



ETRO NY LABOR
COMMUNICATIONS
AWARDS FOR
WORK IN
2014

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 your publication's achievements and other media that delivers 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, websites, radio programs, public relations work and publications are recognized during an awards ceremony at Metro's annual convention and in a journal highlighting first-place winners. ■ METRO NEW YORK LABOR COMMUNICATIONS COUNCIL IS AFFILIATED WITH THE INTERNATIONAL LABOR COMMUNICATIONS ASSOCIATION, AFL-CIO

**SUBMIT MOST ENTRIES
ONLINE THIS YEAR.**

(Exceptions listed on page 2.)

**ENTRY DEADLINE
MARCH 27, 2015**

ENTRY RULES AND FEES

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 (HARD COPY ONLY)

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 - Hard copy only

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, 2014. Fee: \$25.

WEBSITE

This award will be honors 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.

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 General Excellence in print must be made by hard copy. Three sets of three consecutive issues are required, no exceptions.

Video submissions and entries for the Doherty-Well award may be submitted as URLs (hosted or archived) or on CD or DVD. When submitting video or Doherty-Wells entries on CD or DVD, please submit three copies.

For general contest questions please contact Denise Shavers, miden@jps.net. For specific questions about the contest website, contact Joe Fedele, jfedele@ufcw1500.org.

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 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 former president of Metro Marty Fishgold, for his lifelong dedication to labor journalism.

GENERAL EXCELLENCE – PRINT This award honors 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, 2014. **Please submit 3 hard copies of each of the issues.**

GENERAL EXCELLENCE – WEBSITE This award will be granted for excellence in all facets of a website including timely and relevant news, information accessible to membership, 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 awards photographs that present the union's story in a different way, not in the usual V-forVictory cliches or headshots. The photo must be original to the publication and must be taken 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 a message. Entries may include layouts for a front page or articles that span a single page or multiple pages.

Category 5: BEST HEADLINE honors headlines that are pithy, attention grabbing and relevant. This category is 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 awards imaginative and gripping creative work. Artwork must be original to the publication. Original composites containing recycled elements will be considered.

Category 8: UNIQUE PERFORMANCE recognizes unusual and innovative approaches to a subject. This entry could be a series, an unexpected take on a common issue, a pull-out section or supplement. In short, it involves 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 online writing.

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

Category 11: BEST BLOG honors the blog that conveys labor content in a non-stereotypical fashion that accommodates both breadth and depth. Submit URLs for the blog homepage and 3 postings between January 1 and December 31, 2014.

Category 12: BEST E-MAIL NEWSLETTER Breadth of coverage, pithy writing suitable for e-mail, and recognizes the use of design elements in support of content. Judges will base decisions on three membership newsletters transmitted between January 1 and December 31, 2014.

Category 13: BEST SOCIAL MEDIA recognizes excellence in online projects that elicit participation and interaction.

Category 14: UNIQUE PERFORMANCE is for the most innovative use of online media not covered under Category 8, 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 in making their union's communications better. Member contributions such as artwork, a photograph, or a print or online article 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.**

**JUNE 4, 2015
4:30PM-8:00PM**

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, 1920s Greenwich Village intellectual and a peace and women's suffrage activist. Free of political dogma, and 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 WEBSITE – metrolabornyc.org

GETTING STARTED

To submit entries, you first need a contestant account. If not, click on "Create an Account."

CREATING AN ACCOUNT

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

COMPLETION

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 that should be enclosed with 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 27.**

**Disks for audio and video entries and General Excellence hard copies should be postmarked no later than
Thursday, March 27.**

The screenshot shows the homepage for the Metro Labor Communicators Awards. At the top, the title "Metro Labor Communicators Awards" is displayed in a large, bold font. Below the title is a small graphic with the word "Labor" and "Awards" and a photo of people. To the right of the graphic, there is a short paragraph: "The only New York area competition that recognizes excellence among labor journalists, photographers, graphic artists, designers and videographers..". Below this text are two buttons: "Create an account" and "Have an account? Log in". At the bottom of the page, there is a small line of text: "By the Metro New York Labor Communications Council".

The screenshot shows the account creation form. At the top, there is a field for "Requested organizations" with a text input box and a "Create account" button. Below this is a note: "Enter the names of the organizations on behalf of which you will be submitting entries (if registering as a contestant only)." To the right of this note is a "Sign in" button. The main section is titled "Personal information" and contains several fields: "First name" with a red asterisk, "Last name" with a red asterisk, "Full mailing address" with a red asterisk and a large text area, and "Phone" with a red asterisk and a text input box. Below the form, there is a section titled "* Select the type of account you wish to create" with two options: "Judge" (with a checkbox) and "Contestant" (with a checkbox). Under "Judge" is the text "Judges of the various ILCA contests." and under "Contestant" is "Contestants who enter the various ILCA contests." Below the account selection is a CAPTCHA image showing the words "which" and "weinyth" in a stylized font. Below the CAPTCHA is a text input box with the prompt "Type the two words:" and a "Submit" button. At the bottom of the form is a "Cancel" button.

CHOOSING AN AWARD CATEGORY

Click on "Submit an Entry" in the 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 <p>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.</p>	Submit Entry
Doherty/Wells <p>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.</p>	Submit Entry
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

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 FORMS

Photocopy and attach one label to each entry.

*Member refers to union or institution name

MATT DOHERTY &
GWEN WELLS AWARD

Member _____

MATT DOHERTY &
GWEN WELLS AWARD

Member _____

MATT DOHERTY &
GWEN WELLS AWARD

Member _____

General
Excellence-Print

Member _____

CIRCULATION CLASS

General
Excellence-Print

Member _____

CIRCULATION CLASS

General
Excellence-Print

Member _____

CIRCULATION CLASS

General
Excellence-Print

Associate Member _____

CIRCULATION CLASS

General
Excellence-Print

Associate Member _____

CIRCULATION CLASS

General
Excellence-Print

Associate Member _____

CIRCULATION CLASS

Best Video

Member _____

CIRCULATION CLASS

CATEGORY
16

Best Video

Member _____

CIRCULATION CLASS

CATEGORY
16

Best Video

Member _____

CIRCULATION CLASS

CATEGORY
16

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