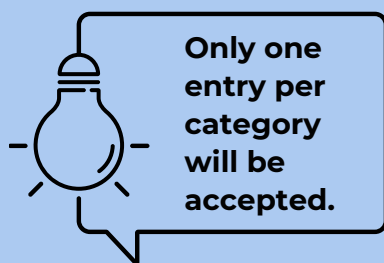


CONTEST RULES



2024 AFGE Labor Communications Awards

Thank you for entering the 2024 AFGE Labor Communications Awards contest! Please review the contest rules and information before submitting your entry.



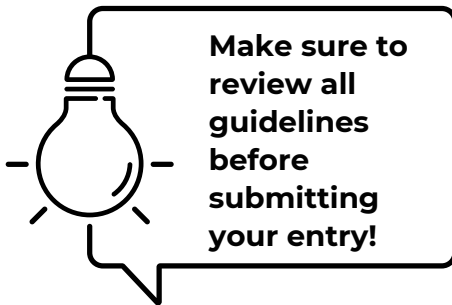
Qualification Requirements:

- Each submission must be original work created by an AFGE member or staffer of the submitting local/council/caucus/district. Entries may not include copyrighted material, including images and music, without the express written consent of the copyright holder, which must be submitted with the entry.
- Each entry should reflect the local/council/caucus/district's efforts in engaging their membership in organizing, labor education, legislative action, representation and/or other mobilization efforts.
- Creativity counts! Submissions will be judged on quality, originality & creativity, compelling nature/engagement, and relevancy to the labor movement.
- All members are encouraged to participate. Entry submissions must be content created and distributed after the previous AFGE convention (June 2022).



2024 AFGE Labor Communications Awards

How to Apply:



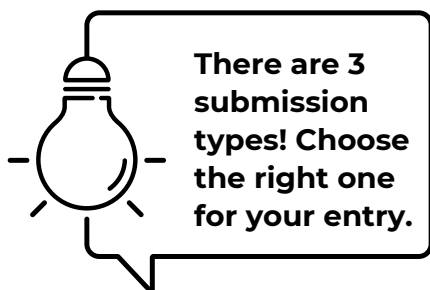
- Visit the contest entry page at: <https://zealous.co/afge/opportunity/2024-Communications-Contest/>.
- Enter your name, phone number and email address to quickly register on the platform.
- Review the contest overview information and the guidelines attached. Click the check box at the bottom of the page to confirm you have reviewed this information.
- Select one category and attach your entry. If the document or entry can be found online, select 'Add Text' and enter the web address.
- Give your entry a description and confirm the prompts at the bottom of the page.
- Click next to enter your affiliate information, copyright consent document (if applicable), and mailing address.
- Click submit!

CONTEST RULES



2024 AFGE Labor Communications Awards

Submission Tips:



On the submission page there are three options to attach your submission:

- Embed Media
- Upload Files
- Add Text

If your submission can be found on YouTube or Vimeo, select 'Embed Media.'

If your submission can be attached as a file, such as jpg, png, gif, mp3, mp4, or doc, select 'Upload Files.'

If your submission can be found online as a website link, select 'Add Text', and copy & paste the web address.

Application Form:

- Please have your AFGE affiliate number ready.
- Any copyright consent material will need to be attached, if applicable.



2024 AFGE Labor Communications Awards

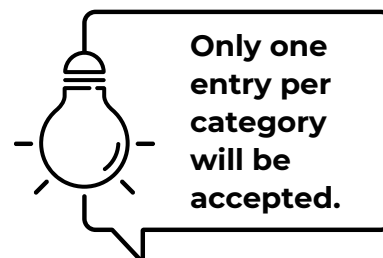
General Contest Overview:

All contest materials must be entered via our new contest platform, Zealous. Entries must be submitted by 11:59 p.m. ET, Friday, April 12, 2024.

Only one entry per category will be accepted. There is no limit to how many categories that you can enter. On the contest site you will submit a new form for each category submission. For example, if you have a photo, social media page and video you would like to enter into the contest, you will select one of each to submit into the online form. For each category you will submit a separate form.

All winners will be notified via email on or about Monday, May 20, 2024.

From all the winners of the various categories, one will be selected to receive the top award – the Clyde M. Webber Award for excellence in serving AFGE members through labor communications.



CONTEST RULES



2024 AFGE Labor Communications Awards

General Contest Overview:

Additionally, this year we are excited to bring back the AFGE Labor Communications Members' Choice Award. Once the submission deadline closes, contest judges will select a pool of entries to be judged for the award. AFGE members will have the chance to vote on which member-created communication piece should be crowned the members' choice. Be on the lookout for the Members' Choice Award contest.

Winners will be announced, and awards will be distributed at the AFGE 43rd National Convention in Las Vegas, NV. Entrants need not be present to win.

If you have any questions about the contest, please contact Chelsea Bland at 202-777-3079 or by email at blandc@afge.org. If you have any trouble submitting your entry, please contact Dan Riehl at dan.riehl@afge.org.



CONTEST RULES



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.



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.



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