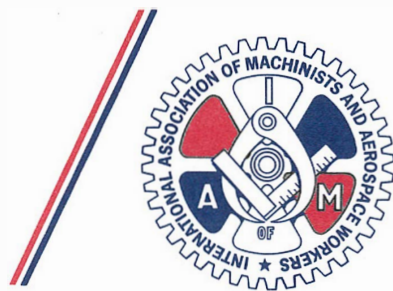


**International  
Association of  
Machinists and  
Aerospace Workers**



9000 Machinists Place  
Upper Marlboro, Maryland 20772-2687

Area Code 301  
967-4500



OFFICE OF THE INTERNATIONAL PRESIDENT

**Deadline Extended to May 1, 2020.**

December 2, 2019

Subj: 2019IAM Newsletter & Website Contest

To All District Lodge Presidents and Secretary-Treasurers, Local Lodge Presidents and Recording Secretaries, TCU Carmen Division Officers, National Representatives, Assistant National Representatives, and Local Lodge Officers

Dear Brothers and Sisters:

This is the official announcement of the 2019 IAM Newsletter & Website Contest. It is open to all local and district lodges in good standing, having publications that are regularly distributed or mailed to members and/or maintain regularly-updated IAM websites. This contest will consider newsletters published between **January 1, 2019, and December 31, 2019**, and websites operating online during the judging period.

Enclosed are the Official Entry Forms and Contest Rules. The deadline to submit entries is **Friday, May 1, 2020**. Please read the Contest Rules carefully.

**Awards for newsletters will include:**

- General Excellence
- Best Layout & Design
- Best Feature

**Awards for online media will include:**

- General Excellence Website
- Best Layout & Design Website
- Best Use of Social Media

**New! Awards for video will include:**

- Best Live Video
- Best Smartphone Video
- Best Organizing Video - Individual or Team Award

An independent panel of judges will review submitted newsletters, websites, and videos and will then select the winners. Contact the Communications Department at 301-967-4520 if you have any questions.

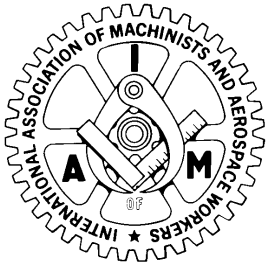
Best wishes and good luck!

In solidarity,

Robert Martinez Jr.  
International President

RM/tc  
Enclosures

CC: Executive Council  
TCRs



# 2019 IAM Newsletter & Website Contest

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## CONTEST RULES

### Eligibility

All official membership publications created by IAM local or district lodges in good standing dated January 2019 through December 2019 are eligible.

### Entry Deadline

All entries must be received by the IAM Communications Department by **May 1, 2020**. We cannot return submissions.

### Newsletter

#### General Excellence

Two consecutive issues of your lodge's publication will be judged on overall effectiveness. Judges will consider content, appearance, consistency, effective writing and editing. Please use the appropriate Newsletter Entry Form.

#### Best Layout & Design

Publications will be judged on overall appearance, adherence to standards of readability and impact. Regardless of the format of your publication (tabloid, newsletter size, professionally printed or copied in-house), graphics play an important role in effectiveness. Please use the appropriate Newsletter Entry Form and include two consecutive issues.

#### Best Feature

In this classification, "feature" is broadly defined to include anything outside of the routine news reporting. It can include an investigative report, a regular one-on-one interview, a special report or a series of reports, humor, satire, editorial cartoon (original, not syndicated or "lifted" from another publication), a photo essay, etc. If a feature series is being submitted, please include a complete set. Be sure to use the appropriate Newsletter Entry Form.

## **Websites**

### **General Excellence**

This category is for the Lodge's official website only. It will be judged on overall effectiveness, technical expertise, appearance, and content. Please include the website address and use the appropriate Website Entry Form.

### **Best Layout & Design**

This category is for the Lodge's official website only. Judges will rate the site on overall layout and design and how well the message of trade unionism is presented. Please include the website address and use the Website Entry Form.

