

ILCA 2007 LABOR MEDIA CONTEST AWARD COMMENTS (Index - Page 46)

THE MAX STEINBOCK AWARD:

Milwaukee County Labor Council
Milwaukee Labor Press
Dominique Paul Noth
"Artist Agnew Sews Up New York"

"Noth gives us a touching and inspiring tale of perseverance and triumph. Artist Terese Agnew spent four years crafting her masterpiece, an eight foot by nine foot quilt of a Bangladeshi sweatshop worker toiling at her sewing machine. The image is made entirely from thousands of clothing labels previously affixed by other sweatshop seamstresses.

Based on a photo by Charles Kernaghan, president of the National Labor Committee and long-time anti-sweatshop crusader, Agnew's *Portrait of a Textile Worker* shows a young woman in her prime focused on her machine's needle and stitches, her long graceful fingers applying care and craft. Behind her stretch other, identical machines, with other women feeding fabric. The individual and the collective condition of millions are conveyed, compelling in the layers of emotions invoked and compelling in the layers of designer labels sewn together to simulate the tonalities of the photo while also stitching together Third World sweatshop production and First World consumption.

Before the art world recognized the importance of the piece, the labor movement did, collecting the thousands of labels for Agnew and donating thousands of dollars to her effort. Later New York's Museum of Art and Design, America's premier showplace for contemporary craft art, agreed to feature the work and display it prominently in its new building.

Eerily, in the process of creating the piece, Agnew developed the kind of repetitive stress injuries sweatshop seamstresses regularly endure.

Noth knew he had a good story, a story of one artist's passion for social justice that resonated with others and made this work of art a collective statement. It was a beautiful story waiting to be mined, but it took a skilled miner to bring us the gem."

GENERAL EXCELLENCE

Class/Subgroup: NEWSPAPERS 100,000 Plus

FIRST AWARD:

New York State United Teachers
Lance D. Howland
New York Teacher

"Does a good job covering a lot of ground for 525,000 members. Well organized. Outstanding photo illustrations on covers. Writing is very good, with nice focus on personal stories of members. Nice legislative coverage and opinion page."

SECOND AWARD:

CSEA, Inc.
Lou Hmieleski
The Work Force

"Very help-oriented publication, but eliminating typographical and design inconsistencies would make it even better. 'CSEA Voices' a feature that deserves copying by other publications. Writing is mediocre."

Class/Subgroup: NEWSPAPERS Less Than 100,000

FIRST AWARD:

The Newspaper Guild-CWA

Andy Zipser

The Guild Reporter

"Industry turmoil makes for some great writing -- and reading. A little thin on photo content, but the 'Newsudoku' feature is appealing. Lots of news throughout, including multiple briefs columns. Some heads are outstanding ('Don't Touch That Dial: Static Raised Over WashPost Radio'), but some are head-scratchers (even Lewis Carroll might object to 'The Torpal Blade Went Snicker-Snack [Or Not!]'). Nice graphic (with map) on MediaNews empire."

SECOND AWARD:

Retail, Wholesale & Department Store Union

Zita Allen

RWDSU Record

"For all the good news being reported, the writing isn't nearly as lively as it could be. Photos could be more compelling, and the type size of the captions should be larger. But the overall pub is well-organized and newsy, with some good photos showing members in action. Nice election guide. Interesting feature ('A Tale of Two Families') about union helping family of member serving in Iraq. Headlines in magenta are distracting."

THIRD AWARD:

Union Label & Service Trades Department

Greg Kenefick

Label Letter

"Design consistent, but would probably benefit from a more consistent focus on big issues like offshoring and imports. 'Do-Buy' list is a winner and should be spread far and wide among other publications. Good reports on the gutting of pensions and allowing foreign nations to control U.S. economy through trade deficits."

Class/Subgroup: MAGAZINES 100,000 Plus

FIRST AWARD:

American Federation of Teachers

Roger S. Glass

American Teacher

"Does an impressive job of finding topics and treatments that appeal to a wide audience. Excellent photo illustrations on covers, and creative art illustrations inside. Well written and packaged throughout with compelling regular features: Frontlines, Speak Out, Class Notes, News & Trends. Nice special report on the needs of No Child Left Behind and good election coverage, including terrific photos of members in action."

SECOND AWARD:

International Association of Machinists

Rick Sloan

IAM Journal

"Very well-done cover stories -- timely and perhaps even prescient. Body type may be a tad too big, although we understand it is intended to help retirees, a big part of the readership. Good use of photos and graphics. One-word cover heads provide far too little information about the compelling reporting inside. The Journal manages to communicate an 'in-your-face' attitude that is in keeping with the union's public profile, which includes a button on the Web site (promoted well within the magazine) called 'Pick a Fight!'"

MAGAZINES 100,000 Plus (Continued)

THIRD AWARD:

International Union of Bricklayers and Allied Craftworkers
Eileen Betit; Connie Lambert
BAC Journal

"Has the feel of a general-circulation magazine. The election preview was thorough in its analysis of the issues. While photos are a bit pedestrian, reproduction quality is top-notch. Nice feature on lifelong learning and good retiree profiles. Notice of the 'En Francais!' pages n the cover is a nice touch."

HONORABLE MENTION:

International Brotherhood of Electrical Workers
Edwin D. Hill
IBEW Journal

"Well-chosen lead stories. Officers' columns are topical and hard-hitting. Well organized magazine with well written articles, but the covers are unimaginative. 'Local Lines' feature deserves a long look by other unions for potential adaptation. IBEW cookbook and apron ad is, at the very least, odd."

HONORABLE MENTION:

AFSCME
Roger M. Williams
Public Employee

"Almost no filler in this publication. Even the material that's not compelling -- and there's not much of that to begin with -- comes off as vital. Crisp writing and complementary photos. Articles range far and wide to cover the breadth of membership work and activity."

