



International Labor Communications Association

Amplifying Labor's Voice Around the World

2024 Labor Media Awards Categories

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MAX STEINBOCK AWARD

THE MAX STEINBOCK AWARD is ILCA's highest single award for journalistic excellence. This award is given in recognition of an outstanding journalistic effort that explores an issue of concern to working families, with particular sensitivity and insight into the human spirit. The award is named for a much-respected past ILCA president.

Topics can range from human rights issues to individuals' acts of courage or conscience, economic justice initiatives to community service activities, or commentary about the American labor movement.

SAUL MILLER AWARDS

The following four Writing awards are named after the late Saul Miller, a director of the AFL-CIO Department of Information and a founder of ILCA. These awards highlight writing related to key activities of unions: organizing, collective bargaining and political action. Only one award will be granted in each category.

SAUL MILLER AWARDS: Organizing

Content concerns the activism of an individual, group or union during an internal or external organizing campaign.

SAUL MILLER AWARDS: Collective Bargaining

Content concerns collective bargaining, negotiations, grievance-processing or related union activities.

SAUL MILLER AWARDS: Political Action

Content concerns the activism of an individual, group or union during a local, state, provincial, or national election or legislative campaign.

SAUL MILLER AWARDS: Social Justice

Content concerns the activism of an individual, group or union's work in social and economic justice movements.

BEST IN LABOR

BEST IN LABOR awards are presented for overall merit. Judges consider balance and quality of content; appropriateness of subject matter to the organization and to the readership served; design; and readability.

PRINT PUBLICATION

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting the organization's overall objectives. Upload samples of two issues from the prior calendar year. Each publication can only be entered once.

WEBSITE

Websites are judged as they exist at the time of judging. This category includes news organization, union, campaign, organizing, contract and issues websites.

ELECTRONIC NEWSLETTER

Multi-topic publications or newsletters sent to members and other subscribers **through email on a regular schedule**. **PDF versions of a print publication DO NOT qualify as an electronic publication.** They typically contain text, visuals and links to websites, videos or documents that provide additional resources for readers. Awards are presented for overall merit. An entry must consist of two electronic publications published in the prior calendar year.

MULTI-MEDIA CAMPAIGN

Entries should demonstrate use of multiple media platforms on a single-issue or extended organizing or contract campaign (such as different forms of print, digital, radio, television, video, buttons, shirts, billboards, etc.) Entries will be judged both on the quality of individual components as well as the overall campaign. Entries should utilize at least three different forms of media showcasing a cohesive campaign strategy. All entries also must include a statement of purpose explaining the issue or campaign, the message and goal of the campaign, and the target audience(s). If more than one member organization was involved in the campaign, only one member organization should submit the entry as the lead organization.

VISUAL COMMUNICATIONS

VISUAL COMMUNICATIONS entries represent the best layouts, illustrations, photographs and informational graphics. Judges consider the entry's quality of production, content and effectiveness with its intended audience.

BEST DESIGN MULTI-VOLUME PUBLICATION

Entries will be judged on overall typography; layout; use of photos, illustrations and artwork; presentation; readability; and navigability in the case of website, app or electronic publication entries. Entrants can enter in any of these categories: Newspaper, Newsletter or Magazine.

BEST DESIGN SINGLE ISSUE PUBLICATION

Entries will be judged on overall typography; layout; use of photos, illustrations and artwork; presentation; readability; and navigability in the case of website page, app or electronic publication entries. Eligible items include booklets, brochures, calendars, posters, anniversary books and similar single-topic publications.

BEST FRONT PAGE/COVER

This award recognizes the overall combination of visuals, typography and content on the page, their impact and readability; and how well they attract readers to the stories they highlight and to the overall publication. Entrants can enter either Newspaper, Newsletter, or Magazine covers.

BEST PHOTOGRAPH

Entries may be photographed by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by your publication. One photo is considered one entry. Photographs that have been substantially altered or enhanced should be entered for the Best Illustration category.

