2015

CFT Communications Awards

AWARD WINNERS

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California Federation of Teachers
AFT, AFL-CIO
A Union of Professionals
Skyline’s new media policy restricts employees’ right to free speech

by Robert Bezemek, AFT Local 1493 attorney

On March 12, 2014 Skyline College announced to employees its unilaterally adopted “Media Policy” designed to “protect” the college’s “brand and image.” The policy attempts to do this by restricting faculty comments to reporters and “the media.” To be fair, the document does not outright forbid such comments. Rather, it “recommends” and “requests” that employees not speak to reporters, but forward all inquiries to the Director of Marketing, Communication and Public Relations. However, the manner of its presentation, and its emphasis on such protocols reasonably communicates a message that employees should not respond directly to the media. In this way the policy has a “Big Brother”-like approach that coerces compliance, and discourages or “chills” employees’ exercise of their constitutional and statutory rights of employees.

Recalling the Pentagon Papers case

The newly-crafted policy illustrates why it is never too late to review the meaning of free speech in America, and to revisit the famous case of the Pentagon Papers and the “prior restraint” doctrine. It all began when a public employee, Daniel Ellsberg, released documents to The New York Times and Washington Post that included a secret “History” of American involvement in Viet Nam, Laos and Cambodia, which contradicted information previously released by the government to Congress and the American people. To prevent publication of the “papers”, the United States obtained an injunction. In a landmark decision, the US Supreme Court held that this injunction constituted illegal prior restraint on speech. See New York Times v. Sullivan (1964) 403 US 713. The Court relied on an opinion issued 7 decades earlier, that a main purpose of the First Amendment was to forbid “previous restraints” on publication of information. The Times case is not limited to the US government, but applies to all governmental bodies.

The putative Skyline policy is a quintessential example continued on page 8
**Best Editorial or Column**

**FIRST**
San Jose/Evergreen Federation of Teachers
“Prez Sez – The Real Violence in the NFL is Domestic”
By David Yancey, President

Judges’ comments: Compelling examination of a major societal issue. Illuminates the problem and points to positive steps that can be taken to address the issue.

**SECOND**
San Francisco Community College Federation of Teachers
“Fighting the Inequality Agenda”
By Tim Killikelly, President

**THIRD**
Citrus College Adjunct Faculty Federation
“The State Budget Situation and how it will affect Citrus College”
By Bill Zeman, President

**HONORABLE MENTION (TIE)**
Los Angeles College Faculty Guild
“Celebrating 50 Years of Union Activism”
By Joanne Waddell, President

Part-Time Faculty Association of Allan Hancock College
“American Higher Education, A System Built on Sand”
By Mark James Miller, President

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**Prez Sez**
The Real Violence in the NFL is Domestic
By David Yancey, AFT 61107 President

In a sport that allows 285lb men to collide with other similarly sized men causing bones to break, brains to be rattled and sometimes worse, all to the roar of a cheering crowd surely meets the criteria for being called violent. The Roman’s had their Coliseum and we have the NFL. Billions of dollars and millions of fans are involved in this weekly ritual that has taken on the aura of a “national pastime”. You only have to pay just minimal attention to see the almost unnatural passion with which all the participants, including the fans, immerse themselves in this orgy of athletic warfare.

The Nature of the Game
Most people have always accepted the violent nature of the sport, and many even relish the hit that makes the highlight reels. Even worse are those few who savor those season or career ending injuries. Quite often, people rationalize that these men know the risk, take that risk freely making millions of dollars in salaries and endorsements, and proclaim, “Anyway it is just the nature of the game”.

Nonetheless, lately we have seen the dark underbelly of the NFL, those who run it, and those who play in it. Multiple NFL players have been in the headlines in recent weeks with gruesome examples of how their violent nature that may make them heroes on Sundays makes them dangerous brutes the rest of the week. Of course, they are not brutes to other players with similar motivations or dispositions but to those around them—those they profess to love and respect. Mostly the recipients of this violence are their wives.

