

## 2021 APWU NATIONAL POSTAL PRESS ASSOCIATION AWARDS PROGRAM

Dear Editor:

Following are the rules and instructions for entering the 2021 PPA Awards Program. Please read this announcement carefully before submitting your entry.

**ELIGIBILITY:** Any member renewing their dues after February 1, 2021 shall not be eligible to participate in the Awards Program for that year. Any new member joining the Association after May 1, 2021 shall not be eligible to participate in the Awards Program for that year.

Any publication that existed prior to 2020 and was not a member of the Postal Press Association in 2020 shall not be eligible to enter the Awards Program.

Eligibility will be determined by the Awards Committee, based on membership information provided by the Secretary-Treasurer of the PPA.

**GENERAL INFORMATION: If you have any questions or are unsure of which category to enter, contact the awards chairperson for assistance before submitting any material.**

The Awards Committee is responsible for the formulation and administration of the Awards Program. This committee is comprised of five Postal Press Association members including a chairperson. The chairperson has no vote.

The chairperson is responsible for organizing entries according to the proper category and sending the entries to members of the committee. Committee members independently review and rate each entry using a point system. The results are tabulated by the chairperson to determine up to the top eight entries in each category. A judge from outside the Postal Press Association and American Postal Workers Union makes the final selections. One First Place Award and Honorable Mention Award are presented in each category. (Note: The process for selecting the Best Website will be exclusively conducted by an outside judge.)

Don't miss out on this opportunity to bring recognition to you and your organization. Everyone is given equal consideration. We believe this is the finest program of its type and encourage you to enter your publication or website.

### 2021 PPA Awards Committee

Jenny Gust, Editor  
*Ohio Postal Worker*  
*Black Swamp Outrider*  
Toledo, Ohio

James Krivonak, Editor  
*The Virginia Postal Worker*  
Mount Vernon, Virginia

Cathy Hanson, Editor  
*The Northern Light*  
*Minnesota Postal Worker*  
Minneapolis, Minnesota

James Gabe, Editor  
*The Spectrum*  
Oklahoma City, Oklahoma

Patricia Sartain, Editor  
*Newscaster*  
Panorama City, California

## AWARDS PROGRAM RULES

### 1. DIRECT ALL ENTRIES OR INQUIRIES TO:

Jenny Gust, Chairperson  
2021 APWU/PPA Awards Committee  
30630 Drouillard Road #76  
Walbridge OH 43465

Phone: 419-661-9048

Email: jennylynn122851@roadrunner.com

2. Members serving on the Awards Committee shall not be eligible to enter the Awards Program.
3. All entries (except Hank Greenberg Award for Best New Editor) must be from PPA affiliated publications produced after May 2019. Entries for Hank Greenberg Award must be from PPA affiliated publications produced on or after January 1, 2019 and not later than December 31, 2020.
4. Entries can only be submitted by a publication's editor and must be **received** by the committee chairperson no later than **Monday, May 10, 2021**. Entries received after this date will not be considered.
5. All material submitted must be original material. Original in this sense means that the entry or entries submitted must have originated and been published in the entrant's publication.
6. **Only one entry is permitted in each category.**
7. Publications that are commercially produced must be union printed and bear an official union bug in order to be eligible to enter the Awards Program.
8. No award will be presented in any category where only one entry is received.
9. No publication or website shall receive more than one First Place Award or more than one Honorable Mention Award.
10. Journalism Awards: **Submit five copies of the material and five completed entry blanks**, for each category entered. One copy of the material must be an original. (Please indicate which copy is the original.) In this division, submit only the page(s) on which the material was published. (Should there be more than one article on the page, please circle or outline the material you are submitting as an entry.) If you cut out the entry material from the page and paste it on a plain sheet of paper, be sure to indicate the page number and date of issue on the sheet of paper.
11. Hank Greenberg Award For Best New Editor: **Submit five complete originals of two different issues and five completed entry blanks.**

### Eligibility:

- (a) The entrant must have become a new editor on or after January 1, 2019 and not later than December 31, 2020.
- (b) The entrant must not have been an editor for any APWU publication prior to January 1, 2019.

12. Overall Excellence Awards: **Submit five complete originals of one issue and five completed entry blanks.**

There will be three awards; one in the professional category and two in the non-professional category.  
Definitions:

Best Professional: A publication printed by a commercial printer from camera-ready copy (see note) prepared by the printer.

Best Non-Professional: (A) A publication printed by a commercial printer from camera-ready copy; (see note) prepared by the APWU editor.

Best Non-Professional: (B) A publication printed in-house by the APWU editor from camera-ready copy; (see note) prepared by the APWU editor.

**NOTE:** Camera ready copy is a master copy or original of each page of the paper that is used to actually reproduce the finished publication. Preparing camera-ready copy includes typesetting the text, headlines and cutlines and using this material to layout each page. If any part of this process (except preparation of photo halftones) is performed by a commercial printer, the publication must be entered in the professional category.

13. Best Website:

- (a) An entry must be the official website of an APWU affiliate.
- (b) Entries must be from APWU entities who publish a PPA affiliated publication.
- (c) The Website Editor must be a member of the PPA in the website category.
- (d) Websites may be judged at any time following submission of the entry form.
- (e) Judging will be based on design, content, appropriateness of subject matter and ease of navigation.

Submit entry by designating website address on the entry form and indicating the category being entered. For the appropriate category to enter (professional or non-professional), please refer to the definitions below when completing the entry blank.

