

2015



Editors' Weekend

Nov. 13 - 15, 2015

CHELSEA HOTEL, TORONTO



The place to be for OPSEU communicators

The Editors' Weekend is a biennial conference and educational for OPSEU local editors. From noon Friday to noon Sunday, there are workshops, speakers and an awards dinner to recognize past excellent work.

If you are doing a newsletter, a website, a strike bulletin or bargaining communications, you should come.

OPSEU pays for one person from each local. Applications should be accompanied by two editions of your newsletter published between Sept. 1, 2013 and Aug. 31, 2015, or the URL from your current local website. OPSEU will cover travel, accommodation, meals, parking and child/dependent care for one person per newsletter or website.

If space is available, we may be able to accommodate a second person at the local's expense. Sector/committee newsletters and

websites (produced by members) can send participants, with costs from their own budgets. Limited additional tickets for the Awards Banquet will be available, provided arrangements are made before Oct. 19.

Applications, accompanied by copies of two editions of your newsletter or the URL of your current updated website, must be received by Greg Hamara, OPSEU Communications, 100 Lesmill Road, Toronto, Ontario M3B 3P8, **NO later than Oct. 19, 2015.**

Phone **416-443-8888** or **1-800-268-7376 ext. 8777**
Fax **416-443-1762**. email: **ghamara@opseu.org**

Featuring

Awards dinner

Celebrate the success of OPSEU's local communications. Knowledgeable judges will evaluate your best work and present the awards.

Editors' briefing

You will get an update on what's new at OPSEU from President Smokey Thomas.

Skills workshops

Choose four sessions from among 12 skills and interest workshops, facilitated by top-notch instructors, to make your local communications better than ever.

Workshop descriptions

The program is designed so you can choose a selection of writing, design, and technical workshops.

All communication, whether in print or electronic, needs a combination of content, writing, design and technology to reach readers.

Coming in new is four sessions. **Breaking news with social media**, **Photos that tell a story** and **Labour through a video lens** are two sessions each.

All other workshops run for one session each.

Coming in new (four sessions)

This workshop runs for four sessions and offers a little bit of everything - writing, design, editing, and production. It's for new editors, editors' assistants or others who are new to the process and want it all. Bring a copy of your local's current publication, if you have one (no matter how primitive). You do not need two editions of a newsletter to attend this workshop.

Beginners web (two sessions)

This two-part session will give you the tools to get a local web site up and running. Using the popular (free!) web and blog program Word Press, learn the basics of setting up your site, adding content and how to make it available to your members (and the world!). You do not need a current website to attend this workshop.

Advanced web (two sessions)

This session builds on what was learned in Beginners Web.

MailChimp

Learn how to reach your target audience quickly and efficiently. MailChimp acts as a type of traffic cop by ensuring your emails reach their intended members. It eliminates redundant and inaccurate email addresses so that you know your message is getting through.

Infographics

An image tells a thousand words. This course introduces participants to creating a visual story using statistical data.

Legal or libel?

"Will I get in trouble if I write that/print that/quote that/put that on the web?" If you have ever asked these questions, this course is for you. Learn how the libel laws work and how you can get your point across without attracting nasty lawsuits.

Breaking news with social media (two sessions)

The breaking news with social media workshop follows up on the Legal or Libel session. Now that you know what can get you in trouble, this two-part skills-based workshop provides information on what makes a good social media strategy and provides "hands on" experience with various social media platforms. Participants will explore various social media including Facebook, Twitter, Instagram, and Blogs. **Participants need a smartphone or tablet to fully participate in this workshop.**

Plain language and the art of editing

Plain words deliver the most punch. Learn how to avoid using "ten-dollar words" and find out how to write and edit strong clear prose that will reach and motivate your members. Bring 20 copies of your work and turn blah into brilliant.

Blogging

Blogging is your journal for the masses in the 21st century. Learn how to be an effective blogger that will stimulate debate and capture the attention of your readers.

2015 Application form – Editors' Weekend

Use this form for workshop selection.

