

2010

**CFT**  
Communications Awards

**AWARD  
WINNERS**

California Federation  
of Teachers

AFT, AFL-CIO

*A Union of Professionals*



**Best Newsletter  
(Single-page, under 500)**

1. Santa Paula Federation of Teachers

**Best Newsletter  
(Single-page, over 500)**

1. Ventura County Federation of College Teachers

**Best Newsletter  
(Four-page, under 500)**

1. Part-Time Faculty Association of Allan Hancock College
2. Long Beach Council of Classified Employees

**Best Newsletter  
(Four-page, over 500)**

1. AFT College Staff Guild-Los Angeles
2. Antelope Valley College Federation of Teachers
3. Coast Federation of Classified Employees
4. Oxnard Federation of Teachers

**Best Flyer or Poster (under 500)**

1. Part-Time Faculty Association of Allan Hancock College

**Best Flyer or Poster (over 500)**

1. United Educators of San Francisco
2. Glendale College Guild
3. United Teachers Los Angeles
4. Oxnard Federation of Teachers

**Best Bulletin Series (under 500)**

1. Santa Paula Federation of Teachers

**Best Bulletin Series (over 500)**

1. Peralta Federation of Teachers
1. United Teachers Los Angeles
2. AFT College Staff Guild-Los Angeles
3. Oxnard Federation of Teachers & School Employees
4. Ventura County Federation of College Teachers

**Best Single Effort (under 500)**

1. Morgan Hill Federation of Teachers
2. Santa Paula Federation of Teachers
3. Novato Federation of Teachers

**Best Single Effort (over 500)**

1. United Educators of San Francisco
2. Peralta Federation of Teachers
3. San Francisco Community College District Federation of Teachers
4. United Teachers Los Angeles

**Best Web Site (under 500)**

1. Novato Federation of Teachers

**Best Web Site (over 500)**

1. San Mateo Community College Federation of Teachers
2. San Francisco Community College District Federation of Teachers
3. United Educators of San Francisco
4. Coast Federation of Classified Employees

**Best Public Relations (under 500)**

1. Morgan Hill Federation of Teachers

**Best Public Relations (over 500)**

1. United Teachers Los Angeles
2. San Francisco Community College District Federation of Teachers
2. United Educators of San Francisco
3. San Jose/Evergreen Faculty Association

**Best Newsletter (Six+ page)**

1. United Educators of San Francisco
2. San Francisco Community College District Federation of Teachers
3. Adjunct Faculty United
4. San Jose/Evergreen Faculty Association
4. United Teachers Los Angeles

**Best Newsletter (Email)**

1. Peralta Federation of Teachers
2. San Mateo Community College Federation of Teachers

**Best News Writing**

1. United Educators of San Francisco
2. San Mateo Community College Federation of Teachers
3. San Francisco Community College District Federation of Teachers
4. Glendale College Guild

**Best Feature Writing**

1. Staff College Staff Guild
2. San Mateo Community College Federation of Teachers
3. San Jose/Evergreen Faculty Association
4. Antelope Valley College Federation of Teachers

**Best Persuasive Writing**

1. United Educators of San Francisco
2. San Francisco Community College District Federation of Teachers
3. United Teachers Los Angeles
4. San Jose/Evergreen Faculty Association
4. Glendale College Guild

**Best Continuing Column or Department**

1. United Teachers Los Angeles
2. United Educators of San Francisco
3. Coast Federation of Classified Employees
4. Glendale College Guild

**Best Art or Photograph**

1. Glendale College Guild
2. United Educators of San Francisco
3. San Francisco Community College District Federation of Teachers
4. Antelope Valley College Federation of Teachers
4. Part-Time Faculty Association of Allan Hancock

**Best Use of Graphics**

1. AFT College Staff Guild-Los Angeles
2. United Teachers Los Angeles
3. San Jose/Evergreen Faculty Association
4. Part-Time Faculty Association of Allan Hancock College

**Rookie of the Year (under 500)**

Bev Winsor, Fran Rozoff and Novato Federation of Teachers

**Rookie of the Year (over 500)**

Matthew Goldstein and Peralta Federation of Teachers

## Best Newsletter (Single-page)

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

**Santa Paula Federation of Teachers**

*Union Update*

Edited by Carolyn Ishida

**Judge's comments:** Provides a regular voice in a small district. Practical, reliable, quick information. If you want to know more, call Carolyn.

## Best Newsletter (Four-page)

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

**Part-Time Faculty Association of Allan Hancock College**

*The Voice*

Edited by Dorran Nadeau

**Judge's comments:** Takes on issues relevant to adjuncts. Not afraid to do a bold cover. Really nice member profiles. Very inviting, makes you want to pick it up.

