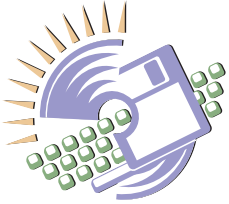




CALIFORNIA FEDERATION OF TEACHERS

award winners
2006



award winners summary

UNION NEWSLETTERS

Best News Writing

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

Best Feature Writing

1. San Mateo Community College Federation of Teachers
2. Los Angeles College Faculty Guild
3. Glendale College Guild
4. Los Rios College Federation of Teachers

Best Persuasive Writing

1. San Jose/Evergreen Faculty Association
2. United Teachers Los Angeles
3. Glendale College Guild
4. AFT College Staff Guild

Best Continuing Column or Department

1. Rescue Union Federation of Teachers
2. AFT College Staff Guild
3. San Jose/Evergreen Faculty Association
4. Los Angeles College Faculty Guild
4. San Francisco Community College Federation of Teachers
4. El Camino College Federation of Teachers

Best Art or Photograph

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

Best Use of Graphics

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

General Excellence

Single-sheet newsletter

1. Pajaro Valley Federation of Teachers
2. San Francisco Community College Federation of Teachers
3. AFT College Staff Guild
4. Ventura County Federation of College Teachers

General Excellence

Four-page newsletter

1. AFT College Staff Guild
2. Los Angeles College Faculty Guild
3. AFT Part-Time Faculty United

General Excellence

Six-or-more-page newsletter

1. Adjunct Faculty United
2. San Mateo Community College Federation of Teachers
3. Los Rios College Federation of Teachers
3. Glendale College Guild
4. San Jose/Evergreen Faculty Association

General Excellence

Newspaper

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

OTHER COMMUNICATIONS

Best Flyer or Poster

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

Best Bulletin Series

1. United Educators of San Francisco
2. Salinas Valley Federation of Teachers
3. AFT College Staff Guild

Unique Performance

1. Los Angeles College Faculty Guild
2. United Teachers Los Angeles
3. San Mateo Community College Federation of Teachers
4. AFT Part-Time Faculty United
4. AFT College Staff Guild

Best Public Relations

1. United Teachers Los Angeles
2. Ventura County Federation of College Teachers
2. San Francisco Community College Federation of Teachers
3. Novato Federation of Teachers
4. San Jose/Evergreen Faculty Association

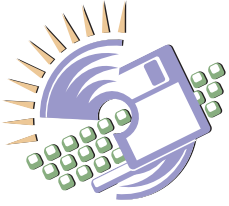
Best Web Site

1. Los Rios College Federation of Teachers
2. AFT Part-Time Faculty United
3. Cabrillo College Federation of Teachers
4. Salinas Valley Federation of Teachers

SPECIAL AWARD

Rookie of the Year

- AFT Part-Time Faculty United



award winners

Best News Writing

FIRST PLACE

United Teachers Los Angeles, AFT Local 1021

“Overcrowded and Underteachered”

By Kim Turner

Judges’ comments: Clear simple lead followed by good use of quotations. Highlights an important issue in Los Angeles Unified. Effective headline.

SECOND PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

“Two state conferences honor boycott of San Francisco hotels”

By Ed Murray

THIRD PLACE

United Educators of San Francisco, AFT Local 61

“UESF—On Track to Stop the Arnold Attack”

By Matthew Hardy

HONORABLE MENTION

San Mateo Community College Federation of Teachers, AFT Local 1493

“District supports failing students rather than instructor and undermines CSM nursing program”

By John Kirk

Best Feature Writing

FIRST PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493

“All the live long day: A modest proposal for a reduced course load”

By Teeka James

Judges’ comments: Highlights importance and function of the union community in a workers’ life through use of concrete, vivid detail that anyone can relate to. Fun to read.

SECOND PLACE

Los Angeles College Faculty Guild, AFT Local 1521

“In Memoriam: Miguel Contreras”

By Carl Friedlander

THIRD PLACE

Glendale College Guild, AFT Local 2276

“Does the Cost of Textbooks Drive Students Away?”

By Michael Moreau

HONORABLE MENTION

Los Rios College Federation of Teachers, AFT Local 2279

“A Salute to Labor Day and Al Rodda”

By Dean Murakami

Best Persuasive Writing

FIRST PLACE

San Jose/Evergreen Faculty Association, AFT Local 6157

“Their Next Big Lie”

By David Yancey

Judges’ comments: A succinct piece about academic freedom—a topic near and dear to every instructor’s heart. Adept handling of a crucial subject.

Understandable to the layperson, yet powerful for the professional. One judge said, “The tension is set up beautifully so I wanted to read it all”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

“Are school cafeterias slowly dying?”

By Josh Pechthalt

THIRD PLACE

Glendale College Guild, AFT Local 2276

“We Must Defeat 75”

By Mike Allen

HONORABLE MENTION

AFT College Staff Guild, AFT Local 1521A

“Save our Pensions!”