### **Social Media**

Best use of Social Media, smartphone app or specialty website for District or Local Lodge membership information and/or organizing. Criteria will focus on effectiveness and engagement within the social media component. This category is for Lodges that create sites other than their official website, such as an official Lodge Facebook or Twitter social media site or a special site for organizing that conforms to the Web Policy Guidelines in Official Circular No. 851. Sites will be judged on appearance and effective messaging for trade unionism. Please include the website address and use the Social Media Website Entry Form.

## **New for 2019! - Video Awards**

### **Best Live Video**

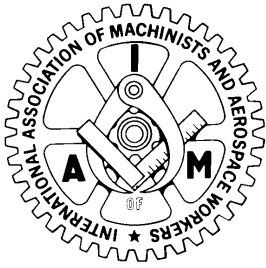
Video that went live on District or Local Lodge social media platforms. Entries will be judged on creativity and effectiveness.

### **Best Smartphone Video**

Video made with a smartphone for Local and District Social Media or website use. Smartphone editing allowed with smartphone software, with graphics and other additions. Entries will be judged on creativity and effectiveness.

### **Best Organizing Video (Individual or team award; entries accepted from members and full-time staff)**

Video with creative and innovative uses of video to organize new members, both within IAM bargaining units and new targets. All IAM members and staff are eligible for entry. One entry only in each category per person or team.



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

### NEWSLETTERS / GENERAL EXCELLENCE

Please CIRCLE ONE:

DISTRICT    or    LOCAL    Lodge #

Publication Name:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

Editor Telephone:

Fax:

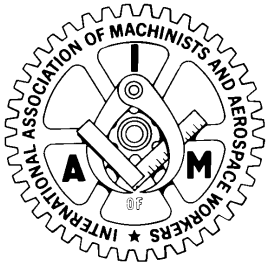
Editor Email Address:

Publishing Frequency:

Number of Copies:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one entry.
3. Your entry must include hard copies of two consecutive issues and submit them with this form.
4. Entries must have been published between January 2019 and December 2019.
5. The deadline for submission of entries is Friday, **May 1, 2020**.
6. Return this completed form to:

IAM Newsletter & Website Contest  
Communications Department  
9000 Machinists Place  
Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

### NEWSLETTERS / BEST LAYOUT & DESIGN

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Publication Name:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

Editor Telephone:

Fax:

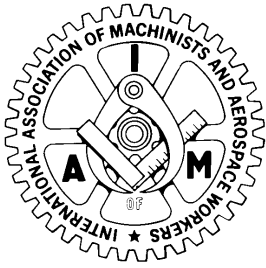
Editor Email Address:

Publishing Frequency:

Number of Copies:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one entry.
3. Your entry must include hard copies of two consecutive issues and submit them with this form.
4. Entries must have been published between January 2019 and December 2019.
5. The deadline is Friday, **May 1, 2020**.
6. Return this completed form to:

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9000 Machinists Place  
Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

### NEWSLETTERS / BEST FEATURE

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Publication Name:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

Editor Telephone:

Fax:

Editor Email Address:

Publishing Frequency:

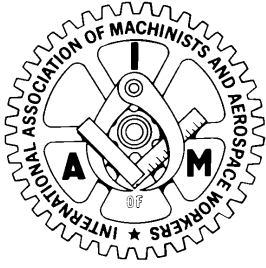
Distribution Number:

Name of Best Feature:

On Page

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one feature story for this category and attach it to this form.
3. If you are submitting a feature series, please include the complete set. Please be certain the date of the publication appears on the newsletter.
4. Entries must have been published between January 2019 and December 2019.
5. The deadline for submission of entries is Friday, **May 1, 2020**.
6. Return this completed form to:

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9000 Machinists Place  
Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### WEBSITE - GENERAL EXCELLENCE

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

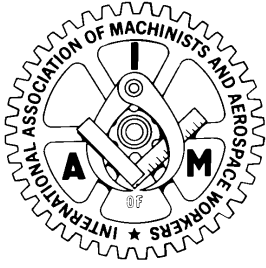
Editor Telephone:

Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Your entry must be the official lodge website and be published and online as of Tuesday, December 31, 2019. (Other lodge sites for official activities such as social media or organizing should be submitted under the "Social Media" category.)
3. The deadline for submission of entries is Friday, **May 1, 2020**.
4. Return this completed form to:

IAM Newsletter & Website Contest  
Communications Department  
9000 Machinists Place  
Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### WEBSITE - BEST LAYOUT & DESIGN

Please CIRCLE ONE:

DISTRICT    or    LOCAL    Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

Editor Telephone:

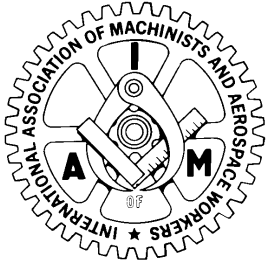
Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Entry must be the official lodge website and be published and online as of Tuesday, December 31, 2019. **(Other lodge sites for official activities such as social media or organizing should be submitted under the "Social Media" category.)**
3. The deadline for submission of entries is Friday, **May 1, 2020**.
4. Return this completed form to:

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9000 Machinists Place  
Upper Marlboro, MD 20772-2687





# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### WEBSITE - SOCIAL MEDIA

Please CIRCLE ONE:

DISTRICT    or    LOCAL    Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

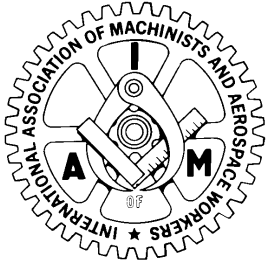
Editor Telephone:

Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Your website must be published and online as of Tuesday, December 31, 2019. Lodges may submit their official **Lodge Facebook, Twitter or Organizing site** that conforms to official Web Policy Guidelines in Official Circular No. 851.
3. The deadline for submission of entries is Friday, **May 1, 2020**.
4. Return this completed form to:

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9000 Machinists Place  
Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### VIDEO - BEST LIVE VIDEO

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

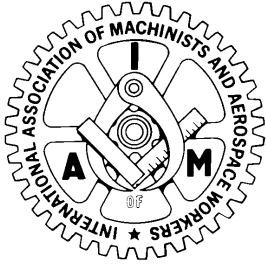
Editor Telephone:

Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Your live video must be published and online as of Tuesday, December 31, 2019. Lodges may submit a video posted on their official **Lodge website, Facebook, Twitter or Organizing site** that conforms to official Web Policy Guidelines in Official Circular No. 851.
3. The deadline for submission of entries is Friday, **May 1, 2020**.
4. Return this completed form to:

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Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### VIDEO - BEST SMARTPHONE VIDEO

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

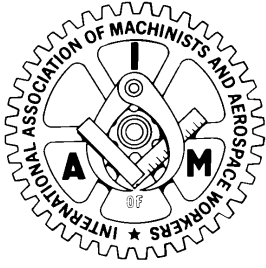
Editor Telephone:

Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Your smartphone video must be published and online as of Tuesday, December 31, 2019. Lodges may submit a video posted on their official **Lodge website, Facebook, Twitter or Organizing site** that conforms to official Web Policy Guidelines in Official Circular No. 851.
3. The deadline for submission of entries is Friday, **May 1, 2020**.
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Upper Marlboro, MD 20772-2687



# 2019 IAM Newsletter & Website Contest

## OFFICIAL ENTRY FORM

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### VIDEO - BEST ORGANIZING VIDEO

Please CIRCLE ONE:

DISTRICT      or      LOCAL      Lodge #

Website Address:

Editor(s):

Lodge Address:

City - State/Province:

Postal Code:

Lodge Telephone:

Fax:

Editor Telephone:

Fax:

Editor Email Address:

1. Please indicate if the entry is for a Local or District Lodge by circling "District" or "Local".
2. Your organizing video must be published and online as of Tuesday, December 31, 2019. Lodges may submit a video posted on their official **Lodge website, Facebook, Twitter or Organizing site** that conforms to official Web Policy Guidelines in Official Circular No. 851.
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