

Scottish Communications Awards 2006

RULES



This Competition is open to:

- **Branches (including branch self-organised groups)**
- **Scottish Self Organised Groups (plus the Youth and Retired Members Sections)**

There will be three categories:

- Best publication**
- Best use of electronic media**
- Best campaign**

To enter the main category of these awards, for Best publication, please select up to three editions, of which you should supply four copies, one of them the original. We will accept photocopies for the remaining copies. Do not send in more editions.

To enter the other categories please send examples of any material produced (four copies) plus any relevant information - please see entry form for details.

Prizes will be awarded for each category:

- Best Publication**
- Best use of electronic media**
- Best campaign**

In addition, we will award a number of merit awards for entries to any of these categories which we deem deserve special mention for achievement.

Branch size and resources will be taken into account in judging these awards. The judges will be looking for good quality publicity which works in its own terms. Branch needs vary and what works well for one branch may not be most suitable for another. The awards are designed to highlight good practice and provide ideas and inspiration for branches.

A panel of judges will judge the entries according to the categories below.

They will take into account:

- **content - relevant, clear and informative**
- **layout and design**
- **does it meet UNISON's objectives? - what does it say about the union, would it attract/recruit new members?**

Each category will score up to 10 points per judge. Additional points will be added for frequency of publication. It is important that branches communicate with their members regularly. We accept that different solutions apply to different branches. The most important thing is to produce something. However we don't want to unfairly penalise branches who cannot manage a high number of publications per year - so the bonus points will not be high.

Results

The judges will award up to 10 marks for all entries meeting the criteria and provide brief written comments on each entry. Each entrant will receive a copy. Winners in each section will receive a cash prize and certificate, as well as being able to incorporate the competition symbol in their forthcoming branch publications.

The results will be announced at an awards ceremony at the appropriate Scottish Council meeting.

All entries must be accompanied by an official entry form, properly filled in. The decision of the judges will be final and regrettably, we cannot return copies of your publications.

All entries must arrive by 3 November 2006.

Please return completed forms to:

Branch Communications Awards
Chris Bartter
Communications Officer
UNISON Scotland
14 West Campbell Street
Glasgow
G2 6RX

GOOD LUCK!