Not a New Problem
Domestic Violence is really not new to our society. It is almost always, the woman who is battered/beaten or even killed in these situations. Some men like to point to the rare exception to that rule to somehow justify the rule but that logic is as lame as their rationalization. Women are constant victims of domestic violence by someone close to them or someone with whom they have some relationship. What makes the NFL domestic violence worse is that in this day and age when we know how wrong this is, those who own and manage the NFL don’t intercede when they learn of it because of the impact on their profit margins.

One does not have to go far to find examples of this; the Minnesota Vikings lose badly one week and reinstate their indicted player (indicted for hitting his four year old with a stick) to ensure they don’t lose again and when the public reaction gets bad enough(which means their sponsors...
FACULTY FOCUS

Project Change at CSM: First program in county to bridge gap from incarceration to higher education

By Katie Bliss, English Professor

Sitting atop Tower Road off SR 32 in San Mateo is a newly renovated large and modern building, which operates as the county’s juvenile detention facility, and has for over 50 years, just five miles down the street off of 32nd Avenue Boulevard is the College of San Mateo, which has served the community to provide open access to higher education and has just recently celebrated its 50th anniversary. These two institutions have always been so close in proximity, but so seemingly separate in purpose and communication; however, over the past several years, studies about the best ways to help at-risk youth move change in their lives in a positive way have evolved from punishment to rehabilitation. For the first time in San Mateo County, there is an all inclusive bridge program that links these two facilities together to help young people make the transition from incarceration to higher education, and it is called Project Change.

For many years, students have been able to acquire high school credit or receive their GEDs while incarcerated, however, there hasn’t been anything formally in place for students to begin their work on a college degree, or a specific support network for those when they start attending college. In this difficult economic climate where a postsecondary degree or certificate is imperative for job opportunities, it is inevitable that all youth have access to quality higher education. Furthermore, when youth are involved with the criminal justice system, it can heighten the magnitude of disconnection from education, which can also devastate the attainment of a career, economic success, emotional well-being, and a positive sense of self. There has been a strong need for programs that provide opportunities for young people when they are released back into the community. Career training, and high school diploma education has been the primary focus, and now the next building block for opportunity and change in higher education.

The College of San Mateo’s Project Change is an all inclusive, collative bridge program that provides the resources of academic and emotional support to help students make the successful transition from juvenile hall to community college. The program was approved by the Basic Skills Initiative in November 2013 and is currently in the development period. The pilot is set to begin this summer in June 2014. Project Change collaborates with Gateway Community School, the nonprofit Each One Teach One, the juvenile hall Youth Services Center, with services campus wide at the College of San Mateo, and with faculty and staff from across the disciplines to provide an inclusive and streamlined transitional program.

Designed to provide extensive student support

The design of the program includes:

• Providing Academic and Peer Mentors; students are matched with both peer and faculty mentors across the disciplines for the full academic year. This is a relationship-based approach grounded in youth development to provide young people with a stable adult presence and a stable model of positive peers.

• Developing Academic Identity: students begin the program over the summer in a two week class that focuses on English and math (Pathway to Success). The students from Project Change are intermixed with other students who are attending CSM from a variety of backgrounds. The students take the classes together as a cohort and receive more personalized academic attention, the opportunity to pre-reg, intern, placement tests, and academic counseling for the upcoming semester. This increases their access to resources, social networks, assets, and opportunities.

• Support for Academic College Readiness: workshops both inside juvenile hall and on the CSM campus are provided to students to help facilitate closing the gap in academic knowledge and promote development of skills needed for college success, such as time management and study skills. These workshops help foster an interest and awareness of the possibility of college as an option for their future.

• Student Support Services: students are provided services for which they are eligible, which can include EOPS, CARE, services from the disability center, psychological counseling, the multi-cultural center, and career and academic counseling.

• College Wide Collaboration and Culture: multiple programs including Student Support Services, the Learning Center, Psychological Services, Counseling, and faculty and staff from across the disciplines are working together to communicate and provide a more streamlined approach to assisting the incoming students in Project Change with their success in college studies.

