

2008

CFT
Communications Awards

**AWARD
WINNERS**

California Federation
of Teachers

AFT, AFL-CIO

A Union of Professionals



Best Newsletter (Single-page)

1. Coast Federation of Classified Employees
2. Jefferson Elementary Federation of Teachers
3. AFT College Staff Guild
4. San Francisco Community College District Federation of Teachers

Best Newsletter (Four-page)

1. Coast Federation of Educators
2. San Diego Adult Educators
3. Cerritos College Faculty Federation
4. Los Angeles College Faculty Guild

Best Newsletter (Six+ page)

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

Best News Writing

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

Best Feature Writing

1. San Mateo Community College Federation of Teachers
1. San Francisco Community College District Federation of Teachers
2. United Teachers Los Angeles
3. United Educators of San Francisco
3. Ventura County Federation of College Teachers
4. San Jose/Evergreen Faculty Association
4. AFT College Staff Guild

Best Persuasive Writing

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

Best Continuing Column or Department

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

Best Art or Photograph

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

Best Use of Graphics

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

Best Flyer or Poster

1. Ventura County Federation of College Teachers
2. Glendale College Guild
3. United Educators of San Francisco
3. United Teachers Los Angeles
4. Cerritos College Faculty Federation

Best Bulletin Series

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

Unique Performance

1. Gilroy Federation of Teachers and Paraprofessionals
2. AFT Guild-San Diego Colleges
3. Los Angeles College Faculty Guild
4. UCLA Faculty Union

Best Web Site

1. San Jose/Evergreen Faculty Association
1. San Francisco Community College District Federation of Teachers
2. United Educators of San Francisco
3. Cerritos College Faculty Federation
4. Cuesta College Federation of Teachers
4. Coast Federation of Classified Employees

Best Public Relations

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

“Rookie of the Year”

Sunnyvale-Cupertino Adult and Community Education Federation of Teachers
Mendocino College Federation of Teachers

Jim Herndon Award

Ventura County Federation of College Teachers

Best Newsletter (single-page)

FIRST PLACE

Coast Federation of Classified Employees,
AFT Local 4794

B.U.M. Bulletin

Edited by Connie Marten and Neal Kelsey

Judges' comments: Full and complete — the right amount of coverage. A real union builder. “The BUM gets to the bottom of things.”

SECOND PLACE

Jefferson Elementary Federation of Teachers,
AFT Local 3267

Union Reporter

Edited by Adrienne Zanini

THIRD PLACE

AFT College Staff Guild, AFT Local 1521A

In Strength & Unity

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

HONORABLE MENTION

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

AFT 2121 Bulletin

Edited by Gus Goldstein, Chris Hanzo and Ed Murray

Best Newsletter (four-page)

FIRST PLACE

Coast Federation of Educators, AFT Local 1911

Union News

Edited by Elizabeth Sykes

Judges' comments: Clear hierarchy of information, and placement of stories. Good use of graphics and color. “Big topics, but to the point.”

SECOND PLACE

San Diego Adult Educators, AFT Local 4289

Shoptalk

Edited by Ina Porter and Jana Westfal

THIRD PLACE

Cerritos College Faculty Federation, AFT Local 6215
The Faculty Press

Edited by Stephen Clifford and Philip Hu

HONORABLE MENTION

Los Angeles College Faculty Guild, AFT Local 1521

Read On

Edited by Cherri Senders

Best Newsletter (six+ page)

(TIE) FIRST PLACE

United Educators of San Francisco, AFT Local 61

San Francisco Educator

Edited by Matthew Hardy

Judges' comments: Strong on all fronts. Well-organized. Well-written. Shows members at work. All employees represented. “Shows spirit in its depiction of the union.”

Adjunct Faculty United, AFT Local 6106

AdFacts

Edited by Judi McDuff

Judges' comments: Really shows activity and effort in a part-timer only setting. Member-centered. The transparency of the local is conveyed through the newsletter. “It’s proof that you don’t have to fill every square inch with type.”

SECOND PLACE

San Jose Evergreen Faculty Association, AFT Local 6157

Faculty Matters

Edited by Barbara Hanfling and Sterling Warner

THIRD PLACE

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

Union Action

Edited by Vincent Meis

HONORABLE MENTION

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

The Voice

Edited by Dorran Nadeau and Mark James Miller

Best News Writing

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

“Paycheck protest puts human face on ongoing problems”

By Kim Turner

Judges’ comments: You could feel the impact and chaos of the paycheck crisis. Interviews union members and reports on the effects of union members’ lives. Writer did not move away from reportorial writing. “Should have been on the front page of the *L.A. Times*.”