HONORABLE MENTION:

United Steelworkers
Jim McKay
USW@Work

"Captions should be larger, but on the whole, a highly appealing design. Initial publications of renamed, rebranded Steelworkers succeed in communicating the breadth of work, issues and concerns, as well as the activism of the membership. Chockfull of news and photos that cover the waterfront, mills, hospitals, mines, plants, etc. If only the news affecting these workers were better!"

Class/Subgroup: MAGAZINES Less Than 100,000

FIRST AWARD:

Air Line Pilots Association
Sharon B. Vereb
Air Line Pilot

"An instance where the available resources really show themselves on the pages to terrific effect. Highly technical issues are explained in terms that are accessible to everyone. Nice photos demonstrating self-defense techniques. The 75th anniversary issue, tracing how ALPA over the years helped create the environment and the demand for safe and high-tech developments in air travel, is a real keeper."

MAGAZINES Less Than 100,000 (Continued)

SECOND AWARD:

United Mine Workers of America
Phil Smith
United Mine Workers Journal

"Sadly, tragedies such as Sago bring about some of the most insightful writing in this category -- or any category. Excellent design principles; top-notch photography."

Class/Subgroup: STATE AND LOCAL CENTRAL BODY PUBLICATIONS

FIRST AWARD:

St. Paul Area Trades & Labor Assembly
Michael Moore
The St. Paul Union Advocate

"Very good use of non-staff contributions. Excellent design, and the heavier newsprint stock is a plus. The digest of local unions' meetings is helpful. Oh, and did I mention the good reporting? Excellent report on campaign against McDonalds, backing tomato pickers."

SECOND AWARD:

Milwaukee County Labor Council
Dominique Paul Noth
Milwaukee Labor Press

"Squanders very little of its generous available news hole. Writing could be a little livelier, but not by much! Great cross-section of news and features, with very good coverage of local elections. Good use of photos throughout, but initial caps to break up copy is overused. Kudos to editor for column, "Hetero-Skelter," dissecting the ballot proposal that would restrict legal status for gay unions."

THIRD AWARD:

Minneapolis Central Labor Union Council
Steve Share
Minneapolis Labor Review

"Ability to use color inside is always a plus, but readability throughout is an enduring feature. Great digest of news from member locals. Some headlines too long."

Class/Subgroup: LOCAL UNIONS 20,000 Plus

FIRST AWARD:

Professional Staff Congress (PSC) AFT 2334
Peter Hogness
Clarion

Judge 1: "Outstanding; good analysis and no fluff."

Judge 2: "Nice 'teaching' how candidates came to be endorsed by the union, what happened next, how they faired. I was touched by the report of the 61-year relationship between gay members, who at last can marry."

SECOND AWARD:

UFCW 8 - Golden State
Jacques Loveall
Voice of Action

"Hard-hitting, focused, stayed on message."

LOCAL UNIONS 20,000 Plus (Continued)

THIRD AWARD:

IBEW Local 1245

Eric Wolfe

Utility Reporter

"Substantive stories with analysis."

HONORABLE MENTION:

New York State Public Employees Federation

Darcy Wells

The Communicator

"Very educational and diverse in selections."

Class/Subgroup: LOCAL UNIONS 10,000 to 19,999

FIRST AWARD:

CWA Local 1180

Esther Kaplan

The Communique

"Superb! Informative, analytical, well presented."

SECOND AWARD:

A.F.M. Local 802

Mikael Elsila

Allegro

Judge 1: "Very good and informative."

Judge 2: "I liked the updating on grievance wins/losses, and historical treatments. Again, literate, smart, funny, beautifully designed with lots of info, a real prize winner."

Class/Subgroup: LOCAL UNIONS 2,500 to 9,999

FIRST AWARD:

NY Metro Area Postal Union

Clarice Torrence

The Union Mail

"Well worth reading; focused; good use of images."

SECOND AWARD:

IFPTE Local 17

Taryn Gerharrdt

InSight

"Good; nice layout, relevant."

LOCAL UNIONS 2,500 to 9,999 (Continued)

THIRD AWARD:

Professional Musicians Local 47
Serena Kay Williams; Linda Rapka
Overture

"Specialized pub for professional musicians; it was specific to the craft, nicely done, intelligent, low on cant/puff and high on content."

Class/Subgroup: LOCAL UNIONS Less Than 2,500

FIRST AWARD:

I.A.M. Local Lodge 2319
Bob Grier
The Ledger

"Very Good; readable; substantive."

SECOND AWARD:

American Federation of Government Employees (AFGE) Local 3748
Patricia Filipi; Sharon Grugel
Union Catalyst

"Very Nice; Good mix of essays and prose."

THIRD AWARD:

Librarians Guild AFSCME 2626
Sheila Nash and Billie Connor-Dominguez
LG Communicator

"AFSCME local representing LA librarians - it's a special union crowd, for sure, but was loaded with history, and insight, looks backwards to the devastating fire 25 years ago, and how it was addressed, and lots of insight into the world of work for this community."

Class/Subgroup: REGIONAL ORGANIZATIONS 20,000 or More

FIRST AWARD:

California Federation of Teachers
Jane Hundertmark
California Teacher

Judge 1: "Terrific; informative, sharp writing and use of graphics."

Judge 2: "Nicely done; great visuals, good mix, just about perfect."

SECOND AWARD:

NYC District Council of Carpenters
Audra C-M Donohue
The Carpenter

Judge 1: "Appealing to read; graphics and color are sharp."

Judge 2: "Dazzling visual presentation, easy read, good story selections."

