



CFT Communications Awards

About the awards

Showcase your union's important communications and recognize the individuals who do this work that often gets taken for granted. **All local unions are eligible to enter; there is no entry fee.** Winners will be announced and presented award certificates at the CFT Convention March 23-25.

- **Smaller locals and larger locals compete separately** in seven categories of union communications: *Newsletters, Website, Social Media, Bulletin Series, Flyer or Poster, Single Effort, and Public Relations*. Entries from locals with fewer than 500 unit members will be judged independent of those from locals with more than 500 unit members.
- Eligible communications must have been issued between **January 1 and December 31, 2017**.
- **Your local can submit only one entry per category.** An entry may be submitted in multiple categories, however. In that circumstance, please include a copy of the entry in each category and complete the corresponding Category Entry Forms.
- Judges may move entries from one category to another so they can be considered for an award. The Jim Herndon Award may not be presented every year. The judges' decisions are final.
- By entering the contest, your local gives the CFT permission to republish contest entries, or to use the entries in CFT-sponsored trainings, workshops or conferences.
- **Questions?** Contact Jane Hundertmark, CFT Publications Director, by phone at the Bay Area Office, 510-523-5238, or by email to jhundertmark@cft.org.

It's easier than ever to enter!

- **All contest information is online.** Find the category descriptions and entry forms online.

Contest info can be found on the CFT website at cft.org/get-involved/communications-awards

- **Download and complete the overall Contest Entry Form** and include it with your local's entries.
- **Download and complete a Category Entry Form** for each of your local's entry. You will find submission information for each category on these forms.
- **If your local has print entries**, please send a packet containing all entries. Submit originals or very good copies; faxes are not accepted.
- **If your local has no print entries**, the entries may be emailed to jhundertmark@cft.org.
- In both cases, include the completed **Contest Entry Form** and **Category Entry Forms**. Use the helpful checklist on the Contest Entry Form to ensure your entry is complete.

Deadline to enter

Entries must be postmarked or emailed by **January 19**.



CFT Communications Awards
Bay Area Office, 2001 Center Street, Suite 600
Berkeley CA 94704

California Federation
of Teachers

AFT, AFL-CIO

A Union of Professionals



Award Categories

> How do you submit entries?

Find complete entry instructions on each Category Entry Form.

NEWSLETTERS

Best Newsletter*

Judged for overall range of content, quality of writing and editing, ability to convey union message, ease of readability, and effectiveness of design. [Submit two consecutive issues, print copies or links for online and email.](#)

- Single-page print**
- Four-page print**
- Six+ page print**
- Tabloid print** (much larger than 8.5x11)
- Online** (published only online)
- Email** (HTML-based, not pdf attachment)

WEB & SOCIAL MEDIA

Best Website*

Judged for ability to effectively deliver content to members and other site visitors, timeliness and usefulness of information, ease of navigation, overall range of content, design and creativity. [Submit URL.](#)

Best Use of Social Media*

The use of Facebook, Twitter, YouTube or other social media to communicate to members and the public. Judged for effective use of the media to convey the union message. [Submit one type with link and explanation.](#)

CAMPAIGNS & SPECIAL PROJECTS

Best Bulletin Series*

Ongoing series of bulletins, print or electronic, issued about a single topic such as negotiations, organizing, grievances, board activities, or professional issues. Judged for editorial excellence and effective presentation. [Submit entire series.](#)

Best Single Effort*

Other communication tools such as brochures, pamphlets, video, audio, reports, books, or any combination thereof. Judged for editorial excellence and effective presentation. [Submit entry and explanation of intent.](#)

Best Public Relations Activity*

Efforts that target the public or the community and aim to improve the union's public image, or generate support for or awareness of positions, programs, issues or events. Can be a single effort or a campaign. Judged for overall effectiveness. [Submit all elements and explanation of intent.](#)

WRITING

Best News Writing

A story presenting timely information to members including the "who, what, where, when and why." Judged on ability to deliver news in a clear and concise manner including a strong lead paragraph. [Submit the article.](#)

Best Feature Writing

A story that emphasizes a specific theme about a union issue or activity, or professional issue, and told through the actions and voices of the people involved. Judged on clarity, effectiveness and creativity. [Submit the article.](#)

Best Editorial or Column

A point of view on an issue, reflecting the union's position or an individual's opinion. May be an editorial, a column or a blog entry. Judged on ability to persuade and clarity. [Submit the article.](#)

VISUAL

Best Flyer or Poster*

A single sheet communicating one topic or event designed to be posted, distributed, or delivered electronically. Judged for ability to grab attention quickly and convey message. [Submit poster or flyer.](#)

Best Original Art or Photograph

An original photograph, illustration or cartoon. Judged on artistic merit and ability to convey message. [Submit in context as published.](#)

Best Use of Graphics

The use of graphic elements such as photographs, type, illustration, or any combination thereof, to help tell a story. Judged by the ability to invite readership and effectively convey message. [Submit in context as published.](#)

SPECIAL AWARD

Jim Herndon Award

The winning entry is an outstanding creative effort that conveys the importance of unionism in the field of education and represents the "Spirit of the Federation." Entries can be any form of communication. [Submit entry and explanation of intent and use.](#)

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