



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. **All local unions are eligible to enter; there is no entry fee.** Winners will be announced and presented award certificates at the CFT Convention April 13-15.

- **Smaller locals and larger locals compete separately** in the seven basic categories of union communications.
- Eligible communications must have been issued between **January 1 and December 31, 2011.**
- **Your local can submit only one entry per category.** An entry can be submitted in multiple categories, but you need to submit originals in each category and complete a Category Entry Form for each entry.
- **Please submit originals** or very good copies. Faxes are not accepted.
- Judges may move entries from one category to another so they can be considered for an award. The Jim Herndon Award may not be presented every year. The judges' decisions are final.
- By entering the contest, your local gives the CFT permission to republish contest entries, or to use the entries in CFT-sponsored trainings, workshops or conferences.
- **Questions?** Contact Jane Hundertmark, CFT Publications Director, by phone at the Bay Area Office, 510- 523-5238, or by email to jhundertmark@cft.org.

It's easier than ever to enter!

- **New! All forms are online.** To streamline entry in the contest, download only the forms you need and fill them out electronically.

Links to entry forms can be found at tinyurl.com/CFT-comm-awards-2012

- **Review the categories** on the following page to decide what to submit, and how to submit in each category.
- **Download and fill out the Entry Form** and include it with your local's entries.
- **Download a Category Entry Form** for each category your local chooses to enter. Fill out the form electronically, print it, and paper clip it to your entry.



Deadline to enter

Entries must be postmarked by **February 15.**

California Federation
of Teachers

AFT, AFL-CIO

A Union of Professionals



Award Categories

THE BASICS

In the categories below, entries from locals with fewer than 500 unit members will be judged independent of those from locals with more than 500 unit members.

Best Newsletter

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 \(three for E-newsletters\) clipped together.](#)

- Single-page newsletter**
- Four-page newsletter**
- Six+ page newsletter**
- Email newsletter** (HTML-based, not pdf attachments)

Best Web Site

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, design and creativity. [Submit URL.](#)

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 Single Effort

Other communication tools such as brochures, pamphlets, video, audio, reports, books, or any combination thereof. Judged for editorial excellence and effective presentation. [Submit entry and explanation of intent.](#)

Best Bulletin Series

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

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 of intent.](#)

Best Use of Social Media

The use of Facebook, Twitter, YouTube or other social media to communicate to members and the public. Judged for effective use of the media to convey the union message. [Submit names of pages, feeds, plus printouts, and explanation.](#)

WRITING AND VISUAL AWARDS

Entries can be from the union newsletter or website.

Best News Writing

A story presenting timely information to union 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 the 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 the article.](#)

Best Editorial or Column

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 on ability to persuade and clarity. [Submit the article.](#)

Best Original Art or Photograph

An **original** photograph, illustration or cartoon. Judged on artistic merit and ability to convey message. [Submit art as published, including relevant captions, headlines and story.](#)

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 the article with all elements.](#)

SPECIAL AWARD

Jim Herndon Award

The winning entry is an outstanding creative effort that conveys the importance of unionism in the field of education and represents the "Spirit of the Federation." Entries can be any form of communication. [Submit entry and explanation that includes intent and use.](#)