



**METRO NY LABOR
COMMUNICATIONS
AWARDS FOR
WORK IN
2009**

The only New York area competition that recognizes excellence among labor journalists, photographers, graphic artists, editors and publications. ■ Judges are experts from the labor press, mainstream press and academia. ■ The Metro New York Labor Communications Council is dedicated to the importance of union publications and other labor media. Winning a Communications Award calls attention to your staff's talents and the achievements of your publication or other medium in delivering labor's message. ■ Talent and good ideas are independent of financial resources. From the local newsletter to the glossy magazine, there is a category for your publication. ■ Individuals, Web sites, radio programs, public relations work and publications are recognized during an awards ceremony at Metro's annual convention and in a journal of first-place winners published by Metro. ■ *METRO NEW YORK LABOR COMMUNICATIONS COUNCIL IS AFFILIATED WITH THE INTERNATIONAL LABOR COMMUNICATIONS ASSOCIATION, AFL-CIO*

**ENTRY DEADLINE
MARCH 19, 2010**

General Excellence

A publication may submit only one entry for General Excellence. The fee is \$25 for circulation classes A and \$35 for classes B and C. The one entry is to consist of three consecutive issues published between January 1 and December 31 of the contest year. Three sets of the three consecutive issues are required so that each of the two judges receives a set, with an additional set for Metro. Enclose each set of three consecutive issues in a separate unsealed envelope with each envelope labeled as to award category and circulation class (example: General Excellence: Circulation Class A).

Special Performance Categories

A publication may submit a maximum of three entries in each of the six Special Performance categories. No entry may be submitted in more than one category. The fee for each entry is \$10. If three entries are submitted for Category 1, Best Writing, for example, the fee would be \$30. Staple enclosed labels to each entry. Photocopy as many labels as needed. You need not submit original art or photographs. Tearsheets are sufficient. Three sets of all of your Special Performance entries are required. Tag each of the three copies of each individual entry with the identification slip, filling in name of publication, circulation class and award category. Group your identified entries into the three required sets and package each set. Identify each package as Special Performance Entries. You will thus be submitting only three packages, with each package containing a complete set of your Special Performance entries, and with each entry in each package individually identified with the identification slips.

Mary Heaton Vorse award

Three sets of your entry must be submitted, each in an individual, unsealed, labeled envelope. An individual may submit a maximum of three entries and there is no limit to the number of entries per publication. The fee is \$25 per entry. No circulation classes. Only one award will be presented.

Unique Performance

For the most unusual, innovative approach to a subject. This could be a series, an unexpected take on a common issue, a pull-out section or supplement— in short, anything that eludes categorization.

THE MATT DOHERTY & GWEN WELLS AWARD FOR EXCELLENCE IN BROADCAST MEDIA & COMMUNICATIONS

There is a limit of three entries in this category. The fee is \$25 for each entry. Three copies of each entry must be submitted. Place each copy, labeled with the enclosed tag, in separate unsealed envelopes marked "Doherty & Wells." Thus, you will submit three envelopes for this category whether you have one, two or three entries. Only one award will be presented.

ENTRY RULES

Save on paper!

Instead of clippings/hardcopy, you can alternatively submit 3 CDs, each with PDF's of all your submissions.

Make check payable to
Metro New York Labor
Communications Council.
Send check and entries to:
**Awards Committee,
Metro New York Labor
Communications Council,
c/o Denise Shavers,
105 Duane St. #16C,
New York, NY 10007**

**WITH THE EXCEPTION OF
THE GENERAL EXCELLENCE
SUBMISSIONS, THE SAME
MATERIAL MAY NOT BE
SUBMITTED FOR MORE
THAN ONE AWARD.**

CIRCULATION CLASSES

**CLASS A: 1 to 5,000
CLASS B: 5,001 to 25,000
CLASS C: 25,001 and over**

GENERAL EXCELLENCE This award will be granted for excellence in all facets of the publication — writing, layout graphics, content, art and other journalistic elements. Judges will base decisions on three consecutive issues, published between January 1 and December 31, 2009.

SPECIAL PERFORMANCE CATEGORIES

CATEGORY 1: BEST WRITING recognizes excellence for columns, editorials, features, and human-interest stories told in a fresh and effective way. The writing may break away from the familiar and take risks. In either case, it's the voice and finesse of the writing itself that will determine the excellence.

CATEGORY 2: BEST REPORTING honors excellence in news stories, columns and other articles recognizing in-depth reporting and analysis.

CATEGORY 3: BEST PHOTOGRAPH looks for photographs that get away from the usual V-for-Victory clichés or headshots and instead present the union story in a different way. The photo must be original to the publication by a staff member or an outside photographer hired expressly for the publication.

CATEGORY 4: BEST GRAPHIC DESIGN honors imaginative use of typography, art, photos, cartoons and layout in conveying the message. Entries may include layouts for a front page, single-page or multi-page articles.

