

2021 IAM NEWSLETTER AND WEBSITE CONTEST JUDGES' REPORT

Newsletter 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: Ryan Haehnlein, Mark Grasseschi and Sam Cicinelli

The bi-annual 10-page newsletter give members and the public many reasons to be proud of the work the union performs.

This paper is a great example of how to keep members connected.

Second Place: NFFE-IAM Federal Local 1998 – *Monthly All-BUE Newsletter*

Editor: Emile Wardrip

This 16 page monthly delivers content and design in a way that keeps readers involved from cover to cover.

Third Place: Local Lodge 1725 – *Victory Newsletter*

Editor: Gary Winchester

The Victory Newsletter has been a trusted resource for years in a familiar format.

The quality is consistently first rate.

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Newsletter General Excellence – District Lodge

First Place: District Lodge 751 – *Aero Mechanic*

Editor: Connie Kelliher

The professional presentation throughout makes *Aero Mechanic* a valuable resource for members and the community, and showcases a deep respect for retirees and the work they do.

Second Place: District Lodge 141 – *Airmail*

Editors: Eric Price, Mike Klemm & Alex Gerulis

From content to layout, District 141 *Airmail* is an outstanding example of a monthly newsletter. The photos in particular keep readers' attention page after page.

Third Place: District Lodge 54 – *District 54's E-Newsletter*

Editor: Regina Wright

District 54's E-Newsletter provides an excellent mix of news and features in a thoughtful and highly readable format.

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Newsletter 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 701 – *Mechanics’ Local 701 News and Views*

Features (Series): “Who’s on Strike? What’s a Defector? Where Did This Leave Your Dealership?” and “Local 701 Members Strike Their Way to Victory....Again”

Editors: Ryan Haehnlein, Mark Grasseschi & Sam Cicinelli

The articles detail the lengthy saga that Local 701 leaders and members endured on the way to an historic victory.

Second Place: Local Lodge 712 – *Information*

Feature: “Our President is Retiring”

Editor: Jean Valois

This entry celebrates a union officer and a remarkable union career.

Third Place: Local Lodge 2202 – *The Word*

Feature: “Battling Pandemic Burnout”

Editors: Felicia McDanel & Mike Mead

This timely front-page story addresses the workplace stresses magnified by the COVID pandemic.

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Newsletter Best Feature – District Lodge

First Place: District Lodge 141 – *Airmail*

Feature: “Primer: Inside Organizing”

Editors: Eric Price, Mike Klemm & Alex Gerulis

Timely and compelling look at the multiple steps that must be taken to secure organizing wins. Valuable for members, prospective members, and the public at large.

Second Place: District 751 – *Aero Mechanic*

Feature: “150,000+ More Reasons It Pays to be Union”

Editor: Connie Kelliher

In this feature the District 751 *Aero Mechanic* delivers a compelling argument for the benefits of union membership.

Third Place: District Lodge 54 – *District 54’s E-Newsletter*

Feature: “2020: The Year of the Rat”

Editor: Regina Wright

The ‘Year of the Rat’ showcases the need for expanding union membership and laws that protect union benefits.

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Newsletter 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: NFFE-IAM Federal Local 1998 – *Monthly All-BUE Newsletter*

Editor: Emile Wardrip

This highly attractive monthly newsletter draws members in with a familiar style and presentation of topics important to Federal workers and all union members.

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

Editors: Ryan Haehnlein, Mark Grasseschi & Sam Cicinelli

Mechanics' 701 delivers highly detailed content in a friendly and accessible publication. Headlines draw readers attention while photos don't get in the way of what members need to know.

Third Place: Local Lodge 1725 – *Victory Newsletter*

Editor: Gary Winchester

Photos, graphics and text presented in a concise and professional presentation.

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Newsletter Best Layout and Design – District Lodge

First Place: District Lodge 751 – *Aero Mechanic*

Editor: Connie Kelliher

Once again DL 751 *Aero Mechanic* delivers exceptional content with high readability and outstanding design. This twelve-page publication allows for a generous mix of photos and content. A legacy publication to be proud of.

Second Place: District Lodge 141 – *Airmail*

Editors: Eric Price, Mike Klemm & Alex Gerulis

Colorful design, compelling graphics and photos delivers a smart mix of photos text and white space.

Third Place: District Lodge 54 – *District 54's E-Newsletter*

Editor: Regina Wright

This entry delivers valuable content in an easy to read format.

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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 463 – myworkunion.com

Editor: Layne Johnston

Current articles, smart visual layout, and very easy to navigate. Great local webpage!

Second Place: Local Lodge 2797 – iamaw2797.ca

Editor: Zita Hildebrandt

Regularly updated and easy to navigate. Enjoyed clicking through this site.

Third Place: Local Lodge 2202 – iam2202.org

Editors: Marcus Johnson and Mike Mead

Clean design and well organized. Some resizing of images would help.

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Website General Excellence – District Lodge

First Place: District Lodge 141 – iam141.org

Editors: Eric Price, Mike Klemm and Alex Gerulis

Great layout and content throughout.

Second Place: District Lodge 751 – iam751.org

Editors: Connie Kelliher and Ed Lutgen

Widgets visually need some work, but very effective for users.

Third Place: District Lodge 70 – d70iam.org

Editor: Scott Gardner

Nice website. Updated content on homepage and throughout and a few more visuals optimized for mobile would help.

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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 – myworkunion.com

Editor: Layne Johnston

Clean design with well-organized information. The best website by far! Congrats!

Second Place: Local Lodge 2797 – iamaw2797.ca

Editor: Zita Hildebrandt

Nice , easy to navigate website that is regularly updated with good information.

Third Place: Local Lodge 2202 – iam2202.org

Editor: Marcus Johnson and Mike Mead

Nice site. Layout, member photos and graphics could use some work.

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Website Best Layout and Design – District Lodge

First Place: District Lodge 141 – iam141.org

Editors: Eric Price, Mike Klemm and Alex Gerulis

A lot of good information. Laid out well and organized. The button graphics are great, consider moving them to the top of the website.

Second Place: District Lodge 54 – iamdistrict54.com

Editors: Regina Wright

Nice website. The creativity of the cover page shows the union well. Consider a layout that allows for photos to be changed on each page to show even more members.

Third Place: District Lodge 751 – iam751.org

Editor: Connie Kelliher and Ed Lutgen

The design can be updated here, but this website had higher functionality above the rest, including a members' only section and a contract ideas page.

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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 701 – facebook.com/mech701

Editor: Mike Wendling

Scored the highest of all local lodge social media sites.

Second Place: Local Lodge 774 – facebook.com/ICT774 and instagram.com/iaml1774

Editor: Scott Gardner

Consistent posting, but a lot of content from other organizations. Missing local information and engagement.

Third Place: Local Lodge 2797 – facebook.com/groups/IAMAW2797

Editor: Zita Hildebrandt

Nice content, messaging.

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Social Media – District Lodge

First Place: District Lodge 70 – facebook.com/IAMDL70 and twitter.com/iamawDL70

Editors: Scott Gardner

Best score social media sites for district lodges.

Second Place: District Lodge 751 – facebook.com/IAM751

Editor: Connie Kelliher and Ed Lutgen

Unity bowl post was particularly nice!

Third Place: District Lodge 54 – twitter.com/districtlodge54

Editor: Regina Wright

Higher engagement than many given their follower base, good variety of content as well. Not many original tweets, mainly re-tweets.