Definitions:

Best Professional Website: A website designed and/or maintained for the APWU affiliate by a commercial entity or website service provider.

Best Non-Professional Website: A website designed and maintained by a member of the respective APWU affiliate.

14. **Submissions without the required number of copies or entry blanks will be disqualified and not considered.**

## GUIDELINES FOR JUDGING

The following information will help you determine the appropriate category to enter and give you an idea of what the Awards Committee members and judge will be looking for as they review each entry.

### BEST EDITORIAL:

1. Does the editorial present the case through effective argument?
2. Is the editorial clearly understood?
3. Is there a clear indication of honesty and sincerity?
4. Is there a balance in the presentation?
5. Is the editorial constructive; does it offer an alternative?

**Note:** An editorial is an article of comment or opinion.

### BEST NEWS STORY:

1. Does the news story clearly report an event or events of a timely or current nature?
2. Does the headline capture your attention and accurately reflect the story?
3. Does the lead sentence accurately reflect the subject of the story?
4. Does the writer cover the subject without editorializing?
5. Does the news story hold your attention and interest?
6. Are the 5 W's covered?
7. Is the information accurate?

**Note:** A news story tells news and includes who, what, where, when, why and how. It is written in the "third person" – therefore, the word "I" is not used. There is no editorializing in the article, although the article might have a clear "point of view." Any opinions are included in quotes, with the person having said those words getting credit for having said them.

### BEST FEATURE STORY:

1. Is the feature story an original story?
2. Does the feature story cover the subject in depth?
3. Is the headline effective and attention-getting and accurately reflect the story?
4. Is the story written without editorializing?

**Note:** A feature story is an in-depth article exploring background issues, personalities or activities of individuals, emphasizing the human or entertaining aspects of a situation.

### BEST HEADLINE:

1. Does the headline capture your attention?
2. Does the headline show originality?
3. Does the headline accurately reflect the content of the article?

**Note:** Judge only the headline, not the article.

**BEST CARTOON:**

1. Does the cartoon display originality?
2. Does the cartoon capture your attention?
3. Is the cartoon effective in conveying a message?

**BEST PHOTO:**

1. Does the photo display originality?
2. Does the photo capture your attention?
3. How is the quality of the photo?
4. Has the photo been adequately cropped, if necessary?
5. Is the photo effective in conveying a message?

**BEST COMMUNITY SERVICE:**

1. Does the story adequately describe the member(s) or organization's contribution to the community?
2. Does the story cover the subject in depth?
3. Does the story hold your attention and interest?

**BEST CREATIVE WRITING:**

1. This category covers fiction, poetry, humor or any form of serious writing with a distinctively creative touch.
2. Does it have meaning? Is there a point or is it rambling words and letters?
3. Does it have relevance to postal or union life or related issues?

**BEST NON-POSTAL LABOR STORY:**

1. This category includes stories about non-postal labor union activity or non-postal labor-oriented topics. (The story need not be a first-hand account.)
2. Is the subject of significance?
3. Is the article clearly written?
4. Is it clear why postal workers should be interested in the story?

## HANK GREENBERG AWARD FOR BEST NEW EDITOR:

(Two Different Issues)

Besides the physical makeup and content, this award recognizes a new editor striving to produce a union publication that exemplifies dedication, sincerity and professionalism.

Named in honor of past PPA President Hank Greenberg, this award signifies the type of spirit, determination and leadership that Brother Greenberg displayed as president for over 17 years.

## BEST WEBSITE:

1. Look for appealing design.
2. Quality of content and appropriateness of subject matter.
3. Ease of navigation.

## OVERALL EXCELLENCE:

Best Professional and Non-Professional.

1. Look for planning, layout and overall design.
2. Adequate use of photos and/or graphics.
3. Quality of reproduction.
4. Good use of headlines.
5. Quality of proofreading.
6. Balance of content and appropriateness of subject matter.

**2021 PPA AWARDS PROGRAM ENTRY BLANK**

**Print or type the following information**  
(Reproduce as many entry blanks as required)

NAME \_\_\_\_\_, Editor

PUBLICATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

The above information must be included regardless of category entered. If a category entered applies to someone other than the editor; for example, a cartoonist, photographer, writer, etc., please list that person's name and title **on the line below** so that person's name will appear on the award.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

Mark an "X" in the category you are entering. A separate entry blank is required for each category.

**JOURNALISM AWARDS**

(Submit five copies of the material and five completed entry blanks, for each category entered.)

Best Editorial \_\_\_\_\_ Best News Story \_\_\_\_\_ Best Feature Story \_\_\_\_\_ Best Headline \_\_\_\_\_  
Best Cartoon \_\_\_\_\_ Best Photo \_\_\_\_\_ Best Community Service \_\_\_\_\_ Best Creative Writing \_\_\_\_\_  
Best Non-Postal Labor Story \_\_\_\_\_

**HANK GREENBERG AWARD FOR BEST NEW EDITOR (Two Different Issues)**

(Submit five complete originals of two different issues and five completed entry blanks.)

Date Became Editor \_\_\_\_\_

**BEST WEBSITE**

Web Site Address \_\_\_\_\_ Professional \_\_\_\_\_ Non-Professional \_\_\_\_\_

**OVERALL EXCELLENCE AWARDS**

(Submit five complete originals of one issue and five completed entry blanks.)

Best Professional \_\_\_\_\_ Best Non-Professional (A) \_\_\_\_\_ Best Non-Professional (B) \_\_\_\_\_