2013
CFT Communications Awards
AWARD WINNERS
California Federation of Teachers
AFT, AFL-CIO
A Union of Professionals
**Summary**

**Best Newsletter (Single-Page)**
1. Lawndale Federation of Classified Employees
2. Citrus College Adjunct Faculty Federation
3. Novato Federation of Teachers

**Best Newsletter (Single-Page)**
1. Ventura County Federation of College Teachers
1. AFT College Staff Guild - Los Angeles

**Best Newsletter (Four-Page)**
1. Morgan Hill Federation of Teachers
2. Yuba College Federation of Teachers

**Best Newsletter (Six+ Page)**
1. San Francisco Community College Federation of Teachers
2. United Educators of San Francisco
3. Peralta Federation of Teachers
4. United Teachers Los Angeles

**Best Email Newsletter**
1. Peralta Federation of Teachers
2. United Educators of San Francisco
3. San Mateo Community College Federation of Teachers

**Best Single Effort**
1. Menifee Council of Classified Employees
2. UC-AFT Santa Cruz
3. Culver City Federation of Teachers

**Best Single Effort**
1. San Jose/Evergreen Faculty Association
2. United Teachers Los Angeles
3. Cabrillo College Federation of Teachers
4. San Mateo Community College Federation of Teachers

**Best Flyer or Poster**
1. San Francisco Community College Federation of Teachers
1. Los Rios College Federation of Teachers
2. United Educators of San Francisco
3. Los Angeles College Faculty Guild
4. Coast Federation of Educators

**Best Bulletin Series**
1. Coast Federation of Classified Employees
2. Coast Federation of Educators
3. United Educators of San Francisco
4. Oxnard Federation of Teachers and School Employees

**Best Public Relations**
1. Allan Hancock Part-Time Faculty Association
2. Novato Federation of Teachers
3. Culver City Federation of Teachers

**Best Public Relations (over 500)**
1. San Francisco Community College Federation of Teachers
2. United Teachers Los Angeles

**Best Use of Social Media**
1. UC-AFT Santa Cruz

**Best Use of Social Media**
1. San Francisco Community College Federation of Teachers
2. United Educators of San Francisco
3. AFT College Staff Guild - Los Angeles
4. Oxnard Federation of Teachers and School Employees

**Best News Writing**
1. United Teachers Los Angeles
2. Los Angeles College Faculty Guild
3. United Educators of San Francisco
4. San Francisco Community College Federation of Teachers

**Best Feature Writing**
1. San Jose/Evergreen Faculty Association
2. United Educators of San Francisco
3. Ventura County Federation of College Teachers
4. United Teachers Los Angeles

**Best Editorial or Column**
1. San Francisco Community College Federation of Teachers
2. Culver City Federation of Teachers
2. Los Angeles College Faculty Guild
3. Citrus College Adjunct Faculty Federation
3. United Educators of San Francisco

**Best Original Art or Photograph**
1. Citrus College Adjunct Faculty Federation
2. United Educators of San Francisco
3. San Francisco Community College Federation of Teachers
4. United Teachers Los Angeles

**Best Use of Graphics**
1. San Francisco Community College Federation of Teachers
2. San Mateo Community College Federation of Teachers
3. United Teachers Los Angeles
4. Peralta Federation of Teachers

**Best Website**
1. Allan Hancock Part-Time Faculty Association

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

**Jim Herndon Award**
San Jose/Evergreen Faculty Association

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**KEY**
Six categories are divided into locals with fewer than 500 members and those with more than 500 members for more equity in judging.

*Green* = fewer than 500 members

*Blue* = more than 500 members
Best Newsletter (Single-Page)

FEWER THAN 500 MEMBERS

FIRST
Lawndale Federation of Classified Employees
The Classified Beacon
Edited by Carl Williams, President

Judges’ comments: Terrific newsletter name and tagline. The recognizable design connects well with its content. Colorful and easy to read.

