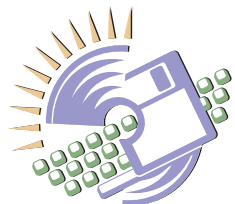




CALIFORNIA FEDERATION OF TEACHERS

award winners
2007



award winners summary

UNION NEWSLETTERS

Best News Writing

1. United Teachers Los Angeles
2. Los Angeles College Faculty Guild
3. United Educators of San Francisco
4. Faculty of UC Santa Cruz

Best Feature Writing

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

Best Persuasive Writing

1. San Mateo Community College Federation of Teachers
2. San Jose/Evergreen Faculty Association
3. Faculty of UC Santa Cruz
4. United Teachers Los Angeles
4. San Francisco Community College Federation of Teachers

Best Continuing Column or Department

1. ABC Federation of Teachers
2. Rescue Union Federation of Teachers
3. United Educators of San Francisco
4. San Francisco Community College Federation of Teachers
4. AFT Staff Guild

Best Art or Photograph

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

Best Use of Graphics

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

General Excellence (Single-page newsletter)

1. Pajaro Valley Federation of Teachers
2. Rescue Union Federation of Teachers
3. San Francisco Community College Federation of Teachers
4. AFT College Staff Guild

General Excellence (Four-page newsletters)

1. Los Angeles College Faculty Guild
2. Coast Federation of Educator
3. San Diego Adult Educators
4. AFT College Staff Guild

General Excellence (Six-or-more page newsletter)

1. AFT Part-Time Faculty United
2. San Mateo Community College Federation of Teachers
3. ABC Federation of Teachers
4. San Jose/Evergreen Faculty Association
4. Glendale College Guild

Best Newspaper

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

OTHER COMMUNICATIONS

Best Flyer or Poster

1. Glendale College Guild
2. United Educators of San Francisco
3. AFT Part-Time Faculty United
4. United Teachers Los Angeles
4. San Mateo Community College Federation of Teachers

Best Bulletin Series

1. United Teachers Los Angeles
2. ABC Federation of Teachers
3. Ventura County Federation of College Teachers

Unique Performance

1. United Educators of San Francisco
2. San Francisco Archdiocesan Federation of Teachers
2. AFT Part-Time Faculty United
3. San Francisco Community College Federation of Teachers
4. Faculty of UC Santa Cruz

Best Web Site

1. United Educators of San Francisco
2. Pajaro Valley Federation of Teachers
3. AFT Part-Time Faculty United
4. Los Angeles College Faculty Guild

Best Public Relations

1. San Francisco Archdiocesan Federation of Teachers
1. United Educators of San Francisco

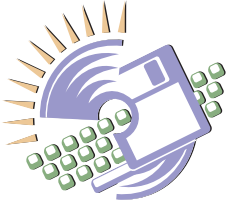
SPECIAL AWARDS

Special Award "Rookie of the Year"

AFT College Staff Guild

Jim Herndon Award

United Educators of San Francisco



award winners

Best News Writing

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021
“Class-size caravan rolls across LAUSD”

By Kim Turner

Judges’ comments: Well organized, easy-to-read. “The lead grabs you and keeps you on the bus to the end of the story.”

SECOND PLACE

Los Angeles College Faculty Guild, AFT Local 1521
“Adjunct Schedules Jump 5.92%”

By Dan Sparks

THIRD PLACE

United Educators of San Francisco, AFT Local 61
“Tentative Agreement-Strike Averted”

By Matthew Hardy

HONORABLE MENTION

Faculty of UC Santa Cruz, AFT Local 2199
“UC Benefits Teach-In: A union-led campaign to defend our benefits”

By Maria Morris

Best Feature Writing

FIRST PLACE

United Educators of San Francisco, AFT Local 61
“Building Power from the Ground Up”

By Matthew Hardy

Judges’ comments: Important topic for internal union-building. Well-written. Clearly shows that the path from rank-and-file to leadership is a continuum. Good inclusion of member testimonials.

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021
“A Better Day for South L.A. High”

By Kim Turner

THIRD PLACE (TIE)

San Francisco Community College Federation of Teachers, AFT Local 2121

“Bravewoman conquers fear of math”

By Vincent Meis

San Mateo Community College Federation of Teachers, AFT Local 1493

“We took on the state and we came out whole: Jinny Sims and the British Columbia teachers’ strike”

By Katharine Harer

HONORABLE MENTION

ABC Federation of Teachers, AFT Local 2317

“Is Your Pension in Peril?”

By Katherine Loweree

Best Persuasive Writing

FIRST PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493

“FCC threatens freedom of expression at KCSM-TV”

By Greg Davis

Judges’ comments: Chilling, timely and informative. Provocative. Reaches out to a larger issue of freedom of expression. Full of facts, arguments, and quotations.

SECOND PLACE

San Jose/Evergreen Faculty Association, AFT Local 6157

“Academic Bill of Rights?”