REGIONAL ORGANIZATIONS 20,000 or More (Continued)

THIRD AWARD:

AFT Massachusetts
Jennifer C. Berkshire
The Advocate

Judge 1: "Like the trilogy of new, old members and a lens on locals local."

Judge 2: "Wow graphics: clarity and community building."

Class/Subgroup: REGIONAL ORGANIZATIONS Less Than 20,000

FIRST AWARD:

Lakes & Plains Regional Council of Carpenters & Joiners
Michael Kuchta
Lakes & Plains Carpenter

Judge 1: "Very educational; well presented; impressive focus on individual carpenters."

Judge 2: "An easy call, so alive and clear."

SECOND AWARD:

AFT-Oregon
Richard H. Schwarz
Federation News

"Nice layout; wonderful use of pro-con policy debate."

SPECIAL PERFORMANCE

Class/Subgroup: BEST CARTOON (Local Unions)

FIRST AWARD:

Chicago Teachers Union AFT Local 1
Chicago Union Teacher
Randolph Norton
"Pensions"

"Clear idea, nicely rendered."

SECOND AWARD:

UAW Local 95
Local 95 Union News
Bill Fitzsimmons, Cartoonist; Mary Frederick, Editor
"The Workplace: It's a Jungle Out There"

"Imaginative idea undermined by low rez printing. Bill does consistently good work that serves the labor press well."

BEST CARTOON (Local Unions) (Continued)

THIRD AWARD:

Professional Staff Congress (PSC) AFT 2334

Clarion

Carolina Arentsen

"Big Pharma"

"A simply elegant drawing."

HONORABLE MENTION:

American Federation of Government Employees (AFGE) Local 3748

Union Catalyst

Pat Filipi

"Hush, Americans"

"Nice effort, shows promise. Well written. The kind of local union artist that should be encouraged."

FIRST AWARD:

AFSCME Council 5

Stepping Up

Blair Francis

"Governor Pawlenty's Transportation Projects"

"Playful style, clear idea, few labels. Too bad the cartoon was not displayed larger."

SECOND AWARD:

International Association of Machinists District 751

Aero Mechanic

David Kelliher

"Boeing 'Gag Orders' Hush Union Success"

"Great example of local union activist cartooning! Hindered by too many unnecessary labels."

THIRD AWARD:

District Council 37, AFSCME

Public Employee Press

Gene Suchma

"National Health Care Now!"

"Instant communication."

Class/Subgroup: BEST ILLUSTRATION (Local Unions)

FIRST AWARD:

CWA Local 1180

The Communique

Gregory Nemec

"The New War on Unions"

"Professional. Powerfully drawn and displayed. Graphic tells story."

BEST ILLUSTRATION (Local Unions) (Continued)

SECOND AWARD:

SSEU Local 371

The Unionist

Christopher Wade Robinson

"Gap Between Rich and Poor Greatest in NYC"

"Nice use of color and design. Exemplifies what labor art could and should be."

THIRD AWARD:

Professional Staff Congress (PSC) AFT 2334

Clarion

Jud Gitteau

"State Health Care"

"Creates interest by imaginative use of perspective. A class act."

HONORABLE MENTION:

IBEW Local 1245

Utility Reporter

Kathy Kifer

"Gloves at Typewriter"

"Great use of the in joke."

Class/Subgroup: BEST ILLUSTRATION (International, National and Other Labor Organizations)

FIRST AWARD:

District Council 37, AFSCME

Public Employee Press

Gene Suchma

"Blood for Oil"

"No avoiding message. No labels, no place to hide. Speaks to the times."

SECOND AWARD:

Retail, Wholesale & Department Store Union

RWDSU Record

Gary Schoichet

"Strength to Win"

"Artfully done. Truly the twain of photo/illustration."

THIRD AWARD:

United Steelworkers

USW@Work

Bill Yund

"Challenging Economic Inequality"

"Whimsical and lyrical storytelling."

BEST ILLUSTRATION (International, National and Other Labor Organizations) (Continued)

HONORABLE MENTION:

International Association of Machinists District 751

Aero Mechanic

David Kelliher

"Better Method Saves Work and Bodies"

"Illustration doing the heavy lifting of explaining how workers solve problems."

Class/Subgroup: BEST PHOTOGRAPH (Local Unions)

FIRST AWARD - Shared :

Locals 175 & 633 UFCW Canada

Checkout

Cheryl Mumford

"Chicken Plant"

"The raw chicken is at the center of the photo, really highlighting the rawness of the job. Photo tells the whole story of the people and their work environment. Captures emotion."

FIRST AWARD - Shared:

Professional Staff Congress (PSC) AFT 2334

Clarion

Bennett Baumer

"NYU Graduate Assistants Protest"

"Perfectly exposed, good camera angle. Again tells the whole story without being too busy. A lot of detail-down to what the police are doing to what the protesters are doing. A lot to see in this photo. Well-done, all-around."

SECOND AWARD:

B.C. Government & Service Employees' Union

The Provincial

Joshua Berson

"Child Care Campaign"

"Shows action, caught the blur of the page without blurring anything else. The people really tell the story in this shot. Difficult shot to get proper exposure against the windows, but photographer did it well. Shows interaction."

THIRD AWARD:

IBEW Local 1245

Utility Reporter

Russ Rylee

"Long Line"

"Perfectly exposed, well-planned, difficult shot. Good composition - the eye follows in a 'z' pattern across the page."

BEST PHOTOGRAPH (Local Unions) (Continued)

HONORABLE MENTION:

Teamsters Local 237 Retiree Division

Retiree News & Views

Donna Ristorucci

"The Golden Promise: A Declaration of Unity"

"Good angle, captures the message by using the capitol building in the background. Striking photo because it uses only a few elements."