SECOND
Citrus College Adjunct Faculty Federation
Local Update
By Mark Wessel, Secretary and Communications Director

THIRD
Novato Federation of Teachers
The Novato Teacher
By Aaron Fix, President; Beverly Winsor, Staff Rep

Best Newsletter (Single-Page)

MORE THAN 500 MEMBERS

FIRST (TIE)
AFT College Staff Guild - Los Angeles
Hot Off the Press
By Velma J. Butler, President; Dorothy Bates, First Vice President; Mary VanGinkle, Secretary; Sandra Lepore, Executive Secretary

Ventura County Federation of College Teachers
AFT Action Update
By Steve Hall, President; Renee Fraser, Part-Time Vice President-Moorpark College; Alan Hayashi, Budget Analyst; Marty Hittelman, Communications Specialist; Rudy Corral, Labor Organizer; Catrina Schamba, Administrative Assistant for Research

Judges’ comments: Consistent formats alert the reader as to what they will find in these newsletters. Under a nice banner, Ventura packs a lot of information into a single page. The Staff Guild offers quick bits of information that are also available on the union’s new mobile app.

Best Newsletter (Four-Page)

FEWER THAN 500 MEMBERS

FIRST
Morgan Hill Federation of Teachers
The Morgan Hill Teacher
Edited by Jeanie Wallace, Editor

Judges’ comments: A lot of substance and to the point. “Teachers at the Mic” column skillfully highlights the teachers who speak at the board of education. For members who teach more than 150 students a day, this is a good summary of current issues and a quick read.

SECOND
Yuba College Federation of Teachers
Going Adjunct
By Jodi Azulai, Editor

Best Newsletter (Four-Page)

MORE THAN 500 MEMBERS

FIRST
Los Angeles College Faculty Guild
Read On
By Deborah Kaye, Editor; Cherri Senders, Managing Editor

Judges’ comments: Good mix of new articles, action, and information you can use. Good use of faculty voices and summary of executive board motions. Effective design makes the newsletter easy and quick to read.

SECOND
State Center Federation of Teachers
The Federalist
By Lacy Barnes, President/Editor; Vanessa Spady, Layout and Design

THIRD
AFT College Staff Guild - Los Angeles
In Strength and Unity
By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Secretary; Steve Weingarten, Communications Consultant
Best Newsletter (Six-or-more-page)

Judges comments: This was an extremely strong category overall — with excellent entries from locals who had not entered in a long time or ever before.

FIRST
San Francisco Community College Federation of Teachers
Union Action
By Li Miao Lovett and John Walsh, Co-Editors; Gwynnd Maestre, Graphic Designer; AFT 2121 Officers and Staff

Judges’ comments: Good balance of practical news internal and external with an orientation toward, as the name says, “action.” The use of photos and graphics really emphasize member involvement. “This newsletter lives up to its name.”

SECOND
United Educators of San Francisco
San Francisco Educator
By Matthew Hardy, Editor

THIRD
Peralta Federation of Teachers
Peralta Teacher
By Debbi Weintraub, Communications Director; Matthew M. Goldstein, President; Dan Ziegler, Graphic Designer

HONORABLE MENTION
United Teachers Los Angeles
United Teacher
By Kim Turner, Communications Specialist

Best Email Newsletter

FIRST
Peralta Federation of Teachers
PFT e-Communique and PCCD Board Watch
By Debbi Weintraub, Communications Director; Matthew M. Goldstein, President

Judges’ comments: Creative effective approach: One email goes out the morning of the board meeting, and another follows up with a synopsis of the meeting. Wonderful tone hits the right balance between humor and seriousness of the content. Effective use of quotations and colorful language help present substantial detailed information.

SECOND
United Educators of San Francisco
United Educators of San Francisco eNews
By Matthew Hardy, Communications Director

THIRD
San Mateo College Federation of Teachers
AFT 1493: The Advocate
By Eric Brenner, Editor
**Best Single Effort**

**FEWER THAN 500 MEMBERS**

**FIRST**
Menifee Council of Classified Employees  
New Dues Structure  
By Shelly Reed, Treasurer  

**Judges’ comments:** This presentation spoke directly to concerns that members had about a critical issue — money. Dues are something that people are reluctant to talk about, yet the local put it right out there in a way that it brought them success in these difficult times. It shows the local demonstrating the fiscal accountability it demands from management.

