



# 2024 AFGE Labor Communications Awards

Within each subcategory entrants can submit one entry.  
There is no limit to how many categories for which you can submit one entry.

## General Communications

- Website
- Union Publication (Locals)
- Union Publication (Councils/Caucuses/Districts)
- Single Issue Publication/Collateral (Locals)
- Single Issue Publication/Collateral (Councils/Caucuses/Districts)
- Best News Interview/Media Mention
- Best Placed Letter to the Editor/Op-ed

## Visual Communications

- Best Photograph, Original Cartoon, Graphic
- Best Photo Collage

## Writing

- Best News Story
- Best Feature Story

## Electronic Media

- Best Use of Social Media
- Best Issues/Advocacy, Education/Training, Promotional Video

# CONTEST CATEGORIES



# 2024 AFGE Labor Communications Awards

## Website

Websites are judged as they exist at the time of judging. Entries should have a general layout that is easy to navigate with good use of space, visually appealing and have a professional appearance. Entries should also include basic information about the union, content related to representation, organizing, and mobilization efforts and how members can contact their union leaders.

## Union Publication (Locals)

This category is specifically for entries from AFGE locals. Entries should be publications designed, written and published periodically to provide timely information to target audiences while supporting the union's overall objectives. Eligible entries include newsletters and/or newspapers produced by the entrant.

## Union Publication (Councils/Caucuses/Districts)

This category is specifically for entries from AFGE councils, caucuses and/or districts. Entries should be publications designed, written and published periodically to provide timely information to target audiences while supporting the union's overall objectives. Eligible entries include newsletters and/or newspapers produced by the entrant.

GENERAL COMMUNICATIONS



## 2024 AFGE Labor Communications Awards

### **Single Issue Publication/Collateral (Locals)**

This category is specifically for entries from AFGE locals. Entries should include communications designed to solicit a specific, immediate response from the target audience. Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, flyers/posters, books commemorating anniversaries, and similar publications. Items are judged by quality and presentation, including content, clarity, compelling nature and originality.

### **Single Issue Publication/Collateral (Councils/Caucuses/Districts)**

This category is specifically for entries from AFGE councils, caucuses and/or districts. Entries should include communications designed to solicit a specific, immediate response from the target audience. Eligible items include booklets or brochures used to promote organizing or legislative activities, calendars, flyers/posters, books commemorating anniversaries, and similar publications. Items are judged by quality and presentation, including content, clarity, compelling nature and originality.

GENERAL COMMUNICATIONS



## 2024 AFGE Labor Communications Awards

### **Best News Interview/Media Mention**

Entries should demonstrate the effective use of a print, digital, broadcast, or radio news interview or media mention to highlight a labor union issue, union, or union campaign. Entries should feature a member(s) of the submitting local, council, district or caucus. Judges consider the entry's quality, compelling nature and relevancy to the labor movement.

### **Best Placed Letter to the Editor/Op-ed**

Entries should demonstrate the effective use of a published letter to the editor or op-ed to highlight a labor union issue, union, or union campaign. Entries must be written by a member(s) of the submitting local, council, district or caucus. Judges consider the entry's quality, compelling nature and relevancy to the labor movement.

GENERAL COMMUNICATIONS



## 2024 AFGE Labor Communications Awards

### **Best Photograph, Original Cartoon, Graphic**

Photos, original cartoons and/or graphics can be featured in numerous platforms, including websites, social media pages, newsletters and email alerts. Entries in this category should be original pieces that demonstrate AFGE members in action, illustrate an issue and/or help convey a story.

### **Best Photo Collage**

Photo collages can be featured in numerous platforms, including websites, social media pages, newsletters and email alerts. Entries in this category should be original pieces that demonstrate AFGE members in action, illustrate an issue and help convey a story. Photos should showcase best practices in composition, lighting, and overall creativity. Each entry must contain at least three individual photographs displayed together or in a sequence.

**VISUAL COMMUNICATIONS**



# 2024 AFGE Labor Communications Awards

## **Best News Story**

Entries should feature active, timely coverage of issues or events in a way that engages the reader and connects to an issue impacting the labor movement. Entries should be clearly written, easily understood by a general audience, and distributed in a newsletter, website, blog post or email news/action alert developed by the entrant. Entries will be judged on reporting, clarity and significance.

## **Best Feature Story**

Entries should highlight human-interest coverage. They should contain compelling content, storytelling and writing that engages the reader and connects to an issue impacting the labor movement. Entries should be clearly written, easily understood by a general audience, and distributed in a newsletter, website, blog post or email news/action alert developed by the entrant.

**WRITING**



# 2024 AFGE Labor Communications Awards

## Best Use of Social Media

Social media platforms have transformed how quickly we can communicate with our membership, discuss ideas and share content. Submissions for this category should highlight how the entrant uses Facebook, Twitter, Instagram or any other social media platform to engage audiences, create conversations around key issues and/or promote content.

## Best Issues/Advocacy, Education/Training, Promotional Video

Videos are a unique way to capture stories and use many elements to highlight an issue. Entries in the category must be original and pertain to issues impacting the labor movement. Additional parameters are detailed below.

### ISSUES/ADVOCACY VIDEO

Entries should follow the general qualities of documentary storytelling, rather than public relations or promotional principles, and may focus on organizing, political issues or labor history, for example.

ELECTRONIC MEDIA



# 2024 AFGE Labor Communications Awards

## **Best Issues/Advocacy, Education/Training, Promotional Video**

Videos are a unique way to capture stories and use many elements to highlight an issue. Entries in the category must be original and pertain to issues impacting the labor movement. Additional parameters are detailed below.

### **PROMOTIONAL VIDEO**

Entries can be promotional, advocacy or public service announcements that promote a union, organized labor issues, or a viewpoint relevant to the lives and concerns of workers.

### **EDUCATION AND TRAINING VIDEO**

Entries must have been created to be part of a training, 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, adult education; volunteer or employee education; or teachers and instructors (such as train-the-trainer programs).

**ELECTRONIC MEDIA**