

# Awards for Excellence

## in Newsletter and Web Communications



### 2013 EDITORS WEEKEND

It's back! The 2013 Editors' Weekend Awards for Excellence in Newsletter and Web Communications will be presented at the 2013 Editors' Weekend, held Oct. 25-27.

There is a new format for the awards, and an expanded period of time covering eligible entries.

The deadline for OPSEU's 2013 newsletter and website awards is September 20. Check out your work and enter your best efforts.

To enter, your local must have produced at least two editions of a newsletter or have an updated website between September 1, 2011 and August 31, 2013. The 2013 Awards cover newsletters and websites between those two dates.

### The entry deadline is September 20.

The awards are offered in three categories

- **BPS Locals** - any size
- **OPS Locals** - any size
- **CAAT Locals** (Academic and Support) - any size

The awards will be presented at the Awards Banquet (Oct. 26) during the Biennial Editors' Weekend (Oct. 25-27). They will be judged by two independent judges, who know unions and communications.

The entry form is enclosed on a separate sheet. For each entry, have a separate copy of the story, art work or edition you are entering. Do not clip multiple entry tags onto a single edition leaving the judges wondering what you are entering. For electronic entries, please submit a printout of the entry or a sheet of paper with the URL and a description of the entry.



**Please submit the form, with your entries, by Sept. 20, 2013 to:**

Don Ford, OPSEU Communications, 100 Lesmill Rd, Toronto, Ontario M3B 3P8

## Within each category, there are 16 separate awards:

**Best Feature:** Enter up to two feature articles. Features are human interest stories that go beyond straight news.

**Best Editorial:** Enter up to two opinion pieces, whether it is called an editorial, a president's column or something else.

**Best Humour Piece:** Enter up to two original humorous stories, editorials or parody pieces.

**Best News Coverage:** Enter up to two articles which illustrate good news coverage.

**Best Equity Article:** Enter up to two articles which highlight an equity issue.

**Best Bargaining Communication:** This award honours local work produced for members in preparation for or in support of their own bargaining, including strike communication. Enter up to two articles.

**Best Original Cartoon:** Enter up to two cartoons created specifically for your newsletter or website.

**Best Original Photo:** Enter up to two photos taken specifically for your newsletter or website.

**Best Original Illustration:** Enter up to two illustrations created specifically for your newsletter or website.

**Rookie of the Year – Newsletter:** Open only to a new publication, or one which has been revived after a break of at least two years.

**Rookie of the Year – Website:** Open only to a new website, or one which has been revived after a break of at least two years.

**Most Improved Newsletter:** Entry must include an issue from this award period (September 1, 2011 to August 31, 2013) and one from the previous award period (September 1, 2010 to August 31, 2011).

**Best Design – Newsletter:** Enter one edition which illustrates good design, use of graphics, etc.

**Best Design – Website:** Enter the URL of your website.

**Best Overall Newsletter:** Enter one edition. It will be judged on the best all-round combination of news, features, opinions and design.

**Best Overall Website:** Enter the website URL. It will be judged on the best all-round combination of news, features, opinions and design.

## The Awards

Please check which awards you are entering in the list below. See award descriptions on the cover sheet:

- Best Feature:** One feature article.
- Best Editorial:** One opinion piece.
- Best Humour Piece:** One original humour article.
- Best News Coverage:** One news article.
- Best Equity Article:** One equity article.
- Best Bargaining Communication:** One bargaining article.
- Best Original Cartoon:** One original cartoon.
- Best Original Photo:** One original photo.
- Best Original Illustration:** One original illustration.
- Rookie of the Year – Newsletter:** Open only to a new publication, or one which has been revived after a break of at least two years.
- Rookie of the Year – Website:** Open only to a new website, or one which has been revived after a break of at least two years.

- Most Improved Newsletter:** Entry must include an issue from this award period (September 1, 2011 to August 31, 2013) and one from the previous award period (September 1, 2010 to August 31, 2011).
- Best Design – Newsletter:** Enter one edition.
- Best Design – Website:** Enter the URL of your website.
- Best Overall Newsletter:** Enter one edition. Judged on best all-round combination of news, features, opinions and design.
- Best Overall Website:** Enter the website URL. Judged on best all-round combination of news, features, opinions and design.

