



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 March 19-21 in Los Angeles.

- **New this year!** In an effort to encourage even more participation, and to make the awards as equitable as possible, smaller locals and larger locals will compete separately in the basic categories. On the entry form, be sure to indicate whether your local has fewer than 500 unit members, or more than 500 unit members.
- Eligible communications must have been issued between February 13, 2009, and December 31, 2009. **New this year!** CFT is shifting the qualifying period to a calendar year, making this year's period slightly shorter than usual. Next year, eligible communications must be issued between January 1 and December 31.
- Your local can submit only one entry per category. An entry can be submitted in multiple categories, but you need to submit an original in each category, labeled accordingly.
- Please submit originals, or very good photocopies. No faxes or electronic versions of print materials are accepted.
- Judges may move entries from one category to another so that they are 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 reprint contest entries.
- **Questions?** Contact Jane Hundertmark, Publications Director, by phone at the Bay Area Office, 510- 523- 5238, or by email to janehun@igc.org.

It's easy to enter!

- Read the award categories on the following page to decide what to submit, and how to submit in each category.
- Label each entry with the category label provided on the last page of this packet. Place the label on the back of the entry near the bottom. If an entry has multiple pieces, put all the pieces in an envelope and label the envelope.
- Fill out the entry form, have the local president sign it, and include it with your entries.

Deadline to Enter

Entries must be postmarked no later than
January 22

Mail to: CFT Communications Awards
California Federation of Teachers
1201 Marina Village Pkwy, Suite 115
Alameda, CA 94501

California Federation
of Teachers 
AFT, AFL-CIO
A Union of Professionals



Award categories

BASIC CATEGORIES

New this year! In the six 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: General Excellence

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, clipped together.](#)

- Single-page newsletter**
- Four-page newsletter**
- Six+ page newsletter**
- Electronic newsletter** (delivered only by email)

Best Web Site

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

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 the poster or flyer.](#)

Best Single Effort

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

Best Bulletin Series

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

Best Public Relations

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 with explanation including intent.](#)

WRITING AND VISUAL AWARDS

Entries can be from the union newsletter or Web site. Help the judges understand your entry! Please cut out only the article to be judged and attach it to white paper. Staple multiple sheets together. This is not necessary if the article fills the page.

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 Persuasive Writing

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

Best Continuing Column or Department

A regular report within the limits indicated by the title, News Briefs, Know Your Rights, etc. Judged on clarity and ability to meet the intent of the column, department or blog. [Submit two installments, clipped together.](#)

Best 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 AWARDS

Rookie of the Year

Honors newly established regular union communications of any form. [Submit entry.](#)

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 purpose and use.](#)



Entry form

Local union name and number _____

Fewer than 500 people in unit More than 500 people in unit

Union mailing address _____

Contact name, phone and email _____

President's signature and date _____

Please write the name of the entry, or describe the entry. List the individuals to credit and their titles. Include an explanation in categories with an asterisk (*) using the following page or a separate sheet of paper. Remember to place a label on the back of each entry.

Best Newsletter: Single-page _____

Person/s responsible _____

Best Newsletter: Four-page _____

Person/s responsible _____

Best Newsletter: Six+ page _____

Person/s responsible _____

Best Newsletter: Electronic _____

Person/s responsible _____

Best Web Site _____

Person/s responsible _____

Best Poster or Flyer _____

Person/s responsible _____

Best Single Effort _____

Person/s responsible _____

Best Bulletin Series _____

Person/s responsible _____

Best Public Relations* _____

Person/s responsible _____



Best News Writing

Writer

Best Feature Writing

Writer

Best Persuasive Writing

Writer

Best Continuing Department

Writer

Best Art or Photograph

Artist or photographer

Best Use of Graphics

Person/s responsible

Rookie of the Year

Person/s responsible

Jim Herndon Award*

Person/s responsible



Checklist

- Entry form, signed by the local president, is included.
- All entries are labeled on the back.
- Articles have been cut and pasted to white paper if necessary.
- Explanations are attached if requested.
- Entries are postmarked no later than **January 22** and mailed to:

CFT Communications Awards
California Federation of Teachers
1201 Marina Village Pkwy, Suite 115
Alameda, CA 94501



Explanations

Best Single Effort

Best Public Relations

Jim Herndon Award

Best Newsletter

Type _____

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Flyer or Poster

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Public Relations

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Persuasive Writing

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Use of Graphics

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Newsletter

Type _____

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Single Effort

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best News Writing

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Column or Department

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Rookie of the Year

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Web Site

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Bulletin Series

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Feature Writing

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Best Art or Photograph

Local number _____

Local name _____

Attach this label to the back of entry. 2010

Jim Herndon Award

Local number _____

Local name _____

Attach this label to the back of entry. 2010