

# M

## **METRO NY LABOR COMMUNICATIONS AWARDS FOR WORK IN 2013**

The only New York area competition that recognizes excellence among labor journalists, photographers, graphic artists, designers and videographers. ■ 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*

**NEW THIS  
YEAR ONLINE  
ENTRIES FOR ALL  
AWARDS.**

(Exceptions listed on page 2.)

**ENTRY DEADLINE  
MARCH 21, 2014**

## **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. Only one award will be presented.

## **MARY HEATON VORSE AWARD**

An individual may submit a maximum of three entries and there is no limit to the number of entries per publication. Only one award will be presented. Fee: \$25 per entry. No circulation Classes.

## **GENERAL EXCELLENCE—PRINT**

A publication may submit only one entry for General Excellence. 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 (example: General Excellence: Circulation Class A). Fee: \$25 for circulation Class A and \$35 for Class B.

## **GENERAL EXCELLENCE—WEBSITE**

Website entries will be judged on current sites. Fee: \$25 for circulation Class A and \$35 for Class B.

## **SPECIAL PERFORMANCE CATEGORIES**

A publication may submit a maximum of three entries in each of the 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 Feature, for example, the fee would be \$30.

## **GENERAL EXCELLENCE—Associate Member**

### **PRINT**

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, 2013. Fee \$25.

### **WEBSITE**

This award will be granted for excellence in all facets of a website including timely and relevant news, accessibility of other content of member interest, and the effective use of graphic, typographic, layout and structural elements. Fee \$25.

# **ENTRY RULES**

**ALL ENTRIES** this year must be submitted online, except for the categories listed directly below.

The Contest website is at <http://contest.metrolabornyc.org>.

**Entries for video** and for Doherty-Wells may be submitted as URLs (for hosted or archived) or on CD or DVD. When submitting video or Doherty-Wells entries on disk, please submit three copies.

Please contact Denise Shavers, [miden@jps.net](mailto:miden@jps.net) for general contest question and Joe Fedele, [jfedele@ufcw1500.org](mailto:jfedele@ufcw1500.org), for specific questions about the contest website if you have any questions.

**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 and internet broadcast. 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.

**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). This award is given in memory of Marty Fishgold, former president of Metro, for his lifelong dedication to labor journalism.

**GENERAL EXCELLENCE – PRINT** 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, 2013.

**GENERAL EXCELLENCE – WEBSITE** This award will be granted for excellence in all facets of a website including timely and relevant news, accessibility of other content of member interest, and the effective use of graphic, typographic, layout and structural elements.

## **SPECIAL PERFORMANCE CATEGORIES — PRINT**

**Category 1: BEST FEATURE WRITING** recognizes feature stories that are told in a fresh or effective way.

**Category 2: BEST NEWS WRITING** honors excellence in news stories and recognizes quality, 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 union member, 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 HEADLINE** looks for headlines that are pithy, attention grabbing, relevant. Judged across classes.

**Category 6: 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 7: BEST ORIGINAL ARTWORK** for imaginative and gripping creations. Must be original to that publication. Original composites containing recycled elements pass muster.

**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.

# **AWARD CATEGORIES**

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**

## **CIRCULATION CLASSES**

**CLASS A:**

**1 TO 25,000 - ENTRY FEE: \$25**

**CLASS B:**

**25,001 AND UP - ENTRY FEE: \$35**

## **SPECIAL PERFORMANCE CATEGORIES – ONLINE**

**Category 9: BEST WRITING** recognizes quality and effectiveness in writing online.

**Category 10: BEST DESIGN** honors the use of graphic and typographic elements and layout to convey a union's ethos while offering users ready access to meaningful content. To be judged on the home or index page.

**Category 11: BEST BLOG** honors the use of the blog form to convey labor content in a non-stereotypical fashion that accommodates both breadth and depth. Submit URLs of the homepage and 3 postings between January 1 and December 31, 2013.

**Category 12: BEST E-MAIL NEWSLETTER** Breadth of coverage, pithy writing suitable to the e-mail form and the use of design elements in support of content will be factors in the judging of periodical e-mail aimed at union membership. Judges will base decisions on three issues transmitted between January 1 and December 31, 2013.

**Category 13: BEST SOCIAL MEDIA** recognizes excellence in projects entailing participation and interaction.

**Category 14: UNIQUE PERFORMANCE** for the most innovative use of online media not covered under Category 8 above, including materials created for advertising, organizing and public interest campaigns.

**Category 15: BEST TWEET** recognizes the labor communicator who, in 140 characters or less, most successfully inspired, informed, mobilized, revolutionized, amused or pissed off the Twitter community.

## **SPECIAL PERFORMANCE CATEGORY – VIDEO**

**Category 16: BEST VIDEO** looks for work that conveys a union's message in a fresh and effective way.

## **SPECIAL PERFORMANCE CATEGORY – Best Work by a Member**

**Category 17: Best Work by a Member** recognizes rank-and-file member contributions to making their union's communications better. Member contributions such as a work of art, a photo, or an article to print or electronic medium are welcome.

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

**AWARDS WILL BE  
PRESENTED AT  
METRO'S ANNUAL  
CONVENTION.**

**MAY 30, 2014**

## **Mary Heaton Vorse (1874-1966)**

**A**n 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*

# Using contest.metrolabornyc.org

## GETTING STARTED

To submit entries, you first need a contestant account. If one has been created for you, log in. If not, click on **Create an account**.

