

# Branch publication competition call for entries

**E**ditors of branch and state association newsletters and websites are invited to enter NALC's biennial competition for outstanding periodical publications.

A panel of publications experts will determine award winners in the various categories, which are listed below. The decision of the judges is final. Winners will be announced at a workshop held during the national convention in Chicago, Aug. 8 to 12.

Because the 2020 national convention was canceled, the winners from the 2020 awards also will be presented at the 2022 convention. (For winners, see story, page 18.)

Entries must be received by **April 1**, at this address: Publications Competition, NALC, 100 Indiana Ave. NW, Washington, DC 20001-2144.

All entries must have been created by NALC members; been published in branch or state association newsletters, or been posted on a branch website or feed (for the Best Website award) between April 2020 and March 2022 (inclusive); and must be submitted by current branch officers or editors.

**Please duplicate the labels on the following page and attach one to each copy of each entry. SUBMISSIONS THAT DO NOT COMPLY WITH THESE DIRECTIONS WILL BE DISQUALIFIED. Each entry must be clipped or photocopied from your publication and, if smaller than 8½ x 11 inches, taped onto a full-size sheet of paper. Entries will not be returned. Entries will be judged in the following categories:**

**Overall Excellence:** This category recognizes publications that best serve the membership. Judges will consider content (appropriate and original articles, useful information, local angles),

style (clear writing, effective headlines, good story placement) and overall appearance (readability, attractiveness, use of photos and art).

Judging will be based on three publication issues you choose to submit; please note that you must send two copies of each issue. Each copy must have a completed "Overall Excellence" label attached.

Publications will compete in the subcategories of 1) large branches and state associations and 2) small branches. Large branches are defined as having 500 or more members, but the judges may alter that threshold to create a balanced number of entries in both categories.

**Best Editorial or Column:** This category is for opinion pieces such as editorials or columns by union officers or editors. The judges will consider such factors as the author's effectiveness in putting forth his or her point of view and insight into the topic. Each branch or state may submit up to three editorials or columns. Send two copies of each entry.

**Best News or Feature Story:** This category is for reports on topics important to letter carriers and for features on branch or member activities; do not submit columns or other opinion pieces here. Judges will weigh choice of topic, factual reporting and clear writing. Each branch or state association may submit up to three news or feature articles. Send two copies of each entry.

**Best Cartoon or Photo:** Each branch may submit any combination of up to three cartoons, photos or illustrations created by members of that branch. Cartoons will be judged on relevance, technique and how well they convey their point. Photos and illustrations will be judged on interest, impact and quality. Send two copies of each entry.

**Promoting Unionism:** The special award for the Promoting Unionism category includes, but is not limited to, articles or photo treatments that raise members' awareness of and activism in the labor movement. The judges will look for attention-grabbing entries that promote pride in labor and involve carriers more deeply in NALC. Each branch or state association may submit up to three entries. Send two copies of each entry.

**Best Website:** This category recognizes websites that best serve the membership. Judges will consider relevance of content, overall appearance and timeliness of information. Blogs, Facebook pages and Twitter or Instagram feeds may be submitted as well. Please print out the web address of the site onto two 8½ x 11-inch pieces of paper and attach the "Best Website" label to each. Send two copies of the entry. **PR**

### 2022 NALC Publication Contest Entry OVERALL EXCELLENCE

Number of members in branch: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2022 NALC Publication Contest Entry **BEST NEWS or FEATURE STORY**

Name of author: \_\_\_\_\_  
 Name of publication: \_\_\_\_\_  
 Month and year of issue: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2022 NALC Publication Contest Entry BEST EDITORIAL or COLUMN

Name of author: \_\_\_\_\_  
 Name of publication: \_\_\_\_\_  
 Month and year of issue: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2022 NALC Publication Contest Entry BEST CARTOON or PHOTO

