

Hard work pays off for IABC member and trade union publisher



The Office & Technical Employees' Union newspaper Communications Director Paula Stromberg has won two awards this year, one from the Canadian Association of Labour Media and the other from the International Labour Communications Association AFL-CIO.

OTEU News, published by IABC member Paula Stromberg at the 8,500 member Office & Technical Employees' Union, was one of only two Canadian winners in the 1994 International Labour Communications Association (ILCA) Journalistic Awards Contest.

Stromberg's publication won a General Excellence award and received another award (General Excellence III) category for local unions with 7,500 to 14,999 members from the Washington D.C. based ILCA.

OTEU News was judged on balance of content, appropriateness of subject matter to the organization served, make-up and readability. There were 1,483 entries in this year's contest.

"This is the largest labour press competition in North America, and apart from OTEU News, there was only one other winner in Canada,"

said Judy Robbins from the ILCA office in Washington, D.C. ILCA Secretary-Treasurer Susan Phillips, from the United Food and Commercial Workers International Union added, "These awards are like the Pulitzer Prize of the labour press world. Just as the Pulitzer Prize honours the best works in commercial journalism, the ILCA awards are the top honour in labour journalism."

Earlier this year in Toronto, Paula Stromberg accepted another award for OTEU News from the Canadian Association of Labour Media (CALM). OTEU News received the CALM award for Excellence in Layout and Design in publications by unions with more than 5,000 members.

OTEU News has won CALM awards in categories such as Feature Writing and Best Overall Publication every year since Stromberg joined the union office in 1986.

Learn to write concisely

IABC Seattle has arranged to have Jeff Herrington, a speaker at past IABC International Conferences, conduct two half-day seminars in Seattle on March 1. "Writing clearly and concisely" and "The corporate editor's idea treasure chest" are \$45 US each (\$55 US for non-members) or \$75 US (95\$ US for non-members) for both sessions. For more information, or to register for the seminars, contact MSI in Seattle @ (206) 623-8632 by February 22.

JobLine Opportunities

Are you looking for work, or just a chance to expand your horizons? If so, call Jennifer Zwaagstra at 691-1014. Jennifer currently has information on two exciting employment opportunities:

1. Bilingual Media Relations Manager (English and Cantonese or Mandarin).
2. Director Communications, Community Relations for Edmonton Public Schools.

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