

BRANCH PUBLICATION

CALL for ENTRIES

Editors of branch and state association newsletters and newspapers are invited to enter NALC's biennial competition for outstanding periodical publications.

A panel of publications experts will determine award winners in each category. The decision of the judges is final. Winners will be announced at the Publications Workshop held during the national convention in Minneapolis, July 23-27, 2012.

Entries must be received by **April 1** at this address: **Publications Competition, NALC, 100 Indiana Ave. NW, Washington, DC 20001-2144.**

All entries must have been created by NALC members, published in branch or state association newsletters between April 2010 and March 2012 (inclusive), and submitted by current branch officers or editors.

Please duplicate the labels on the following page and attach one to each copy of each entry. SUBMISSIONS THAT DO NOT COMPLY WITH THESE DIRECTIONS WILL BE DISQUALIFIED. Each entry must be clipped or photocopied from your publication and, if smaller than 8½ x 11 inches, taped onto a full-size sheet of paper. Entries will not be returned. Entries will be judged in these categories:

Overall Excellence: This category recognizes publications that best serve the membership. Judges will consider content (appropriate and original articles, useful information, local angles), style (clear writing, effective headlines, good story placement) and overall appearance (readability, attractiveness, use of photos and art).

Judging will be based on three issues you choose to submit; note that you must send two copies of each issue. Each copy must have a completed "Overall Excellence" label attached.

Publications will compete in the subcategories of 1) large branches and state associations and 2) small branches.

Best Editorial or Column: This category is for opinion pieces such as editorials or columns by officers or editors. Factors the judges will consider include the author's effectiveness in putting forth his or her point of view and insight into the topic. Each branch or state association may submit up to three pieces. Send two copies of each entry.

Best News or Feature Story: This category is for reporting issues important to letter carriers or profiling branch or member activities; do not submit columns or other opinion pieces here. Judges will weigh choice of topic, factual reporting and clear writing. Each branch or state association may submit up to three news or feature articles. Send two copies of each entry.

Best Cartoon or Photo: Each branch or state association may submit any combination of up to three cartoons, photos or illustrations created by members of that branch or state association. Cartoons will be judged on relevance, technique and how well they convey their point. Photos and illustrations will be judged on interest, impact and quality. Send two copies of each entry.

Promoting Unionism: The Special Award for Promoting Unionism category includes, but is not limited to, original articles or photo treatments that raise members' awareness of and activism in the labor movement. The judges will look for attention-grabbing entries that promote pride in labor and involve carriers more deeply in NALC. Each branch or state association may submit up to three entries. Send two copies of each entry.

Best Website: This category recognizes websites that best serve the membership. Judges will consider appropriateness of content, overall appearance and timeliness of information. Please print out the web address of the site onto two 8½ x 11-inch pieces of paper and attach the "Best Website" label to each. ☒

COMPETITION

EDITORS:

Copy these labels or print additional copies from nalc.org/news/precord/index.html and attach one to each copy of each entry.

2012 NALC Publication Contest Entry OVERALL EXCELLENCE

Number of members in branch: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

2012 NALC Publication Contest Entry BEST NEWS or FEATURE STORY

Name of author: _____

Name of publication: _____

Month and year of issue: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

2012 NALC Publication Contest Entry BEST EDITORIAL or COLUMN

Name of author: _____

Name of publication: _____

Month and year of issue: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

2012 NALC Publication Contest Entry BEST CARTOON or PHOTO

Name of artist or photographer (must belong to your branch): _____

Name of publication: _____

Month and year of issue: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

2012 NALC Publication Contest Entry PROMOTING UNIONISM

Name of creator: _____

Name of publication: _____

Month and year of issue: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

2012 NALC Publication Contest Entry BEST WEBSITE

Number of members in branch: _____

Branch no. or state name: _____

Located in city, state: _____

Name, title and phone number of person submitting:

CHECKLIST FOR ENTRIES

✓ A publication may submit a **maximum of three entries in any one category.**

✓ **Submit two copies of every entry.** A copy may be clipped from the publication and taped to a sheet of 8½ x 11" paper, or it may be a page from the publication (or a photocopy of that page) with everything but the entry crossed out.

✓ **Attach a completed label** to each of the two copies of every entry. Please type or print clearly.

For example, if a publication decides to enter one editorial and two columns in the "Best Editorial or Column" category, it must provide two copies of the editorial and two copies of each of the two columns, and it must affix a completed "Best Editorial or Column" label to each of these six items. Entries that don't comply with these rules will be disqualified.

✓ **Submit by APRIL 1 to Publications Competition, NALC, 100 Indiana Ave. NW, Washington, DC 20001-2144.**