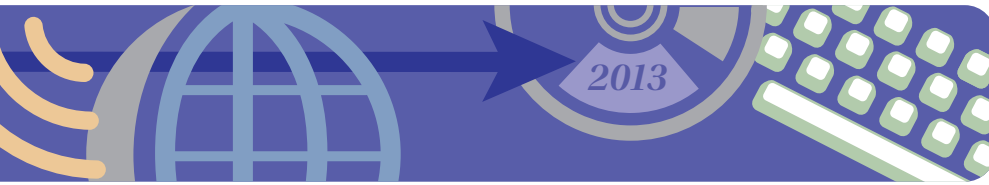


2013

**CFT**  
Communications Awards

**AWARD  
WINNERS**

California Federation  
of Teachers   
AFT, AFL-CIO  
*A Union of Professionals*



# Summary

## **Best Newsletter (Single-Page)**

1. Lawndale Federation of Classified Employees
2. Citrus College Adjunct Faculty Federation
3. Novato Federation of Teachers

## **Best Newsletter (Single-Page)**

1. Ventura County Federation of College Teachers
1. AFT College Staff Guild - Los Angeles

## **Best Newsletter (Four-Page)**

1. Morgan Hill Federation of Teachers
2. Yuba College Federation of Teachers

## **Best Newsletter (Four-Page)**

1. Los Angeles College Faculty Guild
2. State Center Federation of Teachers
3. AFT College Staff Guild - Los Angeles

## **Best Newsletter (Six+ Page)**

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

## **Best Email Newsletter**

1. Peralta Federation of Teachers
2. United Educators of San Francisco
3. San Mateo Community College Federation of Teachers

## **Best Single Effort**

1. Menifee Council of Classified Employees
2. UC-AFT Santa Cruz
3. Culver City Federation of Teachers

## **Best Single Effort**

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

## **Best Flyer or Poster**

1. San Francisco Community College Federation of Teachers
1. Los Rios College Federation of Teachers
2. United Educators of San Francisco
3. Los Angeles College Faculty Guild
4. Coast Federation of Educators

## **Best Bulletin Series**

1. Coast Federation of Classified Employees
2. Coast Federation of Educators
3. United Educators of San Francisco
4. Oxnard Federation of Teachers and School Employees

## **Best Public Relations**

1. Allan Hancock Part-Time Faculty Association
2. Novato Federation of Teachers
3. Culver City Federation of Teachers

## **Best Public Relations (over 500)**

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

## **Best Use of Social Media**

1. UC-AFT Santa Cruz

## **Best Use of Social Media**

1. San Francisco Community College Federation of Teachers
2. United Educators of San Francisco
3. AFT College Staff Guild - Los Angeles
4. Oxnard Federation of Teachers and School Employees

## **Best News Writing**

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

## **Best Feature Writing**

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

## **Best Editorial or Column**

1. San Francisco Community College Federation of Teachers
2. Culver City Federation of Teachers
2. Los Angeles College Faculty Guild
3. Citrus College Adjunct Faculty Federation
3. United Educators of San Francisco

## **Best Original Art or Photograph**

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

## **Best Use of Graphics**

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

## **Best Website**

1. Allan Hancock Part-Time Faculty Association

## **Best Website**

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

## **Jim Herndon Award**

San Jose/Evergreen Faculty Association

## **KEY**

Six categories are divided into locals with fewer than 500 members and those with more than 500 members for more equity in judging

**Green** = fewer than 500 members

**Blue** = more than 500 members

## Best Newsletter (Single-Page)

**FEWER THAN 500 MEMBERS**

### FIRST

#### Lawndale Federation of Classified Employees

*The Classified Beacon*

Edited by Carl Williams, President

**Judges' comments:** Terrific newsletter name and tagline. The recognizable design connects well with its content. Colorful and easy to read.