• Alliances and Collaboration with Youth Services Center (the newly Hillside Juvenile Hall and Gateway Community School Stint, probation, attorneys, judges, teachers, and administrators are working in collaboration to foster a successful and supportive transition from the juvenile hall to community college.)

If you would like to read more about Project Change, please visit the College of San Mateo website (www.csimalleymd.org) or the Project Change website (www.projectchangeatcsm.org).

Best Feature Writing

FIRST
San Mateo Community College Federation of Teachers
“Project Change at CSM”
By Katie Bliss, English Professor

Judges’ comments: A very moving story about incarceration…and to find out at the end of the article that she herself was incarcerated. “I was captivated,” said one judge. “underscoring the fact that there’s no end to what we can learn about labor and our movement.”

SECOND
United Professors of Marin
“Connecting the Dots”
By Arthur Lutz, Editor

THIRD
Los Angeles College Faculty Guild
“Adjunct Spotlight”
By Michael Messina, Senders Communications

HONORABLE MENTION
San Francisco Community College Federation of Teachers
“Faculty take the hit from budget austerity”
By Li Lovett, Editor
Best Original Art or Photograph

**FIRST (TIE)**
Citrus College Faculty Federation  
*Cartoon Illustration: Frenzied Adjunct*  
By Mark Wessel  
Judges’ comments: Definitely evokes emotion. “It makes me frantic just to look at it,” said one judge. “It’s disconcerting and jarring, and appealing, all at the same time.”

Los Angeles College Faculty Guild  
*Take Action!*  
By Kristen Huizar, East Los Angeles College  
Judges’ comments: This illustration embodies action. “It is so frantically happening,” said one judge. “There’s lots of movement – it’s hopping.”

**SECOND**
San Jose/Evergreen Federation of Teachers  
*We All Love City College, But “Beano” Gives Me Gas!*  
Jimmy Kelly, SJCC Labor Studies Faculty

**THIRD**
San Mateo Community College Federation of Teachers  
*Skyline Faculty Invitation*  
By Paul Bridenbaugh, Skyline Art Professor
COMMUNICATIONS AWARDS 2015
CALIFORNIA FEDERATION OF TEACHERS, AFT, AFL-CIO

Best Use of Graphics

**FIRST**

United Teachers Los Angeles

“Stages of Bargaining”

By Kim Turner, Communications Specialist;
Daniel Barnhart, UTLA Secretary

Judges’ comments: This graphic is succinct, pointed and instructive. Nice use of a negotiometer. Strong and clear.

**SECOND**

Coast Federation of Educators

Digital Ads

By Jacqueline Francisco, Media Coordinator

**THIRD**

Los Angeles College Faculty Federation

Take the Next Steps – 2014 Benefits & Retirement Conference

By Tina Randall Epherson, Communications

**HONORABLE MENTION**

San Mateo Community College Federation of Teachers

AFT 1493 logo and graphics for AFT 1493 information packet

By Michelle Kern, CSM Part Time Representative and SCI Organizer
Best Flyer or Poster

FIRST
United Teachers Los Angeles
Deasy Gang Wanted Poster
By Tammy Gann, Communications Specialist - Website

Judges’ comments: A clever take on the old-fashioned western-themed wanted poster — except that UTLA has turned it into an “unwanted” poster. The way the art informs the message is laudable. One judge said, “The only missing is the orange jump suits.”

SECOND
Cabrillo College Federation of Teachers
Keeping the Community in Community Colleges
By Maya Bendotoff, Executive Director; Mark Moehina, Graphic Artist

THIRD
Los Angeles College Faculty Federation
Perks for Adjuncts
By Tina Randall Epherson, Communications

HONORABLE MENTION (TIE)
Coast Federation of Classified Employees
2014 Holiday Party Invitation
By Katherine Steed, Executive Director

Palomar Faculty Federation
Torlakson Comparison Flyer
By Jay Schultz, Art Professor; Debbie Forward, Communications Director and Organizer
Best Single-Page Newsletter

FEWER THAN 500 UNIT MEMBERS

FIRST

Citrus College Adjunct Faculty Federation
Local Update
By Mark Wessel, Editor
Judges’ comments: Good coverage of state legislation and current events that impact members. Effectively brings statewide issues down to the local level, and how they will affect the college and the faculty.

