



**CALIFORNIA FEDERATION OF TEACHERS**

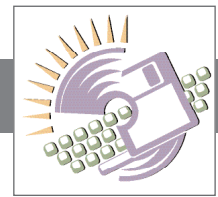
## Call for Entries 2008

**DEADLINE TO ENTER**

**MARCH 7, 2008**

CFT is now accepting entries for the 2008 Communications Awards. This is a great opportunity to recognize the people who do important communications work for your local union. Inside you will find the contest rules, categories, entry form and entry labels. *Note:* There are changes to the rules and some award categories.

# The Contest



## General Rules

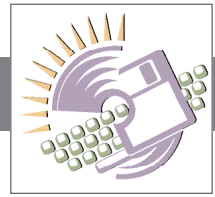
- Your local must enter the competition to be considered for an award.
- The entry form must accompany entries and must be signed by the local president.
- Eligible communications must have been issued between Feb. 9, 2007, and Mar. 7, 2008.
- Your local can submit only *one entry per category*.
- If you desire, however, a particular entry can be submitted in multiple categories. If you do so, you must submit an original in each category and label it accordingly.
- **NEW!** Entries in the Communications Skills categories can be from a either a union newsletter or a union Web site.
- Please submit originals, not photocopies.
- **All entries must be postmarked by Friday, March 7.** Late entries will not be considered.
- Web sites should be considered ready for judging by March 14.
- The contest judges reserve the right to move an entry to a different category so that it may be considered for an award. The Jim Herndon Award may not be presented every year.
- By entering the contest, your local gives CFT permission to reprint contest entries.
- CFT will announce the winners and present award certificates at the CFT Convention, April 11–13, at the Oakland Marriott City Center.
- **Questions? Contact:**

Jane Hundertmark, Publications Director  
CFT Bay Area Office  
1201 Marina Village Parkway, Suite 115  
Alameda, CA 9450  
(510) 523-5238  
janehun@igc.org

## How to Submit Entries

- Complete the entry form.
- Fill out the entry label for each category you choose to enter. Please place the label on the back of your entry, near the bottom.
- In the Communications Skills categories, please cut out only the article to be submitted and paste or tape it to an 8 1/2-x-11-inch sheet of white paper. If necessary, attach story continuations to additional sheets of paper. Staple all sheets together. (This is unnecessary if entries are 8 1/2-x-11 inches in their entirety or unsuitable for cutting and pasting.)
- In categories that require multiple pieces as a submission—Best Newsletter, Best Continuing Column or Department and Best Bulletin Series—please paper clip the pieces together.
- In the Best Web Site category, submit a printout of the site's home page.
- In the event an entry has multiple elements, please put all the elements in a separate envelope and place the label on the envelope.
- Attach explanations as requested for the categories Unique Performance, Best Public Relations and Jim Herndon Award.
- **Mail contest entries with entry form to:**  
CFT Communications Awards  
California Federation of Teachers  
Bay Area Office  
1201 Marina Village Parkway, Suite 115  
Alameda, CA 94501

# Categories



## Best Newsletter: General Excellence

- Single-page newsletter
- Four-page newsletter
- Six-or-more-page newsletter
- NEW!** Email newsletter

Judged for overall content, quality of writing and editing, ability to convey union message, ease of readability and effectiveness of design. *Submit two consecutive issues.*

### Best Web Site

Judged for ability to effectively deliver information to members and other site visitors, ease of navigation, and overall content and design. *Submit printout of home page.*

### 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 the poster or flyer.*

### Best Bulletin Series

Ongoing series of bulletins (usually single-sheet) issued about a single topic such as negotiations, grievances, board activities, professional issues, etc. Judged for editorial excellence and graphic presentation. *Submit entire series.*

### Unique Performance

Other print or multimedia communication tools such as brochures, pamphlets, video, audio, reports, books, or any combination thereof. Judged for editorial excellence and graphic presentation. *Submit explanation that includes purpose and use.*

### Best Public Relations

Communication efforts to inform a specific audience about issues of concern, or generate support for or awareness of positions, programs, issues or events. Judged for use of public relations tools that complement each other and are appropriately packaged. *Submit all elements with explanation including intent.*