### SECOND

#### Citrus College Adjunct Faculty Federation

*Local Update*

By Mark Wessel, Secretary and Communications Director

### THIRD

#### Novato Federation of Teachers

*The Novato Teacher*

By Aaron Fix, President; Beverly Winsor, Staff Rep

## Best Newsletter (Single-Page)

**MORE THAN 500 MEMBERS**

### FIRST (TIE)

#### AFT College Staff Guild - Los Angeles

*Hot Off the Press*

By Velma J. Butler, President; Dorothy Bates, First Vice President; Mary VanGinkle, Secretary; Sandra Lepore, Executive Secretary

#### Ventura County Federation of College Teachers

*AFT Action Update*

By Steve Hall, President; Renee Fraser, Part-Time Vice President-Moorpark College; Alan Hayashi, Budget Analyst; Marty Hittelman, Communications Specialist; Rudy Corral, Labor Organizer; Catrina Schambra, Administrative Assistant for Research

**Judges' comments:** Consistent formats alert the reader as to what they will find in these newsletters. Under a nice banner, Ventura packs a lot of information into a single page. The Staff Guild offers quick bits of information that are also available on the union's new mobile app.

## Best Newsletter (Four-Page)

**FEWER THAN 500 MEMBERS**

### FIRST

#### Morgan Hill Federation of Teachers

*The Morgan Hill Teacher*

Edited by Jeanie Wallace, Editor

**Judges' comments:** A lot of substance and to the point. "Teachers at the Mic" column skillfully highlights the teachers who speak at the board of education. For members who teach more than 150 students a day, this is a good summary of current issues and a quick read.

### SECOND

#### Yuba College Federation of Teachers

*Going Adjunct*

By Jodi Azulai, Editor

## Best Newsletter (Four-Page)

**MORE THAN 500 MEMBERS**

### FIRST

#### Los Angeles College Faculty Guild

*Read On*

By Deborah Kaye, Editor; Cherri Senders, Managing Editor

**Judges' comments:** Good mix of new articles, action, and information you can use. Good use of faculty voices and summary of executive board motions. Effective design makes the newsletter easy and quick to read.

### SECOND

#### State Center Federation of Teachers

*The Federalist*

By Lacy Barnes, President/Editor; Vanessa Spady, Layout and Design

### THIRD

#### AFT College Staff Guild - Los Angeles

*In Strength and Unity*

By Velma J. Butler, President; Dorothy Bates, First Vice President; Sandra Lepore, Executive Secretary; Steve Weingarten, Communications Consultant

## Best Newsletter (Six-or-more-page)

**Judges comments:** This was an extremely strong category overall — with excellent entries from locals who had not entered in a long time or ever before.

### FIRST

#### San Francisco Community College Federation of Teachers

*Union Action*

By Li Miao Lovett and John Walsh, Co-Editors; Gwynnd Maestre, Graphic Designer; AFT 2121 Officers and Staff

**Judges' comments:** Good balance of practical news internal and external with an orientation toward, as the name says, "action." The use of photos and graphics really emphasize member involvement. "This newsletter lives up to its name."

### SECOND

#### United Educators of San Francisco

*San Francisco Educator*

By Matthew Hardy, Editor

### THIRD

#### Peralta Federation of Teachers

*Peralta Teacher*

By Debby Weintraub, Communications Director; Matthew M. Goldstein, President; Dan Ziegler, Graphic Designer

### HONORABLE MENTION

#### United Teachers Los Angeles

*United Teacher*

By Kim Turner, Communications Specialist

## Best Email Newsletter

### FIRST

#### Peralta Federation of Teachers

*PFT e-Communiqué and PCCD Board Watch*

By Debby Weintraub, Communications Director; Matthew M. Goldstein, President

**Judges' comments:** Creative effective approach: One email goes out the morning of the board meeting, and another follows up with a synopsis of the meeting. Wonderful tone hits the right balance between humor and seriousness of the content. Effective use of quotations and colorful language help present substantial detailed information.

### SECOND

#### United Educators of San Francisco

*United Educators of San Francisco eNews*

By Matthew Hardy, Communications Director

### THIRD

#### San Mateo College Federation of Teachers

*AFT 1493: The Advocate*

By Eric Brenner, Editor

## Best Single Effort

### FEWER THAN 500 MEMBERS

#### FIRST

##### Menifee Council of Classified Employees

New Dues Structure

By Shelly Reed, Treasurer

**Judges' comments:** This presentation spoke directly to concerns that members had about a critical issue — money. Dues are something that people are reluctant to talk about, yet the local put it right out there in a way that it brought them success in these difficult times. It shows the local demonstrating the fiscal accountability it demands from management.