Class/Subgroup: BEST PHOTOGRAPH (International, National and Other Labor Organizations)

FIRST AWARD:

United Mine Workers of America

United Mine Workers Journal

Frank Powers

"A Matter of Life and Death"

"Good night shot, striking photo, shows darkness of the mine, the vastness of the darkness, emotion of the workers. All-around good shot."

SECOND AWARD:

AFSCME

Public Employee

Bill Burkhart

"Police Beat - John Williams"

"Well-timed used daylight, well exposed. Interesting angles."

THIRD AWARD:

California Federation of Teachers

California Teacher

Sharon Beals

"Angelides Yes!"

"Best rally shot in the group. Good depth of field (person in the foreground sharp, people in the background blurry). Shows emotion. Focuses on the message."

HONORABLE MENTION:

St. Paul Area Trades & Labor Assembly

The St. Paul Union Advocate

Michael Moore

"Prayer for Justice"

"Good use of sunlight, shadows in foreground, backlighting the people, giving the photo a spiritual aura."

HONORABLE MENTION:

District Council 37, AFSCME

Public Employee Press

Clarence Elie-Rivera

"Hospital Vigil: Members March for Health Care"

"Excellent night shot (often hard to get right); good, striking, facial expressions, dramatic with view of the city."

Class/Subgroup: BEST EDITORIAL or COLUMN (Local Unions)

FIRST AWARD:

Musicians' Association of Hawaii

Keola O Na Mele

Marsha Schweitzer

"Exploitation"

Judge 1: "A succinct, clear analysis of why working people allow themselves to be exploited by their employers--and therefore the role that unions have to play as consciousness-raising institutions. What I liked about this piece is that it gets past the usual boilerplate about unions having to organize to get at the more essential question of why employees don't 'just say no' to employer abuse. Well written, thoughtful and persuasive."

Judge 2: "A strong statement that challenges unionists' core beliefs. For me, the bold-faced line was the clincher: 'Helping people confront their weakness and reach this state of empowerment is the job of unions.' I believe this thought offers useful advice to today's union leaders. Martha Schweitzer sums it all up with her concluding line: 'But by whatever means, if there is to be an end to exploitation, first we must "just say no" to it.'"

SECOND AWARD:

I.U.O.E. Local 547

The Scoop

Maria Catalfio

"Dick Devos: A Rich Man Tries to Wear a Common Man's Clothes"

Judge 1: "Several of the entries in this category argued for or against specific political candidates, but this one stood above the others in the amount of its research and reasoned argumentation. The result is a devastating critique that contrasts Devos' public persona with his track record as president of Amway and underscores the lack of substance to his campaign promises. Very effective."

Judge 2: "A clear call for all of us to look behind the words of our would-be leaders. Maria Catalfio finds a lot that is questionable when she 'checks (the) record' of Dick Devos. Her piece is a much-needed warning about the dangers of placing the commonwealth in the hands of those rich men who try 'to wear a common man's clothes.'"

THIRD AWARD:

United Food and Commercial Workers Local 400

Union Leader

James Lowthers

"Lost: Moral Compass"

Judge 1: "Most messages from local presidents are either predictably polemical or abstractly inconsequential. This editorial, while hitting at a predictable target--the Bush administration and its GOP supporters, both in Congress and in the Maryland statehouse in Annapolis--largely succeeds in avoiding cliches while driving home the damage these forces have inflicted on working families. An effective call to 'throw the bums out' at election time, in less than 500 words, with just the right tinge of moral outrage."

Judge 2: "James Lowthers yokes a bankrupt political vision to both national and local leaders and asks us to participate in the political process if we are to push representatives into 'figuring out right from wrong.'"

BEST EDITORIAL or COLUMN (Local Unions) (Continued)

HONORABLE MENTION:

UFCW Local 99

UFCW 99 Report

Jim McLaughlin

"What We Can Learn From 'American Idol'"

Judge 1: "Another editorial from a local president that rises above the norm, urging readers to spend as much time educating themselves about political candidates as they do about American Idol contestants. Well written and admirably succinct, it suffers from overstating its case at the outset and of ending on a hectoring note. Another drawback: playing the president's message as the only piece of text on the publication's front page, perpetuating the perception that union newspapers are more about propaganda than reportage."

Judge 2: "A neat take on a simple message: issues that have an impact on our lives deserve more attention than what passes for entertainment on today's media. Nevertheless, I would have preferred that Jim McLaughlin made it clear that 'concentrating on issues' does take more 'time and energy' than being couch potatoes, and maybe that's why so many of us 'tune out' and allow others to take advantage of us."

Class/Subgroup: BEST EDITORIAL or COLUMN (International, National and Other Labor Organizations)

FIRST AWARD:

The Newspaper Guild-CWA

The Guild Reporter

Bruce Meachum

"You Don't Stoop at Standing Time"

"The PATCO tragedy is often seen as a dismal turning point for labor, the rude introduction to the Reagan years of ravage. In this fine piece, the author reflects on the PATCO strike and his marriage, not as a tragedy, but as a personal 'stand up' moment, learning to advocate for the union and for workers' rights. The bonds, friendships and a marriage that endured 25 years later is a moment of pride, reflected here in very personal and moving terms."

SECOND AWARD:

AFSCME Council 5

Stepping Up

Don J. Dinndorf

"Hunters: Vote Absentee for AFSCME-Endorsed Candidates!"

"Unions push their members at election time, hammering home worker related issues and mobilizing for a massive turn-out on election day. Yet not every union member takes the political season as seriously as their labor organization might like. In some parts of these United States, hunting season's opening day is on a par with Christmas or the Fourth of July, with businesses closing and camo-wearing legions descending on lakes and woods. This piece reaches out to union members who are hunters, pointing out the importance not only of workplace, but also of conservation, issues. The author admits he will be out in the woods on election day -- but voted absentee before leaving. The old adage of 'reach people where they are at' is well represented by this piece."

