Summary

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 & School Employees

Best Bulletin Series (under 500)
1. Santa Paula Federation of Teachers

Best Bulletin Series (over 500)
1. Peralta Federation of Teachers
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
3. 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

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. San Francisco Community College District Federation of Teachers
4. United Educators of San Francisco
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. Glendale College Guild

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 Dorrnan 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-renowned 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
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
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
By Gwynnd Maestre

THIRD PLACE
United Educators of San Francisco
www.uesf.org
By Matthew Hardy

HONORABLE MENTION
Coast Federation of Classified Employees
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

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

**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
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