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Report of the Judges

2017 Newsletter & Website Competition

International Association of Machinists and Aerospace Workers

“Communicate or Die!” I’m not sure who first coined the phrase, but Thomas D. Zweifel, PhD, wrote a fairly well-known book about corporate communications with that title. In his book, Dr. Zweifel discusses the importance of effective listening and speaking. He writes, “where leaders are poor speakers and poor listeners—organizations experience slow death: people’s work is isolated or fragmented, they misunderstand each other, conflicts are frequent, opportunities fall through the cracks. Employees burn out quickly and leave because they feel little loyalty.”

Of course, Dr. Zweifel is referring to corporations, but one can just as easily substitute the word members for employees, his message still holds.

If we don’t listen and speak clearly to our membership, we cannot effectively represent them. Thus, the importance of having a communications plan in place at all levels of the union.

Whether your District or Local Lodge uses electronic or print strategies, or both, the main goal must remain the same: listen to the needs of your members and clearly communicate how your organization embraces their values. Evaluate the effectiveness of your communications plan annually, and continue to tweak it, to stay in sync with your goals and objectives.

To that end, all the District and Local Lodges that submitted entries to the IAMAW Annual Newsletter and Website Contest are to be commended for understanding the importance of communicating with their membership. The judges evaluate the newsletter entries in several categories: best layout and design; best feature; and general excellence. In the website category, judges evaluate: best layout and design; general excellence; and special performance—this category incorporates the use of either a unique website or social media. Congratulations to this year’s winners.

Newsletter Judges:

Denby Flynn, Graphic Designer

Richard Kline, President, Union Label & Service Trades Department

Chris Garlock, Communications Director, Metro-Washington Council, AFL-CIO

Website Judges:

Anthony Elmo, Communications and Political Director, UFCW Local 1000

Misti Dragano, Vice President, First Degree

Cynthia Carbajal, Art Director, Imagine Communications

About the judges:

Cynthia Carbajal, Art Director – Imagine Communications

Imagine Art Director Cynthia Carbajal uses her eight-plus years in the design field to benefit the firm's local and national clients. Cynthia's industry experience is vast and ranges from digital imaging and design layout to illustration and coding/web design.

Prior to joining the Imagine Communications team, Cynthia served as a graphic designer for MGM Resorts International, where she designed collateral for 13 Las Vegas Strip hotel and casinos.

Originally from Utah, Cynthia has lived in Las Vegas since 2000. She earned her bachelor's degree in graphic design from the Art Institute of Las Vegas and has donated her time and talent to designing marketing materials for local nonprofits.

In her spare time, Cynthia enjoys painting and spending time with her daughter.

Anthony Elmo, Communications and Political Director, UFCW Local 1000

Anthony has worked in this field for almost ten years and did two stints working for President Obama's election campaigns in 2008 and 2012, where he handled social media, email, and text communication with volunteers across almost a dozen states.

Misti Dragano, Vice President, First Degree

Misti Dragano is Vice President at First Degree, a marketing and public relations firm. She brings 25 years of achievements in marketing, strategic planning, business development, finance and legal strategy to the team. Misti has a history of designing and implementing award winning marketing programs that build brands and deliver measurable results. Her list of clients includes many of the most respected non-profit organizations in the country, including Toys for Tots and Shriners Hospitals for Children.

Denby Flynn, Graphic Designer/ Website and Instructional Designer

Denby Flynn is a former Anne Arundel County (MD) Public Schools Digital Palette instructor. A freelance graphic and website designer for more than a decade, Denby currently works as an instructional designer for Lockheed Martin creating interactive web-based instructional programs for FAA employees.

Richard Kline, President, Union Label and Service Trades Department, AFL-CIO

Richard Kline began his labor career as a member of the American Federation of Teachers and the National Education Association. He taught in New York City public schools and at Federal City College in Washington, DC. For many years, he was an instructor at the George Meany Center in Silver Spring, MD.

A graduate of Lafayette College, Kline served as Director of Communications for the Glass, Molders, Pottery, Plastics & Allied Workers International Union for 31 years.

Richard assumed the office of President for the Union Label and Service Trades Department, AFL-CIO in 2008.

Chris Garlock, Union Cities/ Street Heat Coordinator

Chris Garlock is the Union Cities/Street Heat Coordinator for the Metro Washington (DC) Council, AFL-CIO, [Managing Editor, Union City](#) and the Director of the DC Labor FilmFest. A former radio producer for Jim Hightower's nationally syndicated broadcasts, Chris has also worked as a columnist, reporter and radio commentator.