## Communication Skills

**NEW!** Entries can be from the union's newsletter or Web site.

### Best News Writing

A story presenting timely information to union 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, told through the voices and actions of the people involved—be it a member profile or an article about a professional issue. Judged on clarity and effectiveness. *Submit the article.*

### Best Persuasive Writing

A point of view on an issue, reflecting the union's position or an individual's opinion. May be a story or an editorial about a professional issue or employment-related issue as it relates to the union. Judged on clarity and ability to persuade. *Submit the article.*

### Best Continuing Column or Department

A regular report within the limits indicated by the title, News Briefs, Know Your Rights, etc. Judged on clarity and ability to meet the intent of the column, department or blog. *Submit two installments.*

### Best Art or Photograph

An *original* photograph, illustration or cartoon. Judged on artistic merit and ability to convey message. *Submit as published and include relevant captions, headlines or story.*

### 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 the article illustrated with graphic elements.*

## Special Awards

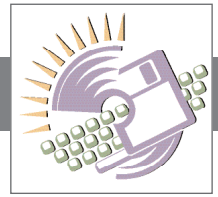
### Rookie of the Year Award

**NEW!** Honors newly established union communications *of any form.* *Submit copies and explanation.*

### Jim Herndon Award

Given to the entry that best represents the “Spirit of the Federation.” The winning entry conveys the importance of unionism in the field of education and is an outstanding creative effort. Entries can be any form of communication. *Submit explanation that includes purpose and use.*

# Entry Form



Local number \_\_\_\_\_

Local name \_\_\_\_\_

President's signature and date \_\_\_\_\_

President's phone and email \_\_\_\_\_

## Best Newsletter

**Single-page newsletter** (name) \_\_\_\_\_

Editor \_\_\_\_\_

**Four-page newsletter** (name) \_\_\_\_\_

Editor \_\_\_\_\_

**Six-or-more-page newsletter** (name) \_\_\_\_\_

Editor \_\_\_\_\_

**Electronic** (name) \_\_\_\_\_

Editor \_\_\_\_\_

**Best Web Site** (URL) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Best Flyer or Poster** (title) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Best Bulletin Series** (name) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Unique Performance \*** (describe) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Best Public Relations \*** (describe) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Best News Writing** (headline) \_\_\_\_\_

Writer \_\_\_\_\_

**Best Feature Writing** (headline) \_\_\_\_\_

Writer \_\_\_\_\_

**Best Persuasive Writing** (headline) \_\_\_\_\_

Writer \_\_\_\_\_

**Best Continuing Column or Department** (name) \_\_\_\_\_

Writer \_\_\_\_\_

**Best Art or Photograph** (headline) \_\_\_\_\_

Artist or photographer \_\_\_\_\_

**Best Use of Graphics** (headline) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

## **Special Awards**

**Rookie of the Year Award** (name) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

**Jim Herndon Award \*** (describe) \_\_\_\_\_

Person/s responsible \_\_\_\_\_

*\* Requires explanation of intent, purpose or use. Use the following page or a separate piece of paper.*

### **Mail entries and entry form to:**

CFT Communications Awards

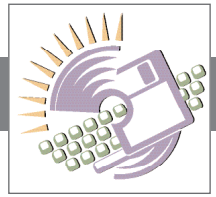
California Federation of Teachers

Bay Area Office

1201 Marina Village Parkway, Suite 115

Alameda, CA 94501

**Entries must be postmarked by March 7.**



**Unique Performance** \_\_\_\_\_

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**Best Public Relations** \_\_\_\_\_

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**Jim Herndon Award** \_\_\_\_\_

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**Best Newsletter**

**Type** \_\_\_\_\_

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Web Site**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Unique Performance**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Feature Writing**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Art or Photograph**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Newsletter**

**Type** \_\_\_\_\_

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Flyer or Poster**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Public Relations**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Persuasive Writing**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Use of Graphics**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Newsletter**

**Type** \_\_\_\_\_

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Bulletin Series**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best News Writing**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Best Continuing Column  
or Department**

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008

**Special Award**

**Type** \_\_\_\_\_

Local number \_\_\_\_\_

Local name \_\_\_\_\_

\_\_\_\_\_

*Attach this label to the back of entry.* 2008