MORE THAN 500 UNIT MEMBERS

FIRST

Ventura County Federation of College Teachers
AFT Action Update
By Steve Hall, President; Catrina Schamba, Administrative Assistant

Judges’ comments: Helpful reopener info — they followed the money that was available and why — in a clear manner. Important info delivered in a succinct manner — in a reliable format.

SECOND (TIE)

Salinas Valley Federation of Teachers
Unity
By Steve McDougall, President

AFT College Staff Guild
In Strength and Unity/Hot Off the Press
By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Director; Mercedes Gaitan, Secretary
COMMUNICATIONS AWARDS 2015

Best Four-Page Newsletter

**FIRST (TIE)**
State Center Federation of Teachers

*The Federalist*

By Lacy Barnes, President; Leah Unruh, Editor

**Judges’ comments:** Professional design, very readable. Good consistent content, nicely delivered. Colorful and inviting.

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Coast Federation of Classified Employees

*B.U.M. Bulletin*

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

**Judges’ comments:** Good consistent newsletter— with regular calendar and president’s message, news of all campuses, even ad advice column. Puts emphasis on building a sense of the union.
PUNDITINGS OF THE PRESIDENT
By Laurie Ordin

The HARDEST thing for ME about WRITING this volume is getting my head in front of my computer, but that’s because I need to think about what to write before I get there. With negotiations ongoing and controversy abounding regarding huge price increases for Cal State, I’ve thought about these topics for this month’s article. There are numerous members and me — an article that would post-read entitled “Pondering the President.”

In this month’s issue, I will start with a summary of the Federal Institute for Higher Education (IFHE) of Sciences of Higher Education at the University of Pennsylvania. The IFHE is a key player in higher education reform and policy development across the United States. Its mission is to provide research and analysis to inform policy decisions and to promote evidence-based knowledge in higher education.

The IFHE has been active in recent years, focusing on issues such as college access, affordability, and student success. It has published several reports on these topics, including “The State of Higher Education: Access, Affordability, and Success” and “The State of Higher Education in the 50 States: 2016.”

In addition to its research, the IFHE has been involved in policy development at both the state and federal levels. It has worked with legislators and policymakers to develop bills and policies that address the challenges facing higher education.

Overall, the IFHE has been a valuable resource for those interested in higher education reform. Its work has helped to inform policy decisions and to advance evidence-based knowledge in the field.

Best Six-or-more-Page Newsletter

FEWER THAN 500 UNIT MEMBERS

FIRST
United Professors of Marin
UPM Newsletter
By Arthur Lutz, Editor

Judges’ comments: Excellent content. Good to see the continued identification of “deanlets.” Use of humor and cartoons is outstanding. Clever use of graphics and message to get people to join the union.

SECOND
Newport-Mesa Federation of Teachers- N-MFT Retired
By Donna Ewing, Vice Chair-Communications

THIRD
ABC Federation of Teachers-R
ABCFT Retirees
By Julien Minard, Editor

MORE THAN 500 UNIT MEMBERS

FIRST
Peralta Federation of Teachers
The Peralta Teacher
By Debbie Weintraub, Communications Director/ Past President; Matthew Goldstein, President

Judges’ comments: Lovely newsletter. Top-notch design, innovative presentation. Great content. Interesting stories. Nice focus on the local’s founders and excellent member-written content.

