock, General Excellence, Special Performance, Saul Miller, Websites, Electronic Media.
- Do not submit original cartoons, photos or artwork. For entries that are smaller than 8-1/2 by 11 inches, please attach them to

paper of at least that size. Larger entries do not need to be pasted up in this way.

- Each envelope (with the three copies of each entry) must include a tag that is stapled or taped to the outside of the envelope. *Do not seal, staple or tape the envelope shut.* (Please, no paper clips; they separate too easily.)
- A set of tags is enclosed for you to use and photocopy as necessary.
- Please submit all necessary information with your entry (including a statement of purpose for Electronic Media and Multimedia entries). If you want the name of the author, cartoonist, artist, editor, producer, director and/or writer to appear on the award, please print the name as you want to see it. If a name does not appear on the tag, that name will not appear on the award.
- Give every entry a title to identify it. Clearly print this title on the tag that you fasten to the envelope containing that entry's three (3) copies.
- If your print entry is one of several items on a page, clearly outline in highlighter the specific article, graphic, etc. that you want judges to consider.
- Cassettes, CDs or DVDs should contain only one title per recording – the entry you want judges to consider. (If this cannot be accomplished, you must clearly indicate on the tag fastened to the entry envelope the title of the entry that you want judged.)

Are your dues up to date?

If our records show you have not yet paid your 2010 dues, an invoice is included. If you have dues questions, please call the office (202-637-5068).

- You may renew your ILCA membership now by returning the invoice with payment, or by filling out the appropriate membership form (available for download at www.ilcaonline.org), then mailing in your dues payment with your contest application. Membership forms are also available by calling the ILCA office (202-637-5068).

Mailing your entries

- Include all completed entry forms (*Pages 15-16*) with your entries.
- Include one check, payable to ILCA, to cover all your entries. If you must send your check separately, you must include a photocopy of your Main Entry Form (*Page 14*) when you send the check. Your entry will not be processed until we receive your entry fee.
- Mail your complete entry package to:
ILCA Labor Media Awards
815 Sixteenth St. NW – 4th Floor North
Washington, DC 20006

Deadline for entries

Entries must be postmarked no later than **Thursday, April 1, 2010.**

Category 1. Max Steinbock Award

The Max Steinbock 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. **A Max Steinbock entry cannot be submitted in any other category.**

Recent winners

- Dania Rajendra: "At CUNY, Adjunct Health Care is Broken," PSC/CUNY, AFT 2334
- Susan Burke: "When Your Mental State Cries 'Mayday,' Your Union Stands With You." Air Line Pilots Association
- Dominique Paul Noth: "Artist Agnew Sews Up New York." Milwaukee County Labor Council
- Jon Melegrito: "Victimized by Wind, Water and Politicians." American Federation of State, County and Municipal Employees

2010 ILCA Labor Media Awards Entry Tag: Max Steinbock Award

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope for that entry.
- The envelope must contain three (3) copies of your entry.
- Do not use paper clips. Do not seal the envelope.

This basic information will be used for the award certificate, so please PRINT clearly

Title of Entry: _____

Name of Author: _____

Name of Publication: _____

Name of Union or Organization: _____

Category 2. General Excellence in Print

General information

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 membership served; design; and readability.

Each publication can submit only one entry. An entry must consist of two consecutive issues of the publication from calendar year 2009 (with the exception of Group 4: Nonperiodical Publications, which has different entry

criteria).

The General Excellence category is divided into groups, as explained below, so that publications compete against others of similar type and size. Please be sure your entry is in the correct group and subgroup.

Note: General Excellence categories for Websites, Electronic News - letters and Blogs are on Page 10.

Award information

Group 1: International and National Union Publications

• Subgroup 1A. Newspapers and Newsletters

• Subgroup 1B. Magazines

Group 2: State and Central Body Publications

Group 3: Local and Regional Union Publications

Published by a single, individual union, or a branch of a national or international union (such as a district or state council) that encompasses more than one local union.