CATEGORY 5: BEST NEW MEDIA recognizes excellence in communications with electronic media, including blogging, listservs, pod casting, as well as e-mail blasting and other e-communication.

CATEGORY 6: BEST WEB SITE honors union Web sites for design and content.

CATEGORY 7: BEST EDITORIAL/COLUMN honors excellence in editorials and non-reportorial columns on important issues facing unions and their members. Submissions will be characterized by acuity of analysis, persuasiveness, and relative absence of stale rhetoric.

CATEGORY 8: UNIQUE PERFORMANCE For the most unusual, innovative approach to a subject. This could be a series, an unexpected take on a common issue, a pull-out section or supplement—in short, anything that eludes categorization.

THE MATT DOHERTY & GWEN WELLS AWARD FOR EXCELLENCE IN BROADCAST MEDIA AND COMMUNICATIONS is named in memory of two long-time presidents of Metro — former NY Teacher editor Matt Doherty, a founder of Metro, and Gwen Wells, who was editor of OPEIU News. This award is designed to give recognition for TV, radio, video, film and public relations work. An entry may have been created to advance a specific organizing, contract or political campaign. Or it may relate to another union goal, such as member education or disseminating labor history. Eligible items are booklets, flyers, newspaper ads, brochures, calendars and other printed matter, as well as non-print media such as TV and radio shows and commercials, as well as video and DVDs.

THE MARY HEATON VORSE AWARD Given to an individual writer, photographer or graphic artist whose work touches our emotions and brings insight into others' lives by capturing the human side of an issue. The recipient must exemplify the spirit of labor journalist Mary Heaton Vorse (1874-1966).

AWARD CATEGORIES

Awards will be presented at Metro's annual convention.

Mary Heaton Vorse (1874-1966)

An innate rebel, Mary Heaton Vorse was a leading labor journalist whose eloquent prose informed and agitated millions of American readers. Again and again, she sensed where action would begin and covered all the major labor events in the first half of this century. She also wrote as a woman, mother, part of the intellectual world of 1920s Greenwich Village, and activist in the early years of the peace and suffrage movements. Free of political dogma, an unconventional thinker, Vorse didn't "fit" into the shifting political groupings of her day. Today, decades later, Vorse's articles, essays and fiction are being rediscovered.

*—Paraphrased from "Rebel Pen"
by Dee Garrison*

GENERAL EXCELLENCE
 Member _____
 CIRCULATION CLASS

BEST WRITING CATEGORY **1**
 Member _____
 CIRCULATION CLASS

BEST REPORTING CATEGORY **2**
 Member _____
 CIRCULATION CLASS

BEST PHOTOGRAPH CATEGORY **3**
 Member _____
 CIRCULATION CLASS

BEST GRAPHIC DESIGN CATEGORY **4**
 Member _____
 CIRCULATION CLASS

BEST NEW MEDIA CATEGORY **5**
 Member _____
 CIRCULATION CLASS

BEST WEB SITE CATEGORY **6**
 Member _____
 CIRCULATION CLASS

BEST EDITORIAL/COLUMN CATEGORY **7**
 Member _____
 CIRCULATION CLASS

UNIQUE PERFORMANCE CATEGORY **8**
 Member _____
 CIRCULATION CLASS

THE MARY HEATON VORSE AWARD
 Member _____

MATT DOHERTY & GWEN WELLS AWARD
 Member _____

Please fill out and forward with your entries and a check for full amount to:

Awards Committee
Metro New York Labor
Communications Council
 c/o Denise Shavers,
 105 Duane St. #16C,
 New York, NY 10007

ENTRY FORM

Name of Editor _____
 Publication _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____

Contest Circulation Class (circle one) A B C
 Indicate number of entries in each category. AMOUNT

- GENERAL EXCELLENCE**
 Limit: one entry @ \$35 or @ \$25 _____
- CATEGORY 1, Best Feature Writing**
 Limit: three entries @ \$10 _____
- CATEGORY 2, Best Reporting**
 Limit: three entries @ \$10 _____
- CATEGORY 3, Best Photograph**
 Limit: three entries @ \$10 _____
- CATEGORY 4, Best Graphic Design**
 Limit: three entries @ \$10 _____
- CATEGORY 5, Best New Media**
 Limit: three entries @ \$10 _____
- CATEGORY 6, Best Web Site**
 Limit: three entries @ \$35 _____
- CATEGORY 7, Best Editorial/Column**
 Limit: three entries @ \$10 _____
- CATEGORY 8, Unique Performance**
 Limit: three entries @ \$10 _____
- The Mary Heaton Vorse Award**
 Limit: three entries per individual @ \$25 _____
- The Matt Doherty & Gwen Wells Award for Excellence in Broadcast Media and Communications**
 Limit: three entries @ \$25 _____

TOTAL ENCLOSED _____