By Velma Butler, Sandra Lepore and Steve Weingarten

Best Continuing Column/Department

FIRST PLACE

Rescue Union Federation of Teachers, AFT Local 3581

“Message from the President”

By Jay D. Chopp

Judges’ comments: A from-the-heart, almost spiritual, read on why we do what we do. Approachable tone helps the reader feel good about education. Each hand-signed column has a deft flow of ideas that concludes with a hammer blow.

SECOND PLACE

AFT College Staff Guild, AFT Local 1521A

“The People Who Make Our Union Strong”

By Velma Butler, Sandra Lepore and Steve Weingarten

THIRD PLACE

San Jose/Evergreen Faculty Association, AFT Local 6157

“Know Your Rights!”

By Barbara Hanfling

HONORABLE MENTION (TIE)

Los Angeles College Faculty Guild, AFT Local 1521

“Part-time Corner”

By Deborah Kaye

San Francisco Community College Federation of Teachers, AFT Local 2121

“Union Message”

By Ed Murray

El Camino College Federation of Teachers, AFT Local 1388

“Ask Your Federation Doctor”

By Angela Simon

Best Art or Photograph

FIRST PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

“Dr. Psychobabble Talks About Matters of Life & Death”

By Nancy Husari

Judges’ comments: Down-to-earth, tongue-in-check humor about the special election. One judge said, “We

can relate to the issues in every frame; it’s rooted in the daily lives of workers.” Another commented, “If Arnold could only read.”

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

“Pershing Square Protest”

By Kim Turner

THIRD PLACE

San Mateo Community College Federation of Teachers

“AFT 1493’ers rally against governor”

By Fred Glass

HONORABLE MENTION

Los Rios College Federation of Teachers, AFT Local 2279

“Union News”

By Robyn Waxman

Best Use of Graphics

FIRST PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

“No! on 75 — Stop Arnold’s Power Grab”

By Gwynnd Maestre

Judges’ comments: Uses lots of great type, color and graphic elements, but it’s not distracting. Every design decision supports the text. Effective editing and use of graphics provide the reader multiple points of entry to the content.

SECOND PLACE

Glendale College Guild, AFT Local 2276

“Planetarium Endowment Will Help Project Thrive”

By Susan Cisco

THIRD PLACE

AFT College Staff Guild, AFT Local 1521A

“Mean-Spirited Props Fill Nov. 8 Ballot”

By Velma Butler, Sandra Lepore and Steve Weingarten

HONORABLE MENTION

United Educators of San Francisco, AFT Local 61

“Momentum growing as members organize”

By Matthew Hardy

General Excellence (Single-sheet)

FIRST PLACE

Pajaro Valley Federation of Teachers, AFT Local 1936

PVFT Flyer

Edited by Carolyn Savino and Ann Sisco

Judges' comments: Wonderful banner. Most important information is up front. Consistent design and recognizable format.

SECOND PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

AFT 2121 Bulletin

By Chris Hanzo and Ed Murray

THIRD PLACE

AFT College Staff Guild, AFT Local 1521A

In Strength and Unity: Hot Off The Press

Edited by Velma Butler, Sandra Lepore and Mary VanGinkle

HONORABLE MENTION

Ventura County Federation of College Teachers, AFT Local 1828

Action Update

Edited by Ruth A. Hunt

General Excellence (Four-page)

FIRST PLACE

AFT College Staff Guild, AFT Local 1521A

In Strength & Unity

Edited by Velma Butler, Sandra Lepore and Steve Weingarten

Judges' comments: Big effective headlines pull you in. Very assertive and tough. Well-executed, focused, succinct, consistent. Great member profiles. Graphics fit the content. Effective use of one color.

SECOND PLACE

Los Angeles College Faculty Guild, AFT Local 1521

Read On

Edited by Cherri Senders

THIRD PLACE

AFT Part-Time Faculty United, AFT Local 6286

State of the Union

Edited by Neal Kelsey

General Excellence (Six-or-more-page)

FIRST PLACE

Adjunct Faculty United, AFT Local 6106

AdFacts

Edited by Karyn Cummings

Judges' comments: Clean template with strong continuous identity and dependable structure. Full of snippets and gems. Excellent grievance column. Union's choice of four-color makes the newsletter pop.

SECOND PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493

The Advocate

Edited by Eric Brenner

THIRD PLACE (TIE)

Los Rios College Federation of Teachers, AFT Local 2279

Union News

Edited by Robert Perrone

Glendale College Guild, AFT Local 2276

Chaparral

Edited by Des Kilkeary

HONORABLE MENTION

San Jose/Evergreen Faculty Association, AFT Local 6157

Faculty Matters

Editor Sterling Warner, Lead Writer Barbara Hanfling, Layout Christopher Mathenia

General Excellence (Newspaper)

FIRST PLACE

San Francisco Community College Federation of Teachers, AFT Local 2121

Union Action

Edited by Vincent Meis and Layout by Gwynnd Maestre

Judges' comments: Highly readable. One judge said, "I didn't have to sort through the information—good organization and editing did it for me." Teaser lines clearly spell out what's inside. Great layout with good use of graphics and crisp, clear photographs.