Name of artist or photographer (must belong to your branch): \_\_\_\_\_  
 Name of publication: \_\_\_\_\_  
 Month and year of issue: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2022 NALC Publication Contest Entry PROMOTING UNIONISM

Name of creator: \_\_\_\_\_  
 Name of publication: \_\_\_\_\_  
 Month and year of issue: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

### 2022 NALC Publication Contest Entry BEST WEBSITE

Number of members in branch: \_\_\_\_\_  
 Branch no. or state name: \_\_\_\_\_  
 Located in city, state: \_\_\_\_\_  
 \_\_\_\_\_  
 Name, title and phone number of person submitting:  
 \_\_\_\_\_  
 \_\_\_\_\_

## Checklist for entries

✓ **Submit two copies of every entry in the print categories.** A copy may be clipped from the publication and taped to a sheet of 8½ x 11 inch paper, or it may be a page from the publication (or a photocopy of that page) with everything but the entry crossed out.

✓ **Attach a completed label to each of the two copies of every entry.** Please type or print clearly. For example: If a publication decides to enter one editorial and two columns in the "Best Editorial or Column" category, it must provide two copies of the editorial and two copies of each of the two columns, and it must affix a completed "Best Editorial or Column" label to each of these six items. Entries that don't comply with these rules will be disqualified.

✓ **Submissions must be received by APRIL 1 at the following address:**  
**Publications Competition,**  
**NALC, 100 Indiana Ave. NW,**  
**Washington, DC 20001-2144.**

## 2020 NALC Publication Contest winners

**D**ue to the cancelation of the 2020 National Convention because of the COVID-19 pandemic, the winners of the 2020 NALC Publication Contest will be awarded at the 2022 National Convention in Chicago. Below is the list of winners of the 2020 contest; the announcement for the 2022 contest is on page 16. The judges' comments about the 2020 entries are available at [nalc.org/2020publicationcontest](http://nalc.org/2020publicationcontest).

### General excellence

#### Small Branch:

**1st Place:** *New Vision*, Branch 3126

**2nd Place:** *849 Express*, Branch 849

**3rd Place:** *Sun Coast Letter Carrier's Update*, Branch 2008

**Honorable Mention:** *The 44 Magnum*, Branch 44

#### Large Branch or State Association:

**1st Place (tie):** *The Union Carrier*, Branch 1100

**1st Place (tie):** *Mound City Carrier*, Branch 343

**2nd Place:** *NHSALC Convention Book*, New Hampshire State Association

**3rd Place (tie):** *The Carrier*, Branch 576

**3rd Place (tie):** *Mail Bag News*, Branch 2902

**Honorable Mention:** *Greater East Bay Branch 1111 News*

**Honorable Mention:** *South Florida Letter Carrier*, Branch 1071

### Best News or Feature Story

**1st Place (tie):** *Greater East Bay Branch 1111 News*—"50 Years Ago and Not So Far Away..." by Julie McCormick

**1st Place (tie):** *New Vision*—

"Dicktation: Hello everyone, are you excited to be here today?" by John T. Dick

**2nd Place (tie):** *The North Carolina Letter Carrier*—"Eight Days That For-

ever Changed America's Postal Service" by Richard Thayer

**2nd Place (tie):** *South Florida Letter Carrier*—

"Breaking Ground" by Javier Rodriguez

**3rd Place (tie):** *The Beast of Burden*—"Remembering Cesar Chavez" by Neal Couey

**3rd Place (tie):** *Branch Nine News*—"That's Your Money" by JoAnn Gilbaugh

**Honorable Mention:** *New Vision*—"The View...From the Veep" by John T. Dick

**Honorable Mention:** *The 44 Magnum*—"Let's Help Out Lily Ortiz" by Pete Prunier

### Promoting Unionism

**1st Place (tie):** *South Florida Letter Carrier*—"Inspired by wave of powerful strikes NALC adopts Branch 1071 resolution in support of our nation's teachers" by Bill Rayson