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 Educators, AFT Local 1911

“CFE Squelches District Plan to Reduce Health Benefits for 2007-2008”

By Dean Mancina

HONORABLE MENTION

San Jose/Evergreen Faculty Association, AFT Local 6157

“Our Time, Our Students”

By David Yancey

Best Feature Writing

(TIE) FIRST PLACE

San Mateo Community College Federation
of Teachers, AFT Local 1493

“My First CFT Convention”

By Monica Malamud

Judges’ comments: A great first experience report of the CFT Convention. “Fun read.”

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

Two-part story “The Big Easy isn’t”

By Vincent Meis

Judges’ comments: Captures the appalling circumstances still present in New Orleans. Shows the social conscience of the union. Emotional and intellectual. “A headshaker.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

“A Tale of Two Principals”

By Kim Turner

(TIE) THIRD PLACE

United Educators of San Francisco, AFT Local 61

“Working Together for Successful Schools”

By Matthew Hardy

Ventura County Federation of College Teachers,
AFT Local 1828

“From Part-Time to Full and Back Again”

By Sumita Lall

(TIE) HONORABLE MENTION

San Jose/Evergreen Faculty Association, AFT Local 6157

“The Big Game Hunters of Yesterday”

By Bill Jacobs

AFT College Staff Guild, AFT Local 1521A

“The People Who Make Our Union Strong”

By Velma J. Butler, Sandra Lepore and Steve Weingarten

Best Persuasive Writing

FIRST PLACE

Coast Federation of Educators, AFT Local 1911

“Presidium, Inc. – Going Down the Wrong Road”

By Dean Mancina

Judges’ comments: Brings to light something that we don’t know enough about — contracting out. Started with classified employees and moved to the faculty — when we once thought faculty were immune. Asks provocative questions and spells out the disservice to students. “Demythologizes the fascination with contracting out that management is so enamored of.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021
“State budget cuts? It’s time for real alternatives”
By Joshua Pechthalt

THIRD PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121
“A union member expresses support for a new Chinatown campus”
By Warren Mar

(TIE) HONORABLE MENTION

Ventura County Federation of College Teachers, AFT Local 1828
“Did you think that teaching college would be like this?”
By Mike Dixon

Glendale College Guild, AFT Local 2276
“Thinking Outside the Book”
By Phillip Kazanjian

Best Continuing Column/Department

FIRST PLACE

United Educators of San Francisco, AFT Local 61
“Union Talk”
By Dennis Kelly
Judges’ comments: Effective writing aimed at the members, with an eye to what’s coming down the pike. Third person treatment is effective although the column is a person’s opinion; it captures the union’s voice.

SECOND PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121
“Union Message”
By Ed Murray

THIRD PLACE

Glendale College Guild, AFT Local 2276
“Adjunct Junction”
By Phyllis Eckler

HONORABLE MENTION

San Mateo Community College Federation of Teachers, AFT Local 1493
“President’s Letter”
By Ernie Rodriguez

Best Art or Photo

FIRST PLACE

Ventura County Federation of College Teachers, AFT Local 1828
“Get your A.R.F. in on time”
By Mike Dixon
Judges’ comments: Effective delivery of message. Simple, witty, original. Makes an acronym attractive.

SECOND PLACE

San Francisco Community College District Federation of Teachers, AFT Local 2121
“Happy Lunar New Year”
By Nancy Husari

THIRD PLACE

United Teachers Los Angeles, AFT Local 1021
“Payroll in Crisis”
By Kim Turner

HONORABLE MENTION

United Educators of San Francisco, AFT Local 61
“Is the Classroom the #1 Priority for SFUSD”
By Matthew Hardy

Best Use of Graphics

FIRST PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493
“Cañada faculty want district to take a new look at moving to a compressed calendar”
By David Clay, Monica Malamud and Anthony Perez
Judges’ comments: “They found a creative way to represent the essence of a difficult-to-illustrate story.”

SECOND PLACE

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

“Get Involved: Help Pass Prop. 92”

By Gwynnd Maestre

THIRD PLACE

United Educators of San Francisco, AFT Local 61

“School Year Closes, Still No Contract”

By Matthew Hardy

HONORABLE MENTION

Glendale College Guild, AFT Local 2276

“Hallelujah! We’ve Got Buildings”

By Susan Cisco

Best Flyer or Poster

FIRST PLACE

Ventura County Federation of College Teachers, AFT Local 1828

United We Bargain, Divided We Beg

By John Wagner

Judges’ comments: “We always say, ‘You are U in Union,’ but this makes it concrete.” Won’t be thrown in the wastebasket immediately; every member will look for names. “We hope to see this replicated across the state.”

SECOND PLACE

Glendale College Guild, AFT Local 2276

Busy? Make time for the *Chaparral*

By Susan Cisco

(TIE) THIRD PLACE

United Educators of San Francisco, AFT Local 61

Demonstrate! For a Fair Contract

By Matthew Hardy

United Teachers Los Angeles, AFT Local 1021

WANTED! An Accurate LAUSD Paycheck

By Carolina Barreiro

HONORABLE MENTION

Cerritos College Faculty Federation, AFT Local 6215

Whose school is it anyway?