**SECOND**
UC-AFT Santa Cruz  
*Teach the Budget* video  
By Allison Guevara, Field Representative; Courtney Hanson, Local 2199 intern and UCSC Student

**THIRD**
Culver City Federation of Teachers  
Letter to the Editor: *Los Angeles Times*  
By David Mielke, President

**Best Single Effort**

**MORE THAN 500 MEMBERS**

**FIRST**
San Jose/Evergreen Faculty Association  
Student Success Beyond the Classroom campaign  
By Frank Espinoza, Vice President  

**Judges’ comments:** This story effectively describes how the local honored students and tied student success to transfer information and meaningful employment — all in conjunction with the South Bay Labor Council and the greater community for full integration.

**SECOND**
United Teachers Los Angeles  
Williams Uniform Complaint filing  
By Carolina Barreiro and Kim Turner, Communications Specialists

**THIRD (TIE)**
Cabrillo College Federation of Teachers  
Cabrillo With or Without Prop. 30  
By Maya Bendoff, Executive Director

**San Mateo Community College Federation of Teachers**  
Newsletter articles about district attorney investigation  
By Bob Bezemek and David Conway, Attorneys; Dan Kaplan, Executive Secretary

**HONORABLE MENTION**
San Francisco Community College Federation of Teachers  
Prop. A campaign “Thank You” card  
By Gwynnd Maestre, Graphic Designer  

**Judges’ comments:** We normally don’t say anything about honorable mention, but about this election campaign thank you card, we want to say just how important it is to thank political volunteers after an election.
Best Flyer or Poster

**FIRST (TIE)**
Los Rios College Federation of Teachers
LRCFT urges you to vote Yes on 30
By Robyn Waxman, Professor of Graphics Communication

San Francisco Community College Federation of Teachers
All Out for City College of San Francisco
By Gwynnd Maestre, Graphic Designer; Alisa Messer, President

**Judges’ comments:** We’ve seen a million flyers for union meetings and San Francisco’s use of a dynamic angle makes this flyer effective yet simple at the same time. One judge said, “Plus, it leans in the right direction.” Los Rios graphically illustrates the stark contrast of what’s at stake for members through good use of color, and reminds members to vote in the election.

**SECOND**
United Educators of San Francisco
UESF Pledge Card: Enough is Enough!
By Matthew Hardy, Communications Director

**THIRD**
Los Angeles College Faculty Guild
2012 Adjunct Informational Series
By Tina Epherson, Communications

**HONORABLE MENTION**
Coast Federation of Educators
Happy Holidays from CCCD?
By Dean Mancina, President

Best Bulletin Series

**FIRST**
Coast Federation of Classified Employees
Table Talk
By Connie Marten, Vice President-Golden West College; Ann Nicholson, President

**Judges’ comments:** Nice use of checkmarks to show the articles being bargained as negotiations progressed. Great job of keeping members informed. The reports made you feel like you were at the table.

**SECOND**
Coast Federation of Educators
Enough is Enough!
By Dean Mancina, President; Chris Hamilton, Vice President-Golden West College; Rob Scheidermann, Vice President-Orange Coast College

**THIRD**
United Educators of San Francisco
Table Talk
By Matthew Hardy, Communications Director

**HONORABLE MENTION**
Oxnard Federation of Teachers and School Employees
Negotiations Updates
By Negotiating Team Members Wes Davis, President; Josh Chancer, Secretary; Angel Calvo, Executive Director
Best Public Relations

FEWER THAN 500 MEMBERS

FIRST
Allan Hancock Part-Time Faculty Association
Public Awareness campaign
By Mark James Miller, President

Judge comments: Regular op-eds in the local newspaper are a great way to connect with the community, especially in a conservative region where public relations is particularly challenging. One judge said, “Conducting union education in the pages of the general media is no mean feat.”

SECOND
Novato Federation of Teachers
NUSD Does Not Need Another Charter
By Aaron Fix, President; Fran Rozoff, Vice President

THIRD
Culver City Federation of Teachers
Letter to Los Angeles Times in response to editorial “ABC’s of Firing a Teacher”
By David Miikel, President

Best Public Relations

MORE THAN 500 MEMBERS

FIRST
San Francisco Community College Federation of Teachers
Yes on Prop. A Campaign
By Alisa Messer, President; Galina Gerasimova, Political Director; Kathe Burick, Yes on Prop. A Organizer; AFT Local 2121 members, officers, staff

Judge comments: The local created a distinct logo in multiple languages to target different audiences and used it consistently. A true multimedia approach — integrating good graphics and photography into collateral buttons, posters, flyers and social media.