By David Yancey

THIRD PLACE

Faculty of UC Santa Cruz, AFT Local 2199

“The Denton Medal: Reasonable Compensation”

By Yonatan Katznelson

HONORABLE MENTION (TIE)

United Teachers Los Angeles, AFT Local 1021

“P.E. in Crisis”

By Joshua Pechthalt

San Francisco Community College Federation of Teachers, AFT Local 2121

“Changing the way people think about unions, leadership”

By Ed Murray

Best Continuing Column/Department

FIRST PLACE

ABC Federation of Teachers, AFT Local 2317

“Pieces of Chalk”

By Steve Harris

Judges’ comments: Philosophic and insightful. Chatty tone while discussing important issues. Engaging.

SECOND PLACE

Rescue Union Federation of Teachers, AFT Local 3581

“From the Secretary...”

By Jay D. Chopp

THIRD PLACE

United Educators of San Francisco, AFT Local 61

“Union Talk”

By Dennis Kelly and Linda Plack

HONORABLE MENTION (TIE)

San Francisco Community College Federation of Teachers, AFT Local 2121

“Faces”

By Vincent Meis

AFT College Staff Guild, AFT Local 1521A

“First Report Card,” “The Stakes Are High”

By Velma J. Butler, Sandra Lepore and Steve Weingarten

Best Art or Photograph

FIRST PLACE

Glendale College Guild, AFT Local 2276

“Science education outreach is a hit with students”

By Susan Cisco

Judges’ comments: Captures the excitement of learning. Facial expressions in photo match content of article. Sensitivity of purpose conveyed. Effective composition.

SECOND PLACE

United Educators of San Francisco, AFT Local 61

“Tentative Agreement-Strike Averted!!!”

By Matthew Hardy

THIRD PLACE

United Teachers Los Angeles, AFT Local 1021

“UTLA hits the streets, 10,000 strong”

By Kim Turner

HONORABLE MENTION

San Francisco Community College Federation of Teachers, AFT Local 2121

“Education needs Phil Angelides”

By Chris Hanzo

Best Use of Graphics

FIRST PLACE

United Educators of San Francisco, AFT Local 61

“Building Power from the Ground Up”

By Matthew Hardy

Judges’ comments: Effective collection of action shots. The pictures give the feeling of people reaching out to the union.

SECOND PLACE

Glendale College Guild, AFT Local 2276

“The Advanced Technology Division”

By Patricia Chamroonrat and Susan Cisco

THIRD PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

“Why I joined the Union”

By Gwynnd Maestre and members of AFT 2121

HONORABLE MENTION

United Teachers Los Angeles, AFT Local 1021

“We are UTLA”

By Kim Turner

General Excellence (Single-page)

FIRST PLACE

Pajaro Valley Federation of Teachers, AFT Local 1936

PVFT Flyer

Edited by Carolyn Savino and Ann Sisco

Judges' comments: Good news coverage on page 1. Nice banner and good use of pre-printed template. "We've said it all before, it's really good."

SECOND PLACE

Rescue Union Federation of Teachers, AFT Local 3581

The RUFT Reporter

Edited by Jay D. Chopp

THIRD PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

AFT Bulletin

Edited by Chris Hanzo and Ed Murray

HONORABLE MENTION

AFT Staff Guild, AFT Local 1521A

Hot Off The Press

Edited by Velma J. Butler, Sandra Lepore and Mary VanGinkle

General Excellence (Four-page)

FIRST PLACE

Los Angeles College Faculty Guild, AFT Local 1521

Read On

Edited by Cherri Senders

Judges' comments: The writing is superb, and information is easy to retrieve. Good use of screens to emphasize stories, and good use of color template.

SECOND PLACE

Coast Federation of Educators, AFT Local 1911

Union News

Edited by Bob Fey

THIRD PLACE

San Diego Adult Educators, AFT Local 4289

Shoptalk

Edited by Ina Porter, Jana Westfall and Randall Cornish

HONORABLE MENTION

AFT College Staff Guild, AFT Local 1521A

In Strength and Unity

Edited by Velma J. Butler, Sandra Lepore and Steve Weingarten

General Excellence (Six-or-more page)

FIRST PLACE

AFT Part-Time Faculty United, AFT Local 6286

State of the Union

Edited by Neal Kelsey, Copy Editor, Mike Mello

Judges' comments: Good mix of articles and good use of humor. The negotiation report provided the right information for members. One judge said, "they had the elegance to publish a poem."

SECOND PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493

The Advocate

Edited by Eric Brenner and Dan Kaplan

THIRD PLACE

ABC Federation of Teachers, AFT Local 2317

ABC Teacher

Edited by Steve Harris

HONORABLE MENTION (TIE)

San Jose/Evergreen Faculty Association, AFT Local 6157

Faculty Matters

Edited by Barbara Hanfling, Sterling Warner and Patti Berg

Glendale College Guild, AFT Local 2276

Chaparral

Edited by Mona Field

Best Newspaper

FIRST PLACE

United Educators of San Francisco, AFT Local 61

San Francisco Educator

Edited by Matthew Hardy

Judges' comments: Solid writing, competently edited. Nice flow of information. Strong layout with effective use of two colors. Lots of members-in-action photos.