General Excellence (continued)

- Subgroup 3A. Circulations less than 1,500
- Subgroup 3B. Circulations of 1,500 to 9,999
- Subgroup 3C. Circulations of 10,000 to 19,999
- Subgroup 3D. Circulations of 20,000 or more

Group 4: Non-Periodical Publications

Entries submitted must be produced in 2009, but not issued as part of a regular, periodical publication. Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, posters, books commemorating anniversaries, and similar publica-

tions. Items are judged by quality and presentation, including content, clarity, style and originality.

- Subgroup 4A: Local union media
- Subgroup 4B: Media from National/International unions and other labor organizations

2010 ILCA Labor Media Awards Entry Tag: General Excellence in Print

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope for that entry.
- The envelope must contain three (3) copies of your entry.
- Do not use paper clips. Do not seal the envelope.

Group (number and name): _____

Subgroup (number and letter): _____ **Publication's circulation:** _____

Publication dates (print entries must be 2 consecutive issues from calendar year 2009; this does not apply to Group 4/Non-Periodical Publications):

Issue One: _____ Issue Two: _____

This basic information will be used for the award certificate, so please PRINT clearly

Title of Publication: _____

Editor: _____

Name of Union or Organization: _____

Category 3. Special Performance

General information

These awards are open to entries from all media (including print, web and other internet-based publications) and other media as appropriate (such as scripts and images from broadcast media).

In general, each award class is divided into two groups:

- Group A: Local unions

• Group B: National/International unions and other labor organizations
Some awards are further divided into subgroups, as explained below.

Specific entries can be submitted in only one category; however, they can also be submitted as part of a broader category. (For example: an entry for Best Photograph can be part of an entry for Best Cover /Front

Page; an entry for Best Cover /Front Page can be part of an entry for Best Publication Design; an entry for Best Feature Story can be part of an entry for Best Series).

All entries must be original to your publication. Entries with more than one creator are eligible. Be sure to include the name of the author(s) or
(Continued on next page)

Special Performance (continued)

creator(s) on the entry tag, as you want the name to appear on the award. Also be sure to give each entry a title to identify it.

Submit and identify only the entry you want judges to consider; **do not submit entire publications** (except for Class 1, Best Publication Design).

Visual Communication Awards

Class 1: Best Design: Print Publication

Entries will be judged on a publication's overall typography; layout; use of photos, illustrations and artwork; presentation; and readability. This award applies to the complete issue.

- **Group A:** Local unions
- Subgroup 1: Newspapers and Newsletters
- Subgroup 2: Magazines
- Subgroup 3: Nonperiodical publications (Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, posters, anniversary books, and similar publications)

- **Group B:** National/International unions and other labor organizations
- Subgroup 1: Newspapers and Newsletters
- Subgroup 2: Magazines
- Subgroup 3: Nonperiodical publications (Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, posters, books commemorating anniversaries, and similar publications)

Class 2: Best Front Page/Cover: Print Publication

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.

- **Group A:** Local unions
- Subgroup 1: Newspapers and Newsletters
- Subgroup 2: Magazines

- **Group B:** National/International unions and other labor organizations
- Subgroup 1: Newspapers and Newsletters
- Subgroup 2: Magazines

Class 3: 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.

In publishing the image, altering the editorial content (beyond adjustments for exposure) is a breach of ethical photojournalism standards. Such entries are subject to disqualification from award consideration in this category.

Photographs that have been substantially altered or enhanced should be entered for the Best Illustration award.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 4: Best Photo Essay or Photo 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. If the photos are part of an internet publication, submit the URL where the photo gallery is archived, or burn the photos on a CD or DVD so judges can view them on a browser as they originally appeared, complete with functional, internal links.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 5: 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 well 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.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 6: Best Cartoon

Entries may be drawn by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by your publication. The entry can stand alone, or it can accompany an article. If it accompanies an article, be sure to outline the cartoon you want us to consider. One cartoon is considered one entry.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 7: 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 your publication.

Photographs that have been electronically or manually altered (making them ineligible for the Best Photograph award) should be entered in this class.