SECOND
United Teachers Los Angeles
Stop the Insanity campaign
By Carolina Barreiro and Kim Turner, Communications Specialists

Best Use of Social Media

FEWER THAN 500 MEMBERS

FIRST
UC-AFT Santa Cruz
Teach the Budget video on YouTube
By Allison Guevera, Field Representative; Courtney Hanson, Local 2199 intern and UCSC student

Judge comments: A thoughtful presentation that enlisted members’ students to help tell the story. This video brought to life the number of departments and majors that have been cut. The scene with 38-year teacher Mike Rotkin and the empty shelves effectively showed that cuts have consequences.

Best Use of Social Media

MORE THAN 500 MEMBERS

FIRST
San Francisco Community College Federation of Teachers
Iamcitycollege.tumblr.com
By Alisa Messer, President

Judge comments: This usage of tumblr is “as close to face-to-face as you can get.” Terrific framing of photos and use of hand-lettered signs in different languages show the diversity of students served by City College. One judge said, “The tumblr is more than half full.”

SECOND
United Educators of San Francisco
Facebook page: uesf61
By Matthew Hardy, Communications Director

THIRD
AFT College Staff Guild - Los Angeles
Staff Guild mobile app
By Velma J. Butler, President; Armand Santos

Judge comments: Usually we don’t make comments about a third place winner, but this mobile app is a trendsetter and may prove to be an innovative use of technology for unions.

HONORABLE MENTION
Oxnard Federation of Teachers and School Employees
Facebook page: Our OFTSE
By Linda Torres, Paraeducator Vice President
Best News Writing

**FIRST**
United Teachers Los Angeles
“Ravitch delivers message of support for public school educators”
By Kim Turner, Communications Specialist

**Judges’ comments:** Appropriate coverage given to a towering figure in education — Diane Ravitch. Excellent lead paragraph makes you want to read the story. Good solid reporting and writing gives members substantive info from the speech. The sidebar “Quotable Ravitch” is a bonus and a good second point of entry.

**SECOND**
Los Angeles College Faculty Guild
“Guild Protests Two-Tiered Proposal at SMC”
By Deborah Kaye, Editor; Cherri Sanders, Managing Editor

**THIRD**
United Educators of San Francisco
“Does the SFUSD Really Need Another $30 Million?”
By Matthew Hardy, Communications Director

**HONORABLE MENTION**
San Francisco Community College Federation of Teachers
“Governor Brown’s plan to privatize public employee pensions”
By Douglas Orr, City College Economics Department and AFT Local 2121 member

Best Feature Writing

**FIRST**
San Jose/Evergreen Faculty Association
“Occupy Movement – The Unsung Hero”
By David Yancey, President

**Judges’ comments:** A well-written philosophical piece about a critical movement that played a key role in the General Election — both in national issues and local issues such as Proposition 30.

**SECOND**
United Educators of San Francisco
“Enough is Enough! No Cuts, No Layoffs!”
By Matthew Hardy, Communications Director

**THIRD**
Ventura County Federation of College Teachers
“What’s the Relationship Between AFT and the Academic Senate?”
By Jenny Redding, First Vice President-Oxnard College

**HONORABLE MENTION**
United Teachers Los Angeles
“Teacher Fights Retaliation — and Wins”
By Kim Turner, Communications Specialist
### Best Editorial or Column

**FIRST**  
San Francisco Community College Federation of Teachers  
“High stakes for all of us”  
By Alisa Messer, President  

**Judges’ comments:** We all hear about the importance of every election cycle, but this editorial really captured the importance because so much was at stake in the local election. The editorial pointed us in the right direction without glossing over the problems that needed to be addressed. Good use of subheads to navigate the shoals of dangers.

