

2009

CFT
Communications Awards

**AWARD
WINNERS**

California Federation
of Teachers

AFT, AFL-CIO

A Union of Professionals



Best Newsletter (Single-page)

1. Newport-Mesa Federation of Teachers
1. Coast Federation of Classified Employees
2. Ventura County Federation of College Teachers
3. Berkeley Federation of Teachers
4. Morgan Hill Federation of Teachers

Best Newsletter (Four-page)

1. Part-Time Faculty Association of Allan Hancock College
2. Antelope Valley College Federation of Teachers
3. Coast Federation of Educators
4. AFT College Staff Guild-Los Angeles

Best Newsletter (Six+ page)

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

Best News Writing

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

Best Feature Writing

1. United Educators of San Francisco
2. United Teachers Los Angeles
3. Cabrillo College Federation of Teachers
4. AFT College Staff Guild – Los Angeles

Best Persuasive Writing

1. United Educators of San Francisco
2. San Francisco Community College District Federation of Teachers
3. Ventura County Federation of College Teachers
4. Glendale College Guild
4. Allan Hancock College Part-Time Faculty Association

Best Continuing Column or Department

1. Glendale College Guild
2. United Teachers Los Angeles
3. San Jose/Evergreen Faculty Association
4. San Francisco Community College District Federation of Teachers
4. Allan Hancock College Part-Time Faculty Association

Best Art or Photograph

1. Antelope Valley College Federation of Teachers
2. San Francisco Community College District Federation of Teachers
3. Glendale College Guild
4. United Educators of San Francisco

Best Use of Graphics

1. San Francisco Community College District Federation of Teachers
2. United Teachers Los Angeles
3. Allan Hancock College Part-Time Faculty Association
4. United Educators of San Francisco

Best Flyer or Poster

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

Best Bulletin Series

1. United Teachers Los Angeles
2. Berkeley Federation of Teachers
3. Coast Federation of Educators
4. Ventura County Federation of College Teachers

Unique Performance

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

Best Web Site

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

Best Public Relations

1. Morgan Hill Federation of Teachers
2. Berkeley Federation of Teachers
3. United Teachers Los Angeles

“Rookie of the Year”

Antelope Valley College Federation of Classified Employees

Antelope Valley College Federation of Teachers

San Mateo Community College Federation of Teachers

Jim Herndon Award

San Mateo Community College Federation of Teachers

Best Newsletter (Single-page)

(TIE) FIRST

**Newport-Mesa Federation of Teachers,
AFT Local 1794**

The Navigator

Edited by Frank Oppedisano

Judges' comments: Rooted in real-world member concerns. Unique approach to a single-sheet format. Colorful and attractive. Good use of small photographs.

**Coast Federation of Classified Employees,
AFT Local 4794**

B.U.M. Bulletin

Connie Marten, Editor, and Neal Kelsey, Managing Editor

Judges' comments: Packs a punch in a single page, and it's still readable. Great link between the newsletter and the Web site. Good use of single color. Consistent calendar. "Demonstrates they did not sit on their bums."

SECOND PLACE

**Ventura County Federation of College Teachers,
AFT Local 1828**

Action Update

Edited by John Wagner

THIRD PLACE

Berkeley Federation of Teachers, AFT Local 1078

BFT Action

Edited by Cathy Campbell and Cynthia Allman

HONORABLE MENTION

**Morgan Hill Federation of Teachers,
AFT Local 2022**

The Morgan Hill Teacher

Edited by Jeanie Wallace, Donna Ruebusch and Steve Spencer

Best Newsletter (Four-page)

FIRST PLACE

Part-Time Faculty Association of Allan Hancock College, AFT Local 6185

The Voice

Edited by Dorran Nadeau

Judges' comments: Great member profiles. Interesting typography. Short and sweet teasers. Tight editing. Very professional job. "They set out to make the best newsletter in the state and they did in this category."

SECOND PLACE

**Antelope Valley College Federation of Teachers,
AFT Local 4683A**

Union Advocate

Edited by Charles Hood

THIRD PLACE

Coast Federation of Educators, AFT Local 1911

Union News

Edited by Dean Mancina

HONORABLE MENTION

**AFT College Staff Guild-Los Angeles,
AFT Local 1521A**

In Strength & Unity

Edited by Velma J. Butler, Sandra Lepore and Steve Weingarten

Best Newsletter (Six+ page)

FIRST PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121

Union Action

Vincent Meis, Editor (Spring 2008); Patricia Arack, Editor (Fall 2008); Gwynnd Maestre, Designer

Judges' comments: "It's a damn good newspaper." Engaging range of content, lively layout, well written, good photos, excellent graphics, user-friendly. Beautiful. Engaging teasers. "An all-around fine job."