**1st Place (tie):** *Front Lines*—"H.R. 2382" by Beki Serwach

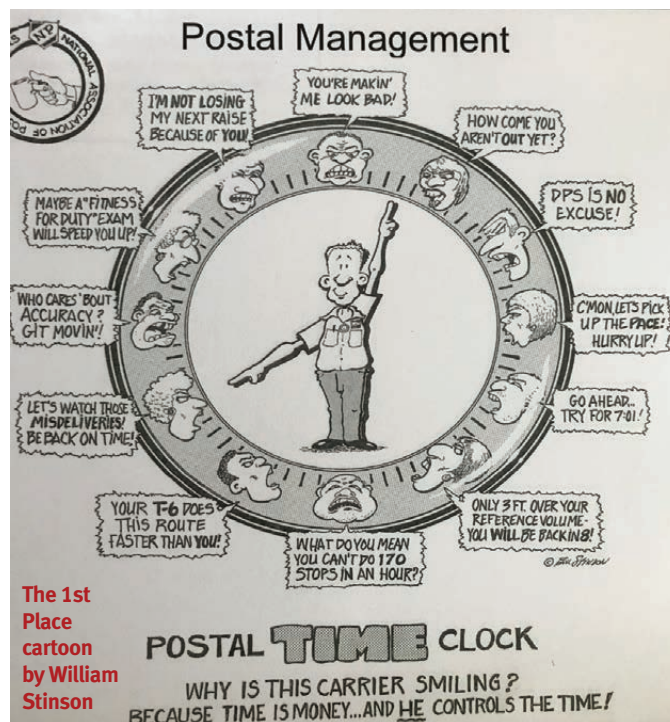
**2nd Place (tie):** *New Vision*—"Dicktation: I am appointing you an alternate steward in Royal Oak" by John T. Dick

**2nd Place (tie):** *The North Carolina Letter Carrier*—"Anatomy of a Non-Union Company" by Bill Heidt

**3rd Place (tie):** *Mound City Carrier*—"Unions thrive when membership participates" by Tom Schulte

**3rd Place (tie):** *Greater East Bay Branch 1111 News*—"Why Politics Matter" by Verle Craven

**Honorable Mention:** *The 44 Magnum*—"Please Do Not Forget!" by Les Lambert



**Honorable Mention:** *Suncoast Letter Carrier's Update*—"I Walk the Line" by Jerry Loneragan

### Best Editorial or Column

**1st Place (tie):** *South Florida Letter Carrier*—"President's 'Fake News'" by Javier Rodriguez

**1st Place (tie):** *Mound City Carrier*—"High CCA Turnover" by John McLaughlin

**2nd Place (tie):** *The Union Carrier*—"Managing Your Manager" by Darrell Jefferies

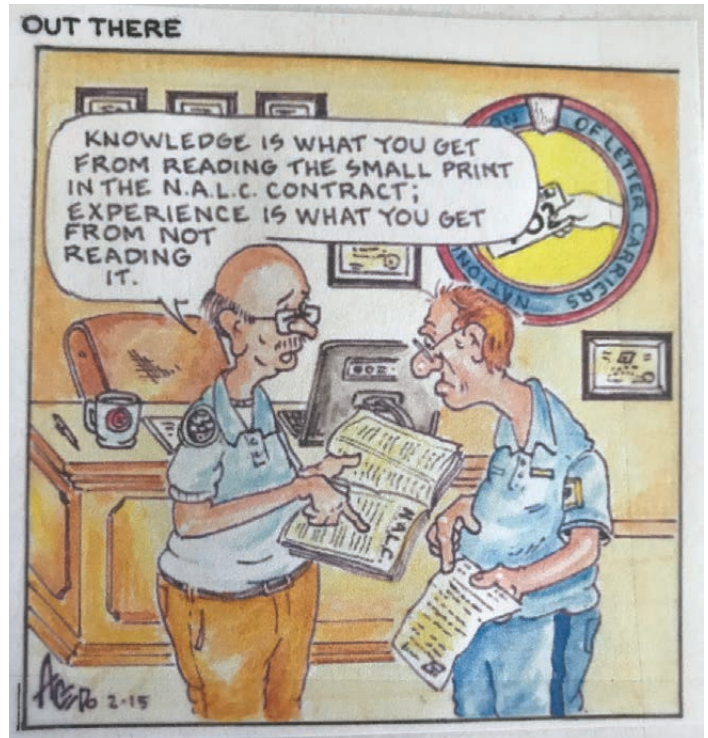
**2nd Place (tie):** *The Union Carrier*—"Meet and Greet" by Linda Kakalia

