



# CFT Communications Awards

## About the awards

Showcase your union's important communications and recognize the individuals who do this work that often gets taken for granted. Winners will be announced and presented award certificates at the CFT Convention being held March 22-24.

- **All local unions are eligible to enter; there is no entry fee.**
- Eligible communications must have been issued between **January 1 and December 31, 2018.**
- **Your local can submit only one entry per category.** An entry may be submitted in multiple categories, however. In that circumstance, please submit the entry in each category and complete the corresponding Category Forms.
- **Smaller locals and larger locals compete separately** in six categories of union communications: *Newsletters, Website, Social Media, Flyer or Poster, Single Effort, and Public Relations.* Entries from locals with fewer than 500 unit members will be judged independent of those from locals with more than 500 unit members.
- **The Jim Herndon Award** will be presented to an outstanding creative effort that conveys the importance of unionism in the field of education and represents the "Spirit of the Federation." The award may not be presented every year.
- Judges may move entries from one category to another so they can be considered for an award. The judges' decisions are final. By entering the contest, your local gives CFT permission to republish contest entries, or to use the entries in CFT trainings, workshops, and conferences.

## It's easy to enter!

- **All contest information is online.** Find the category descriptions and entry forms at **[cft.org/get-involved/communications-awards](http://cft.org/get-involved/communications-awards)**.
- **Complete the overall Contest Entry Form** and include it with your local's entries. Use the helpful checklist to ensure your entry is complete.
- **Complete a Category Form** for each entry. You will find complete information for entry submission on these forms.
- **If your local has entries that would best be judged in print or analog form in general,** please mail the entries. Submit originals or very good copies; faxes are not accepted.
- **If your local is submitting only links,** or entries meant to be viewed online, the entries may be emailed.

### Deadline to enter

Entries must be postmarked and emailed by **January 18.**

**Questions?** Contact Jane Hundertmark, CFT Publications Director, by phone at the Bay Area Office, 510- 523-5238, or by email at [jhundertmark@cft.org](mailto:jhundertmark@cft.org).

# Award Categories

## NEWSLETTERS

### Best Newsletter\*

Multi-topic publication judged for overall range of content, quality of writing and editing, ability to convey union message, ease of readability, and effectiveness of design. [Submit two consecutive issues.](#)

- Print Publication: 1 to 4 pages**  
Originally published as a print newsletter, but may also be distributed as PDF
- Print Publication: More than 4 pages**  
*Same as above*
- Electronic Publication**  
Originally published to be viewed online, on a website or as an email, or a combination thereof

## WEB & SOCIAL MEDIA

### Best Website\*

Judged for ability to effectively deliver content to members and other site visitors, timeliness and usefulness of information, ease of navigation, overall range of content, and effectiveness of design. [Submit URL.](#)

### Best Use of Social Media\*

The use of Facebook, Twitter, Instagram, YouTube or other social media to communicate with members and the public. Judged for effective use of the medium to convey the union message. [Submit one channel with explanation.](#)

## CAMPAIGNS & SPECIAL PROJECTS

### Best Bulletin Series

Ongoing series of standalone bulletins, print or electronic, issued about a single topic such as negotiations, organizing, grievances, board activities, or professional issues. Judged for editorial excellence and effective presentation. [Submit entire series.](#)

### Best Single Effort\*

Other communications such as brochures, pamphlets, video, audio, reports, books, organizing materials, or any combination thereof. Judged for editorial excellence and effective presentation. [Submit entry with explanation.](#)

### Best Public Relations Activity\*

Efforts that target the public or the community and aim to improve the union's public image, or generate support for or awareness of positions, programs, issues or events. Can be a single effort or a campaign. Judged for overall effectiveness. [Submit all elements and explanation.](#)

## WRITING

### Best News Writing

A story presenting timely information to members including the "who, what, where, when and why." Judged on ability to deliver news in a clear and concise manner including a strong lead paragraph. [Submit article.](#)

### Best Feature Writing

A story that emphasizes a specific theme about a union issue or activity, or professional issue, and told through the actions and voices of the people involved. Judged on clarity, effectiveness and creativity. [Submit article.](#)

### Best Editorial

A point of view on an issue, reflecting the union's position or an individual's opinion. May be an editorial, a column or a blog entry. Judged for clarity and ability to persuade. [Submit article.](#)

## VISUAL

### Best Flyer or Poster\*

A single sheet communicating one topic or event designed to be posted, distributed, or delivered electronically. Judged for ability to grab attention quickly and convey message. [Submit poster or flyer.](#)

### Best Original Art

An original photograph, illustration or cartoon. Judged on artistic merit and ability to convey intended message. [Submit in context as published.](#)

### Best Use of Graphics

The use of graphic elements such as photographs, type, illustration, or any combination thereof, to help tell a story. Judged by the ability to invite readership and effectively convey message. [Submit in context as published.](#)

- \* Entries from locals with fewer than 500 unit members will be judged independent of those from locals with more than 500 unit members.