#### SECOND

##### UC-AFT Santa Cruz

*Teach the Budget* video

By Allison Guevara, Field Representative; Courtney Hanson, Local 2199 intern and UCSC Student

#### THIRD

##### Culver City Federation of Teachers

Letter to the Editor: *Los Angeles Times*

By David Mielke, President

## Best Single Effort

### MORE THAN 500 MEMBERS

#### FIRST

##### San Jose/Evergreen Faculty Association

Student Success Beyond the Classroom campaign

By Frank Espinoza, Vice President

**Judges' comments:** This story effectively describes how the local honored students and tied student success to transfer information and meaningful employment — all in conjunction with the South Bay Labor Council and the greater community for full integration.

#### SECOND

##### United Teachers Los Angeles

Williams Uniform Complaint filing

By Carolina Barreiro and Kim Turner,  
Communications Specialists

#### THIRD (TIE)

##### Cabrillo College Federation of Teachers

Cabrillo With or Without Prop. 30

By Maya Bendetoff, Executive Director

##### San Mateo Community College Federation of Teachers

Newsletter articles about district attorney investigation

By Bob Bezemek and David Conway, Attorneys;  
Dan Kaplan, Executive Secretary

#### HONORABLE MENTION

##### San Francisco Community College Federation of Teachers

Prop. A campaign “Thank You” card

By Gwynnd Maestre, Graphic Designer

**Judges' comments:** We normally don't say anything about honorable mention, but about this election campaign thank you card, we want to say just how important it is to thank political volunteers after an election.

## Best Flyer or Poster

### FIRST (TIE)

#### Los Rios College Federation of Teachers

LRCFT urges you to vote Yes on 30

By Robyn Waxman, Professor of Graphics  
Communication

#### San Francisco Community College Federation of Teachers

All Out for City College of San Francisco

By Gwynnd Maestre, Graphic Designer; Alisa Messer,  
President

**Judges' comments:** We've seen a million flyers for union meetings and San Francisco's use of a dynamic angle makes this flyer effective yet simple at the same time. One judge said, "Plus, it leans in the right direction." Los Rios graphically illustrates the stark contrast of what's at stake for members through good use of color, and reminds members to vote in the election.

### SECOND

#### United Educators of San Francisco

UESF Pledge Card: Enough is Enough!

By Matthew Hardy, Communications Director

### THIRD

#### Los Angeles College Faculty Guild

2012 Adjunct Informational Series

By Tina Epherson, Communications

### HONORABLE MENTION

#### Coast Federation of Educators

Happy Holidays from CCCD?

By Dean Mancina, President

## Best Bulletin Series

### FIRST

#### Coast Federation of Classified Employees

*Table Talk*

By Connie Marten, Vice President-Golden West  
College; Ann Nicholson, President

**Judges' comments:** Nice use of checkmarks to show the articles being bargained as negotiations progressed. Great job of keeping members informed. The reports made you feel like you were at the table.

### SECOND

#### Coast Federation of Educators

*Enough is Enough!*

By Dean Mancina, President; Chris Hamilton, Vice  
President-Golden West College; Rob Scheidermann,  
Vice President-Orange Coast College

### THIRD

#### United Educators of San Francisco

*Table Talk*

By Matthew Hardy, Communications Director

### HONORABLE MENTION

#### Oxnard Federation of Teachers and School Employees

*Negotiations Updates*

By Negotiating Team Members Wes Davis, President;  
Josh Chancer, Secretary; Angel Calvo, Executive  
Director

## Best Public Relations

### FEWER THAN 500 MEMBERS

#### FIRST

##### Allan Hancock Part-Time Faculty Association

Public Awareness campaign

By Mark James Miller, President

**Judges' comments:** Regular op-eds in the local newspaper are a great way to connect with the community, especially in a conservative region where public relations is particularly challenging. One judge said, "Conducting union education in the pages of the general media is no mean feat."

#### SECOND

##### Novato Federation of Teachers

NUSD Does Not Need Another Charter

By Aaron Fix, President; Fran Rozoff, Vice President

#### THIRD

##### Culver City Federation of Teachers

Letter to *Los Angeles Times* in response to editorial "ABC's of Firing a Teacher"

By David Mielke, President

## Best Public Relations

### MORE THAN 500 MEMBERS

#### FIRST

##### San Francisco Community College Federation of Teachers

Yes on Prop. A Campaign

By Alisa Messer, President; Galina Gerasimova, Political Director; Kathe Burick, Yes on Prop. A Organizer; AFT Local 2121 members, officers, staff

**Judges' comments:** The local created a distinct logo in multiple languages to target different audiences and used it consistently. A true multimedia approach — integrating good graphics and photography into collateral buttons, posters, flyers and social media.

