

# CUPE Communications Awards 2017

## Entry form

*National Convention is a great opportunity to acknowledge some of the fantastic communications work our locals have been doing. Enter your communications work today!*

*The categories of the Communications Awards reflect the goal of effective communication: getting your message heard and inspiring action.*

*Enter by filling out this form (for some categories), or by visiting [cupe.ca/comm-awards](http://cupe.ca/comm-awards) (all categories)*

**The deadline is July 4<sup>th</sup>, 2017. Winners will receive their awards at National Convention in Toronto.**

**Please fill in (required)**

Your name: \_\_\_\_\_

Local union # / Council / District / Division name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

CUPE staff representative: \_\_\_\_\_

The communications work entered was done by\*

local volunteers     paid staff     hired professional

a combination of paid and volunteer work

• indicate percentage estimate of volunteer work: \_\_\_\_\_%

*\*Note: Judges will give special consideration to volunteer work.*

# Categories

## **1** Best local campaign (enter online at [cupe.ca/comm-awards](http://cupe.ca/comm-awards))

Campaigns are an essential part of mobilizing our members or the public. They can support bargaining, defending public services, or a local effort to make change. Tell us about a campaign your local initiated—big or small—and what you did to make it a success.

*Additional pages may be attached if you require more space.*

What was the campaign goal? (50 words max)

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Describe the actions taken: (200 words max)

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What was the result? (150 words max)

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Who were the primary campaign organizer(s)? (Name, title)

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Relevant websites:

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*Provide sample materials from your campaign (attach to submission)*

**2****Best story (enter online at [cupe.ca/comm-awards](http://cupe.ca/comm-awards))**

Sharing stories creates common ground and helps advance our collective goals. Sometimes just one simple story can make a difference. Share a great story written by someone in your local that you published in a local newsletter or on a local website.

Who wrote the story? (Name)

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Where was the story published? (local newsletter? website?)

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*Please attach a copy of the story to the entry from.*

**3****Best overall content (enter online at [cupe.ca/comm-awards](http://cupe.ca/comm-awards))**

Editing a newsletter or a website is about more than making sure the grammar is correct. Finding the right content, shaping your message, adding the right image, and delivering it in an effective format means your members are better informed and your local is stronger. Enter your regularly updated newsletter or website if you think your content is top-notch.

Editor name(s):

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Newsletter: (name)

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List the headlines of the three best items from your submission, in your opinion

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*Please attach three issues of your local newsletter. Online publications must be submitted using the online entry form at [cupe.ca/comm-awards](http://cupe.ca/comm-awards)*

## **4 Best Photo**

*Entries for this category must be submitted online at [cupe.ca/comm-awards](http://cupe.ca/comm-awards)*

Photos can shape the way we see something. They can change our opinion of an issue in an instant. Enter photos taken by your members, showing the work of your local. Photographs must be of CUPE members, either at work or in the community. *This award is open to CUPE members only.*

All entrants must answer these questions:

Who took the photograph?

Who is the photo of?

What does the photo depict?

When was the photo taken?

Where was the photo taken?

Where was the photo used?

## **5 Best use of social media**

*Entries for this category must be submitted online at [cupe.ca/comm-awards](http://cupe.ca/comm-awards)*

Social media is a reality for today's communicators. Whether it's Facebook, Twitter, Instagram, Pinterest, or some other medium, many of our locals are doing great work connecting with CUPE members online. Tell us about your local's social media work.

All entrants must provide the following information:

A link to your social media page.

Who manages your account(s)?

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By entering the communications awards you agree to allow CUPE to use content or materials you submit in print and electronic publications.

Paper submissions can be mailed to:      Communications Awards  
CUPE Communications Branch  
1375 St. Laurent Blvd.  
Ottawa, ON  
K1G 0Z7