SECOND
San Mateo College Federation of Teachers
The Advocate
By Eric Brenner, Editor

THIRD
Adjunct Faculty Faculty United
AdFacts
By Judi McDuff, Executive Director

HONORABLE MENTION
San Jose/Evergreen Federation of Teachers
Faculty Matters
By Barbara Hanfling, Editor and Lead Writer; Sterling Warner, Assistant Editor; Patti Berg, Copy Edit and Layout
SPECIAL AWARD

Extension Cord Award

for keeping retirees plugged into the union — and charged

ABC Federation of Teachers-R

ABCFT Retirees
By Julien Minard, Editor

Newport-Mesa Federation of Teachers-R

N-MFT Retired
By Donna Ewing, Vice Chair-Communications

Judges’ comments: Big kudos to these Retiree Chapters for keeping six- and eight-page newsletters in continuous publication and helping to keep retirees connected to the union and the issues they care about.

Best Tabloid Newsletter

FIRST

United Teachers Los Angeles

United Teacher
By Kim Turner, Communications Specialist

Judges’ comments: Really engaging, very readable. Lots of news for all categories of members. Letters to the editor up front are inviting. Good way to communicate with retirees too.

SECOND

San Francisco Community College Federation of Teachers

Union Action
By Li Lovett, Editor; Gwynnd Maestre, Graphic Designer
Best Email Newsletter

**FIRST**
San Francisco Community College Federation of Teachers

**AFT 2121 Blast**
By Athena Waid, Organizer; AFT 2121 Officers and Staff

**Judges’ comments:** This email is full of links, but uses them effectively. Balanced combination of text and links. The links broaden the scope of information presented.

**SECOND**
San Mateo Community College Federation of Teachers

**The Advocate**
By Eric Brenner, Editor

Best Online Newsletter

**FIRST**
Los Angeles College Faculty Guild

**Read On**
By Deborah Kaye, Editor; Cherri Senders, Managing Editor

**Judges’ comments:** Acknowledges the technology-centered lives of users. The stories pop out. Good use of sidebar summary stories.
Best Use of Social Media

FEWER THAN 500 UNIT MEMBERS

FIRST
Novato Federation of Teachers
Facebook Events: NFT at the Hilltop
By Beverly Winsor, Executive Director

Judges’ comments: Monthly event page succeeds in getting members to attend a social event at local restaurant where members can discuss individual or site-wide concerns with local president and other executive board members.

MORE THAN 500 UNIT MEMBERS

FIRST
AFT College Staff Guild-Los Angeles
Facebook page
Velma J. Butler, President; Greg Whaling, Grievance Representative; Scott Matsuda, Support Staff

Judges’ comments: Leads the pack in featuring members front and center. A lot of members pictured at specific union events and actions, local and statewide. Also covers politics, the community, and the wider labor movement.

SECOND
Los Angeles College Faculty Guild
Facebook page
Senders Communications

THIRD
Coast Federation of Classified Employees
Facebook page
Katherine Steed, Executive Director

HONORABLE MENTION
San Mateo Community College Federation of Teachers
Facebook page
Michelle Kern, Part-Time Representative
Best Website

FEWER THAN 500 UNIT MEMBERS

FIRST
Part-Time Faculty Association of Allan Hancock College
pfaofahc.com
Dorran Nadeau, Webmaster

Judges’ comments: Uncluttered home page with user-friendly navigation. The local’s blog is particularly impressive and well integrated into the overall site.

MORE THAN 500 UNIT MEMBERS

FIRST (TIE)
San Mateo Community College Federation of Teachers
aft1493.org
Eric Brenner, Webmaster


United Teachers Los Angeles
utla.net
Tammy Lyn Gann, Communications Specialist-Website

Judges’ comments: Slam-packed with information for both members and the wider community, yet presented in a reader-friendly way. Well-organized home page with wide range of important and interesting content.

SECOND
Coast Federation of Classified Employees
cfe.org
Katherine Steed, Executive Director

THIRD
San Jose/Evergreen Faculty Association
fa-aft6157.org
Patti Berg, Office Manager

HONORABLE MENTION
AFT College Staff Guild-Los Angeles
local1521a.org
Velma J. Butler, President; Frederick Blalock, Web Consultant; Scott Matsuda, Support Staff
Best Single Effort
FEWER THAN 500 UNIT MEMBERS

FIRST
Part-Time Faculty Association of Allan Hancock College
All-Day Staff Presentation
By Mark James Miller, President

Judges’ comments: Comprehensive clear presentation that helps bring members up to speed on the union. Could be template for other unions.