SECOND PLACE

United Educators of San Francisco, AFT Local 61

San Francisco Educator

Edited by Matthew Hardy

THIRD PLACE

United Teachers Los Angeles, AFT Local 1021

United Teacher

Edited by Kim Turner

Best Flyer or Poster

FIRST PLACE

Cabrillo College Federation of Teachers, AFT Local 4400

They Won't Hear You If You Don't VOTE

By Rose Sellery

Judges' comments: Focused, edgy, contemporary. The message is absolutely clear. An interesting mix of "out there" and understated. One judge said, "There's a wonderful implication of voice. We can hear her screaming."

SECOND PLACE

AFT College Staff Guild, AFT Local 1521A

Union Awareness Week

By Velma Butler, Sandra Lepore and Daniel Moon

THIRD PLACE

United Educators of San Francisco, AFT Local 61

Demonstrate! for a fair contract

By Matthew Hardy

HONORABLE MENTION

Glendale College Guild, AFT Local 2276

We've got the Chaparral!

By Susan Cisco

Best Bulletin Series

FIRST PLACE

United Educators of San Francisco, AFT Local 61

Table Talk

By Matthew Hardy

Judges' comments: Nice and short, yet substantive. Evokes emotion about negotiating. One judge said, "It made me feel like I was sitting at the bargaining table."

SECOND PLACE

Salinas Valley Federation of Teachers, AFT Local 1020

Eye On The Board

By Mariann Klinger

THIRD PLACE

AFT College Staff Guild, AFT Local 1521A

Negotiations Update, 2005-2008 Contract

By Velma Butler and Sandra Lepore

Unique Performance

FIRST PLACE

Los Angeles College Faculty Guild, AFT Local 1521

Retirement Roulette

Special 8-page bulletin on the attack on defined benefit pensions

Judges' comments: The most informative booklet on retirement. An extraordinary effort at the right time. Excellent use of the gambling metaphor throughout the piece, carried through with illustrations. The sole retiree among the judges said, "I wish I had seen this before I retired."

SECOND PLACE

United Teachers Los Angeles, AFT Local 1021

Back to Basics Calendar Memo Book 2005-2006

By Steve Blazak, Carolina Barreiro, Yvonne Furbush

THIRD PLACE

San Mateo Community College Federation of Teachers, AFT Local 1493

Dues Restructuring Proposal

By Eric Brenner, Katharine Harer, Teeka James, Dan Kaplan and Harriet Tucker

HONORABLE MENTION (TIE)

AFT Part-Time Faculty United, AFT Local 6286

What the Union Can Do For You

By the Executive Board with special acknowledgement to Neal Kelsey

AFT College Staff Guild, AFT Local 1521A

A Labor of Love Cookbook

By Velma Butler and Sandra Lepore

Best Public Relations

FIRST PLACE

United Teachers Los Angeles, AFT 1021

Proposition 74 Radio Campaign

By Steve Blazak

Judges' comments: Easy to understand. Sounded like a K-12 classroom. Good parent involvement. Perfectly timed airplay on 12 stations in two weeks. Appealed to a multilingual audience.

SECOND PLACE (TIE)

Ventura County Federation of College Teachers,
AFT Local 1828

What will happen if community college teachers walk out?

By John Wagner

San Francisco Community College Federation
of Teachers, AFT Local 2121

Defeat the Governor's Special Election Propositions

By Allan Fisher, AFT 2121 Officers, Members and Staff

THIRD PLACE

Novato Federation of Teachers, AFT Local 1986

Speaking Out

By Joe Morgan, Fran Rozoff and Jan DeLaBriandais

HONORABLE MENTION

San Jose/Evergreen Faculty Association, AFT Local 6157

Speaking Up for Education

By Debbie DeLaRosa

Best Web Site

FIRST PLACE

Los Rios College Federation of Teachers, AFT Local 2279

www.lrcft.org

By Robyn Waxman

Judges comments: Great design. Highly creative approach that parallels the newsletter. Easy and consistent navigation. Clean, readable typography. An elegant site that packs a big labor punch.

SECOND PLACE

AFT Part-Time Faculty United, AFT Local 6286

www.ptfu.org

By Neal Kelsey

THIRD PLACE

Cabrillo College Federation of Teachers, AFT Local 4400

www.ccftcabrillo.org

By Maya Bendotoff and John Govsky

HONORABLE MENTION

Salinas Valley Federation of Teachers, AFT Local 1020

www.svft.net

By Ted Altenberg

Rookie of the Year

SPECIAL AWARD

AFT Part-Time Faculty United, AFT Local 6286

State of the Union

Edited by Neal Kelsey

Judges' comments: Great introduction to union publishing. Tackles important issues and contains good content for part-timers. Excellent first effort.

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