SECOND PLACE

United Educators of San Francisco, AFT Local 61

San Francisco Educator

Edited by Matthew Hardy

THIRD PLACE

Glendale College Guild, AFT Local 2276

Chaparral

Edited by Mona Field

HONORABLE MENTION

United Teachers Los Angeles, AFT Local 1021

United Teacher

Edited by Kim Turner

Best News Writing

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

“The Campout to Get the Lemon Out”

By Kim Turner

Judges’ comments: Told a human story in the context of union news. Very strong lead and a strong sense of place. Had a beginning, middle and end. Expands the definition of parent-union action to a new venue.

SECOND PLACE

United Educators of San Francisco, AFT Local 61

“Rainy Day Fund to Blunt Impact of Draconian Budget Cuts. Is it Enough?”

By Matthew Hardy

THIRD PLACE

Coast Federation of Classified Employees, AFT Local 4794

“Lorraine Prinsky Beats Armando Ruiz in CCCD Trustees Election”

By Neal Kelsey

(TIE) HONORABLE MENTION

Coast Federation of Educators, AFT Local 1911

“CFE Recommends Record Faculty Hiring for 2009”

By Dean Mancina

San Francisco Community College District Federation of Teachers, AFT Local 2121

“CalSTRS Trustee Carolyn Widener Soothes Pension Fears”

By Patricia Arack

Best Feature Writing

FIRST PLACE

United Educators of San Francisco, AFT Local 61

“Member Efforts Key to Prop. A Success!”

By Matthew Hardy

Judges’ comments: Did a good job of reporting on the history of a winning campaign and gave credit where credit was due. Went to the workplace, talked to those who made it happen and identified members who really stepped up.

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

“Community organizing results: Schools pulled off charter co-location list”

By Kim Turner

THIRD PLACE

Cabrillo College Federation of Teachers, AFT Local 4400

“My Father’s Flag”

By Jefferson Hancock

HONORABLE MENTION

AFT College Staff Guild-Los Angeles, AFT Local 1521A

“The People Who Make Our Union Strong”

By Velma J. Butler, Sandra Lepore and Steve Weingarten

Best Persuasive Writing

FIRST PLACE

United Educators of San Francisco, AFT Local 61

“Proposition A — Winning Effort Underway”

By Ken Tray

Judges' comments: This writer was trying to persuade me to do the final push, get out there and do it. It's very direct, and tight. It acknowledges why you wouldn't want to do this, yet it's very specific about the consequences of inaction. Offers good supporting evidence.

SECOND PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121

“Part-timers Deserve ‘One Person One Vote’”

By Carmen Roman-Murray

THIRD PLACE

Ventura County Federation of College Teachers, AFT Local 1828

“Union Membership Protects You in the Economic Storm”

By Mike Dixon

(TIE) HONORABLE MENTION

Glendale College Guild, AFT Local 2276

“State Budget Woes, GCC, and Tax Increases”

By Gordon Alexandre

Allan Hancock College Part-Time Faculty Association, AFT Local 6185

“In Defense of Unions”

By Mark James Miller

Best Continuing Column/Department

FIRST PLACE

Glendale College Guild, AFT Local 2276

Adjunct Junction

By Phyllis Eckler

Judges' comments: She speaks very directly to her audience. Relevant topics in real-world terms make the information accessible to part-timers. Inviting and approachable. “You get the feeling she really does want to hear from you.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

President's Perspective

By A. J. Duffy

THIRD PLACE

San Jose/Evergreen Faculty Association, AFT Local 6157

Adjunct News and Views

By Jesse Votaw and Jory Segal

(TIE) HONORABLE MENTION

San Francisco Community College District Federation of Teachers, AFT Local 2121

Union Message

By Gus Goldstein

Allan Hancock College Part-Time Faculty Association, AFT Local 6185

Focus On

By Susan Case and Roberto Armstrong

Best Art or Photo

FIRST PLACE

Antelope Valley College Federation of Teachers, AFT Local 4683A

“Training for Unity”

By Charles Hood

Judges' comments: Photo illustrates the theme. Creative and thoughtful. On message. Not overposed. “This was the hands-down winner.”

SECOND PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121

“Dr. Psychobabble talks about...Moving On”

By Nancy Husari

THIRD PLACE

Glendale College Guild, AFT Local 2276

“Jazz at GCC”

By Susan Cisco

HONORABLE MENTION

United Educators of San Francisco, AFT Local 61

“Lick Middle School”

By Matthew Hardy

Best Use of Graphics

FIRST PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121
“City Build”

By Gwynnd Maestre

Judges’ comments: A fresh take on one aspect of unionism. Shows workers working. Nice combination of well-cropped photos and graphics pull you into the story. The architectural feel of type and graphics is effective without being busy. “They nailed it.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021
“One Hour’s Pay for the Kids of L.A.”

By Kim Turner

THIRD PLACE

Allan Hancock College Part-Time Faculty Association, AFT Local 6185
“Looking for Solutions”

By Dorran Nadeau

HONORABLE MENTION

United Educators of San Francisco, AFT Local 61

“A Thank You!”

