

## 2020 IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

---

### ***General Excellence – Local Lodge***

Two consecutive issues of your lodge's publication were judged on overall effectiveness. Judges considered content, appearance, consistency, effective writing and editing.

**First Place:** Local Lodge 701 – *Mechanics' Local 701 News and Views*

Editors: Mark Grasseschi and Sam Cicinelli

Great bi-annual newsletter, excellent writing, valuable information for active and retired members, COVID focus, excellent overall.

**Second Place:** Local Lodge 712 – *Union 712*

Editor: Jon Valois

Colorful and well-designed issue provides critical info regarding impact of COVID. A great resource for members.

**Third Place:** Local Lodge FL1998 – *Monthly All-BUE Newsletter*

Editor: Haley Larkin

Features strong union history, member spotlight, helpful messages.

**Honorable Mention:** Local Lodge 774 – *The Fighting Machinists*

Editor: Scott Gardner

Visually compelling, good content for members, focus on negotiations, colorful, smart, and accurate info.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***General Excellence – District Lodge***

**First Place:** District Lodge 751 – *Aero Mechanic*

Editor: Connie Kelliher

Consistent and reliable source of union information regarding COVID, contract issues and community involvement. Great workplace photos of members, excellent writing throughout.

**Second Place:** District Lodge 142 – *The Observer*

Editor: Dave Supplee

Great photos and layout, solid writing, valuable COVID resources and scholarship features.

**Third Place:** District 190 – *The Sparkplug*

Editor: Debra Chaplan

Comprehensive coverage of local issues, organizing wins, “In the news section” provides valuable national coverage of union issues

**Honorable Mention:** District Lodge 54 – *District 54's E-Newsletter*

Editor: Regina Wright

COVID impact focus, clean design, good writing

## 2020 IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

---

### ***Best Feature – Local Lodge***

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.

**First Place:** Local Lodge 66 – *Badger Lodge News*

Feature: “Laws that Govern our Workplace”

Editor: Jon Zancanaro

Shop Steward contribution examines labor laws in the US.

**Second Place:** Local Lodge 701 – *Mechanics Local 701 News and Views*

Feature: “Local 701 Wins Federal Court and NLRB Decisions”

Editors: Mark Grasseschi and Sam Cicinelli

Article focuses on significant legal wins in court and NLRB.

**Third Place:** Local Lodge 712 – *Programme D’Aide Aux Employees 712*

Feature: “COVID 19”

Editor: Jean Valois

First-person outreach to members facing COVID isolation.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Best Feature – District Lodge***

**First Place** – District Lodge 751 – *Aero Mechanic*

Feature: “Union Contract Provides Benefits After Just 1 Day”

Editor: Connie Kelliher

Compelling saga of IAM member facing layoff after cross-country transfer, highlighting valuable benefits unavailable to non-union employees.

**Second Place:** District Lodge 142 – *The Observer*

Feature: “United Airlines to End Ties with ExpressJet”

Editor: Dave Supplee

Feature article documents turbulence for ExpressJet members as carrier lunges through recent reorganization.

**Third Place:** District Lodge 190 – *The Sparkplug*

Feature: “Workers Stand Together to Organize”

Editor: Debra Chaplan

Article features multiple organizing campaigns and workers demanding union rights despite COVID challenges.

## 2020 IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

---

### ***Best Layout and Design – Local Lodge***

Publications were judged on overall appearance and adherence to standards of readability and impact. Regardless of your publication (tabloid, newsletter size, professionally printed or copied in-house), graphics play an important role in effectiveness.

**First Place:** Local Lodge 701 – *Mechanics' Local 701 News and Views*

Editors: Mark Grasseschi and Sam Cicinelli

Pages suitable for shop posting, clean borders, effective headlines.

**Second Place:** Local Lodge 712 – *Programme D'Aide Aux Employees 712*

Editor: Jean Valois

Eye catching use of color and photos.

**Third Place:** Local Lodge FL1998 – *Monthly All-BUE Newsletter*

Editor: Haley Larkin

Clean layout, good use of white space, effective headlines.

**Honorable Mention:** Local Lodge 774 – *IAM Local Lodge 774*

Editor: Scott Gardner

Strong visuals, great presentation throughout.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Best Layout and Design – District Lodge***

**First Place:** District Lodge 751 – *Aero Mechanic*

Editor: Connie Kelliher

Takes advantage of every page with a great mix of text and membership photos. Retirees, organizing wins and community service all given prominent coverage.

**Second Place:** District Lodge 142 – *The Observer*

Editor: Dave Supplee

Great text and photo ratio, headlines and subheads keep the reader interested, highly recognizable publication.

**Third Place:** District Lodge 190 – *The Sparkplug*

Editor: Debra Chaplan

Photos, fonts and white space combine to present first rate product, smart use of color and shading adds to readability.