The entry can stand alone, or it can accompany an article. If it accompanies an article, be sure to outline the illustration you want us to consider. One illustration is considered one entry.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Writing Awards

Class 8: Best News Story

Entries should feature active, timely coverage of events. They will be judged on reporting, clarity and

(Continued on next page)

2010 ILCA Labor Media Awards Entry Tag: **Special Performance**

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope. Do not use paper clips.
- The envelope must contain three (3) copies of your entry. Do not seal the envelope.

Class (number and name): _____

Group for Classes 1-14 (check one):

- A. Local Union B. National/International Union or Other Labor Organization

Subgroup for Classes 1 and 2 (check one):

1. Newspaper/Newsletter 2. Magazine 3. Non-Periodical Publication

Basic information for Classes 1-14; please PRINT clearly

Title of Entry: _____

Title of Publication: _____

Editor, Author, Photographer, Illustrator, etc: _____

Name of Union or Organization: _____

Additional information required for Class 15 only; please PRINT clearly

Name of Campaign: _____

Name of Union(s) or Organization(s): _____

List media used: _____

Target audience: _____

Goal of campaign: _____

Special Performance (continued)

significance. Entries from outside contributors are eligible if their initial use is for your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 9: Best Feature Story

Entries should highlight human-

interest coverage. They should contain compelling content, story-telling and writing. Entries from outside contributors are eligible if their initial use is for your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 10: 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

(Continued on next page)

Special Performance (continued)

contributors are eligible if their initial use is for your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 11: 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 community. Entries from outside contributors are eligible if their initial use is for your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 12: 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 your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 13: Best Labor History Story

Entries should tell not only 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 your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 14: 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 your publication.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 15: Best Multimedia Campaign

Entries in this category 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 four forms of media.

All entries also must include a statement 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.

2010 ILCA Labor Media Awards Entry Tag: Saul Miller Awards

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope. Do not use paper clips.
- The envelope must contain three (3) copies of your entry. Do not seal the envelope.

Class (number and name): _____

Group (check one):

- A. Local Union B. National/International Union or Other Labor Organization

This basic information will be used for the award certificate, so please PRINT clearly

Title of Entry: _____

Title of Publication: _____

Editor, Author, etc: _____

Name of Union or Organization: _____

Category 4. Saul Miller Awards

General information

The AFL-CIO and ILCA jointly sponsor these awards, created to highlight writing related to organizing, collective bargaining and political action. The awards honor the late Saul Miller, a director of the AFL-CIO Department of Information and a founder of ILCA.

Entries submitted for consideration for a Saul Miller Award cannot be entered in another category.

(See entry tag on Page 9)

Award information

Class 1: Organizing

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

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 2: Collective Bargaining

Content concerns collective bargaining, negotiations, grievance-pro-

cessing or related union activities.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 3: Political Action

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

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Category 5. Internet Publications

General information

• Submit your entry by writing the web address in the appropriate spot on the entry forms.

• Websites and blogs may be judged at any time after the entry deadline. If your website or portions of your site require a password, make sure your entry tag includes a password that judges can use.

• Only one entry per member is allowed per class.

• Writing, photos, artwork and other individual efforts done for a website or other internet publication may be entered in another appropriate category, such as the Max Steinbock Award (*Page 5*), Special Performance Awards (*Pages 6-9*) or Saul Miller Awards (*Pages 9-10*).

• Videos and audio reports prepared as part of a website or other internet publication may be entered in the appropriate Electronic Media category (*Pages 11-13*).

Award information

Class 1: General Excellence: Websites

Awards are presented for overall merit: balance and quality of content; design and navigability; and appropriateness of content to the organization and to the membership served.

Enclose three printouts of your Home Page in an envelope with the appropriate tag fastened to it. The printout is for informational purposes only; it will not be judged.

- Group 1A: Local unions
- Group 1B: National/International unions
- Group 1C: Other labor organizations

Class 2: General Excellence: Electronic Newsletter

Electronic newsletters are multi-topic publications sent to members and other subscribers through email on a regular schedule. They typically contain text, visuals and links to websites or documents that provide additional resources for readers. PDF versions of a print publication do not qualify. Awards are presented for overall merit.

