2011

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 (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 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
3. United Teachers Los Angeles
4. United Educators of San Francisco

**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
3. United Teachers Los Angeles
4. United Educators of San Francisco

**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

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 outing by the Times”
By Joshua Pechthalt
Judges’ comments: Personalized the dark side of hopeless inadequacy 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

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**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...