Trade Union Communication Awards 2023

Category 5: Best media story

Media coverage should have been generated proactively. Judges will seek evidence of creativity in story creation, engagement with strategically valuable audiences, and the use of framing and narrative to influence persuadable audiences. Entries can include media stories distributed widely or selectively, or as an exclusive with a newspaper or broadcaster.

Only one entry per union in this category.

* Please name your file with your union name and category 5 in the title.
* Please download this entry form and rename it with your union name, category and entry. Please take time to complete the form carefully as the judges will use the information you provide in assessing your entry.
* Closing date for receipt of entries is 5pm Friday 24 February 2023. Please send your entries to [dshannon-hughes@tuc.org.uk](mailto:dshannon-hughes@tuc.org.uk)

Name of union:

Title of communication:

Please provide no more than 300 words describing the coverage (please provide example clippings, including video where appropriate) and explaining:

* Objectives, including the audience you intended to reach and the influence you hoped to have. How did you create the story? What was your media plan, and why did you choose that?
* What wider campaign goal did it serve, and was it coordinated with any other campaigning activity?