**Honorable Mention:** District Lodge 54 – *District 54's E-Newsletter*

Editor: Regina Wright

Text and photos combined to keep reader engaged throughout, front page is a winner.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Website General Excellence – Local Lodge***

This category is for the Lodge's official website only. It was judged on overall effectiveness, technical expertise, appearance and content.

**First Place:** Local Lodge 1725 – [vl1725.org](http://vl1725.org)

Editor: Todd Day

Current information, easy to navigate, smartly organized and comprehensive.

**Second Place:** Local Lodge 2003 – [iam2003.org](http://iam2003.org)

Editor: Dusty Cooper

Great scrolling content, community focus.

**Third Place:** Local Lodge 701 – [mech701.org](http://mech701.org)

Editors: Mark Garsseschi and Sam Cicinelli

Great site, excellent navigation, member focus, great photos.

**Honorable Mention :** Local Lodge 66 – [unitedlodge66.org](http://unitedlodge66.org)

Editor: Jon Zancanaro

Timely content, easy-to-read, uncrowded.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Website General Excellence – District Lodge***

**First Place:** District Lodge 141 – [iam141.org](http://iam141.org)

Editors: Mike Klemm, Alex Gerulis, Eric Price, Ines Garcia-Keim, David Lehive

Familiar and welcoming home page, great layout and content throughout.

**Second Place:** District Lodge 751 – [iam751.org](http://iam751.org)

Editors: Ed Lutgen and Connie Kelliher

Comprehensive and professional, valuable resources, links the union with the community.

**Third Place:** District Lodge 70 – [d70iam.org](http://d70iam.org)

Editor: Scott Gardner

Clean, compact, very helpful sub-categories, community/veterans focus.



## 2020IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

---

### *Website Best Layout and Design – Local Lodge*

This category is for the Lodge's official website only. Judges rated the sites on overall layout and design and how well the message of trade unionism is presented.

**First Place:** Local Lodge 463 – [iamaw463.com](http://iamaw463.com) ([myworkunion.com](http://myworkunion.com))

Editor: Layne Johnston

Unique landing page, well organized information, smart use of color, photos & graphics.

**Second Place:** Local Lodge 1725 – [vl1725.org](http://vl1725.org)

Editor: Todd Day

Well designed, current and yet classic website, good mix of photos, text and graphics.

**Third Place:** Local Lodge 2003 – [iam2003.org](http://iam2003.org)

Editor: Dusty Cooper

Easy navigation, bi-lingual content, great use of color.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Website Best Layout and Design – District Lodge***

**First Place:** District Lodge 141 – [iam141.org](http://iam141.org)

Editors: Mike Klemm, Alex Gerulis, Ines Garcia-Keim, Dave Lehive, Eric Price

Professionally designed, smart use of white space, outstanding content.

**Second Place:** District Lodge 751 – [iam751.org](http://iam751.org)

Editors: Ed Lutgen and Connie Kelliher

Excellent resource, comprehensive, feature rich, welcoming.

**Third Place:** District Lodge 70 – [d70iam.org](http://d70iam.org)

Editor: Scott Gardner

Clean, compact, very useful sub-categories, community focus.

**Honorable Mention:** District Lodge 190 – [iamdistrict190.org](http://iamdistrict190.org)

Editor: Arlene Gamino

Easy to read, available in multiple languages, smart graphics.

## 2020 IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

---

### *Social Media – Local Lodge*

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 special site for organizing that conforms to the Web Policy Guidelines in Official Circular No. 851. Sites were judged on appearance and effective messaging for trade unionism.

**First Place:** Local Lodge 774 – [Facebook.com/ICT774](https://www.facebook.com/ICT774)

Editor: Scott Gardner

It has all three venues. Facebook, Twitter and Instagram. Spreads the union message far and wide.

**Second Place:** Local Lodge 701 – [Facebook.com/mech701](https://www.facebook.com/mech701)

Editor: Mike Wendling

Current content, easy to view.

**Third Place:** Local Lodge 463 – [Instagram.com/myworkunion](https://www.instagram.com/myworkunion), [Facebook.com/iamaw463](https://www.facebook.com/iamaw463)

Editor: Layne Johnston

Great presence and features members and families with great photos.

2020 IAM NEWSLETTER AND WEBSITE CONTEST  
JUDGES' REPORT

---

***Social Media – District Lodge***

**First Place:** District Lodge 751 – [Facebook.com/IAM751](https://www.facebook.com/IAM751)

Editors: Ed Lutgen and Connie Kelliher

Tons of followers, great photos and videos, valuable organizing tool. Presents a strong and positive union message throughout.

**Second Place:** District Lodge 70 – [Facebook.com/IAMDL70](https://www.facebook.com/IAMDL70)

Editor: Scott Gardner

Current content, good engagement with members.

**Third Place:** District Lodge 75 – [Facebook.com/iamdl75](https://www.facebook.com/iamdl75)

Editor: Dusty Cooper

Nice mix of website photos and general union information