BEST PHOTO ESSAY OR GALLERY

This category honors multiple photographs, related in content, that are published as a cohesive package in an internet or print publication. The photos should tell the story on their own with minimal use of accompanying text. Each entry must contain at least three individual photographs displayed together or in a sequence.

BEST INFORMATIONAL GRAPHIC

This award recognizes the presentation of information in a visual manner, such as in charts, maps and other visual presentations. Entries are judged on typography, artwork, and how the graphic accurately and compellingly conveys information. If the graphic accompanies an article, be sure to outline the graphic you want us to consider. One graphic is considered one entry.

VISUAL COMMUNICATIONS CONTINUED

BEST ILLUSTRATION OR CARTOON

Entries may be drawn by hand or on a computer by a staff member, rank-and-file member, retiree or freelancer. Initial use must be by the entrant's publication. Photographs that have been substantially altered should be entered in this class. One illustration or cartoon is considered one entry.

BEST DESIGN SINGLE WEBSITE PAGE

Website pages are judged as they exist at the time of judging. This category includes news, campaign, organizing, contract and issues website pages on either union or news organization websites. Entries will only be judged on the design and functionality of the page not the over all website's design.

WRITING

WRITING entries highlight writing by and about unions, featuring content relevant to topics such as the labor movement, organizing, collective bargaining and political action. Judges consider the entry's quality of writing, content and effectiveness with its intended audience.

BEST NEWS STORY

Entries should feature active, timely coverage of events. They will be judged on reporting, clarity and significance. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST FEATURE STORY OF AN ISSUE, CAMPAIGN OR TOPIC

Entries should highlight human-interest coverage. They should contain compelling content, storytelling and writing. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

WRITING CONTINUED

BEST ANALYSIS

Entries should go beyond basic news coverage of events. They should present an investigation, evaluation or perspective on a larger issue of social or economic justice or a topic of significance to unions, workers and the labor movement. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST PROFILE OF A PERSON OR GROUP

Entries should focus on a specific person or group, their plight, struggles, accomplishments or contributions. Entries will be judged on how well they tell an individual story and convey the significance of the individual(s) to members, the union or the community. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST OP-ED, EDITORIAL OR COLUMN

Entries should be written by an editor, staff member, publisher, union officer, or union member. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST LABOR HISTORY STORY

Entries should focus on an important historical event or person, and if applicable, convey the significance of that person or event on the current labor movement. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST SERIES OR MINI-SERIES

Entries must be more than one article covering a single subject and published in an identifiable sequence. Articles in the series must be related and identified as one ongoing unit; stories on the same topic that run at various times during the year do not qualify as a series. Entries from outside contributors are eligible if their initial use is for the entrant's publication.

BEST SOCIAL MEDIA POST

All social media platforms are eligible. Judges evaluate writing style and usefulness of information for members of the target audience.

ELECTRONIC MEDIA

ELECTRONIC MEDIA entries cover use of video and audio productions, and must demonstrate that it was produced by, for or about unions or the labor movement.

Each entry must include a statement of purpose, including its target audience. Judges consider the entry's quality of production, content and effectiveness, and how well the work meets its implicit purpose.

BEST AUDIO/PODCAST/RADIO BROADCAST

Audio entries can be promotional, advocacy or public services announcements; news segments or short features; or full-length labor programs or documentaries. The focus should be on labor events or issues relevant to social or economic justice and the lives and concerns of workers. Entries may have been produced for broadcast over radio, podcast or Internet streaming.

BEST SHORT FORM VIDEO UNDER 90 SECONDS

Entries must be **under 90 seconds** and can include content used for promotional purposes, as ads, convention introductions, videos used on social media or through direct email and text message to members and future members during organizing and contract campaigns. Entries may also include health and safety, how-to, meet our members videos and more.

