

ILCA Labor Media Awards Luncheon

Honoring the best in labor journalism

Friday, Nov. 19, Washington, DC

Hosted by the American Federation of Teachers, 555 New Jersey Ave. NW

9 a.m.

Winning Campaigns with Social Media

From countering attacks on teachers to building support for Mott's strikers, social media provide new, experimental weapons for union campaigns. Join us for a discussion examining campaigns that use social media. Learn what worked for others, share what has worked for you, and learn how you can effectively use YouTube, Facebook, Twitter and other tools in your communication strategy.

Noon-3 p.m.

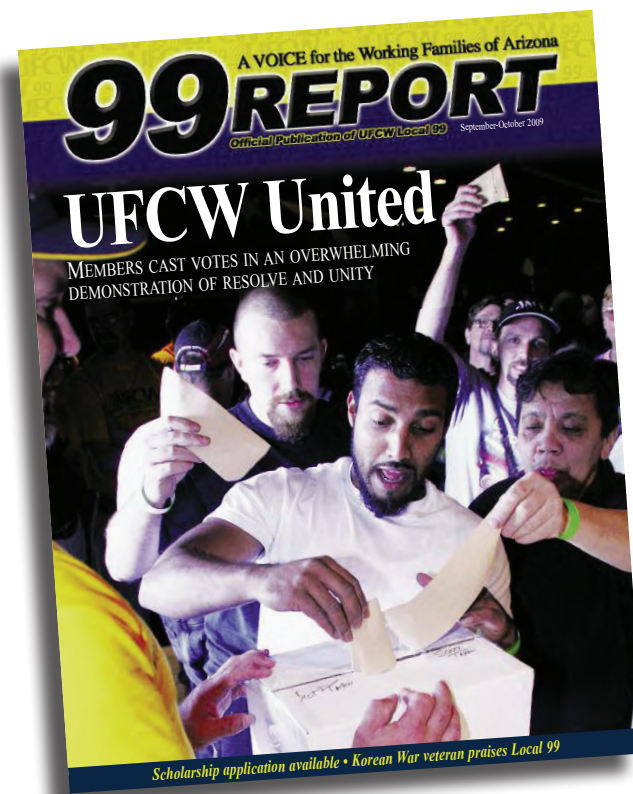
Awards Luncheon and Ceremony

Keynote speaker: Ed Ott, City University of New York, former executive director of New York City Central Labor Council

\$70 per person

For reservations, return your completed registration form to ILCA

Luncheon reservations deadline: Nov. 12, 2010



UFCW Local 99 in Arizona won first place among local unions for Best Cover

Coming from out of town?

ILCA has a room block at the **Hyatt Regency on Capitol Hill**, 400 New Jersey Ave. NW

- Two blocks from Union Station and AFT headquarters
- \$134/night, plus 14.5% tax (\$153.43 total)
- Hotel reservations: **800-233-1234**. Ask for the ILCA rate. *Room rate is guaranteed until Nov. 1.*

