

2014 Communications Awards Winners

Best Six-or-more-Page Newsletter

More than 500 members

FIRST

Peralta Federation of Teachers

The Peralta Teacher

By Debby Weintraub, Communications Director/Past President; Matthew Goldstein, President

Judges' comments: It's so refreshing to see this change. Lively design, abetting its intellectual content. It sings. Rich content, easy to read but comprehensive. Tri-fold an interesting new treatment.

SECOND

San Mateo Community College Federation of Teachers

The Advocate

By Eric Brenner, Editor

THIRD

Adjunct Faculty United

AdFacts

By Judi McDuff

HONORABLE MENTION

San Jose/Evergreen Faculty Association

Faculty Matters

By Barbara Hanfling, Editor; Sterling Warner, Assistant Editor; Patti Berg, Copy Edit & Layout; Frank Espinoza, Photos

Best Six-or-more-Page Newsletter

Fewer than 500 members

FIRST

United Professors of Marin

UPM Newsletter

By Arthur Lutz, Editor

Judges' comments: A lot of content to publish on a regular basis for a small local. Published very consistent. Reflects a dedication to the union because of the time required to publish a newsletter of this size. "This can serve as an inspiration to other locals."

Best Four-Page Newsletter

More than 500 members

FIRST

AFT College Staff Guild

In Strength and Unity

By Velma J. Butler, Dorothy Bates and Sandra Lepore, Writers; Steve Weingarten, Editor

Judges' comments: Effective use of color and photographs. A good solid newsletter. A quick read – engages members. A consistent format – people know what to look for. Care given to recognizing all campuses.

Best Tabloid Newsletter

More than 500 members

FIRST

San Francisco Community College District Federation of Teachers

Union Action

By Li Miao Lovett, Editor; Gwynnd Maestre, Graphic Designer; Writers and AFT 2121 Officers and Staff

Judges' comments: It's really punchy. There is a theme with each issue and they do a really good job on that. It's an expose more than a local newsletter. They use graphics really well. Very good covers – always show members in action. Focus on the core issues regularly – not only their own survival, but other core issues.

SECOND

United Educators of San Francisco

San Francisco Educator

By Matthew Hardy, Communications Director

THIRD

United Teachers Los Angeles

United Teacher

By Kim Turner, Communications Specialist

Best Single-Page Newsletter

More than 500 members

FIRST

San Francisco Community College District Federation of Teachers

AFT 2121 Bulletin

By Alisa Messer, President; Chris Hanzo, Executive Director

Judges' comments: Effective use of consistent format. Highly topical. Concise thoughtful, to the point. Excellent use of negotiations timeline to help members understand the negotiations process.

SECOND

Ventura County Federation of College Teachers

AFT Action Update

By Steve Hall, President; Catrina Schambra, Administrative Assistant

THIRD

AFT College Staff Guild, AFT 1521A

Hot Off the Press

By Velma J. Butler, Sandra Lepore, Dorothy Bates and Mary VanGinkle,
Creators/Editors

Best Single-Page Newsletter

Fewer than 500 members

FIRST

Citrus College Adjunct Faculty Federation

Local Update

By Mark Wessel, Editor

Judges' comments: Effective branding. Consistent. A lot of information for the members in a quick and simple read.

Best Email Newsletter

More than 500 members

FIRST

United Teachers Los Angeles

Tuesday Talking Points

By Carolina Barreiro, Communications Specialist

Judges' comments: Something for everyone. Great way to deliver timely union information to chapter chairs so they can in turn distribute to the membership agenda.

SECOND

Los Angeles College Faculty Guild

Read On

By Deborah Kaye, Editor; Cherri Sanders, Managing Editor

THIRD

San Francisco Community College District Federation of Teachers

From the negotiations table

By Alisa Messer, President; Chris Hanzo, Executive Director

Best Email Newsletter

Fewer than 500 members

FIRST

Tamalpais Federation of Teachers

The Tamalpais Teacher

By Aaron Pribble, President and Co-Editor; Preston Picus, Co-Editor

Judges' comments: Very consistent. Very readable for an email newsletter. Excellent use of links. Good balance between solid content and space used.

SECOND

Culver City Federation of Teachers

A Message of Thanks from Our CCUSD Partnership

By David Mielke, President

Best Flyer or poster

More than 500 members

FIRST

Cabrillo College Federation of Teachers

What Makes Quality Community College Education?

