

2011

**CFT**  
Communications Awards

**AWARD  
WINNERS**

California Federation  
of Teachers

AFT, AFL-CIO

*A Union of Professionals*



## The Basics: Smaller locals

### Best Newsletter (Single-page)

1. Citrus College Adjunct Faculty Federation
2. Novato Federation of Teachers
3. Santa Paula Federation of Teachers

### Best Flyer or Poster

1. Novato Federation of Teachers

### Best Single Effort

1. Novato Federation of Teachers

### Best Public Relations

1. Morgan Hill Federation of Teachers
2. Mendocino County Federation of School Employees

### Best Web Site

1. Novato Federation of Teachers
2. Mendocino College Federation of Teachers

## The Basics: Larger locals

### Best Newsletter (Single-page)

1. Coast Federation of Classified Employees
2. San Francisco Community College District Federation of Teachers
3. AFT College Staff Guild

### Best Newsletter (Four-page)

1. Los Angeles College Faculty Guild
2. Ventura County Federation of College Teachers
3. AFT College Staff Guild
4. Peralta Federation of Teachers

### Best Newsletter (Six+ page)

1. San Francisco Community College District Federation of Teachers
2. United Educators of San Francisco
3. United Teachers Los Angeles
4. San Jose/Evergreen Faculty Association

### Best Newsletter (Email)

1. San Mateo Community College Federation of Teachers
2. Peralta Federation of Teachers

### Flyer or Poster

1. Glendale College Guild
2. Los Angeles College Faculty Guild
3. AFT College Staff Guild  
United Teachers Los Angeles
4. Oxnard Federation of Teachers and School Employees

### Best Single Effort

1. San Francisco Community College District Federation of Teachers
2. AFT College Staff Guild  
Los Angeles College Faculty Guild
3. San Mateo Community College Federation of Teachers
4. Coast Federation of Educators

### Best Bulletin Series

1. Ventura County Federation of College Teachers
2. Coast Federation of Classified Employees
3. Peralta Federation of Teachers

### Best Public Relations

1. United Teachers Los Angeles
2. United Educators of San Francisco
3. Oxnard Federation of Teachers and School Employees
4. AFT College Staff Guild

### Best Web Site

1. San Mateo Community College Federation of Teachers
2. San Francisco Community College District Federation of Teachers
3. Coast Federation of Classified Employees
4. San Jose/Evergreen Faculty Association  
Los Angeles College Faculty Guild

## Writing and Visual Awards

### Best News Writing

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

### Best Feature Writing

1. San Francisco Community College District Federation of Teachers
2. United Educators of San Francisco
3. San Mateo Community College Federation of Teachers
4. AFT College Staff Guild

### Best Persuasive Writing

1. United Teachers Los Angeles
2. San Mateo Community College Federation of Teachers
3. San Jose/Evergreen Faculty Association
4. AFT College Staff Guild  
Coast Federation of Classified Employees  
Glendale College Guild

### Best Continuing Column or Department

1. United Educators of San Francisco
2. Ventura County Federation of College Teachers
3. San Jose/Evergreen Faculty Association
4. San Francisco Community College District Federation of Teachers

### Best Art or Photograph

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

### Best Use of Graphics

1. San Francisco Community College District Federation of Teachers
2. Ventura County Federation of College Teachers  
United Teachers Los Angeles
3. United Educators of San Francisco
4. Oxnard Federation of Teachers and School Employees

## Special Award

### Jim Herndon Award

- United Teachers Los Angeles

## The Basics: Locals with fewer than 500 unit members

### Best Newsletter (Single-page)

#### FIRST

##### Citrus College Adjunct Faculty Federation

*CCAFF Local Update*

Edited by Mark Wessel, CCAFF Secretary and Communications Director

**Judges' comments:** Meets the challenge of bringing together adjuncts working in many locations. Clearly tells what the union is about. Effective use of mission statement. Understated use of color.

#### SECOND

##### Novato Federation of Teachers

*NFT Update*

Edited by Leslie Lipman and Beverly Winsor

#### THIRD

##### Santa Paula Federation of Teachers

*Union Update*

Edited by Carolyn Ishida, President

### Best Flyer or Poster

#### FIRST

##### Novato Federation of Teachers

*How Much Does It Take?*

By Aaron Fix and Jon Dick

**Judges' comments:** A teacher would definitely read this if she found it in her mailbox in the morning. Simple, concise, clear.

