

Union wins 48 awards in 17 consecutive years of communications success

More than 20,000 psychiatrists can't be wrong. A photo composition "Communicator as Shanghai Juggler" published by COPE 378 Communications Director Paula Stromberg last year in our union newspaper won a graphics award at the American Psychiatric Association (APA) Art Exhibition held at the Javits Centre in New York in May 2004.

Stromberg also took first prize in mixed media at the APA Art Exhibition for her collaboration with a Richmond psychiatrist on an art installation that dealt with the theme of death and cultural surprise within one's family. About 20,000 psychiatrists attended the APA meeting. Art show winners were chosen by popular vote.

Our union newspaper, *COPE 378 News*, formerly known as *OPEIU 378 News* until June 2004, had another good year for being acknowledged as a leader in communications.

Stromberg won a 2004 award for General Excellence from the International Labour Communications Association (ILCA) AFL-CIO for newspapers produced in 2003 as well as an ILCA award for Best Graphics for the photo composition "Communicator as Shanghai Juggler".

During her writing career, Stromberg has won about 48 awards for her writing, photography and design work. These were from international, national and provincial business, medical and labour communications organizations.

Stromberg, who writes, edits and produces our union newspaper, has won awards every year since she joined the union office in 1986.

ILCA Media Coordinator David Swanson said in a telephone interview from Washington DC, "It's impressive that COPE's Paula Stromberg has won awards year after year. This isn't a flash in the pan of excellence but is consistent quality journalism."

Last year ILCA President Martin Fishgold said that the main purpose



Standing against a backdrop of the Javits Centre in New York City, COPE 378 Communications Director Paula Stromberg shows the graphics award she won there for a photo, 'Communicator as Shanghai Juggler', published in our union newspaper. She also won two awards from the International Labour Communications Association AFL-CIO this year.

of the awards is to recognize excellence in labour communications. "It's a highly competitive contest."

Fishgold commented that COPE members are fortunate to have a consistently prize-winning communications, "Especially for ILCA General Excellence in Newspapers which is our most prestigious category."

"COPE members can be proud of our union paper," added COPE 378 President Jerri New. "They iden-

tify communications as a priority."

ILCA (International Labour Communicators Association) is an arm of the AFL-CIO (American Federation of Labor-Council of Industrial Organizations) and runs the largest labour communications competition in the world. These awards are considered the 'Pulitzer Prize' of labour journalism. The combined per-issue circulation of ILCA member publications exceeds 26 million.

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Constitutional changes not passed

Poor attendance by union members marked many of the 2004 COPE 378 Regional General Membership meetings this fall. At the annual meetings, members are invited to attend and vote on proposed changes to the union constitution. This year, the number of members who participated in the voting process did not reach the minimum number needed for a quorum so the ballots were ineligible to be counted.

Each year, door prizes are given away as an incentive for attendance. A draw for the winners of the 10 COPE fleece vests brought the following results.

Maria Koronko, Accenture Business Services-Dunsmuir

Doug Jeffs, ABS-Vernon

Abby Hoy, ABS-Georgia St.

Enzo Federico, Insurance Corporation of BC-Head Office

Lois Gage, ICBC-Nanaimo

Erin Switzer, ICBC-Dawson Creek

Kimberley Ganner, ICBC-Coquitlam

Daniel Berard, BC Hydro-Smithers

Valerie McClelland, Fortis BC-Trail

Rhonda Ziegler, Fortis BC-Trail