### SECOND

**Long Beach Council of Classified Employees**

*LBCCE Saga*

Edited by Michael Vasquez and Hurtie Chukwudire

## Best Newsletter (Single-page)

MORE THAN 500 UNIT MEMBERS

### FIRST PLACE

**Ventura County Federation of College Teachers**

*AFT Action Update*

Edited by John Wagner

**Judge's comments:** Gives reliable insight into the politics of the district and the impact on faculty.

## Best Newsletter (Four-page)

MORE THAN 500 UNIT MEMBERS

### FIRST PLACE

**AFT College Staff Guild-Los Angeles**

*In Strength & Unity*

Edited By Velma J. Butler, Dorothy Bates, Sandra Lepore, and Steve Weingarten

**Judge's comments:** Good range of articles; a lot of union pride and solidarity. Well-written with simple declarative sentences. Smart graphically. Does a good job of tying the union and community together.

### SECOND PLACE

**Antelope Valley College Federation of Teachers**

*Union Advocate*

Edited by Charles Hood

### (TIE) THIRD PLACE

**Coast Federation of Classified Employees**

*B.U.M. Bulletin*

Edited by Connie Marten and Neal Kelsey

**Peralta Federation of Teachers**

*The Peralta Teacher*

Edited by Sara Connors, Matthew Goldstein, and Debby Weintraub

### HONORABLE MENTION

**Oxnard Federation of Teachers**

*The Outlook*

Edited by Monique Martinez

## Best Flyer or Poster

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

#### Part-Time Faculty Association of Allan Hancock College

*Free Power*

By Dorran Nadeau

**Judge's comments:** Free power is certainly an attention-grabber. Connects the union with power.

## Best Flyer or Poster

MORE THAN 500 UNIT MEMBERS

### FIRST PLACE

#### United Educators of San Francisco

*Out of the public schools grows the greatness of a nation*

By Doug Minkler

**Judge's comments:** Zany. To the point. One judge said, "I want to look at this on my wall. Everybody should have an artist on staff and use world-reknowned quotations."

### SECOND PLACE

#### Glendale College Guild

*I'd rather be reading the Chaparral*

By Susan Cisco

### THIRD PLACE

#### United Teachers Los Angeles

*Fight Back against layoffs*

By Carolina Barreiro

### HONORABLE MENTION

#### Oxnard Federation of Teachers

*General Meeting*

By Monique Martinez

## Best Bulletin Series

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

#### Santa Paula Federation of Teachers

*Negotiations Update*

By Carolyn Ishida

**Judge's comments:** Members had no excuse to not be up on negotiations with this series of bulletins.

## Best Bulletin Series

MORE THAN 500 UNIT MEMBERS

### (TIE) FIRST PLACE

#### Peralta Federation of Teachers

*PCCD Board Watch*

By Matthew Goldstein & Debby Weintraub

**Judge's comments:** No one wants to go to board meetings, but everyone wants to know what happens. Email is a good way to report the goings on at the board because you can get it out quickly. Good summary of what might be relevant to union members, in a conversational tone.

#### United Teachers Los Angeles

*School Change News*

By Carolina Barreiro and Kim Turner

**Judge's comments:** A timely topic to be communicated to their members. Created an identity for this topic through photography.

### SECOND PLACE

#### AFT College Staff Guild-Los Angeles

*Health Benefits Alert*

By Velma J. Butler, Sandra Lepore, and Irene Lopez

### THIRD PLACE

#### Oxnard Federation of Teachers & School Employees

*Paraprofessional Negotiations Update*

By Jim Rose and Sue Dalton

### HONORABLE MENTION

#### Ventura County Federation of College Teachers

*Negotiations Update*

By Connie Jenkins

## Best Single Effort

### FEWER THAN 500 UNIT MEMBERS

#### FIRST PLACE

##### **Morgan Hill Federation of Teachers**

*Show and Tell: Teachers are Professionals*

By Terri Knudsen, Margaret Rodriguez, and Sybil Smit

**Judge's comments:** The classroom story told with class. They made what goes on and who does it at the school sites come alive. Tells the untold story of what is taught and why, and who teaches. Helps tell the board who does the work.

#### SECOND PLACE

##### **Santa Paula Federation of Teachers**

*Union Bulletin*

By Carolyn Ishida

#### THIRD PLACE

##### **Novato Federation of Teachers**

<http://groups.google.com/novatonft>

By Beverly Winsor

## Best Single Effort

### MORE THAN 500 UNIT MEMBERS

#### FIRST PLACE

##### **United Educators of San Francisco**

*Unity, Strength, and Merger*

By Joan-Marie Shelley

**Judge's comments:** Lets the reader in behind the scenes in a contentious period of the local's history, and explains this important event in the history of education unionism in California. Chronicles the history of collective bargaining and the history of teacher unionism in San Francisco, clearly and with grace, yet full of emotion.