### Best Single Effort

#### FIRST

##### Novato Federation of Teachers

*The Novato Teacher*, Welcome Back newsletter

By Beverly Winsor

**Judges' comments:** This is an important effort because the union was in flux. It provides stalwart evidence the local is its people not just its president.

### Best Public Relations

#### FIRST

##### Morgan Hill Federation of Teachers

*School Board Member Campaign 2010*

By Theresa Sage and Donna Ruebusch

**Judges' comments:** Well organized. They put together a thoughtful plan for different audiences — and executed it successfully. Clearly aimed to get a larger result from the community.

#### SECOND

##### Mendocino County Federation of School

##### Employees

*Videotaped and aired County School Board Meetings on local TV*

By Kathy Wylie, President

### Best Web Site

#### FIRST

##### Novato Federation of Teachers

*novatonft.org*

By Beverly Winsor

**Judges' comments:** Original content on this AFT template provides members meaningful, local information, yet keeps them connected to the larger AFT community.

#### SECOND

##### Mendocino County Federation of Teachers

*mcft.info*

By Roger Hock

## The Basics: Locals with more than 500 unit members

### Best Newsletter (Single-page)

#### FIRST

##### Coast Federation of Classified Employees

*B.U.M. Bulletin*

Connie Marten, Editor; Neal Kelsey, Managing Editor

**Judges' comments:** Sharp and clear newsletter, effectively done in black and white. Good mix of info that members want to know — and it's published regularly.

#### SECOND

##### San Francisco Community College District Federation of Teachers

*AFT 2121 Bulletin*

AFT 2121 Officers

#### THIRD

##### AFT College Staff Guild

*In Strength & Unity*

Edited by Velma J. Butler, Sandra Lepore, Dorothy Bates, Steve Weingarten

### Best Newsletter (Four-page)

#### FIRST

##### Los Angeles College Faculty Guild

*Read On*

Deborah Kaye, Editor, and Cherri Senders, Managing Editor

**Judges' comments:** A lot of entry points. Good headlines. Short pieces that show the scope of union action.

#### SECOND

##### Ventura County Federation of College Teachers

*AFT Action Update*

Edited by Steve Hall

#### THIRD

##### AFT College Staff Guild

*In Strength & Unity*

Edited by Velma J. Butler, Sandra Lepore, Dorothy Bates, Steve Weingarten

#### HONORABLE MENTION

##### Peralta Federation of Teachers

*The Peralta Teacher*

Edited by Debby Weintraub, President; Matthew Goldstein, Communications Director

### Best Newsletter (Six+ page)

#### FIRST

##### San Francisco Community College District Federation of Teachers

*Union Action*

Edited by AFT 2121 Officers, Staff and Members

**Judges' comments:** Gives info that faculty need to know. Uniformly high quality of writing and graphics. So attractive it “compels me to read it. You know it won't be the same old thing.” Showcases the institution and what the union has done, both ideal to show members.

#### SECOND

##### United Educators of San Francisco

*San Francisco Educator*

Edited by Matthew Hardy

#### THIRD

##### United Teachers Los Angeles

*United Teacher*

Edited by Kim Turner

#### HONORABLE MENTION

##### San Jose/Evergreen Faculty Association

*Faculty Matters*

Edited by Barbara Hanfling, Sterling Warner and Patti Berg

### Best Newsletter (Email)

#### FIRST

##### San Mateo College Federation of Teachers

*Skyline Chapter: AFT At-a-Glance*

By Nina Floro

**Judges' comments:** Good job of writing short blurbs with effective headlines and links to additional content.

#### SECOND

##### Peralta Federation of Teachers

*The e-Communique*

By Debby Weintraub, President; Matthew Goldstein, Communications Director

## Best Flyer or Poster

### FIRST

#### Glendale College Guild

*Chaparral to the rescue!*

By Susan Cisco

**Judges' comments:** A real attention grabber. Smart to capitalize on the *Waiting for Superman* hype and they did it well — with an ironic twist. Effective use of perspective and skyline in the background.

### SECOND

#### Los Angeles College Faculty Guild

*GOTV — Get Out The Vote*

By Tina Epherson

### THIRD (TIE)

#### AFT College Staff Guild

*AFT Holiday Community Service Toy Drive*

By Velma J. Butler, Sandra Lepore, Irene Lopez

#### United Teachers Los Angeles

*Protest teacher bashing by the Los Angeles Times*

By Carolina Barreiro, Communications Specialist

### HONORABLE MENTION

#### Oxnard Federation of Teachers and School Employees

*Six Flags Welcome Back Event*

By Monique Martinez

## Best Single Effort

### FIRST

#### San Francisco Community College District Federation of Teachers

*VSLB Brochure*

By Chris Hanzo and Gwynnd Maestre

**Judges' comments:** A charming presentation of a complicated program. It encourages members to participate in the voluntary sick leave bank. It's what a union is about — collective effort.