An entry must consist of three newsletters published in calendar year 2009. Entries should contain the URL where judges can view archived versions of the newsletter, or be burned onto a CD or DVD so judges can view the newsletter on a browser, complete with functional, internal links.

Enclose three printouts of the first page of the newsletter with your entry. The printout is for informational pur-

poses only; it will not be judged.

- Group 2A: Local union media
- Group 2B: Media from National/International unions and other labor organizations

Class 3: General Excellence: 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.

- Group 3A: Unions and other labor organizations
- Group 3B: Associate members

New Award!

Class 4: Best Use of Social Media

Awards recognize the use of Facebook, Twitter (and its apps), text messaging or similar social 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 objectives of the campaign and the end result.

(Continued on next page)

Internet Publications (continued)

- 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 grab/s of pages demonstrating metrics and/or content.
- Group 4A: Local unions
- Group 4B: National/International unions
- Group 4C: Other labor organizations

Class 5: Best Design

Awards are presented for best overall design of a website or internet publication, including appearance, navigability and ease of use.

- Group 5A: Local unions
- Group 5B: National/International unions
- Group 5C: Other labor organizations

Class 6: Best Content

Judges evaluate timeliness, editorial excellence, and usefulness of information for members or the target audience of the website or other internet publication.

- Group 6A: Local unions
- Group 6B: National/International unions
- Group 6C: Other labor organizations

2010 ILCA Labor Media Awards Entry Tag: Internet Publications

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope. Do not seal the envelope.
- The envelope must contain three (3) printouts of the website, newsletter or blog front page.

Classes 1, 2, 4, 5, 6:

- A. Local Union B. National/International Union C. Other Labor Organization

Class 3: A. Union/Other Labor Organization B. Associate Member

This basic information will be used for the award certificate, so please PRINT clearly

Name of Publication: _____

Website address: _____

Editor(s)/Blog Author(s): _____

Name of Union or Organization: _____

Password (if necessary): _____

Additional information required for Class 4 only (Social Media); please PRINT clearly

Statement of purpose, results and metrics: _____

Electronic Media

General information

- Entries in this category cover television, film, video and audio productions.
- Each entry must include a statement of purpose, including its target audience. Judges consider how well the work meets its implicit purpose, as well as the entry's quality of production, content and effectiveness. Each entry must demonstrate that it was produced by, for or about unions or the labor movement.
- All visual entries must be on 2-inch VHS, CD or DVD; audio entries must be on a CD or standard audio-cassette tape. Do not send originals.
- Each entry must be submitted on a separate tape, CD or DVD; each set of three copies of the entry must be in an envelope clearly labeled with an appropriately completed tag.
- Each class is divided into groups so that projects compete against others of similar type and resources. Please be sure your entry is in the correct group.
 - Group A: Local unions
 - Group B: National/International unions and other labor organizations

Award information

Class 1: Broadcast or Cable TV Programs

- Entries must consist of one full-length show, either from a series or a stand-alone program, that has been broadcast or cablecast. Content should focus on unions; labor; workers; issues relevant to the lives of working people, social and economic justice, or the economy; and/or highlight the voices and concerns of workers.
- Group A: Local unions
 - Group B: National/International unions and other labor organizations

Class 2: Short Videos (Less than 5 minutes)

Entries are film or video that, through precise editing and writing, report on an issue, event, action, individual or group of individuals. They can be news or feature in style, but

must convey information in a compelling and effective way within narrow time limits. Stand-alone segments excerpted from a longer program are eligible.

Entries can be crafted to be shown to a live audience, broadcast over the air or via cable, or be internet-based streaming video (hosted on the organization's website or accessible through a service such as YouTube).

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 3: Long Videos (More than 5 minutes)

Entries are film or video that, through precise editing and writing, report on an issue, event, action, individual or group of individuals. They are not full-length programs, but utilize their expanded time allotment to cover their topic with substance and depth, in a compelling and effective way. They can be news or feature in style. Stand-alone segments excerpted from a longer program are eligible.