BEST EDITORIAL or COLUMN (International, National and Other Labor Organizations) (Continued)

THIRD AWARD:

International Brotherhood of Electrical Workers

IBEW Journal

Edwin Hill; Jon Walters

"We're Takin' Our Country Back!"

"Since 2006 was a federal election year, there were numerous contest entries on the importance of voting, enumerating the outrages of the Bush Administration and poor federal policies. This piece stood out from the pack because it introduced its topic from a localized story and then proceeded to the national outrages. Using the example of retirees in Ottawa, Ohio, left without their health care because of a prosperous company declaring bankruptcy with one division, the editorial then proceeded to build its case against the current political power structure. Rooting the national opinion in a local situation is a strong precedent that others should emulate."

HONORABLE MENTION:

NYC District Council of Carpenters

The Carpenter

Mark Garraway; Audra C-M Donohue, Editor

"From Non-Union to Union"

"Giving rank and file workers a voice often takes a lot of coaxing and extra effort. This heartfelt piece, by a carpenter who formerly worked non-union, powerfully tells the story of why workers need a union. Recounting what he endured as a non-union construction worker, including safety violations and a poor attitude toward workers, the author proudly reports on how union training gave him valuable skills, but also a sense of dignity and purpose. Well done!"

Class/Subgroup: BEST FEATURE STORY (Local Unions)

FIRST AWARD:

IBEW Local 1245

Utility Reporter

Eric Wolfe

"Storm Warning: Merger Madness in Utility Industry Poses Threat to Service Reliability"

"Strong journalism, well researched and organized. Information we don't usually have access to, with a strong union angle. Might trim the detail on PUHCA - story sags a bit there."

SECOND AWARD:

Professional Staff Congress (PSC) AFT 2334

Clarion

Dania Rajendra

"Together for 61 Years & Now Married"

"Use of quotes and detail gave a vivid sense for who these guys were. Fun read, good subject."

THIRD AWARD:

CWA Local 1180

The Communique

Esther Kaplan

"The New War on Unions"

"Good information, clearly presented. Covered lots of facets of the issue but did need a paragraph near the top to tie it all together."

BEST FEATURE STORY (Local Unions) (Continued)

HONORABLE MENTION:

Musicians' Association of Hawaii

Keola O Na Mele

Brien Matson

"Test Your Union 'Smarts'"

"Very clever and spot-on for internal organizing. We need more such effective uses of humor!"

Class/Subgroup: BEST FEATURE STORY (International, National and Other Labor Organizations)

FIRST AWARD:

St. Paul Area Trades & Labor Assembly

The St. Paul Union Advocate

Michael Moore

"As Ford Pursues Its 'Way Forward,' workers in St. Paul, South Africa bond through poetry

"In this moving story you sense the Ford auto workers at the St. Paul plant find more than art in learning to write poetry about their life on the line and the closing of their plant. They find dignity, pride and consciousness in their expression. That the South African Ford plant workers hear them and are moved to write in return, in a kind of call and response, is a creative and effective building of international solidarity. It works especially well since the poems are printed beside the story. Could have used a better headline."

SECOND AWARD:

United Steelworkers

USW@Work

Jim McKay

"Free Trade or Free to Enslave?"

"The opening scene of this story, which chronicles the horrific treatment of apparel workers in Jordan, startles and draws the reader in to learn about the link between free trade agreements and the exploitation of workers. The related story on Charles Kernaghan and the sidebar on a USW delegation to Jordan provide additional detail and insight, as well as the union's position, on the issue. It would have been helpful to have more explanation of the language and enforcement of free trade agreements, but the accounts from Jordanian workers are most powerful."

THIRD AWARD:

The Newspaper Guild-CWA

The Guild Reporter

Lou Calvert

"Guild Pension: Gift That Keeps on Giving"

"Lou Calvert's first person account of his trip to Louisiana as a Red Cross volunteer gently weaves his personality (fun-loving, easy-going, generous of spirit and always able to see the positive, from what we can tell!) with details about his experience serving hundreds of displaced Katrina victims. The description of the chaos involved in deploying thousands of volunteers to help thousands of people, the scene on the ground and the diversity of the victims - from their circumstances to their mindset - all come through in this thoughtful piece."

BEST FEATURE STORY (International, National and Other Labor Organizations) (Continued)

HONORABLE MENTION:

National Conference of Firemen & Oilers (NCFO)/SEIU

The Journal

Fred J. Solowey

"Why Do They Keep Saying that 'Free Trade' Is Good for America?"

"A very good example of how to deal with an issue through the words and experiences of rank-and-file workers. They express the devastation wrought by runaway plants in a way that resonates for other workers. Well written, but could have used a better headline."

Class/Subgroup: BEST SERIES of ARTICLES (Local Unions)

FIRST AWARD:

Librarians Guild AFSCME 2626

LG Communicator

Robert Thornhill

"U.S Government Information Censorship: the National Archives; EPA Libraries"

"Well researched and well-written piece about the Bush Administration's dastardly efforts to reclassify information that had been public for several years and the fine work of librarians in initially discovering and revealing the problem. Likewise, a good piece on efforts to close Environmental Protection Agency regional libraries and how it would hurt scientific research. These are critical issues to all Americans and the stories could only be improved with quotes from the people involved."

SECOND AWARD:

United Food and Commercial Workers Local 400

Union Leader

"Why It Pays to Belong"

"All union members could clip these stories, carry them in their back pockets and purses and whip them out every time they get into an argument with anti-union workers. Well written with good use of graphics in the first story about higher wages and better benefits."