### SECOND (TIE)

#### AFT College Staff Guild

*What Have We Done For You Lately?*

By Velma J. Butler, Sandra Lepore, Dorothy Bates, Irene Lopez

#### Los Angeles College Faculty Guild

*“Union Summer DVD”*

By Senders Communication

### THIRD

#### San Mateo Community College Federation of Teachers

*AFT Local 1493 Union Handbook*

By Monica Malamud

### HONORABLE MENTION

#### Coast Federation of Educators

*“Full-Time Faculty Hiring video on YouTube”*

By Dean Mancina

## Best Bulletin Series

### FIRST

#### Ventura County Federation of College Teachers

*AFT Negotiations Update*

By Steve Hall

**Judges' comments:** Very readable. Good job of getting the issues out there. Easily recognizable for members who need the info.

### SECOND

#### Coast Federation of Classified Employees

*Negotiation Update*

By Ann Nicholson, President; Neal Kelsey, Executive Director

### THIRD

#### Peralta Federation of Teachers

*PCCD Board Watch*

By Debby Weintraub, President; Matthew Goldstein, Communications Director

## Best Public Relations

### FIRST

#### United Teachers Los Angeles

*Empty Chairs Demonstration*

By Marla Eby, Communications Director

**Judges' comments:** The empty chair visual helped garner good media coverage. Effective theme and they knew what to do with it. "Empty chairs get to the bottom of the issue."

### SECOND

#### United Educators of San Francisco

*March 4th Day of Action!*

By Matthew Hardy

### THIRD

#### Oxnard Federation of Teachers and School Employees

*OFTSE Day of Action Activities*

By Jim Rose

### HONORABLE MENTION

#### AFT College Staff Guild

*Staff Guild Members Celebrate Labor Day*

By Velma J. Butler, Sandra Lepore and Steve Weingarten

## Best Web Site

### FIRST

#### San Mateo Community College Federation of Teachers

*aft1493.org*

By Eric Brenner

**Judges' comments:** Easy to find info, easy on the eyes. Attractive, clean homepage. Well-organized hierarchical navigation. Changing, high-quality member images in page banners are effective and welcoming.

### SECOND

#### San Francisco Community College District Federation of Teachers

*aft2121.org*

By Gwynnd Maestre

### THIRD

#### Coast Federation of Classified Employees

*cfce.org*

By Neal Kelsey, Executive Director

### HONORABLE MENTION (TIE)

#### San Jose/Evergreen Faculty Association

*fa-aft6157.org*

By Patti Berg

#### Los Angeles College Faculty Guild

*aft1521.org*

By Tina Epherson

## Writing and Visual Awards

### Best News Writing

#### FIRST

##### United Teachers Los Angeles

“Not taking cuts sitting down”

By Kim Turner

**Judges’ comments:** Clear and timely reporting on a union action. Effective use of quotations from rank-and-file members who felt the devastating impact of receiving pink slips.

#### SECOND

##### United Educators of San Francisco

“‘Low Performing’ Schools in SFUSD See Uncertain Future”

By Matthew Hardy

#### THIRD

##### San Francisco Community College District Federation of Teachers

“Young Workers United visit CCSF classes to tell students about workplace rights”

By Emily Wilson, *Union Action* Editor

#### HONORABLE MENTION

##### San Mateo Community College Federation of Teachers

“Hundreds attend teach-ins on budget crisis at all three colleges”

By Elizabeth Terzakis, Kate Motoyama and Masao Suzuki

### Best Feature Writing

#### FIRST

##### San Francisco Community College District Federation of Teachers

“Cuts to EOPS mean fewer resources to fewer students”

By Emily Wilson, *Union Action* Editor

**Judges’ comments:** Took a specific program that would be cut and showed exactly who would be affected. Quotations provide authenticity. Detailed reporting yet concise writing.