Please use the separate enclosed form to request an advance, child care, etc.

OPSEU will pay shared accommodation, travel, meals (except Saturday evening), parking and child or attendant care for this weekend. To claim own time or lost wages you need proof of credits used or wages lost.

Please keep a copy of this form.

Check your first and second choices for each workshop slot. If there is a single workshop that you are absolutely determined to attend, please underline it, and we will do our best to make sure you get into that session. Workshop allocation is on a first-come, first served basis. You will receive a confirmation letter that your application has been accepted.

Name: _____

Local #: _____

E-mail: _____

Address: _____

Phone: (work) _____

(home) _____

Special needs (diet or other): _____

Name of publication or website: _____

This certifies that:

(name of person) works on our local newsletter or website, and is our local's candidate to attend the 2015 Editors' Weekend.

(signed) Local President

(a second officer if President is attending)

We would like to have _____ extra tickets to the Awards Dinner, at a cost of \$40 each.

Workshop choices

Please tick off your workshop selections (mark FIRST and SECOND choices) (See workshop descriptions on previous pages)

Friday, Nov. 13

11:30 a.m. to 1 p.m. - Registration

1 p.m. - Opening Plenary

Editors' Briefing - President Smokey Thomas

2 p.m. to 5 p.m. - Workshops

7 p.m. to 9 p.m. - Ask the InSol Editorial Team

1st Choice 2nd Choice

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming in new (take all four sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners web (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Photos that tell a story (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | MailChimp |
| <input type="checkbox"/> | <input type="checkbox"/> | Legal or Libel? |

Saturday, Nov. 14

9 a.m. to noon - Workshops

1st Choice 2nd Choice

- | | | |
|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming In new (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Beginners web (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Photos that tell a story (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Infographics |
| <input type="checkbox"/> | <input type="checkbox"/> | Plain language and the art of editing |

1:30 p.m. to 4:30 p.m. - Workshops

1st Choice 2nd Choice

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming in new (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Advanced web (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Labour through a video lens (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Breaking news with social media (take both sessions) |
| <input type="checkbox"/> | <input type="checkbox"/> | Design basics |

6:30 p.m. to 11 p.m. - Awards Banquet and Social

Sunday, Nov. 15

9 a.m. to 12 p.m. - Workshops

1st Choice 2nd Choice

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Coming in new (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Advanced web (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Labour through a video lens (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Breaking news with social media (cont'd) |
| <input type="checkbox"/> | <input type="checkbox"/> | Blogging |

12:15 p.m. to 1 p.m. - Closing Plenary

Election of the Editorial Committee for In Solidarity, closing session and conference wind-up. This is an important part of the weekend program. Please attend.



2015 OPSEU Editors' Weekend

Nov. 13 - 15, Chelsea Hotel, Toronto.

Deadline for attendance and advance form is Oct. 19.

Name: _____

Local #: _____ Union #: _____

Street: _____

Apt.: _____ City: _____

Postal Code: _____

Phone: (work) _____

(home) _____

Accommodation

Members are responsible for making their own accommodation and payment arrangements. All reservations must be cancelled 72 hours prior to arrival to avoid penalty of one night's room rate and tax. Members are responsible for payment of their hotel room upon check-out. OPSEU will cover costs for the nights of Nov. 13 and 14, unless distance makes another night necessary. You must live at least 60 km from the hotel in order to book a room.

The room rate at the Chelsea Hotel, Toronto is \$155 plus tax. OPSEU pays for shared occupancy (\$77.50 plus tax) in a twin-bedded room, unless you bring children. Parking is \$22.00 per day + tax. There is no direct billing. You pay and then submit your claim to OPSEU. If you choose not to share, you must pay half the cost of the private room. (Some locals cover this for their members.) If you are bringing your spouse, you are only reimbursed for half the cost of the room. **The Chelsea Hotel, Toronto, is the only designated hotel for this event.**

To book your room

Once your acceptance has been confirmed, call the Chelsea Hotel, Toronto, at 1-800-243-5732 and quote "OPSEU 2015 Editor's Weekend" to get the conference rate. *Please note ALL guest rooms are non-smoking.