## CREATING AN ACCOUNT

Fill out the form. Upon submission, your account will be confirmed within 24 hours.

## WHEN YOU ARE ALL DONE

When you have submitted all your entries as described in these instructions, click on My Invoice on the right-hand side of the screen. This will display a printable copy of your invoice. Please print out a copy to accompany your check.

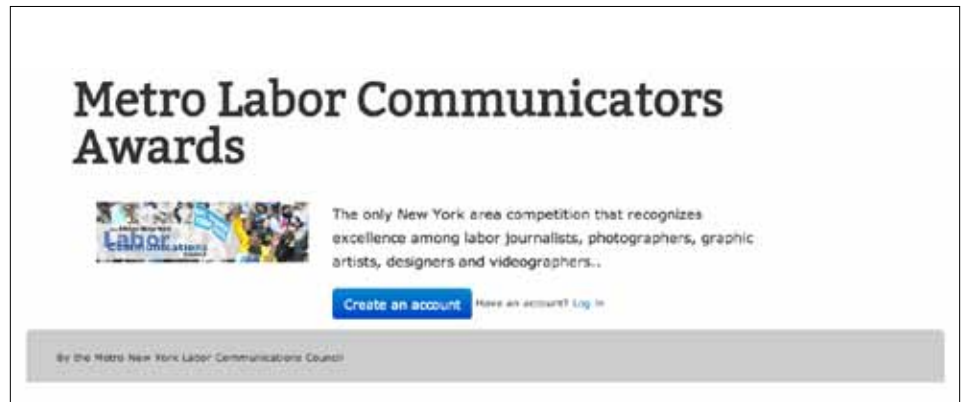
Please mail check and copy of invoice to:

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

## THE DEADLINE

**Online entries must be submitted by Friday, March 21.**

**Disks for audio and video entries should be postmarked no later than Thursday, March 20.**



Requested organizations  [Create account](#)  
Enter the names of the organizations on behalf of which you will be submitting entries (if registering as a contestant only). [Sign in](#)

Personal information

First name \*

Last name \*

Full mailing address \*


Phone \*

\* Select the type of account you wish to create

**Judge**  
Judges of the various ILCA contests.

**Contestant**  
Contestants who enter the various ILCA contests.

which *weinyth*

Type the two words:  

## CHOOSING AN AWARD CATEGORY

Click on Submit an Entry in right-hand column. This will bring up the top menu for submissions. This menu lists the general contest categories. Clicking on a category takes you to a next menu in which you can choose a specific award. Clicking again permits you to choose the appropriate group. This process can take anywhere from one click to several.

## Awards

[Home](#) » [Submit entries](#)

Award

Actions

### Mary Heaton Vorse

[Submit Entry](#)

The Mary Heaton Vorse Award is 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). This award is given in memory of Marty Fishgold, former president of Metro, for his lifelong dedication to labor journalism.

### Doherty/Wells

[Submit Entry](#)

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 and internet broadcast. 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.

### General Excellence

[Choose Category](#)

### Best Feature

[Choose Category](#)

Best Feature Writing recognizes feature stories that are told in a fresh or effective way.

### Best News Writing - Print

[Choose Category](#)

Best News Writing honors excellence in news stories and recognizes quality, in depth reporting and analysis.

## SUBMITTING AN ENTRY

This process brings you to the entry screen. On the entry screen you confirm your union or organization, enter any required additional information, and either upload file(s) or enter URL(s) where material is to be found. In certain categories, notably audio and video, it is also possible to submit physical media.

If you are submitting multiple entries for an award, you will have to go through this process for each entry, starting with choosing the award category.

## New Submission

Member A

[Home](#) » [Awards](#) » [General Excellence](#) » [Print](#) » [Member A](#) » [New Submission](#)

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, 2013.

• Required field.

Title \*

Author \*

Organizations:  TWU Local 100

Select the organization on behalf of which you are submitting this piece for consideration.

### Submission materials

You may either upload a file or supply a URL where award judges can access the submission materials. Some awards also allow the physical submission of materials by mailing them to Metro Labor. Please note, some awards require multiple file uploads or URLs.

Submission Item  No file chosen

Submission Item  No file chosen

Submission Item  No file chosen

# ENTRY FORM FOR VIDEOS

Photocopy and attach one label to each entry.

\*Member refers to union or institution

<b>Best Video</b>	<small>CATEGORY</small> <b>15</b>
Member _____	
CIRCULATION CLASS	<input type="checkbox"/>

<b>Best Video</b>	<small>CATEGORY</small> <b>15</b>
Member _____	
CIRCULATION CLASS	<input type="checkbox"/>

<b>Best Video</b>	<small>CATEGORY</small> <b>15</b>
Member _____	
CIRCULATION CLASS	<input type="checkbox"/>

<b>MATT DOHERTY &amp; GWEN WELLS AWARD</b>
Member _____

<b>MATT DOHERTY &amp; GWEN WELLS AWARD</b>
Member _____

<b>MATT DOHERTY &amp; GWEN WELLS AWARD</b>
Member _____

**These submissions should be sent to:**

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