#### SECOND PLACE

##### **Peralta Federation of Teachers**

*Fortune Cookie Stunt*

By Matthew Goldstein and Debby Weintraub

#### THIRD PLACE

##### **San Francisco Community College District Federation of Teachers**

*Candlelight Vigil, Community College Week*

By Leslie Smith, Carmen Roman-Murray, Gus

Goldstein, Ed Murray, Robin Mackey, and Gwynnd

Maestre

#### HONORABLE MENTION

##### **United Teachers Los Angeles**

*"Shame on LAUSD" Campaign*

By Marla Eby, Carolina Barreiro, and Chris Ryder

## Best Web Site

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

**Novato Federation of Teachers**

[www.novatonft.blogspot.com](http://www.novatonft.blogspot.com)

By Fran Rozoff

**Judge's comments:** A good starting point that requires few resources by using no-cost Web blog alternative.

## Best Web Site

MORE THAN 500 UNIT MEMBERS

### FIRST PLACE

**San Mateo Community College Federation of Teachers**

[www.aft1493.org](http://www.aft1493.org)

By Eric Brenner

**Judge's comments:** Very well organized down to the level of the subpages. Current news easily accessible on front page. Eye-pleasing graphic design. Good use of categories to group items on subpages for ease of use.

### SECOND PLACE

**San Francisco Community College District Federation of Teachers**

[www.aft2121.com](http://www.aft2121.com)

By Gwynnd Maestre

### THIRD PLACE

**United Educators of San Francisco**

[www.uesf.org](http://www.uesf.org)

By Matthew Hardy

### HONORABLE MENTION

**Coast Federation of Classified Employees**

[www.cfce.org](http://www.cfce.org)

By Neal Kelsey

## Best Public Relations

FEWER THAN 500 UNIT MEMBERS

### FIRST PLACE

**Morgan Hill Federation of Teachers**

*On My First Day*

By Jeanie Wallace

**Judge's comments:** Excellent use of personal story to illustrate a public issue. Gives the public a heartfelt window into the classroom and into the minds and commitment of teachers. "A plea for the near impossible, they are appealing for a good superintendent."

## Best Public Relations

MORE THAN 500 UNIT MEMBERS

### FIRST PLACE

**United Teachers Los Angeles**

*"No RIFs" Campaign*

By Marla Eby, Carolina Barreira, and Kim Turner

**Judge's comments:** Lots of press releases; amazing media coverage; lots of hard work to get the union's message out there. Many access points for the media. Campaign is cleverly executed. It's good to show the names of the people laid off.

### SECOND PLACE (TIE)

**San Francisco Community College District Federation of Teachers**

*Candlelight Vigil, Community College Week*

By Carmen Roman-Murray, Leslie Smith, Gus Goldstein, Ed Murray, Robin Mackey, Gwynnd Maestre

**United Educators of San Francisco**

*Stop the Race to the Bottom*

### THIRD PLACE

**San Jose/Evergreen Faculty Association**

*Dolores Huerta Community and Labor Institute*

By Barbara Hanfling

## Best Newsletter (Six+ page)

### FIRST PLACE

#### United Educators of San Francisco

*San Francisco Educator*

Edited by Matthew Hardy

**Judge's comments:** Good writing, good mix of interesting topics. Information relevant to members. Careful editing. Member-centered. Manifests the diversity of the local.

### SECOND PLACE

#### San Francisco Community College District

##### Federation of Teachers

*Union Action*

Edited by Vincent Meis, Spring 2009; Patricia Arack, Fall 2009; Gwynnd Maestre, Production

### THIRD PLACE

#### Adjunct Faculty United

*AdFacts*

Edited by Judi McDuff

### (TIE) HONORABLE MENTION

#### San Jose/Evergreen Faculty Association

*Faculty Matters*

Edited by Barbara Hanfling, Sterling Warner, Patti Berg

#### United Teachers Los Angeles

*United Teacher*

Edited by Kim Turner

## Best Newsletter (Email)

### FIRST PLACE

#### Peralta Federation of Teachers

*PFT e-Communiqué*

Edited by Matthew Goldstein and Debby Weintraub

**Judge's comments:** Good summarizing of information, but needs headings. Informative and to the point. Good use of links and email addresses.

### SECOND PLACE

#### San Mateo College Federation of Teachers

*AFT Local 1493 E-News*

By Eric Brenner

## Best News Writing

### FIRST PLACE

#### United Educators of San Francisco

*"UESF Successful in Fight to Stop Layoffs"*

By Matthew Hardy

**Judge's comments:** Follows the principles of news writing, which is to report. Variety of quotations from members that drive home the union perspective. Uses third-person declarative sentences. It was a turning point for the local and this story makes it clear.