BEST SHORT FORM VIDEO UNDER 7 MINUTES

Entries must be **under 7 minutes** and can include content used for promotional purposes, trainings, conventions, story telling, and videos used during organizing and contract campaigns. Entries may also include health and safety, how-to, in memoriam videos and more.

BEST LONG FORM VIDEO OVER 7 MINUTES

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. Entries may also include health and safety videos, how-to, event, labor history videos and more.

BEST LABOR DOCUMENTARY

Entries utilize their expanded time allotment to cover their topic with substance and depth in a compelling and effective way. Entries should focus on, document or illuminate an event or events in the history of organized labor, including but not limited to union history.

SOCIAL MEDIA

SOCIAL MEDIA entries will have successfully used Facebook, Twitter (X), Instagram, apps, texts or similar network tools as the primary means of communication to successfully advance organizing, bargaining, political action or other member mobilization.

Each entry must include a statement of purpose including the campaign's objectives and the end result; Relevant metrics such as the number of actions taken, number of retweets, number of new fans or friends, etc. Link(s) to live page(s) or screen captures of page(s) demonstrating the action, content and/or metrics.

BEST ORGANIC/OWNED SOCIAL MEDIA POST OVERALL

Entries must include either a screenshot or live link to the social media post. Design, writing, statistics and overall message will be judged. Organic statistics will be judged and must be included.

BEST ORGANIC/OWNED SOCIAL MEDIA LIVE EVENT COVERAGE

Entries covering a press conference, rally, day of action, strike or other in-person and digital events will be considered. Entries must include either a screenshots or live link to all of the the social media posts involved in the event across all platforms. Overall messaging, design, photographs, writing, timelines to the event and statistics will be judged. Organic statistics will be judged and must be included.

BEST PAID SOCIAL MEDIA SINGLE AD

Entries can be promotional, advocacy or public service ads that promote a union, organized labor, issues, or a viewpoint relevant to the lives and concerns of workers. Judges will consider overall messaging, design, photographs, images and writing used. Targeting and statistics will be judged and must be included.

BEST PAID SOCIAL MEDIA MULTI-PLATFORM CAMPAIGN

Entries can be promotional, advocacy or public service ads that promote a union, organized labor, issues, or a viewpoint relevant to the lives and concerns of workers. Entries may also include health and safety videos, how-to, event, labor history campaign content and more. Overall messaging, targeting and statistics will be judged and must be included. Entries will be scored on all campaign elements including the cohesiveness of the campaign as well as the overall design, images, photographs and writing.

BEST LIVE SOCIAL MEDIA VIDEO

Entries must have been streamed live on social media and can cover any content related to unions or the labor movement.

POLITICAL ACTION / SOCIAL JUSTICE / CAMPAIGN

POLITICAL ACTION/SOCIAL JUSTICE / CAMPAIGN entrants will have successfully used persuasive mail pieces, flyers and other collateral in a political action, social justice advocacy effort or union campaign. Entries must include a statement of purpose including the campaign's objectives and the end result. Judges consider the entry's quality of production, content and effectiveness, and how well the work meets its implicit purpose.

BEST E-MAIL, MAIL PIECE OR PERSUASIVE LETTER

Entries, such as a postcard or other mailer, will be judged on overall layout; use of photos, illustrations and artwork; presentation; readability; and persuasiveness. Communications designed to solicit a specific, immediate response by the target audience and sent via letter or email. This can be a single communication or a series.

BEST FLYER OR POSTER

Entries will be judged on overall layout; use of photos, illustrations and artwork; presentation; readability; and persuasiveness.

BEST TEXT MESSAGE

Entries will be judged on overall message, artwork; presentation; readability; and persuasiveness.

BEST SWAG / UNION DRIP

Designed campaign collateral (other than the above) can be entered in this category. Entries may include a sticker, lawn sign, button or t-shirt, for example. Multiple items that are related to each other and identified as part of a series are eligible as one entry.

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