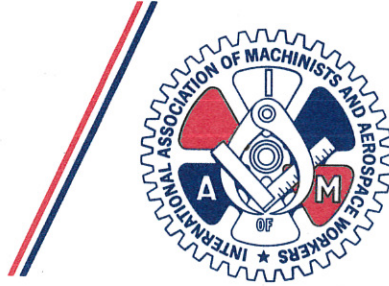


**International
Association of
Machinists and
Aerospace Workers**



9000 Machinists Place
Upper Marlboro, Maryland 20772-2687

Area Code 301
967-4500



OFFICE OF THE INTERNATIONAL PRESIDENT

December 9, 2011

Subj: 2012 IAM Newsletter & Website Contest

To All District Lodge Presidents and Secretary-Treasurers, Local Lodge Presidents and Recording Secretaries, TCU Carmen Division Officers, National Representatives, Assistant National Representatives and Local Lodge Officers

Dear Brothers and Sisters:

This is the official announcement of the 2012 IAM Newsletter & Website Contest. It is open to all local and district lodges in good standing having publications that are regularly distributed or mailed to members and/or maintain regularly-updated IAM websites. This contest will consider newsletters published between **April 2011 and April 2012** and websites operating online during the judging period.

Enclosed are the Official Entry Forms and Contest Rules. The deadline to submit entries is **Friday, May 11, 2012**. Please read the Contest Rules carefully.

Awards for newsletters will include:

- General Excellence
- Best Layout & Design
- Best Feature

Awards for websites will include:

- General Excellence
- Best Layout & Design
- Best Social Media

An independent panel of judges will review submitted newsletters and websites and will then select the winners. Contact the Communications Department at 301-967-4520 if you have any questions.

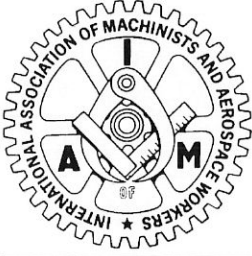
Best wishes and good luck!

In solidarity,

R. Thomas Buffenbarger
International President

RTB/tc
Enclosures

cc: Executive Council
TCRs



2012 IAM Newsletter & Website Contest

CONTEST RULES

Eligibility

All official membership publications created by IAM local or district lodges in good standing dated April 2011 through April 2012 are eligible.

Entry Deadline

All entries must be received by the IAM Communications Department by May 11, 2012. (We cannot return submissions.)

Newsletter

General Excellence

Two consecutive issues of your lodge's publication will be judged on overall effectiveness. Judges will consider content, appearance, consistency, effective writing and editing. Please use the appropriate Newsletter Entry Form.

Best Layout & Design

Publications will be judged on overall appearance, adherence to standards of readability and impact. Regardless of the format of your publication (tabloid, newsletter size, professionally printed or copied in-house), graphics play an important role in effectiveness. Please use the appropriate Newsletter Entry Form and include two consecutive issues.

Best Feature

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. If a feature series is being submitted, please include a complete set. Be sure to use the appropriate Newsletter Entry Form.

Websites

General Excellence

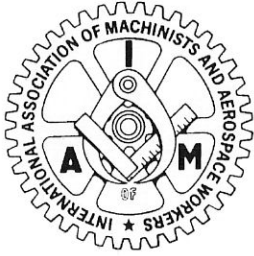
Websites will be judged on overall effectiveness, technical expertise, appearance and content. Please include the website address and use the appropriate Website Entry Form.

Best Layout & Design

Judges will rate websites on overall layout and design and how well the message of trade unionism is presented. Please include the website address and use the Website Entry Form.

Best Social Media

Lodges can submit their official Lodge Facebook or Twitter websites for judging on the best use of social media for effective messaging on trade unionism and/or organizing. Please include the website address and use the Website Entry Form.



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

NEWSLETTERS / GENERAL EXCELLENCE

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Publication Name:

Editor(s):

Address:

City - State/Province:

Postal Code:

Telephone:

Fax:

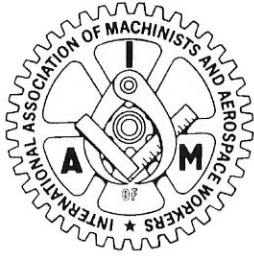
Email Address:

Publishing Frequency:

Number of Copies:

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one entry.
3. Submit hard copies of consecutive issues and attach them to this form.
4. Entries must have been published between April 2011 and April 2012.
5. The deadline for submission of entries is Friday, May 11, 2012.
6. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

NEWSLETTERS / BEST LAYOUT & DESIGN

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Publication Name:

Editor(s):

Address:

City - State/Province:

Postal Code:

Telephone:

Fax:

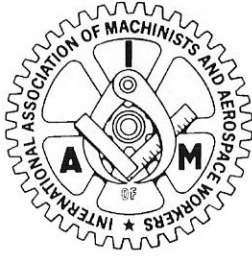
Email Address:

Publishing Frequency:

Number of Copies:

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one entry.
3. Submit hard copies of consecutive issues and attach them to this form.
4. Entries must have been published between April 2011 and April 2012.
5. The deadline is Friday, May 11, 2012.
6. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

NEWSLETTERS / BEST FEATURE

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Publication Name:

Editor(s):

Address:

City - State/Province:

Postal Code:

Telephone:

Fax:

Email Address:

Publishing Frequency:

Distribution Number:

Name of Best Feature:

On Page

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Submit only one feature for this category and attach it to this form.
3. If you are submitting a feature series, please include the complete set. Please be certain the date of the publication appears on the newsletter.
4. Entries must have been published between April 2011 and April 2012.
5. The deadline for submission of entries is Friday, May 11, 2012.
6. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

WEBSITE / GENERAL EXCELLENCE

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Website Address:

Editor(s):

Address:

City - State/Province:

Postal Code:

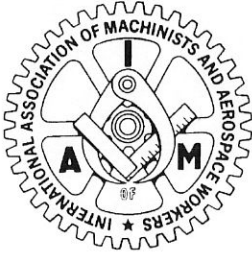
Telephone:

Fax:

Email Address:

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Your website must be published and online as of Friday, May 11, 2012.
3. The deadline for submission of entries is Friday, May 11, 2012.
4. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

WEBSITE / BEST LAYOUT & DESIGN

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Website Address:

Editor(s):

Address:

City - State/Province:

Postal Code:

Telephone:

Fax:

Email Address:

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Your website must be published and online as of Friday, May 11, 2012.
3. The deadline for submission of entries is Friday, May 11, 2012.
4. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687



2012 IAM Newsletter & Website Contest

OFFICIAL ENTRY FORM

WEBSITE / BEST SOCIAL MEDIA

Please CIRCLE ONE:

DISTRICT or LOCAL Lodge #

Website Address:

Editor(s):

Address:

City - State/Province:

Postal Code:

Telephone:

Fax:

Email Address:

1. Please indicate if entry is for a Local or District Lodge by circling "District" or "Local".
2. Your website must be published and online as of Friday, May 11, 2012. Lodges may submit their official Lodge Facebook, Twitter or Organizing site that conforms to official Web Policy Guidelines in Official Circular No. 837.
3. The deadline for submission of entries is Friday, May 11, 2012.
4. Return this completed form to:

IAM Newsletter & Website Contest
Communications Department
9000 Machinists Place
Upper Marlboro, MD 20772-2687