MORE THAN 500 UNIT MEMBERS

FIRST
San Mateo Community College Federation of Teachers
Member Outreach Campaign
By Katharine Harer, Co-Vice President and Lead Organizer; Michelle Kern, Part Time Representative and Organizer

Judges’ comments: Powerful packet that illustrates the impact a member can have on his or her work life. Effective use of member testimonials and photos. Provides new members a way to immediately identify with the union.

SECOND
United Teachers Los Angeles
UTLA Organizing Video
By Tammy Lyn Gann, Communications Specialist

THIRD
Peralta Federation of Teachers
Broadside: Who is Cynthia Mahabir?
By Mark Greenside, PFT Emeritus; Debby Weintraub, Communications Director; Matthew Goldstein, President

HONORABLE MENTION
AFT College Staff Guild
Staff Guild 2014 Annual Membership Meeting Program
By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Director
Best Bulletin Series

FIRST
Los Angeles College Faculty Guild
Loud and Clear
By Lou Siegel, Labor Liaison
Judges’ comments: Good title of bulletins — and good use of format that served to deliver a message. One judge said, “Design that informs the message.” Keeps people in the loop about contract negotiations.

SECOND
Coast Federation of Classified Employees
Table Talk
By Katherine Steed, Executive Director; Ann Nicholson, President; Connie Marten, Vice President & Chief Negotiator

THIRD
Salinas Valley Federation of Teachers
Eye on the Board
By Juan Campos

HONORABLE MENTION
San Jose/Evergreen Federation of Teachers
AFT 6157 Negotiations News
By Negotiations Team: Mark Newton, Randy Pratt, Barbara Hanfling, Frank Espinoza, Jory Segal

SPECIAL AWARD
Sustained Humor and Vigilance Award
Salinas Valley Federation of Teachers
Eye on the Board
By Juan Campos
Judges’ comments: These board reports are not boring — they are entertaining to read, much like the recaps of Downton Abbey. This bulletin series is proof of the continuing need to identify the missteps of school boards.
Best Public Relations

FEWER THAN 500 UNIT MEMBERS

FIRST
Part-Time Faculty Association of Allan Hancock College
Public Awareness Campaign, 2014
By Mark James Miller, President

MORE THAN 500 UNIT MEMBERS

FIRST
Palomar Faculty Federation
Tom Torlakson Campus Site Visit
By George Gastil, COPE Chair; Debbie Forward, Communications Director & Organizer

Judges’ comments: Continued effort over several months to fill the lecture hall for the Torlakson speech. Combined different media to reach a unified goal.

SECOND
San Francisco Community College Federation of Teachers
City College Bill of Rights community campaign
By Athena Waid, Organizer; Li Lovett, Editor & Communications

THIRD (TIE)
San Jose/Evergreen Federation of Teachers
The EVC Connection to Historic Landmarks
By Arturo Villareal, EVC Council of Division Representative

Coast Federation of Educators
Dean Mancina’s Retirement
By Jacqueline Francisco, Media Coordinator
SPECIAL AWARD

The Solidarity Award

Peralta Federation of Teachers

Broadside: Who is Cynthia Mahabir?

By Mark Greenside, PFT Emeritus; Debbi Weintraub, Communications Director; Matthew Goldstein, President

Judges’ comments: Using the situation of part-timers as a microcosm this shows what could happen to any employee if they lose their job security. If the Vergara decision is shot down, this is what it will be like teaching in our schools. Shows that the collective action of the union prevailed. The union makes us strong.

SPECIAL AWARD

The Mouse That Roars Award

Part-Time Faculty Association of Allan Hancock College

Public Awareness Campaign, 2014

By Mark James Miller, President

Judges’ comments: In this small local in a conservative area and local President Mark James Miller — produces two columns a month for local news outlets. He is a prolific union writer who speaks up for the right things in well-written column after column — and a dogged unionist who consistently addresses critical issues in a public forum.