THIRD AWARD:

Ohio Civil Service Employees Assn. AFSCME Local 11

OCSEA Public Employee Quarterly

"Dirtiest/Most Dangerous Jobs"

"A salute to the brave and strong union members who do the necessary work to keep our waters clean, our traffic signals running and dead animals off our roads, among other jobs. These people are unseen and unrecognized by the public, but this series of fascinating profiles gives them the credit they deserve."

HONORABLE MENTION:

Professional Musicians Local 47

Overture

Leslie Lashinsky; Lewis N. Levy

"File for Unemployment Benefits"

"These stories detail the serious challenge by employers to shrink the number of people classified as workers by declaring them 'independent contractors' and what to do about it. This is a hugely underreported story."

BEST SERIES of ARTICLES (Local Unions) (Continued)

HONORABLE MENTION:

A.F.M. Local 802

Allegro

Mikael Elsila, Editor

"The Musicians' Voice"

"This was an unusual entry, and while it didn't require any real work on the part of the paper's editors, it shows innovative thinking and we want to encourage more dissent in the pages of union publications."

Class/Subgroup: BEST SERIES of ARTICLES (International, National and Other Labor Organizations)

FIRST AWARD:

District Council 37, AFSCME

Public Employee Press

Gregory N. Heires

"Bushonomics"

"This is a wonderful piece that smartly mixes quotes, statistics and studies to clearly reveal how the policies of George W. Bush have pounded the working men and women of this country, both in domestic policy and in the Iraq War. Well-done."

SECOND AWARD:

AFSCME

Public Employee

Clyde Weiss; Jon Melegrito

"AFSCME Innovations"

"It's not often you can find pieces that are both informative and inspirational, but these articles fit the bill. This was a great job of telling the stories of locals finding new ways to strengthen the union."

THIRD AWARD:

California Federation of Teachers

California Teacher

Mindy Pines, Writer; Jane Hundertmark, Editor

"I Stepped Up for My Union"

"Nicely crafted profiles of people who realized they were the union and were willing to take on the extra work on behalf of their union brothers and sisters. The stories were engaging from start to finish."

Class/Subgroup: BEST NEWS STORY (Local Unions)

FIRST AWARD:

Professional Musicians Local 47

Overture

Linda Rapka

"Flight Fright: Airline Carry-On Policies Causing Concern over Instrument Safety"

"This is well written story, and we particularly like how the writer immediately backs up claims of 'horror stories' with a compelling real-life example: The destruction of a \$13,000 viola because of post-9/11 security policies. The story sheds light on what seems like an important issue to musicians, and notes in detail what their union is trying to do about it, and how those efforts have faired."

BEST NEWS STORY (Local Unions) (Continued)

SECOND AWARD:

CWA Local 1180

The Communique

Esther Kaplan

"Striking for the Future"

"This was a wonderful article about an important labor event in NYC, displaying the limits and breadth of solidarity of other unions for the transit strikers. It offers easy to understand explanations of the Taylor Law, which limits strikes by municipal workers, etc."

THIRD AWARD:

New York State Public Employees Federation

The Communicator

Sherry Halbbrook

"PEF Study Finds DOT Wasting Bridge Inspection Funds While Close Calls Mount"

"This article about the risks and waste created by privatized bridge inspections is both enterprising and clearly written."

HONORABLE MENTION:

Chicago Teachers Union AFT Local 1

Chicago Union Teacher

John A. Ostenburg

"Board Spends Millions to Lease Building From 'Trust'"

"This shows the investigative prowess much needed in the labor (and mainstream) media. The writer appears to have unearthed facts from documents -- important facts of about questionable spending that -- without his efforts -- his union members would be highly unlikely to know."

HONORABLE MENTION:

United Food and Commercial Workers Local 400

Union Leader

"Victory! Fair Share Health Care Is Law"

"Well done reportage about Maryland forcing Wal-Mart to pay up for health care."

Class/Subgroup: BEST NEWS STORY (International, National and Other Labor Organizations)

FIRST AWARD:

New York State United Teachers

New York Teacher

Kevin Hart

"Changing Paradigm for Pensions"

"Well-written, comprehensive and draws on a variety of sources. Covers the current challenge facing the teachers' union regarding pensions, but also provides important background on pensions, Social Security and other investments. Takes a topic that can alternate between very dry and full of hyperbole and strikes a meaningful balance."

BEST NEWS STORY (International, National and Other Labor Organizations) (Conitnued)

SECOND AWARD:

United Mine Workers of America

United Mine Workers Journal

David Kameron

"A Matter of Life and Death"

"Encompasses a great deal of information, including outlining the major players in mine safety. Good overview of the history of this issue and the current debate."

THIRD AWARD:

New York State United Teachers

New York Teacher

Kevin Hart

"Anatomy of an Anti-Union Administration"

"Strong reporting, combined with a passion for the subject, makes this article impressive."

HONORABLE MENTION:

The Newspaper Guild-CWA

The Guild Reporter

Andy Zipser

"KR Auction Spotlights 'Single Town'"

"Very well-written analysis of recent mergers and acquisitions in the newspaper industry and their effect on workers."

Class/Subgroup: BEST GRAPHIC Newspapers (Local Unions)

FIRST AWARD:

IBEW Local 1245

Utility Reporter

Kathy Kifer

"How Secure Is Your Job?"

"Clearly understands the concept of 'informational' graphics. Simple but distills the information effectively."

SECOND AWARD:

UAW Local 95

Local 95 Union News

Bill Fitzsimmons, Artist; Mary Frederick, Editor

"Behind the Blue Door: Democrats Win Over Wisconsin Voters"

"Really more of an illustration than info graphic, the art does convey the information contained in the article."

