COMMUNICATIONS AWARDS

CALIFORNIA FEDERATION OF TEACHERS

award winners

2007
### 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
4. San Mateo Community College 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
2. 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
3. AFT Part-Time Faculty United
4. 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
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

Best Persuasive Writing

FIRST PLACE
San Mateo Community College Federation of Teachers, AFT Local 2121
“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 (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 (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

**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
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 YouTube 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.