### SECOND PLACE

#### San Mateo Community College Federation of Teachers

*"Board overrules arbitrator's decision!"*

By John Kirk

### THIRD PLACE

#### San Francisco Community College District Federation of Teachers

*"Students Struggle to Get into Classes"*

By Emily Wilson

### HONORABLE MENTION

#### Glendale College Guild

*"Departure of President Levy Brings New Challenges"*

By Mona Field

## Best Feature Writing

### FIRST PLACE

#### Staff College Staff Guild

*“A Quarter Century of Commitment to Classified Workers”*

By Velma J. Butler, Dorothy Bates, Sandra Lepore, and Steve Weingarten

**Judge’s comments:** Well-researched and presented. The text and graphics work together. Covered the major workplace issues. Well-written; flows well.

### SECOND PLACE

#### San Mateo College Federation of Teachers

*“Know your rights in evaluation procedures”*

By Nina Floro

### THIRD PLACE

#### San Jose/Evergreen Faculty Association

*“Adjunct News and Views: Correcting Non Instructional CalSTRS Reporting”*

By Jeanie Schwab

### HONORABLE MENTION

#### Antelope Valley College Federation of Teachers

*“SLO Train Comin”*

By Charles Hood

## Best Persuasive Writing

### FIRST PLACE

#### United Educators of San Francisco

*“California Budget Woes Are Not Only the Result of Recession”*

By Linda Plack

**Judge’s comments:** Connects the dots on Prop. 13, making it relevant to people new to the district and the city. Stresses the need for action to correct the inequities and adequately fund public services.

### SECOND PLACE

#### San Francisco Community College District Federation of Teachers

*“What’s a union for?”*

By Alissa Messer

### THIRD PLACE

#### United Teachers Los Angeles

*“Enough already with the homework”*

By Joshua Pechthalt

### (TIE) HONORABLE MENTION

#### San Jose/Evergreen Faculty Association

*“The Great Equalizer”*

By David Yancey

#### Glendale College Guild

*“Stop the Budget Madness”*

By Gordon Alexandre

## Best Continuing Column/Dept.

### FIRST PLACE

#### United Teachers Los Angeles

“President’s Perspective”

By A.J. Duffy

**Judge’s comments:** Begins with the perspective of an individual member so the reader can put herself in the shoes of the columnist. Simple declarative sentences help a lot.

### SECOND PLACE

#### United Educators of San Francisco

“Union Talk”

By Dennis Kelly

### THIRD PLACE

#### Coast Federation of Classified Employees

“That’s A Bummer!”

By Neal Kelsey

### HONORABLE MENTION

#### Glendale College Guild

“Adjunct Junction”

By Phyllis Eckler

## Best Art or Photograph

### FIRST

#### Glendale College Guild

“Why everyone needs more college”

By David Attyah

**Judge’s comments:** Evocative and original! The eyes burn into your consciousness. It engages your brain. Captures the reason we need higher education. Combines abstract art with abstract thinking.

### SECOND PLACE

#### United Educators of San Francisco

“Out of the public schools grows the greatness of a nation”

By Doug Minkler

### THIRD PLACE

#### San Francisco Community College District

#### Federation of Teachers

“Kill Public Education”

By Nancy Husari

### (TIE) HONORABLE MENTION

#### Antelope Valley College Federation of Teachers

“Face of the cuts”

By Charles Hood

#### Part-Time Faculty Association of Allan Hancock College

“Channel Your Anger and Rage”

By Dorran Nadeau

## Best Use of Graphics

### FIRST PLACE

#### AFT College Staff Guild-Los Angeles

*“Commitment To Classified Employees”*

By Velma J. Butler, Dorothy Bates, Sandra Lepore, and Steve Weingarten

**Judge’s comments:** The history of the local is the history of the people. Impressive collection of historical photos. Nice logo design. Helpful timeline and graphic representation of progress and where the union has been.

### SECOND PLACE

#### United Teachers Los Angeles

*“Rising Up Against the Cuts”*

By Kim Turner

### THIRD PLACE

#### San Jose/Evergreen Faculty Association

*“From Humble Beginnings”*

By Minerva Duke, Photos by Barbara Hanfling

### HONORABLE MENTION

#### Part-Time Faculty Association of Allan Hancock College

*“Channel Your Anger and Rage”*

By Dorran Nadeau

## Rookie of the Year

### FEWER THAN 500 UNIT MEMBERS

#### Beverly Winsor, Fran Tozoff and the Novato Federation of Teachers

Launch of Facebook page, Google group and local blog

## Rookie of the Year

### MORE THAN 500 UNIT MEMBERS

#### Matthew Goldstein and the Peralta Federation of Teachers

Launch of new email newsletters and bulletins

**Judge’s comments:** Great steps forward for both locals. Both are integrating new media and news ways of doing things to communicate with members.

Prepared by Jane Hundertmark, CFT Publications Director March 17, 2010  
Email questions or comments about the CFT Communications Awards to [janehun@igc.org](mailto:janehun@igc.org)

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