THIRD AWARD:

International Union of Operating Engineers Local 12

News-Record

Richard Zimmerman

"Local 12 on the Job in Walnut"

"A very nice photo spread with a large background image that sets the stage. Again, more of an photo spread than info graphic."

BEST GRAPHIC Newspapers (Local Unions) (Continued)

HONORABLE MENTION:

Professional Staff Congress (PSC) AFT 2334

Clarion

Margarita Aguilar

"Big Disparities in UFS Survey"

"Deserves credit for being able to distill information into a graph."

Class/Subgroup: BEST GRAPHIC Newspapers (International, National and Other Labor Organizations)

FIRST AWARD:

Retail, Wholesale & Department Store Union

RWDSU Record

"Uncle Sam May Owe You: Tax Credits Help Working Families"

"Simple, clear unusually light-hearted graphic binds page together. Headlines add to reader interest. Text arranged loosely around graphic with clear headlines. Green shade slightly off but otherwise excellent."

SECOND AWARD:

Retail, Wholesale & Department Store Union

RWDSU Record

"Support Candidates Who Will Support Working Families"

"Grabbing front page lets RWDSU clearly tell, and show, who the best 2006 candidates were. Names, states and photos extremely readable and clear. Drawback: too much red."

THIRD AWARD:

District Council 37, AFSCME

Public Employee Press

Elroy Dobson

"What Iraq Costs You"

"Iraq War costs given impact in this half-page graphic. Uses data not usually presented in a clear fashion. Graphically balanced, just not very artistic when it could have been."

Class/Subgroup: BEST GRAPHIC Magazines (Local Unions)

FIRST AWARD:

New York State Public Employees Federation

The Communicator

Mario Bruni

"Flatbed" Graphic

"Nice headline treatment."

BEST GRAPHIC Magazines (Local Unions) (Continued)

SECOND AWARD:

United Food and Commercial Workers Local 400

Union Leader

"Two Different Visions for Maryland"

"Lots of information, contrasting the candidates."

Class/Subgroup: BEST GRAPHIC Magazines (International, National and Other Labor Organizations)

FIRST AWARD:

International Union of Bricklayers and Allied Craftworkers

BAC Journal

Eileen Betit; Connie Lambert

"BAC Job NETwork: Putting Members to Work/Locals Reaching Members

"Unusually lucid, densely-packed presentation of BAC's online services for members. Main graphic OK, but graphic arrangement of data on page two especially makes this an amazingly useful pair of pages."

SECOND AWARD:

Air Line Pilots Association

Air Line Pilot

William A. Ford

"We Will Never Forget"

"Photo poster montage of two 9/11 memorials succeeds powerfully because of photo selection and quality in a subject that rarely escapes cliché. Major drawback is ugly and overly-adorned typeface."

THIRD AWARD:

United Steelworkers

USW@Work

Aaron Hudson

"Productivity: We Make It, They Take It"

"Many entries focus on growing income inequality, but this USW spread reduces the problem to its essentials. Charts are extremely clear while not distorting data. Good color selection, good background screens in graphics."

Class/Subgroup: BEST GRAPHIC Newsletters (Local Unions)

FIRST AWARD:

UFCW Local 21

Focus

Sage Wilson

"Local 21 Members Stand Up For Fair Share Health Care"

"Interesting combination of graphics-photos, illustration and graphic use of numbers. Informs the reader in very effectively, even if he/she doesn't read the entire story."

BEST GRAPHIC Newsletters (Local Unions) (Continued)

SECOND AWARD:

Communications Workers of America Local 1103

The Eagle

Christopher Cutter

"Election '06: 1103 Volunteers Make the Difference"

"Nice photos of lots of members doing volunteer work. The resolution of many of the photos is so low however, that it is distracting. Remember, for print, 300 dpi at 100% of size."

Class/Subgroup: BEST COVER or FRONT PAGE Newspapers (Local Unions)

FIRST AWARD:

CWA Local 1180

The Communique

Amha Mogus, Photographer; Margarita Aguilar, Designer

"Hair 'Til It's Fair"

"Very creative story; layout and headline showcase it well; brief but informative text on cover."

SECOND AWARD:

Ohio Civil Service Employees Assn. AFSCME Local 11

OCSEA Public Employee Quarterly

"Ground Zero Ohio"

"Analytical, catchy topic and clean, enticing layout."

THIRD AWARD:

UAW Local 95

Local 95 Union News

Bill Fitzsimmons, Cartoonist; Mary Frederick, Editor

"What Is the American Way?"

"Good cartoon and message, effective refer bar at bottom."

Class/Subgroup: BEST COVER or FRONT PAGE Newspapers (International, National and Other Labor Organizations)

FIRST AWARD:

New York State United Teachers

New York Teacher

Peggy Barmore

"Seeking Hope Amid Heartache"

"Important, action-oriented topic; stirring photo; informative, well-written caption."

BEST COVER or FRONT PAGE Newspapers (International, National and Other Labor Organizations) (Continued)

SECOND AWARD:

District Council 37, AFSCME

Public Employee Press

Alyce Archer

"DC 37 Celebrates Asian Heritage"

"Beautiful visually; great photo and color, hard news refers."

THIRD AWARD:

International Union of Operating Engineers

International Operating Engineer

"New Bridge Rising"

"Fantastic photo, poetic headline."

HONORABLE MENTION:

New York State United Teachers

New York Teacher

Dennis Stierer

"Keeping Pensions Safe"

"Photo illustration that stirs fears that people can relate to. Issue summed up in a way that grabs attention without being too sentimental."