#### SECOND

##### United Teachers Los Angeles

Stop the Insanity campaign

By Carolina Barreiro and Kim Turner, Communications Specialists

## Best Use of Social Media

### FEWER THAN 500 MEMBERS

#### FIRST

##### UC-AFT Santa Cruz

*Teach the Budget* video on YouTube

By Allison Guevara, Field Representative; Courtney Hanson, Local 2199 intern and UCSC student

**Judges' comments:** A thoughtful presentation that enlisted member's students to help tell the story. This video brought to life the number of departments and majors that have been cut. The scene with 38-year teacher Mike Rotkin and the empty shelves effectively showed that cuts have consequences.

## Best Use of Social Media

### MORE THAN 500 MEMBERS

#### FIRST

##### San Francisco Community College Federation of Teachers

*Iamcitycollege.tumblr.com*

By Alisa Messer, President

**Judges' comments:** This usage of tumblr is "as close to face-to-face as you can get." Terrific framing of photos and use of hand-lettered signs in different languages show the diversity of students served by City College. One judge said, "The tumblr is more than half full."

#### SECOND

##### United Educators of San Francisco

Facebook page: *uesf61*

By Matthew Hardy, Communications Director

#### THIRD

##### AFT College Staff Guild - Los Angeles

Staff Guild mobile app

By Velma J. Butler, President; Armand Santos

**Judges' comments:** Usually we don't make comments about a third place winner, but this mobile app is a trendsetter and may prove to be an innovative use of technology for unions.

#### HONORABLE MENTION

##### Oxnard Federation of Teachers and School Employees

Facebook page: *Our OFTSE*

By Linda Torres, Paraeducator Vice President

## Best News Writing

### FIRST

#### United Teachers Los Angeles

“Ravitch delivers message of support for public school educators”

By Kim Turner, Communications Specialist

**Judges’ comments:** Appropriate coverage given to a towering figure in education — Diane Ravitch. Excellent lead paragraph makes you want to read the story. Good solid reporting and writing gives members substantive info from the speech. The sidebar “Quotable Ravitch” is a bonus and a good second point of entry.

### SECOND

#### Los Angeles College Faculty Guild

“Guild Protests Two-Tiered Proposal at SMC”

By Deborah Kaye, Editor; Cherri Sanders, Managing Editor

### THIRD

#### United Educators of San Francisco

“Does the SFUSD Really Need Another \$30 Million?”

By Matthew Hardy, Communications Director

### HONORABLE MENTION

#### San Francisco Community College Federation of Teachers

“Governor Brown’s plan to privatize public employee pensions”

By Douglas Orr, City College Economics Department and AFT Local 2121 member

## Best Feature Writing

### FIRST

#### San Jose/Evergreen Faculty Association

“Occupy Movement – The Unsung Hero”

By David Yancey, President

**Judges’ comments:** A well-written philosophical piece about a critical movement that played a key role in the General Election — both in national issues and local issues such as Proposition 30.

### SECOND

#### United Educators of San Francisco

“Enough is Enough! No Cuts, No Layoffs!”

By Matthew Hardy, Communications Director

### THIRD

#### Ventura County Federation of College Teachers

“What’s the Relationship Between AFT and the Academic Senate?”

By Jenny Redding, First Vice President-Oxnard College

### HONORABLE MENTION

#### United Teachers Los Angeles

“Teacher Fights Retaliation — and Wins”

By Kim Turner, Communications Specialist



## Best Editorial or Column

### FIRST

#### San Francisco Community College Federation of Teachers

“High stakes for all of us”

By Alisa Messer, President

**Judges’ comments:** We all hear about the importance of every election cycle, but this editorial really captured the importance because so much was at stake in the local election. The editorial pointed us in the right direction without glossing over the problems that needed to be addressed. Good use of subheads to navigate the shoals of dangers.