By Maya Bendotoff, Executive Director

Judges' comments: You don't have to think hard about what this poster is about. Thinking is elementary. He had his thinking cap on. It gives you something to think about. Powerful graphic asks the public to ponder what makes quality education and inspire them to attend. Timely given how inaccessible college is becoming. Clean and simple design.

SECOND

Los Angeles College Faculty Guild

Defending A Quality Education

By Tina Epherson, Communications/Web

THIRD

United Teachers Los Angeles

Breaking Bad on iPad\$

By Tammy Lyn Gann, Communications Specialist-Website

HONORABLE MENTION

AFT College Staff Guild

"Union Yes" Union Solidarity Day

By Velma J. Butler, Sandra Lepore and Irene Lopez, Creators

Best Single Effort

More than 500 members

FIRST

Coast Federation of Educators

Fall 2013 Faculty Staffing Report

By Dean Mancina, President

Judges' comments: Clear, concise and compelling Clear explanation of really complicated regulation. Technically beautifully produced. Great voice quality. Great use of presentation techniques to make points clearly. Graphic showing money going into the reserve was spot on.

SECOND

San Francisco Community College District Federation of Teachers

Accreditation: An unofficial guide

THIRD

San Mateo Community College Federation of Teachers

Collage Art Panels of AFT Local 1493 History: 1963-2013

By Donna Bowman; Dan Kaplan, Executive Secretary

HONORABLE MENTION

United Teachers Los Angeles

Breakfast in the Classroom Survey Results and Video

By Tammy Lyn Gann, Communications Specialist - Website

Best Single Effort

Fewer than 500 members

FIRST

Part-Time Faculty Association of Alan Hancock College

All-Day Staff Presentation

By Mark James Miller, President

Judges' comments: Lots of info and union pride. "I can't imagine all this in one hour." Comprehensive presentation of what the union has accomplished over time. The definitive answer to what the union has done for me lately.

Best Bulletin Series

More than 500 members

FIRST

San Jose/Evergreen Faculty Association

AFT 6157 Negotiation News

By Deborah De La Rosa, Mark Newton, Jory Segal and Frank Espinoza,
Negotiations Team Members

Judges' comments: Really effective in keeping membership informed in negotiations. Union was transparent in its efforts to secure a better contract. Issues presented clearly and consistently after each session. A lot of detailed information. Communication the union can rely upon. Bare bones but consistent branding.

SECOND

Coast Federation of Classified Employees

Table Talk

By Connie Marten, Vice President; Katherine Steed, Executive Director;
Ann Nicholson, President

THIRD

Los Angeles College Faculty Guild

Loud and Clear

By Lou Siegal, Labor Liaison

HONORABLE MENTION

ABC Federation of Teachers

Staying Legal — Keeping Safe

By Richard Hathaway, Treasurer

Best Bulletin Series

Fewer than 500 members

FIRST

Morgan Hill Federation of Teachers

Support Our Local Public Schools

By Theresa Sage, President; Jeanie Wallace, Editor

Judges' comments: It's a how-to fight corporate charters. Approval of either of these charters would have meant a vote of no-confidence in our teachers. The charters don't utilize best classroom practices. Great technique in the countdown of days to county meeting. It outpublished Publisher's Clearinghouse. It hammers away at the important union message which is: In unity, there is strength. And more strength is brought on board. It was not just one charter fight – it was two.

Best Public Relations

More than 500 members

FIRST

San Francisco Community College District Federation of Teachers

Save Our City College

By AFT 2121 officers, staff, organizers and members

Judges' comments: Multi-faceted PR campaign that engages members, students, community. Local used this crisis to bring out the best the union can offer. They are turning this crisis into an opportunity. What might have weakened another local, they have come out even stronger. This is an example of what public relations should and can be. They have built an amazing amount of public support for this institution. Talking points have been so clear. In addition, CCSF is doing a service to the unions nationally by shining such a spotlight on this egregious behavior.

SECOND

AFT College Staff Guild

Shoes That Fit Campaign

By Velma J. Butler, Creator; Irene Lopez, Creator/Editor

THIRD

United Teachers Los Angeles

Breakfast in the Classroom Survey and Video

By Tammy Lyn Gann, Communications Specialist - Website

Best Public Relations

Fewer than 500 members

FIRST

Part-Time Faculty Association of Allan Hancock College

Public Awareness Campaign 2013

By Mark James Miller, President

Judges' comments: Does a great job of getting op-eds out there in a region that is not union-friendly. Relationships with local media and editors matter and this effectively demonstrate that. Judges were in awe of the writer's productivity and quality.