## The categories

The awards are offered in three categories:

- BPS Locals – any size
- OPS Locals – any size
- CAAT Locals (Academic and Support) – any size

## The rules

To enter, your local **must have produced at least two newsletters** during the award period: Sept. 1, 2011 to Aug. 31, 2013, **or must have an updated website** for this period. You must enclose at least two newsletters with your entry, or the URL of your website.

Enter as many or as few awards as you wish, but make each entry separate, with its own entry tag attached to the specific story, art or issue you are entering.

Note: Only new or revived newsletters or websites may enter for Rookie of the Year.

**You cannot enter both Rookie of the Year and Most Improved.**

**Your entry must reach Don Ford, OPSEU Communications, Head Office by September 20, 2013.**



Name of newsletter or website:

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Local Number: \_\_\_\_\_

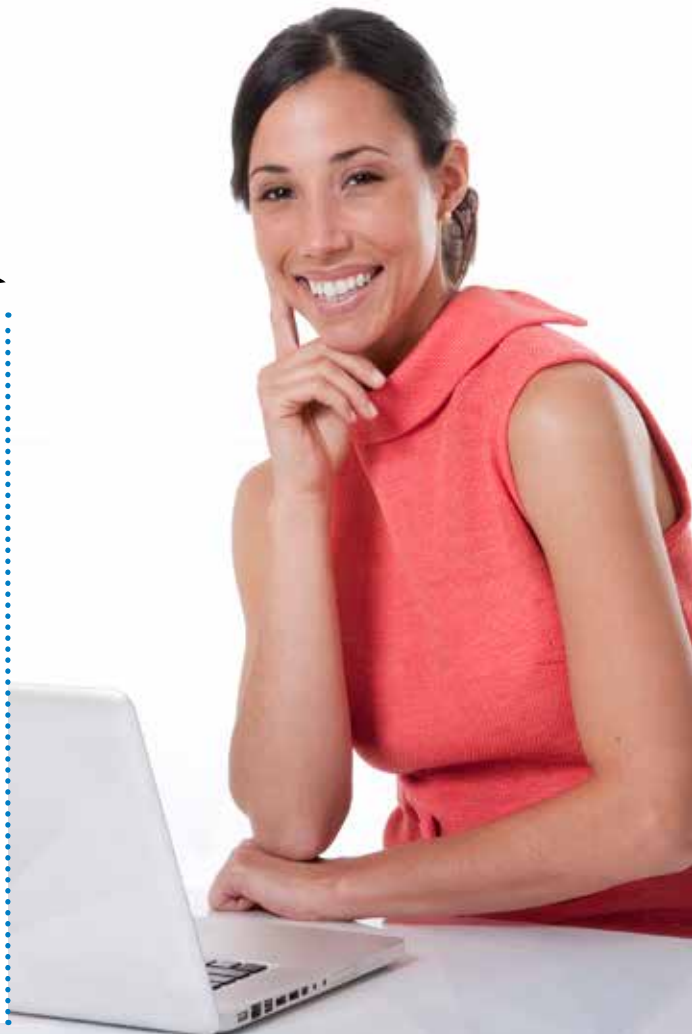
Category:      BPS      OPS      CAAT  
(circle one)

Name of editor/web editor:

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Website URL address:

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# 2013 OPSEU Awards for Excellence in Newsletter and Web Communications

Clip out these entry tags and attach one to each of your entries. Entry deadline: Sept. 20, 2013

## Remember!

**You must submit a separate entry for each award, with its own entry tag attached to the specific story, art or issue you are entering.**

**Do not attach multiple tags to a single page or in a single issue!**



### Best Feature

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Editorial

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Humour Piece

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best News Coverage

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Equity Article

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Bargaining Communication

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Original Cartoon

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

### Best Original Photo

Newsletter/website url:  
\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_



**Best Original Illustration**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Best Overall Newsletter**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Rookie of the Year – Newsletter**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Best Overall Website**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Rookie of the Year – Website**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Most Improved Newsletter**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_

**Best Design – Newsletter**

Newsletter/website url:

\_\_\_\_\_

Category (circle one): BPS OPS CAAT

Local \_\_\_\_\_



**Mailing label for awards:**

(Clip and tape and/or paste or copy onto your entry envelope)



2013 Editors' Weekend, Awards for Excellence in Newsletter and Web Communications

c/o Don Ford  
OPSEU Communications  
100 Lesmill Road  
Toronto, Ontario M3B 3P8