By Ted Stolze and Gredma Casasola

Best Bulletin Series

FIRST PLACE

Coast Federation of Educators, AFT Local 1911

Negotiations Update

By Dean Mancina

Judges’ comments: Clear, and consistent. Could follow the give-and-take at the bargaining table. It captured the drama. Very timely. Structure of the flyer reflected the content. Nice tagline conveying union objectives.

SECOND PLACE

Santa Paula Federation of Teachers, AFT Local 2071

Negotiations Update

By Carolyn Ishida

THIRD PLACE

Ventura County Federation of College Teachers, AFT Local 1828

Negotiations Update

By Connie Jenkins and John Wagner

HONORABLE MENTION

United Teachers Los Angeles, AFT Local 1021

The LAUSD Waste Basket

By Marla Eby

Unique Performance

FIRST PLACE

Gilroy Federation of Teachers and Paraprofessionals, AFT Local 1921

What Do Paraprofessionals Do?

By Arcelia O’Connor

Judges’ comments: Cogent explanation of the day-to-day work of paraprofessionals and the importance of their role. Dozens of workplace photos illustrate the scope of the work. Very compelling.

SECOND PLACE

AFT Guild-San Diego Colleges, AFT Local 1931

Democracy in Education; Education for

Democracy: An Oral History of AFT Local 1931, 1969–2006

By Jim Miller

THIRD PLACE

Los Angeles College Faculty Guild, AFT Local 1521
Building a Union — The Story of AFT 1521
By Pat Allen

HONORABLE MENTION

UCLA Faculty Union, AFT Local 1990
What lecturers at UCLA need to know
By Bill Quirk

Best Web Site

(TIE) FIRST PLACE

San Jose/Evergreen Faculty Association, AFT Local 6157
www.fa-aft6157.org
By Patti Berg

Judges' comments: Content rich and spirited. Easy to navigate. Rotating photos add interest and motion. Bylines give rank-and-filers credit for their writing.

San Francisco Community College District Federation of Teachers, AFT Local 2121
www.aft2121.com
By Gwynnd Maestre

Judges' comments: Very readable content. Simple and easy-to-use navigation. Great organization. "I would come back to visit if I were a member."

SECOND PLACE

United Educators of San Francisco, AFT Local 61
www.uesf.org
By Matthew Hardy

THIRD PLACE

Cerritos College Faculty Federation, AFT Local 6215
www.mycff.org
By Stephen Clifford

(TIE) HONORABLE MENTION

Honorable Mention
Cuesta College Federation of Teachers, AFT Local 4909
www.ccft.org
By Jill Schubert

Coast Federation of Classified Employees,
AFT Local 4794
www.cfce.org
By Neal Kelsey

Best Public Relations

FIRST PLACE

United Educators of San Francisco, AFT Local 61

QTEA Campaign Toolkit

By Local 61 officers and staff

Judges' comments: There's a clear road plan with appeals to the general public. This represents a strong internal local structure with an emphasis on member activism.

SECOND PLACE

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

Yes on Prop. 92 Campaign

By AFT 2121 Officers and Members and especially Allan Fisher

THIRD PLACE

United Teachers Los Angeles, AFT Local 1021

Pay Teachers Right...Now!

By Marla Eby and Carolina Barreiro

HONORABLE MENTION

San Mateo Community College Federation of Teachers, AFT Local 1493

District leaders gave a final push in Prop.92 campaign

Photograph by Virginia Medrano Rosales and Media Advisory San Mateo Community College Students and Supporters

Special Awards

“Rookie of the Year”

Sunnyvale-Cupertino Adult and Community Education
Federation of Teachers, AFT Local 6391

The Loop

By Cynthia Cheng

Judges’ comments: Great name for newsletter.
“Impressive for a local chartered just one month ago.”

Mendocino College Federation of Teachers,
AFT Local 6322

www.mcft.info

By Roger Hock

Judges’ comments: A big ‘A’ for effort to get a Web
site up and running as a new local union.

Jim Herndon Award

Ventura County Federation of College Teachers,
AFT Local 1828

What do you do?

Created/Produced/Directed by Bill Hendricks with
faculty members playing themselves

Judges’ comments: This video exemplifies the power
of a simple message. It took much forethought to
make it appear so simple. There’s not even an extra
word. Clear and sophisticated delivery. The moment
you thought you knew where it was taking you, they
hit you with the zinger. “Jim would have loved it.”

Prepared by Jane Hundertmark, CFT Publications Director
Email questions or comments about the CFT Communications Awards to janehun@igc.org
FRU/opeiu29