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

United Teacher

Edited by Kim Turner

THIRD PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

Union Action

Edited by Vincent Meis

Best Flyer or Poster

FIRST PLACE

Glendale College Guild, AFT Local 2276

If only I had the Chaparral ...

By Susan Cisco

Judges' comments: Humorous and contemporary, yet clearly identifies the challenge posed to unions of getting publications into the hands of members. Top-notch technical execution. Fabulous use of color.

SECOND PLACE

United Educators of San Francisco, AFT Local 61

Strike Vote!

By Matthew Hardy

THIRD PLACE

AFT Part-Time Faculty United, AFT Local 6286

Albert Einstein supported fair labor practices

By Neal Kelsey

HONORABLE MENTION (TIE)

United Teachers Los Angeles, AFT Local 1021

The Admiral vs. The Teachers

By Marla Eby and Carolina Barreiro

San Mateo Community College Federation of Teachers, AFT Local 1493

Faculty: Our Special Interest

By Ruth Strong

Best Bulletin Series

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

UTLA Bargaining Flash

By Marla Eby and Kim Turner

Judges' comments: Good mix of facts and inspiration, yet infuses a sense of humor into a serious subject. Member-centered. Serves a crucial purpose, is instantly recognizable, and the graphics carry the message of text. Met the challenge of communicating with members during this important time.

SECOND PLACE

ABC Federation of Teachers, AFT Local 2317

Special Education Advisory Committee

By Richard Hathaway

THIRD PLACE

Ventura County Federation of College Teachers, AFT Local 1828

AFT Negotiations Update

By Connie Jenkins

Unique Performance

FIRST PLACE

United Educators of San Francisco, AFT Local 61

Looking Forward DVD

By Matthew Hardy and Dennis Kelly

Judges' comments: Excellent use of music coupled with clear narration. Captures the spirit, the vigor and the sacrifice needed to win a union battle.

SECOND PLACE (TIE)

San Francisco Archdiocesan Federation of Teachers, AFT Local 2240

Recruitment/Retention Brochure

By Christian Clifford

AFT Part-Time Faculty United, AFT Local 6286

Whup-Ass

By Neal Kelsey

THIRD PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

Retirement Primer for Part-Timers

By Cliff Liehe

HONORABLE MENTION

Faculty of UC Santa Cruz, AFT Local 2199

Union Words

By Farnaz Fateni

Best Web Site

FIRST PLACE

United Educators of San Francisco, AFT Local 61

www.uesf.org

By Matthew Hardy

Judges' comments: Up-to-date information with a lot of member pictures. Easy navigation. Huge range of content, well organized. Links to You Tube effective. Makes an effort to keep current and relevant. One judge said, "Every time you log on you get a new picture and new content."

SECOND PLACE

Pajaro Valley Federation of Teachers, AFT Local 1936

www.pvft.net

By Ann Sisco and Andrea Byers

THIRD PLACE

AFT Part-Time Faculty United, AFT Local 6286

www.ptfu.org

By Neal Kelsey

HONORABLE MENTION

Los Angeles College Faculty Guild, AFT Local 1521

www.aft1521.org

Best Public Relations

Judges' comments: These two very different efforts reflect stages of union development: Embrace members first then embrace the community.

FIRST PLACE (TIE)

San Francisco Archdiocesan Federation of Teachers, AFT Local 2240

Recruitment/Retention Brochure

By Christian Clifford

Judges' comments: Amazing job of appealing to gut instincts about fairness and choice in a context of a very strong organization—the church—a more complex organizing challenge than most.

United Educators of San Francisco, AFT Local 61

Trilingual Flyers and KRON-4 News piece

By Matthew Hardy

Judges' comments: The messaging, the outreach to the community in an informational drive, and the successful use of the media were all very effective. The union's message came across really well on TV.

Special Award "Rookie of the Year"

AFT Staff Guild, AFT Local 1521A

Retiree Chapter Newsletter

By Velma J. Butler, Sandra Lepore and Barbara Hamon

Judges' comments: Targeted to an important audience, and will help keep retirees in the fold.

Jim Herndon Award

United Educators of San Francisco, AFT Local 61

Looking Forward DVD

By Matthew Hardy and Dennis Kelly

Judges' comments: Well-done video piece that shows the rank-and-file effort necessary to win a union battle. Fills a crucial need for every local by capturing the energy and enthusiasm to inspire union members in the future.

Prepared by Jane Hundertmark, CFT Publications Director.

Email questions or comments about the CFT Communications Awards to janehun@igc.org.