**3rd Place (tie):** *South Florida Letter Carrier*—"White House plot to privatize U.S. Postal Service in the works" by Javier Rodriguez

**3rd Place (tie):** *NHSALC Convention Book*—"A Little History and More" by Terry Gesel



The 2nd  
Place  
cartoon by  
Fred Acedo



**Honorable Mention:** *The Voice*—“Public perception of post office” by Ivars Lauersons

**Honorable Mention:** *NHSALC Convention Book*—“This Year’s Yearbook is Dedicated to Past State President Wayne Alterisio” by Lew Henry

### Best Cartoon or Photo

**1st Place:** *New Vision*—Cartoon by William Stinson

**2nd Place:** *E.A. Baker Union Update*—Cartoon by Fred Acedo

**3rd Place:** *Wake Up*—Cartoon by Kenny Bonin

**Honorable Mention:** *The North Carolina Letter Carrier*—Cartoon by Fred Vance

**Honorable Mention:** *NALC Branch 17 Gazette*—Cartoon by Violetta Possanza

### Best Website

**1st Place:** [facebook.com/nalcbranch114](https://facebook.com/nalcbranch114) by Duluth, MN Branch 114

**2nd Place:** [nalcbranch25.com](https://nalcbranch25.com) by Massachusetts

Northeast Merged Branch 25  
**3rd Place:** [branch769.com](https://branch769.com) by Cherry

Hill/Haddonfield Merged, NJ Branch 769  
**Honorable Mention:** [branch343.org](https://branch343.org) by St. Louis, MO Branch 343 **PR**

## The Postal Record wins nine ILCA awards

**T**he monthly journal of the National Association of Letter Carriers, *The Postal Record*, collected nine awards in the annual Labor Media Awards Contest of the International Labor Communications Association (ILCA).

The awards were announced by ILCA on Nov. 22. Its contest recognizes excellence among member publications, websites, film, video and other media. It is the first and largest competition exclusively for labor journalists. The awards were presented on Dec. 9 at ILCA’s biennial convention, a virtual event that featured a pre-recorded keynote address by AFL-CIO President Liz Shuler.

“Through communications in all its modes and forms, the tried-and-true to the cutting-edge, you are educating, inspiring and connecting,” Shuler told convention attendees.

In announcing its winners, ILCA wrote, “The four overlapping crises of 2020—public health, racial justice, the economy and democracy—challenged humanity to its core and it was labor communicators who told the stories with life-or-death intensity.”



NALC’s top prize went to *The Postal Record*’s coverage of the 50th anniversary of the Great Postal Strike.

“*The Postal Record* is among the very best labor magazines in the country,” NALC President Fredric Rolando said, “and we’re proud that ILCA has recognized that again. Congratulations to the entire *Postal Record* team.”

As part of the convention business, an election was held for the ILCA Executive Council. NALC Director of Communications and Media Relations Philip Dine was elected to the council as a vice president.

NALC’s top honor was first place in the “Best Labor History Story” category. The article, which ran in the March 2020 magazine, was titled “The Great Postal Strike: Celebrating the 50th anniversary,” and detailed the events that led up to the wildcat strike and how it spread around the country. The article, written by Designer/Web Editor Mike Shea, drew on new details reported by historian and former letter carrier Philip Rubio in his book, *Undelivered: From the Great Postal Strike of 1970 to the Manufactured Crisis of the U.S. Postal Service*.