Time off

If your collective agreement permits booking time off for this educational weekend, OPSEU will arrange it on your behalf. OPSEU pays own time or time off for shift workers only.

Required? Yes No Dates: _____

Please indicate your employer: ministry, college, or specific BPS employer:

Who should this request be sent to? _____

Address, fax and e-mail: _____

Special needs/allergies etc.

Please indicate if you have any allergies or special needs, dietary or other. Use reverse side if necessary.

Advance

OPSEU will cover lost wages or own time for shift workers with proof of credits used or wages lost. OPSEU also covers accommodation, travel, parking, meals, child/dependent care.

Advance required? Yes No \$ _____

- Please mail to home.
 Please deliver to the meeting.

Refer to the Travel Expense form for claimable expenses.

Child care

If you require child care at the Editors' Weekend, please fill out details below. If you are arranging your own child care at home, claim on the regular expense form.

I require child care at the Editors' Weekend.

Child(ren)'s name(s) and age(s)

List any allergies, special care or medical requirements.

Have your child bring a favourite toy.

Signature of parent/participant: _____

Date: _____

Mail completed forms to

Greg Hamara, OPSEU Communications,
100 Lesmill Road, Toronto, Ontario M3B 3P8
or fax: 416-443-1762 or e-mail: ghamara@opseu.org

Elections – In Solidarity editorial board

This is an election year for the In Solidarity Editorial Board. This five-member committee writes and gathers articles for the In Solidarity newsletter, produces daily updates at the OPSEU Convention, and plans and helps facilitate the biennial Editors' Weekend.

You must be a participant at the Editors' Weekend to be eligible to run for a position. The election for the editorial board takes place at the closing plenary at noon, Sunday Nov. 15.

Members interested in running for a position should:

- Have experience working on a local newsletter or website.
- Have the ability to write thought-provoking, topical articles geared towards OPSEU's activist base.
- Be able to work towards demanding deadlines with minimal oversight.
- Be able to commit to at least four one-day Editorial Board meetings per year (usually in Toronto).
- Be able to commit to working long hours at each day of Convention to produce the daily updates.

Five positions are available for election. Three alternates are also elected. The Editor/Chair position is elected by the five members on the committee themselves.

If you are interested in being elected to this dynamic and rewarding committee, you have to be nominated by another member at the election on Sunday, Nov. 15.



Awards for Excellence

in Newsletter and Web Communications



2015 EDITORS WEEKEND

It's back! The 2015 Editors' Weekend Awards for Excellence in Newsletter and Web Communications will be presented at the 2015 Editors' Weekend, held Nov. 13-15.

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

The deadline for OPSEU's 2015 newsletter and website awards is Oct. 19. 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 Sept. 1, 2013 and Aug. 31, 2015. The 2015 Awards cover newsletters and websites between those two dates.

The entry deadline is Oct. 19.

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 (Nov. 14). 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 Oct. 19, 2015 to:

Greg Hamara, 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 (Sept. 1, 2013 to Aug. 31, 2015) and one from the previous award period (Sept. 1, 2011 to Aug. 31, 2013).

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 (Sept. 1, 2013 to Aug. 31, 2015) and one from the previous award period (Sept. 1, 2011 to Aug. 31, 2013).
- 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, 2013 to Aug. 31, 2015, **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 Greg Hamara, OPSEU Communications, Head Office by Oct. 19, 2015.



Name of newsletter or website:

Local Number: _____

Category: BPS OPS CAAT
(circle one)

Name of editor/web editor:

Website URL address:



2015 OPSEU Awards for Excellence in Newsletter and Web Communications

Clip out these entry tags and attach one to each of your entries. Entry deadline: Oct. 19, 2015

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)



2015 Editors' Weekend, Awards
for Excellence in Newsletter
and Web Communications

c/o Greg Hamara
OPSEU Communications
100 Lesmill Road
Toronto, Ontario M3B 3P8