Entries can be crafted to be shown to a live audience, broadcast over the air or on cable, or be web-based streaming video (hosted on the organization's website or accessible through a service such as YouTube).

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 4: Spots/Short Video Promos (Less than 60 seconds)

Video, film or web-based entries can be promotional, advocacy or public service announcements that promote organized labor, issues, or a viewpoint relevant to the lives and concerns of workers.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 5: Labor History

Video, film or web-based entries should focus on, document or illuminate an event or events in the history

of organized labor, including but not limited to union history. In general, the intended audience should be fairly broad.

(Videos documenting a labor convention are eligible, but should be more objective and informational, not primarily promotional, in nature.)

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 6: Documentary/Social Issues

Video, film or web-based entries should follow the general qualities of documentary media-making, rather than public relations or propaganda principles. They should attempt to document reality through creative treatments of actuality. The intended audience should be fairly broad.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 7: Internal or External Organizing

Video and film entries can have many styles and be intended for a variety of audiences, but are united in their focus on organizing. Included in this category are entries about organizing drives and efforts, as well as entries designed to aid internal or external organizing.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 8: Long Promos/Public Relations

Video and film entries are promotional and propagandistic in nature – not attempts to document reality – even if their style (including interviews and action footage) might be similar to a documentary. Generally, these programs are intended to promote one viewpoint without nuance or controversy.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

(Continued on next page)

Electronic Media (continued)

Class 9: Education and Training/ K-12 Education

Video and film entries must have been created for the metaphorical or real classroom – to be part of 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, or adult education; or teachers and instructors (such as train-the-trainer programs).

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 10: Audio Spots (Less than 60 seconds)

Entries can be promotional, advocacy or public service announcements

that promote organized labor or promote issues or a viewpoint relevant to social or economic justice and the lives and concerns of workers. Entries can be radio- or web-based.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 11: Short Audio Programs (Less than 5 minutes)

Entries can include syndicated news and short features about current or past labor events, or that highlight issues relevant to social or economic justice and the lives and concerns of workers. Stand-alone segments excerpted from a longer program are eligible. Entries can be radio- or web-based, including streaming audio and

podcasts.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

Class 12: Long Audio Programs (5 minutes or more)

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.

- Group A: Local unions
- Group B: National/International unions and other labor organizations

2010 ILCA Labor Media Awards Entry Tag: Electronic Media

- A completed tag and a separate envelope are needed for each entry you submit.
- Staple or tape the completed tag to the outside of the envelope. Do not seal the envelope.
- The envelope must contain three (3) copies of your entry. Entries must be produced in 2009.

Class (number and name): _____

Group (check one):

- A. Local Union B. National/International Union or Other Labor Organization

This basic information will be used for the award certificate, so please PRINT clearly

Title of Entry: _____

Name of Union or Organization: _____

Producer, Editor, etc: _____

Statement of purpose: _____

2010 ILCA Labor Media Awards

Main Entry Form

(For publications and media produced in calendar year 2009)

Please PRINT or TYPE Clearly

Name of Person Preparing this Application: _____

Phone Number: _____ Fax Number: _____

Email: _____

Name of Union or Organization: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Entry Fees (from forms on Pages 15-16)

Category 1. Max Steinbock Award	\$ _____
Category 2. General Excellence in Print	\$ _____
Category 3. Special Performance	\$ _____
Category 4. Saul Miller Awards	\$ _____
Category 5. Internet Publications	\$ _____
Category 6. Electronic Media	\$ _____

Total Entry Fees (Enclose a check for this amount payable to ILCA) \$ _____

If you must send your payment separate from your entries, check this box. Photocopy this page and include the photocopy with your payment so we can give you proper credit.

Checklist for entries

- Photocopy blank Entry Tags as needed for each category you enter.
- Fill out an appropriate Entry Tag for each entry. Tape or staple the Entry Tag to an envelope containing 3 copies of your entry.
- Band all entries in the same category together.
- Enclose all your entries, the Category Entry Form (Pages 15-16), and this Main Entry Form.
- Enclose one check for all your entries, payable to ILCA.