By Matthew Hardy

Best Flyer or Poster

FIRST PLACE

Antelope Valley College Federation of Teachers, AFT Local 4683A

Take the Plunge

By Lisa Marie Vath

Judges’ comments: Fresh and refreshing, bracing. You get the message, “support your union.” The graphics support the message. “I like the member form being on the back—it encourages you to take the plunge, then the action.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

Fight Back!

By Carolina Barreiro

THIRD PLACE

Glendale College Guild, AFT Local 2276

Why?? Why didn’t I pick up a copy of the Chaparral???

By Susan Cisco

(TIE) HONORABLE MENTION

San Francisco Community College District Federation of Teachers, AFT Local 2121

AFT 2121’s End-of-Semester Party

By Gwynnd Maestre and Ed Murray

United Educators of San Francisco, AFT Local 61

Yes on A

By Dennis Kelly

Best Bulletin Series

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

Bargaining Flash

By Marla Eby and Kim Turner

Judges’ comments: A variety of looks while maintaining a consistent format. Immediately identifiable as a series. Excellent use of graphics. Information points are short and concise. “It’s readable between the mailbox and the wastebasket.”

SECOND PLACE

Berkeley Federation of Teachers, AFT Local 1078

Negotiations Update

By Cynthia Allman

THIRD PLACE

Coast Federation of Educators, AFT Local 1911

Health Benefits Rally

By Dean Mancina

HONORABLE MENTION

Ventura County Federation of College Teachers, AFT Local 1828

Negotiations Update

By John Wagner and Connie Jenkins

Unique Performance

FIRST PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121

AFT 2121: The Movie

By Fred Glass and Gus Goldstein

Judges' comments: Applaud the focus on new members. Shows the diversity of the faculty. Refreshingly free of jargon. Beautifully edited. Could be replicated at other locals. "Moved me to tears at one point; my membership application is in the mail."

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

UTLA Strike Handbook

By Kim Turner

THIRD PLACE

Cabrillo College Federation of Teachers, AFT Local 4400

CCFT Salary Study

By Paul Harvell

HONORABLE MENTION

Los Rios College Federation of Teachers, AFT Local 2279

LRCFT 36th Anniversary: A look back at the beginning

By Dean Murakami

Best Web Site

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

www.utla.net

By Chris Ryder

Judges' comments: Very up to date. Reports on what the local and the district are doing. Clearly delineated categories make sense to the user. Easy to find what you want. "They turned their site into a real source of timely information for members by taking a mass of information, organizing it well and presenting it well. Love the A to Z index and the lovely rotating picture in the upper left corner."

SECOND PLACE

Cabrillo College Federation of Teachers, AFT Local 4400

ccftcabrillo.org

By John Govsky and Maya Bendotoff

THIRD PLACE

United Educators of San Francisco, AFT Local 61

www.uesf.org

By Matthew Hardy

HONORABLE MENTION

San Jose/Evergreen Faculty Association, AFT Local 6157

www.fa-aft6157.org

By Patti Berg

Best Public Relations

FIRST PLACE

Morgan Hill Federation of Teachers, AFT Local 2022

YouTube Campaign

By John Lloyd, Donna Ruebusch, Theresa Sage and Steve Spencer

Judges' comments: They did more than complain about media coverage, they did something about it. Used new technology to give voice to members when the general media failed them. They took a risk. They joined the media. Outstanding commitment to shoot the videos, edit them short, and post them. Fills the need for constant political advocacy.

SECOND PLACE

Berkeley Federation of Teachers, AFT Local 1078

Contract Campaign

By Cathy Campbell, Cynthia Allman and Megan Sulkowski

THIRD PLACE

United Teachers Los Angeles, AFT Local 1021

One Hour's Pay for the Kids of L.A.

By Marla Eby, Kim Turner and Carolina Barreiro

“Rookie of the Year”

Antelope Valley College Federation of Classified Employees, AFT Local 4683

Your AVCFCE 4683 Union Newsletter

By Regina Reese, Debbie Frauli and Pamela Ford

Judges’ comments: Nice outreach to community for discounts to union members. Great images of members. Lively, vibrant beginning.

San Mateo Community College Federation of Teachers, AFT Local 1493

Cañada’s AFT Express Report

By Elizabeth Terzakis and Lezlee Ware

Judges’ comments: Good idea to build union identity on a single campus when cohesive with local’s message. “This can be more local than the local.”

Antelope Valley College Federation of Teachers, AFT Local 4683A

Union Advocate

By Lisa M. Vath, Charles Hood and Heidi Preschler

Judges’ comments: Effective relaunch. Very professional. Strong range of content.

Jim Herndon Award

San Mateo Community College Federation of Teachers, AFT Local 1493

Who are the workers?

By Katharine Harer

Judges’ comments: Honors the retiring member by illustrating his work. Stunning in its simplicity and dynamic use of language. Draws a strong connection between the workers of the past and the workers of the present. “Moved us all to tears... Jim Herndon would have liked this.”

Prepared by Jane Hundertmark, CFT Publications Director *March 17, 2009*
Email questions or comments about the CFT Communications Awards to janehun@igc.org

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