2016

OFFICIAL AWARDS CONTEST RULES

FOR

USW LOCAL UNIONS

SPONSORED BY

UNITED STEELWORKERS PRESS ASSOCIATION (USPA)

AND

UNITED STEELWORKERS (USW)

Deadline for Contest Entries

May 14, 2016

PLEASE READ ALL THE RULES PRIOR TO SUBMITTING MATERIAL
WHO MAY ENTER

Only members in good standing with the United Steelworkers Press Association are eligible to enter.

AWARDS

1. An award will be considered for each category. Judges may also award a "Certificates of Merit" in each category if the entries, in their judgment, merit such recognition.
2. Awards will only be issued to entries in print or digital format, which have been published between Jan 1, 2013 and December 31, 2015.
3. Awards will be presented during the USPA training conference to be held in Pittsburgh on June 22, 2016.

FEES

A single fee of $20 (made out to USW Secretary-Treasurer) will cover ALL entries from your publication, website or social media.

PROCEDURE FOR SUBMITTING ENTRIES

1. Fill out and mail the attached entry form – one form for each entry.
2. Submit entries in as many categories as you feel you are eligible.
3. Refer to the rules for a description of each award.

GENERAL INFORMATION

Neither the USPA officers nor the judges may discuss any entry prior to the Triennial Conference. Entries will be acknowledged upon receipt.

CATEGORIES

The Ray Pasnick Award
(2 awards according to circulation)

The Michael R. Enos Award

USPA Awards
* Original Photo (1-1,000 members) * Original Photo (over 1,000 members)
* Newsletter Layout/Design (1-1,000 members) * Newsletter Layout/Design (over 1,000 members)
* Editorial/Column (1-1,000 members) * Editorial/Column (over 1,000 members)
* News Story (1-1,000 members) * News story (over 1,000 members)
* Feature Story (1-1,000 members) * Feature Story (over 1,000 members)
* Printed Materials - Non-newsletter (1-1,000 members) * Printed Materials - (over 1,000 members)
* Original Video (1-1,000 members) * Original Video (over 1,000 members)
* Best Use of Social Media (1-1,000 members) * Best Use of Social Media (over 1,000 members)

Send All Entries C/O:
USPA Contest Entries
USW New Media, 7th Floor
60 Boulevard of the Allies
Pittsburgh, PA 15222
<table>
<thead>
<tr>
<th>Awards</th>
<th>Description</th>
<th>Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ray Pasnick Award</td>
<td>Awarded based on overall excellence of a USPA Local Union publication.</td>
<td>Please submit two (2) entire issues of your newsletter with your entry form.</td>
</tr>
<tr>
<td>Michael R. Enos Award</td>
<td>Awarded based on the best overall digital communication strategy, including the use of a well-maintained website and the integration of social media and email.</td>
<td>Please submit the hyperlink for your website or social media site with your entry form.</td>
</tr>
<tr>
<td>Original Photo</td>
<td>Awarded based on the best photo taken by a USW member whose local belongs to the USPA.</td>
<td>Please submit your photo or the digital copy in JPEG format and include a brief description with your entry form.</td>
</tr>
<tr>
<td>Newsletter Layout/Design</td>
<td>Awarded based on the best overall Layout/Design, including the use of photos/graphics and appropriate articles.</td>
<td>Please submit one (1) hard copy of your printed newsletter with your entry form.</td>
</tr>
<tr>
<td>Editorial, Column or Blog</td>
<td>Awarded based on the best Editorial, Column or Blog in print or on a website. An editorial, column or blog is one that bears the &quot;by-line&quot; or name of the writer.</td>
<td>Please submit only one (1) example of the Column, Editorial or Blog in print or by hyperlink with your entry form.</td>
</tr>
<tr>
<td>News Story</td>
<td>Awarded based on the best News story in print or on a website. A news story is usually about an event, such as a contract happening, which affects the lives of local union members.</td>
<td>Please submit one (1) hard copy of your printed News Story in print or by hyperlink with your entry form.</td>
</tr>
<tr>
<td>Feature Story</td>
<td>Awarded based on the best Feature story in print or on a website. The purpose of a feature story is to explore a single &quot;one-shot&quot; subject matter in depth.</td>
<td>Please submit one (1) hard copy of your printed Feature Story in print or by hyperlink with your entry form.</td>
</tr>
<tr>
<td>Printed Materials – Non-newsletter</td>
<td>Awarded based on the best Printed Materials – Non-newsletter. The Printed Materials – Non-newsletter could include leaflets, pamphlets, posters, fliers, buttons, etc.</td>
<td>Please submit (1) hard copy of your printed materials with your entry form.</td>
</tr>
<tr>
<td>Original Video</td>
<td>Awarded based on the best Original Video taken by a USW member whose local belongs to the USPA.</td>
<td>Please submit a DVD of your video or provide a hyperlink to it on your entry form.</td>
</tr>
<tr>
<td>Best Use of Social Media</td>
<td>Awarded based on consistent promotion of network(s), frequent and relevant updating and appropriate monitoring of posts and comments.</td>
<td>Submit links to your social media networks with your entry form.</td>
</tr>
</tbody>
</table>
**UNITED STEELWORKERS PRESS ASSOCIATION**  
AWARD CATEGORIES AND ENTRY FORM

District: _____  
Local Union #: _____  

Name of Communicator: ___________________________________________  
Circulation: _________

Please attach a copy of this page with each contest entry and check the box of the category or award being submitted.

**Special USW Recognition Awards**

The Raymond W. Pasnick Award for Overall Excellence

- [ ] For circulation over 1,000
- [ ] For circulation between 1-1,000

The Michael R. Enos Award
- [ ] Submit proper web address (print clearly)

**USPA Awards**

- [ ] Original Photo (1-1,000 members)
- [ ] Original Photo (over 1,000 members)
- [ ] Newsletter Layout/Design (1-1,000 members)
- [ ] Newsletter Layout/Design (over 1,000 members)
- [ ] Editorial/Column (1-1,000 members)
- [ ] Editorial/Column (over 1,000 members)
- [ ] News Story (1-1,000 members)
  - If digital, submit proper web address (print clearly)
- [ ] Feature Story (1-1,000 members)
  - If digital, submit proper web address (print clearly)
- [ ] News story (over 1,000 members)
- [ ] Feature Story (over 1,000 members)

- [ ] Printed Materials - Non-newsletter (1-1,000 members)
  - If digital, submit proper web address (print clearly)
- [ ] Printed Materials - (over 1,000 members)

- [ ] Original Video (1-1,000 members)
  - If digital, submit proper web address (print clearly)
- [ ] Original Video (over 1,000 members)

- [ ] Best Use of Social Media (1-1,000 members)
  - Submit proper web address (print clearly)
- [ ] Best Use of Social Media (over 1,000 members)

Don’t forget your $20 entry fee!  
Make checks payable to: USW Secretary-Treasurer

Send to:  
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