Best Layout and Design, Print Newsletter Local Lodge

First Place: Local Lodge 1725, *Victory News*, Gary Winchester, Editor

Nice consistent masthead for each issue
Upbeat, positive look and design invites readers
Good use of high-quality images
Very organized

Second Place: NFFE/IAM Federal Local 125, *The 125 Post*, Bill Lyons and David Chevalier, Editors

Very balanced design
Inviting cover page encouraging readers to jump into content
Great use of white space

Third Place: Local Lodge 66, *Badger Lodge News*, Doug Curlier, Editor

Text features (such as bold and color changes) help break up large chunks of text
Nice use of quality graphics that match content

Honorable Mention: Local Lodge 845, *The Strip*, Amy Mell, Editor

Simple, yet very effective layout
Features a lot of content that is very organized in a small amount of space

Best Layout and Design, Print Newsletter District Lodge

First Place: District Lodge 142, *142 Observer*, Dave Supplee, Editor

Excellent variety in layout while maintaining a consistent brand image
Font choice and usage gives a clear hierarchy to the content

Second Place: District Lodge 751, *Aero Mechanic*, Connie Kelliher and Bryan Corliss, Editors

Pictures and graphics are meaningful and related to content
Nice job blocking text to highlight important points
Consistent header throughout helps lead reader through the material

Third Place: NFFE/IAM Federal District 1, *The Federal Employee*, Randy Erwin, Editor

Use of the blue and yellow color scheme is very effective in drawing readers in and maintaining a clear brand image

Headers help readers quickly find content and scan topics

Honorable Mention: District Lodge 190, *The Sparkplug*, Debra Chaplan, Editor

Headlines are consistent and inviting

Color blocking is striking and unique

Best Feature, Printed Newsletter
Local Lodge

First Place: NFFE/IAM Federal Local 125, *The 125 Post*, Bill Lyons and David Chevalier, Editors — “*Celebrating Women in Labor*”

Best lede I've seen in a while! Personal story, well-told, plus nice use of graphics.

Second Place: Local Lodge 2323, *Contact Newsletter*, Dan Janssen and Linda Mastromattei, Editors — “*A Moment of Silence*”

Touching story, well-written, with plenty of photos to illustrate.

Third Place: Local Lodge 66, *Badger Lodge News*, Doug Curler, Editor — “*Extremism?*”

Powerful graphic helps drive home the point of the piece, which is strong and focused.

Best Feature, Printed Newsletter
District Lodge

First Place: District Lodge 751, *Aero Mechanic*, Connie Kelliher & Bryan Corliss, Editors — “*Boeing ‘gag orders’ hush union successes*”

Great, important story with the perfect graphic, and placed on the front page.

Second Place: District Lodge 190, *The Sparkplug*, Debra Chaplan, Editor — “*Wyotech: Lessons Learned from a Union Campaign Waged Too Late*”

Honest review of a campaign, with excellent detail.

General Excellence, Printed Newsletter Local Lodge

First Place: Local Lodge 2202, *The Word*, Michelle Leveque, Atoorina Bebla & Kaleb Rosa, Editors

Consistent format. I like the use of the crossword puzzle to introduce labor terms and officers to the members. Interesting and informative articles.

Second Place: Local Lodge 2319, *The Ledger*, Bob Grier, Editor

Full of useful and informative articles. Layout is consistent from issue to issue.

Third Place: NFFE/IAM Federal Local 125, *The 125 Post*, Bill Lyons and David Chevalier, Editors

Good layout and use of graphics to break up the content. Well written and readable.

General Excellence, Printed Newsletter District Lodge

First Place: District Lodge 751, *Aero Mechanic*, Connie Kelliher & Bryan Corliss, Editors

Nice newspaper format with good use of photos and graphics. Well written and packed full of great news articles. Very professionally done.

Second Place: District Lodge 142, *142 Observer*, Dave Supplee, Editor

Good use of two-color format. The publication uses text pull-outs well when graphics or photos are not available. The content is well written and the publication is very easy to read.

Third Place: District Lodge 190, *The Sparkplug*, Debra Chaplan, Editor

Nice use of large photos to put the spotlight on members. Consistent standing columns. The Employee Assistance Program (EAP) Report is a great reminder of how unions do more than just bargain contracts for their members.

Website Best Layout & Design Local Lodge

First Place: Local Lodge 764, Gordon Taylor, Editor
www.iam764.ca

Visually, this site immediately stood out to me as first place because of the clean lines, imagery and font choice. The branding and graphics have a nice cohesive look and feel. I also appreciate the clear and concise navigation as well as the responsiveness on mobile devices.

Second Place: Local Lodge 104, Wayne Ringkamp, Editor
<http://theiamlocal104.com>

The header image on this site is captivating, it adds a lot to the aesthetic. The navigation is clean and the site is responsive. Chosen fonts are legible and branding has been carried well throughout the site as well.

