



SUBMIT YOUR WORK! CUPE COMMUNICATIONS AWARDS 2021

The National Convention is a great opportunity to recognize some of the fantastic communications work coming out of CUPE locals. Submit your entry and show off your creativity today!

The categories of the Communications Awards reflect the goals of all effective communication: getting your message heard and inspiring your audience to action.

To enter, fill out this form online at cupe.ca/comm-awards.

You have until **August 24, 2021** to submit your registration form. Winners will receive their awards at National Convention in Vancouver.

REQUIRED INFORMATION

The following information will be requested:

Name: _____

Local union # / Council / District / Division name: _____

Mailing address: _____

Phone: _____ Email: _____

Your CUPE National Representative: _____

Your CUPE Communications Representative: _____

The communications work entered was done by (check off appropriate boxes):

Local volunteers

Paid staff

Professional hired externally or from a firm



CATEGORIES

1 BEST LOCAL CAMPAIGN

Campaigns are an essential part of mobilizing our members and the public. Their purpose is to support bargaining, defend public services, or prepare local efforts to bring about change. Tell us about a campaign your local initiated – big or small – and what you did to make it a success.

- What was the campaign goal? (50 words max)
- Describe the actions taken: (200 words max)
- What was the result? (150 words max)
- Who were the primary campaign organizer(s)? (Name, title)
- Relevant websites

Please attached samples of communication materials used during your campaign to the registration form.

2 BEST STORY

Sharing stories creates common ground and helps advance our collective goals. A good story can make a big difference. It could be an article someone in your local published in a newsletter or on a blog, or a special project such as a book or anything else in writing.

- Who wrote it? (Name)
- Where was it published (Local newsletter? Website?)

Please attach a copy to the entry form.

3 BEST VIDEO

More and more, videos are being used to share information or to tell stories relevant to the membership or the public. This can be just one video or a series of videos.

For each video, please answer the following questions:

- What was the purpose of the video?
- Who produced (filmed or edited) the video?
- What was the approximate budget allocated for this video?
- How was it distributed?



CATEGORIES

4 BEST PHOTO

Photos have the ability to shape the way we see the world. An image can change our opinion of an issue in an instant. Submit photos taken by your members that highlight the work of your local. Photographs must be of one or more CUPE members, either at work or in the community. This award is open to CUPE members only.

Answer these questions for each photo:

- Who took the photograph?
- What does the photo depict?
- When was the photo taken?
- Where was the photo taken?
- Where was the photo published or used?

5 BEST USE OF DIGITAL TOOLS

Engaging with social media is a daily reality for most communicators. Whether it's through Facebook, Twitter or Instagram, many of our locals are doing great work connecting with CUPE members online. Tell us about your local's social media work and other digital means of communication, whether in general terms or within the context of a campaign or a specific project.

For each entry please provide the following information:

- A link to your social media pages.
- Who manages your account(s)?
- Provide examples of the tools you use.

By entering the Communications Awards, you grant CUPE permission to use any content or documents submitted with your entry in its publications, both print and electronic.

All entries must be submitted online at cupe.ca/comm-awards.

For any other question, please contact comm@cupe.ca.