*The Postal Record* took second place in that category as well, with the article, “Essential service: In times of adversity, the country recognizes the importance of its mail and letter carriers.” The August 2020 story, also written by Shea, looked at several points in U.S. history,

## ILCA awards (continued)

including the Post Office's inception, the 1918 flu pandemic and World War II, to remember why mail and the workers who deliver it continue to be deemed essential to the nation.

A profile of retired letter carrier Tom Riley earned second place in the Best Profile category. The April 2020 article, "A life of letters," was written by Dine. Riley, a member of Hudson Valley, NY Merged Branch 137, has written more than a dozen books, including *We Deliver: A Chronicle of the Deeds Performed by the Men and Women of the U.S. Postal Service*. He taught about stamps to 35,000 kids in New York City public libraries, and teaches college courses on postal issues, history and writing/photography, including "The history of postal services from 6,000 years ago to the present," which explains how the invention of the adhesive postal stamp "changed the world."

In the Best Series category, *The Postal Record* scored second and third place awards for coverage of the 2020 NALC Hero of the Year Awards and a package of community service stories, respectively. The Heroes series, published in the December 2020 magazine and written by Writer/Editor Jenessa Wagner, Writer/Editor Rick Hodges and Editorial Assistant Clare Foley, detailed each recipient's heroic story and why the judges awarded them a Hero Award.

The community service series appeared in the January 2020 issue under the title, "Beyond the call of duty: Letter carriers deliver community service year-round." The articles also were written by Wagner, Hodges and Foley, who reported on stories such as a letter carrier who helped a young woman with Down Syndrome realize her dream of delivering mail for a day. Other stories from the series included an Idaho carrier who shovels out snowy driveways for his patrons, a Kansas carrier who helped a patron get a custom-built ramp to help him in and out of his house, and a retired Florida carrier who delivers turkeys to non-profit groups for Thanksgiving.

NALC's magazine received second and third place awards in the Best Feature Story category. The November 2020 article, "How an assassin's bullet helped create the postal exam," written by Shea, explained how the successful attempt on President James Garfield's life by a job seeker led to the end of the "spoils system" and to the institution of the first postal exam for civil servant federal employees.

The September 2020 article, "Postal pioneers," written by Shea, examined the careers of several legendary postal figures from U.S. history, including a former slave who fought in the Civil War before helping to establish the

NALC in his city. Others featured were "Stagecoach" Mary Fields, a post office star route carrier, who used her rifle to thwart bandits; and John "Snowshoe" Johnson, who delivered mail across the Sierra Nevada mountains on skis.

In addition to the seven writing awards, *The Postal Record* received two honorable mentions in the visual awards. The first was for the hand-drawn art used on the cover of the January 2020 issue by freelance artist Jasmin Garcia-Verdin. Her artwork beautifully illustrated the story of the letter carrier who helped a young woman with Down Syndrome deliver mail for a day. The other was for a photo submitted by **Edgar Candelaria** of Garden Grove, CA Branch 1100, which appeared on the cover of the July 2020 issue. The selfie photo showed Candelaria with a thank you card from a patron who wrote, "Thank you for bringing my mail! I can count on you even when the world goes crazy!"

The winners represent the best work in labor communications and promote the highest standards of labor journalism, ILCA says of the awards. Dozens of international unions and individual locals enter the ILCA contest annually, including some of the nation's largest unions. This year's results for *The Postal Record* were more than those awarded to NALC in 2019 and 2020 combined. **PR**

**Please note: There will be no Branch Items, State Summaries or Retiree Reports in the February 2022 edition of *The Postal Record*. That edition will be the special annual tribute issue honoring contributors to LCPF during 2021.**