Best News Writing

FIRST

San Francisco Community College District Federation of Teachers

“San Francisco would be spooky without our community college”

By Denise Selleck, AFT 2121 member

Judges’ comments: Spooky good. Consistently incorporate into the message the students the college serves. Strong news lede, almost poetic. Maintained the third person objectivity with grace. Used that annoying holiday so well.

SECOND

United Teachers Los Angeles

“Ivy Academia Charter teachers join UTLA”

By Kim Turner, Communications Specialist

THIRD

San Mateo Community College Federation of Teachers

“Community Building vs. Privatization Highlighted at 71st CFT Convention”

By Katharine Harer, Co-Vice President

(TIE) HONORABLE MENTION

Ventura County Federation of College Teachers

Proposition 30 Pays Off

By Steve Hall, President and Chief Negotiator

HONORABLE MENTION

United Educators of San Francisco

Principal Survey Reveals Deep Frustration with Site Leadership

By Matthew Hardy, Communications Director

Best Feature Writing

FIRST

United Educators of San Francisco

“Educators Getting Squeezed Out of San Francisco”

By Matthew Hardy, Communications Director

Judges’ comments: This is a really important issue at a time when all working people are getting squeezed out in SF. Inclusive – with the paras and the faculty. Featuring a person who has been evicted and providing the data to support the story –while putting the human face on the story.

SECOND

Glendale College Guild

“The Adjunct Room”

By Dierdre Mendoza, Adjunct Instructor of English

THIRD

San Francisco Community College District Federation of Teachers

“Private agendas, public dollars”

By Li Miao Lovett, Editor, *Union Action*

HONORABLE MENTION

United Teachers Los Angeles

“Strengthening bonds with parents”

By Kim Turner, Communications Specialist

Best Editorial or Column

(TIE) FIRST

San Francisco Community College District Federation of Teachers

“Accreditation and beyond: Saving our City College”

By Alisa Messer, President

Judges’ comments: Great job of addressing the fears that people have about the college. Her trope of asking what makes a good question unified the piece well. Good solid writing.

FIRST

United Teachers Los Angeles

“Turning the Tables”

By Warren Fletcher, UTLA President

Judges’ comments: IT’s clever –taking what is usually used against teachers and doing it against an administrator. The device clearly demonstrates the hypocrisy. Suggestions for improvement are great. “Demonize less – listen more.”

SECOND

San Jose/Evergreen Faculty Association

“Prez Sez...Something is Rotten in Benoland”

By David Yancey, President

(TIE) THIRD

United Educators of San Francisco

“Teacher Leaders: Professionals Influencing Policy”

By Susan Solomon, Executive Vice-President

(TIE) THIRD

Glendale College Guild

“Guild News: Attack on Public Pensions”

By Richard Kamei, President

Best Original Art or Photograph

(TIE) FIRST

AFT College Staff Guild

Velma J. Butler arrested at WalMart Chinatown protest

By Velma J. Butler, Creator; Irene Lopez, Editor

Judges' comments: A solid photojournalistic shot taken at nighttime in difficult lighting. Looking at this photo, you can hear cell door slam. [Add sound]

FIRST

San Francisco Community College District Federation of Teachers

Halloween Rally at San Francisco City Hall

By Gwynnd Maestre, Graphic Designer

Judges' comments: Creative use of a holiday to hammer home the message. "It's a real treat." Nice balance and nice cropping. Photo compliments the theme of the event. "Shows the impact of a skeleton crew of administrators." And the death of higher education." All that missing is Beno's coffin."

(TIE) SECOND

United Educators of San Francisco

Taking the Reins of School Reform

By Matthew Hardy, Communications Director

SECOND

Los Angeles College Faculty Guild

Culinary Arts Faculty Salute AFT 1521

By Tina Epherson, Communications/Web

Best Use of Graphics

FIRST

United Teachers Los Angeles

10 “Whoopsie Deasy” Reasons to Vote No

By Tammy Lyn Gann, Communications Specialist - Website; Carolina Barreiro, Communications Specialist

Judges’ comments: It was really effective. Very clever. Sustained creativity over a series. David Letterman would be proud. Effective use of plagiarisms. Wickedly humorous. “It’s wasn’t Deasy to choose the winner in this category.”