Send your complete entry packet to:

Labor Media Awards
 International Labor Communications Association
 815 16th St. NW, 4th Floor North
 Washington, DC 20006

2010 ILCA Labor Media Awards

Category Entry Form (front)

Category 1. Max Steinbock Award

Members may submit as many entries as they wish. Max Steinbock entries cannot be submitted in another category.

Number of Entries _____ (\$35 fee per entry) **Subtotal \$** _____

Category 2. General Excellence in Print

One (1) entry maximum per publication. (Each Non-Periodical Publication is considered a separate entry.)

- Non-Periodical Publication (\$50 per entry)
- Periodical Publication, circulation 50,000 or more (\$50 per entry)
- Local Union Periodical Publication, circulation less than 1,500 (\$20 per entry)
- All other Periodical Publications (\$40 per entry)

Subtotal \$ _____

Category 3. Special Performance

Entry Fee (Classes 1-14):

- Websites and Electronic Media (\$20 per entry)
- Print Publications, circulation 50,000 or more (\$20 per entry)
- All other Print Publications (\$15 fee per entry)

How many entries are you submitting in each Class? (Members may submit as many entries as they wish)

- Class 1. Best Publication Design: _____
- Class 2. Best Front Page/Cover: _____
- Class 3. Best Cartoon _____
- Class 4. Best Illustration _____
- Class 5. Best Photograph _____
- Class 6. Best Photo Essay _____
- Class 7. Best Information Graphic _____
- Class 8. Best News Story _____
- Class 9. Best Feature Story _____
- Class 10. Best Analysis _____
- Class 11. Best Profile _____
- Class 12. Best Editorial/Column _____
- Class 13. Best Labor History Story _____
- Class 14. Best Series _____
- Class 15. Best Multimedia Campaign (\$50 per entry) _____

Subtotal \$ _____

Total Entry Fees This Page

2010 ILCA Labor Media Awards

Category Entry Form (back)

Category 4. Saul Miller Awards

- Entry Fee: Websites and Electronic Media (\$20 per entry)
 Print Publications, circulation 50,000 or more (\$20 per entry)
 All other Print Publications (\$15 fee per entry)

How many entries are you submitting in each Class? *(Members may submit as many Saul Miller entries as they wish. However, Saul Miller entries cannot be submitted in another Category.)*

Class 1. Organizing _____

Class 2. Collective Bargaining _____

Class 3. Political Action _____

Subtotal \$ _____

Category 5. Internet Publications

One (1) entry maximum per member per class for General Excellence

- Class 1. General Excellence: Website (\$50)
 Class 2. General Excellence: Electronic Newsletter (\$50)
 Class 3. General Excellence: Blog (\$25)

Subtotal \$ _____

Class 4. Social Media _____

Class 5. Best Design _____

Class 6. Best Content _____

- Choose One: Group A: Local Unions (\$10 per entry)
 Group B: National/International Unions (\$15 per entry)
 Group C: Other Labor Organizations (\$15 per entry)

Subtotal \$ _____

Category 6. Electronic Media

How many entries are you submitting in each Class? *(Members may submit as many entries as they wish)*

Class 1. Broadcast or Cable TV Programs (\$50 per entry) _____

Class 2. Short Videos (\$20 per entry) _____

Class 3. Long Videos (\$20 per entry) _____

Class 4. Spots/Short Video Promos (\$20 per entry) _____

Class 5. Labor History (\$50 per entry) _____

Class 6. Documentary/Social Issues (\$50 per entry) _____

Class 7. Internal and External Organizing (\$50 per entry) _____

Class 8. Long Promos/Public Relations (\$50 per entry) _____

Class 9. Education and Training/K-12 Education (\$50 per entry) _____

Class 10. Audio Spots (\$20 per entry) _____

Class 11. Short Audio Programs (\$20 per entry) _____

Class 12. Long Audio Programs (\$20 per entry) _____

Subtotal \$ _____

Total Entry Fees This Page