Third Place: Local Lodge 912, D. Shane Latta, Editor
www.iamll912.org

This site is clean, responsive and easy to navigate. I like some of the added functionality including the calendar, photo gallery and lightbox. The branding of the site is good overall, although there is a visual disconnect with the home page.

Honorable Mention: Local Lodge 1725, Todd Day, Editor
<http://vl1725.org>

The site is responsive and easy to navigate. The overall visual effect of the home page, however, is overwhelming because of the large amount of content. But the font choices and branding are consistent throughout the site.

Website Best Layout & Design District Lodge

First Place: District Lodge 140, John Vincent, Editor
www.iam140.ca

This site was the clear-cut winner based on being a clean and responsive site. It has easy navigation, well-thought-out font choices, and a consistent color palette throughout site. The imagery on the home page is compelling, although I would like to see similar imagery carried through the rest of the site to break up the text and add visual interest. I appreciate the English/French translation feature.

Second Place: District Lodge 142, Dave Supplee & Rachael Ackerman, Editors
www.iamdl142.org

The headshots of the Executive Board and Staff page are the part of this site I most applaud; they are all cohesive and professional. This site is mostly responsive, except for a few areas that include tables, as well as the form in the left sidebar. The text is a legible font type and size, and branding colors are carried out well throughout the site.

Third Place: NFFE/IAM Federal District 1, Steve Lenkart, Editor
www.nffe.org

Nice clean site; unfortunately, it is not responsive, which is a significant problem because people are visiting sites via many different devices, screen types and sizes. The fonts used are legible, but I would like to see more visual hierarchy. Branding colors are used well throughout the site. This site does have a member's side which is an added benefit for its members.

Honorable Mention: District Lodge 751, Ed Lutgen & Connie Kelliher, Editors
www.iam751.org

This site is responsive; however, the blue to red gradient in the background is not visually appealing and dates the site. This site does feature a member login side which is a nice added benefit for members, and I liked the calendar of events, which is easy to use and functional. The way the newsletters are catalogued is not the best in terms of functionality, but it is useful to have them on the site.

Website General Excellence Local Lodge

First Place: Local Lodge 104, Wayne Ringkamp, Editor
<http://theiamlocal104.com/>

Good posts to events section. Nicely organized resources. Feels like a modern style website. Good use of social media to share content. Mobile app promoted on home page.

Second Place: Local Lodge 912, D. Shane Latta, Editor
www.iamll912.org

Nice modern layout. Well organized and easy to navigate.

Third Place: Local Lodge 764, Gordon Taylor, Editor
www.iam764.ca

Nice layout and easy navigation. Good content. Could use more imagery on homepage. No social media links.

Honorable Mention: Local Lodge 1725, Todd Day, Editor
<http://vl1725.org/>

Relevant content. Well written. Layout on home page a bit cluttered. Navigation makes sense.

Website General Excellence District Lodge

First Place: District Lodge 751, Ed Lutgen & Connie Kelliher, Editors
www.iam751.org

Very visual with slider images on header. Social media links prominently displayed. Robust calendar visible in several places.

Second Place: NFFE/IAM Federal District 1, Steve Lenkart, Editor
www.nffe.org

Easy to navigate. Good use of images. Social media links prominently displayed. Slightly older layout with side navigation.

Third Place: District Lodge 142, Dave Supplee & Rachael Ackerman, Editors
www.iamdl142.org

Good content. Easy to navigate. Could use more pictures on homepage.

Website Special Performance Local Lodge

First Place: Local Lodge 2902, Barbara Kempton, Editor
<https://www.facebook.com/LocalLodge2902>

Posting frequently; engaging comments; need to respond to messages more quickly

Second Place: Local Lodge 104, Wayne Ringkamp, Editor
<https://www.facebook.com/locallodge104/>

Straightforward, functional page. Cover photo could be more personal; train is a little antiseptic.

Third Place: Local Lodge 16, John Vincent, Editor
www.iamaw16.ca

Page has some potential; I like the splash video and relevant blog content

Website Special Performance District Lodge

First Place: District Lodge 751, Ed Lutgen & Bryan Corliss, Editors
<https://www.facebook.com/IAM751>

Good page; good number of followers; should boost posts to take engagement to next level.

Second Place: NFFE/IAM Federal District 1, Randy Erwin, Editor
<https://www.facebook.com/NFFEUnion/>

Solid page, but very low number of followers vis-à-vis total union members; content is too straightforward and focused on politics.

Third Place: District Lodge 142, Dave Supplee & Rachael Ackerman, Editors
<https://www.facebook.com/IAM-District-Lodge-142-419862431536410/>

The Facebook page seems to be used as a vehicle to drive users to the articles posted on the District's website. They could post more frequently on other issues important to their members to increase engagement and followers.