SECOND

San Francisco Community College District Federation of Teachers

The fight to save our CCSF

By Alisa Messer, President; Fred Glass, CFT Communications Director; Alyssa Picard, AFT Michigan Field Representative; Gwynnd Maestre, Graphic Designer

THIRD

San Mateo Community College Federation of Teachers

Collage Art Panels of AFT Local 1493: 1963-2013

By Donna Bowman

HONORABLE MENTION

San Jose/Evergreen Faculty Association

Got Full Time Faculty?

By Mark Newton, Negotiator

Jim Herndon Award

SPECIAL AWARD

United Educators of San Francisco

Paraprofessionals and their Union

By Dennis Kelly, President; Linda Cook, Retired Paraprofessional

Judges' comments: Acknowledges paras to their rightful place in education and labor history, and within the SF local as well - the first local to have paras. Provides important history that we so often lose track of. Photographic history as well as comprehensive written history. It's the kind of publication that virtually every union can emulate. BW gives it a historical feel. It shows what teachers and paras working together can do.

SPECIAL AWARD

Glendale College Guild

"The Adjunct Room"

By Dierdre Mendoza, Adjunct Instructor of English

In teaching, there is no connection between the worklife?? It really does a great job of showing the flavor of teaching, which is hard to do. It's a powerful piece. In this union work, we get so consumed with the work, that.

Capturing the art and craft of teaching and about how seamless the work becomes — there is not a decoupling of your personal life. People have lives outside of work, but whereas you are surrounded by adolescents or young adults, your life becomes one. It talks about the relentless obstacles to teaching well and effectively when you are an adjunct.

Print and put in convention bags.

Best Website

More than 500 members

(TIE) FIRST

United Teachers Los Angeles

utla.net

By Tammy Lyn Gann, Communications Specialist - Website

Judges' comments: Attractive home page with a lot of information, well organized into categories. Navigation is user-friendly, intuitive. Prominent and effective social media integration. Consistent look and feel throughout the site.

FIRST

United Educators of San Francisco

uesf.org

By Matthew Hardy, Communications Director

Judges' comments: Lots of good local content, variety of topics, nice rotating images, easy to navigate. Well organized top navigation and dropdown menu. Inviting home page banner slideshow. Up-to-date content and features images of members in the workplace, at rallies and in the community. Consistent and uncluttered design throughout.

SECOND

Coast Federation of Classified Employees

cfce.org

By Katherine Reedy, Executive Director

THIRD

AFT College Staff Guild – Los Angeles

local1521a.org

By Velma J. Butler and Sandra Lepore, Creators; Frederick Blalock, Webmaster

HONORABLE MENTION

San Francisco Community College Federation of Teachers

aft2121.org

By Gwynnd Maestre, Web Designer; President Alisa Messer, Content

Best Website

Fewer than 500 members

FIRST

Allan Hancock Part-Time Faculty Association

pfaofahc.com

By Dorrان Nadeau, Webmaster

Judges' comments: Clean look. Appealing color palette. Blog entries on home page make it easy for members to access most recent news.

Best Use of Social Media

More than 500 members

FIRST

San Francisco Community College Federation of Teachers

facebook.com/aft2121

By Alisa Messer, AFT 2121 President

Judges' comments: Frequent, well-written posts keep readers abreast of pressing issues around the accreditation fight. Good mixture of linked articles, union announcements, on-the-spot news and original union photos, the occasional but not too frequent meme. Friends are engaged, Liking and commenting.

SECOND

United Teachers Los Angeles

facebook.com/UTLANow and @UTLANow

By Tammy Lyn Gann, Communications Specialist-Website, and Suzanne Spurgeon, Director of Communications

THIRD

United Educators of San Francisco

facebook.com/UESF61 and @UESF

By Matthew Hardy, Communications Director

HONORABLE MENTION

Ventura County Federation of College Teachers

facebook.com/AFTLocal1828

By Catrina Schambra, Administrative Assistant, and Renee Fraser, AFT Part-Time Vice-President Moorpark College

SPECIAL AWARD

AFT Staff Guild Mobile App

AFT College Staff Guild – Los Angeles

By Velma J. Butler and Armand Santos, Creators

Judges' comments: At your fingertips on your smartphone, you can have full access to the union and is interactive. You can submit messages and photos to the union, voice messages.

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