### SECOND (TIE)

#### Culver City Federation of Teachers

“I don’t think we need Ms. Rodor’s kind of spirit”

By David Mielke, President

#### Los Angeles College Faculty Guild

“We Won’t Back Down”

By Joanne Waddell, President

### THIRD (TIE)

#### Citrus College Adjunct Faculty Federation

“Pursuing the Full-Time Job (Processing the Process)”

By Mark Wessel, Secretary and Communications Director

#### United Educators of San Francisco

“Solution-Driven Unionism is the Way Forward”

By Susan Solomon, Executive Vice President

## Best Original Art or Photograph

### FIRST

#### Citrus College Adjunct Faculty Federation

“Citrus College Morgue”

By Mark Wessel, Secretary and Communications Director

**Judges’ comments:** The artist’s touching reinterpretation of a classic painting perfectly symbolizes the point he is trying to make — the grief of layoffs and unemployment. The image taps into pop culture television shows so we all relate to it. One judge said, “It’s a dead ringer for first prize.”

### SECOND

#### United Educators of San Francisco

“Determined Member Organizers Take a Stand”

By Matthew Hardy, Communications Director

### THIRD

#### San Francisco Community College Federation of Teachers

“So much at stake in November’s election”

By Chris Hanzo, Executive Director

### HONORABLE MENTION

#### United Teachers Los Angeles

“LAUSD: You Can’t Afford to Lose Me!”

By Kim Turner, Communications Specialist

## Best Use of Graphics

### FIRST

#### San Francisco Community College Federation of Teachers

“District revenues rebounding: What about worker livelihoods and student access?”

By Chris Hanzo, Executive Director; Gwynnd Maestre, Graphic Designer; AFT Local 2121 members and staff

**Judges’ comments:** This compelling infographic is easy to grasp without a lot of interpretation. The chart is really big and easy to read, and thorough in its timeline so it shows the trend over time. The abstract nature of the numbers are balanced by the humanity surrounding it.

### SECOND

#### San Mateo Community College Federation of Teachers

“Under Their Thumb”

By Eric Brenner, Editor

### THIRD

#### United Teachers Los Angeles

“Back-to-school ‘prop’ quiz”

By Kim Turner, Communications Specialist

### HONORABLE MENTION

#### Peralta Federation of Teachers

“How to Read a Paycheck”

By Patricia Dudley, Grievance Officer and Secretary; Dan Ziegler, Graphic Designer

## Best Website

### FEWER THAN 500 MEMBERS

### FIRST

#### Allan Hancock Part-Time Faculty Association

[www.pfaofahc.com](http://www.pfaofahc.com)

By Dorran Nadeau, Editor-In-Chief

**Judges’ comments:** Nice blog-style site that has a clean uncrowded look, offers good information sources, and uses some excellent photos. Home page is nicely organized with user-friendly navigation. The blog is current and well-integrated into the overall site.

## Best Website

### MORE THAN 500 MEMBERS

### FIRST

#### United Educators of San Francisco

[www.uesf.org](http://www.uesf.org)

By Matthew Hardy, Communications Director

**Judges’ comments:** Excellent use of submenus to structure the site make for concise, uncrowded primary navigation that is easy to follow. Great banner photo and lots to look at on each page. “Informative beyond belief.”

### SECOND

#### San Francisco Community College Federation of Teachers

[www.aft2121.org](http://www.aft2121.org)

By Gwynnd Maestre, Graphic Designer, and AFT Local 2121 leadership

### THIRD (TIE)

#### San Jose/Evergreen Faculty Association

[www.fa-aft6157.org](http://www.fa-aft6157.org)

By Patti Berg, Office Manager

#### San Mateo College Federation of Teachers

[www.aft1493.org](http://www.aft1493.org)

By Eric Brenner, Webmaster

### HONORABLE MENTION

#### Ventura County Federation of College Teachers

[www.aft1828.com](http://www.aft1828.com)

By Catrina Schambra, Administrative Assistant for Research

## Jim Herndon Award

### San Jose/Evergreen Faculty Association

“CFT Convention 2012: General Session II”

By Sterling Warner, English Faculty

**Judges’ comments:** This outstanding effort — a poem about the CFT Convention — captures the spirit of our Convention and creatively expresses the solidarity and feelings that arise at a convention. It’s not a typical genre for responding to a convention and “anyone who’s been to the CFT Convention with their eyes open realizes what this poem is about.”

Prepared by Jane Hundertmark, CFT Publications Director April 19, 2013. Updated June 17, 2013.

Email questions or comments about the CFT Communications Awards to [jhundertmark@cft.org](mailto:jhundertmark@cft.org)

Visit the home of the CFT Communications Awards on the CFT website at [cft.org/Get Involved/Communications Awards](http://cft.org/Get Involved/Communications Awards).

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