**SECOND (TIE)**  
Culver City Federation of Teachers  
“I don’t think we need Ms. Rodor’s kind of spirit”  
By David Mielke, President  

**Los Angeles College Faculty Guild**  
“We Won’t Back Down”  
By Joanne Waddell, President  

**THIRD (TIE)**  
Citrus College Adjunct Faculty Federation  
“Pursuing the Full-Time Job (Processing the Process)”  
By Mark Wessel, Secretary and Communications Director  

**United Educators of San Francisco**  
“Solution-Driven Unionism is the Way Forward”  
By Susan Solomon, Executive Vice President

### Best Original Art or Photograph

**FIRST**  
Citrus College Adjunct Faculty Federation  
“Citrus College Morgue”  
By Mark Wessel, Secretary and Communications Director  

**Judges’ comments:** The artist’s touching reinterpretation of a classic painting perfectly symbolizes the point he is trying to make — the grief of layoffs and unemployment. The image taps into pop culture television shows so we all relate to it. One judge said, “It’s a dead ringer for first prize.”

**SECOND**  
United Educators of San Francisco  
“Determined Member Organizers Take a Stand”  
By Matthew Hardy, Communications Director  

**THIRD**  
San Francisco Community College Federation of Teachers  
“So much at stake in November’s election”  
By Chris Hanzo, Executive Director  

**HONORABLE MENTION**  
United Teachers Los Angeles  
“LAUSD: You Can’t Afford to Lose Me!”  
By Kim Turner, Communications Specialist
Best Use of Graphics

**FIRST**
San Francisco Community College Federation of Teachers
“District revenues rebounding: What about worker livelihoods and student access?”
By Chris Hanzo, Executive Director; Gwynnd Maestre, Graphic Designer; AFT Local 2121 members and staff

Judges’ comments: This compelling infographic is easy to grasp without a lot of interpretation. The chart is really big and easy to read, and thorough in its timeline so it shows the trend over time. The abstract nature of the numbers are balanced by the humanity surrounding it.

**SECOND**
San Mateo Community College Federation of Teachers
“Under Their Thumb”
By Eric Brenner, Editor

**THIRD**
United Teachers Los Angeles
“Back-to-school ‘prop’ quiz”
By Kim Turner, Communications Specialist

**HONORABLE MENTION**
Peralta Federation of Teachers
“How to Read a Paycheck”
By Patricia Dudley, Grievance Officer and Secretary; Dan Ziegler, Graphic Designer

Best Website

**FEWER THAN 500 MEMBERS**

**FIRST**
Allan Hancock Part-Time Faculty Association
www.pfaofahc.com
By Dorran Nadeau, Editor-In-Chief

Judges’ comments: Nice blog-style site that has a clean uncrowded look, offers good information sources, and uses some excellent photos. Home page is nicely organized with user-friendly navigation. The blog is current and well-integrated into the overall site.

**SECOND**
San Francisco Community College Federation of Teachers
www.aft2121.org
By Gwynnd Maestre, Graphic Designer, and AFT Local 2121 leadership

**THIRD (TIE)**
San Jose/Evergreen Faculty Association
www.fa-aft6157.org
By Patti Berg, Office Manager

San Mateo College Federation of Teachers
www.aft1493.org
By Eric Brenner, Webmaster

**HONORABLE MENTION**
Ventura County Federation of College Teachers
www.aft1828.com
By Catrina Schambra, Administrative Assistant for Research

**MORE THAN 500 MEMBERS**

**FIRST**
United Educators of San Francisco
www.uesf.org
By Matthew Hardy, Communications Director

Judges’ comments: Excellent use of submenus to structure the site make for concise, uncrowded primary navigation that is easy to follow. Great banner photo and lots to look at on each page. “Informative beyond belief.”

**SECOND**
San Francisco Community College Federation of Teachers
www.aft2121.org
By Gwynnd Maestre, Graphic Designer, and AFT Local 2121 leadership

**THIRD (TIE)**
San Jose/Evergreen Faculty Association
www.fa-aft6157.org
By Patti Berg, Office Manager

San Mateo College Federation of Teachers
www.aft1493.org
By Eric Brenner, Webmaster

**HONORABLE MENTION**
Ventura County Federation of College Teachers
www.aft1828.com
By Catrina Schambra, Administrative Assistant for Research
Jim Herndon Award

San Jose/Evergreen Faculty Association
“CFT Convention 2012: General Session II”
By Sterling Warner, English Faculty

Judges’ comments: This outstanding effort — a poem about the CFT Convention — captures the spirit of our Convention and creatively expresses the solidarity and feelings that arise at a convention. It’s not a typical genre for responding to a convention and “anyone who’s been to the CFT Convention with their eyes open realizes what this poem is about.”