#### SECOND

##### United Educators of San Francisco

“The Time Has Come for Para Pension Reform”

By Matthew Hardy

#### THIRD

##### San Mateo Community College Federation of Teachers

“Students protest cuts on campuses, then mobilize in SF for a large, spirited youthful rally”

By Katharine Harer

#### HONORABLE MENTION

##### AFT College Staff Guild

“The People Who Make Our Union Strong: From Military Service to Grievance Rep”

By Velma J. Butler, Sandra Lepore, Steve Weingarten

## Best Persuasive Writing

### FIRST

#### United Teachers Los Angeles

“My daughter’s teacher was outed by the *Times*”

By Joshua Pechthalt

**Judges’ comments:** Personalized the dark side of hopelessly inadequate policy. You learn about the unfairness through the experience of one teacher and gain insight into what made the teacher effective.

### SECOND

#### San Mateo Community College Federation of Teachers

“One way to reduce college costs: cut from the top”

By Merle Cutler

### THIRD

#### San Jose/Evergreen Faculty Association

“The Lack of Merit in Merit Pay Debate”

By David Yancey

### HONORABLE MENTION (TIE)

#### AFT College Staff Guild

“A New Season of Hope”

By Velma J. Butler, Sandra Lepore, Steve Weingarten

#### Coast Federation of Classified Employees

“Marching for California’s Future”

By Neal Kelsey, Executive Director

#### Glendale College Guild

“If You Can’t Stand the Heat”

By Mike Reed

## Best Continuing Column/Dept.

### FIRST

#### United Educators of San Francisco

*Union Talk*

By Dennis Kelly

**Judges’ comments:** A lot of information well wrapped around a theme. He gives educators an inside look at how the union advocates for them in the district and the community.

### SECOND

#### Ventura County Federation of College Teachers

*Budget Analyst’s Corner*

By Alan Hayashi

### THIRD

#### San Jose/Evergreen Faculty Association

*What Has the Union Done for You Lately?*

By Kevin McCandless, Deborah Kennedy, Barbara Hanfling, Elaine Amo, Farideh Dada

### HONORABLE MENTION

#### San Francisco Community College District Federation of Teachers

*Union Message*

By Alisa Messer

## Best Art or Photograph

### FIRST

#### Glendale College Guild

“Faculty/Alumni Dance Performance 2010”

By Susan Cisco

**Judges’ comments:** An inspirational image promoting a campus event. Great lighting, great compositional lines, beautiful. In this hard-fought category, the judges said, “It’s OK to have beauty in your union newsletters.”

### SECOND

#### San Francisco Community College District

##### Federation of Teachers

“\$ 4 Education”

By Chris Hanzo

### THIRD

#### Los Angeles College Faculty Guild

“Student on Steps”

By Senders Communications

### HONORABLE MENTION

#### United Educators of San Francisco

Cover photo *San Francisco Educator*, June 2010

By Matthew Hardy

## Best Use of Graphics

### FIRST

#### San Francisco Community College District

##### Federation of Teachers

“Mapping our way beyond the crisis”

By Gwynnd Maestre and Alisa Messer

**Judges’ comments:** It’s easy to fall into clichés for election materials. This spread transcends the usual presentation. Great use of color and space to communicate the dichotomy in voting options and prioritize confusing information. The controlling metaphor of the map unifies the spread. It’s many cuts above the usual.

### SECOND (TIE)

#### Ventura County Federation of College Teachers

“Our Adventure in Wonderland”

By Alan Hayashi, Catrina Schambra

#### United Teachers Los Angeles

“I am more than a test score”

By Kim Turner

### THIRD

#### United Educators of San Francisco

“March 4th Day of Action”

By Matthew Hardy

### HONORABLE MENTION

#### Oxnard Federation of Teachers and School

##### Employees

“OFTSE 2010 Scholarship Winners”

By Monique Martinez

## Special Award

### Jim Herndon Award

#### United Teachers Los Angeles

##### *Public School Choice Campaign*

By Marla Eby, Communications Director

**Judges' comments:** This campaign made the union part of the solution by organizing members and community around core educational issues. It called upon the collective strength of the union, school by school. The union communicated through numerous media, in at least two languages, its power, the urgency of the issues, and the central roles of practitioners and parents in building successful schools. The campaign illustrated the role an active union can play...just as Jim Herndon's book title says, *The Way It Spozed To Be...*

Prepared by Jane Hundertmark, CFT Publications Director, March 14, 2011

Email questions or comments about the CFT Communications Awards to [jhundertmark@cft.org](mailto:jhundertmark@cft.org)

Visit the Communications Awards page on the CFT Web Site at [tinyurl.com/CFT-comm-awards](http://tinyurl.com/CFT-comm-awards)

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