Class/Subgroup: BEST COVER or FRONT PAGE Magazines (Local Unions)

FIRST AWARD:

B.C. Government & Service Employees' Union

The Provincial

Chris Bradshaw; Brian Gardiner

"Is This the Future of B.C. Parks?"

"Good use of photos and portraying urgency of the issue."

SECOND AWARD:

New York State Public Employees Federation

The Communicator

Mario Bruni

"Stop Workplace Violence"

"Important topic, effective illustration, clear layout."

Class/Subgroup: BEST COVER or FRONT PAGE Magazines (International, National and Other Labor Organizations)

FIRST AWARD:

International Union of Bricklayers and Allied Craftworkers

BAC Journal

Eileen Betit; Connie Lambert

"BAC Craft Awards"

"Unusual photo, kind of strange but eye-catching and something different."

BEST COVER or FRONT PAGE Magazines (International, National and Other Labor Organizations) (Continued)

SECOND AWARD:

Air Line Pilots Association

Air Line Pilot

Jocelyn Augustino

"Gemini Air Cargo Steps Forward in 2006"

"Nice photo and coordination of layout."

THIRD AWARD:

American Federation of Musicians

International Musician

Antoinette Follett

"Rob Thomas: Dues Paid, Charts Topped, and No Signs of Stopping"

"Looks like a popular, general interest magazine."

HONORABLE MENTION:

International Association of Machinists

IAM Journal

Rick Sloan

"Surge"

"Great photo; not really clear what *surge* refers to, but good, strong word."

Class/Subgroup: BEST COVER or FRONT PAGE Newsletters (Local Unions)

FIRST AWARD:

American Federation of Government Employees (AFGE) Local 3748

Union Catalyst

Patricia Filipi; Sharon Grugel

"Workers Memorial Day April 28: Protect Workers Now"

"Not necessarily eye-catching at first glance but strong content, good use of quotes and historical-looking photo. Effective highlighting of timely labor disaster (Sago)."

SECOND AWARD:

UFCW Local 789

Insight

Jennifer Christensen

"Outraged"

"Unusual, creative - the layout is risky but works."

THIRD AWARD:

NY Metro Area Postal Union

The Union Mail

Gary Schoichet; Denise Shavers

"Is Your Job Sending You to the Hospital?"

"Powerful sentiment and image people can relate to (even non-Postal workers)."

Class/Subgroup: BEST COVER or FRONT PAGE Newsletters (International, National and Other Labor Organizations)

FIRST AWARD:

AFT Connecticut

State of the Union

Eric Bailey

"Getting the Job Done"

"Nice illustration; evokes retro/Communist labor art."

SECOND AWARD:

American Federation of Government Employees (AFGE)

The Government Standard

Enid Doggett; Emily Ryan

"AFGE, National Organizations Join to Protest Cuts at EEOC"

No comment included.

Class/Subgroup: BEST DESIGN Newspapers (Local Unions)

FIRST AWARD:

Professional Musicians Local 47

Overture

Linda Rapka

October 2006: "Flight Fright"

"A modest publication budget, with money for only a second color, doesn't have to translate into a boring visual presentation. This newspaper gives pages a consistent, reader-friendly treatment that engages members. One problem: too many small photos."

SECOND AWARD:

UFCW Local 1428

UFCW Local 1428 Messenger

Connie M. Leyva

May-June 2006: "Arbitration Ruling Nets Millions in Back Pay"

"Don't judge a newspaper by its first few pages. Once past a lackluster front-page and a non-stirring pages two and three, this newspaper explodes with pages of intense visual interest."

THIRD AWARD:

CWA Local 1180

The Communique

Margarita Aguilar

March/April 2006: "The New York City Transit Strike"

"A striking cover - on a landmark strike - helps engage readers in a topic that demands their attention."

Class/Subgroup: BEST DESIGN Newspapers (International, National and Other Labor Organizations)

FIRST AWARD:

District Council 37, AFSCME

Public Employee Press

District Council 37

November 2006: "Bellevue Breakthrough: New On-Site Day Care Center"

"An arresting cover leads readers into a paper that uses gripping photos to portray members as active, caring people. At the same time, the paper addresses more abstract issues - like the cost of the Iraq War - with visuals that encourage readers to stop and ponder."

SECOND AWARD:

California Federation of Teachers

California Teacher

Kajun Design; Jane Hundertmark, Editor

April-May 2006: "Angelides Yes!"

"Colorful, lively, spirited, and well-organized, this newspaper should find a welcome in every member mailbox. The paper does a particularly strong job visually reflecting the diversity of the union."

THIRD AWARD:

The Newspaper Guild-CWA

The Guild Reporter

Andy Zipser

December 8, 2006: "Democracy Depends on Journalism"

"Nothing trendy in the design here, just good, solid pages with headline treatments that give readers reasons to read."

Class/Subgroup: BEST DESIGN Magazines (Local Unions)

FIRST AWARD:

UFCW 8 - Golden State

Voice of Action

Jacques Loveall

Winter 2006: "Organized to the Maxx"

"A bright, lively publication that places members squarely upfront. Plenty of value here for browsers who don't stop and read every article. One area for improvement: Better editorial planning would eliminate the need to continue stories on other pages."

SECOND AWARD:

United Food and Commercial Workers Local 400

Union Leader

Sept./Oct./Nov. 2006: "Our Vote, Our Opportunity"

"This special election issue does a great job visually contrasting the candidate records. Members figure prominently throughout the publication. But why not full color throughout the publication? This is a large local, with ample resources. Color photos, in this day and age, would really help draw in marginal readers."

BEST DESIGN Magazines (Local Unions) (Continued)

THIRD AWARD:

United University Professions

The Voice

Denyce Duncan Lacy

May/June 2006: "Persistence Pays!"

"Strong cover photo carried inside to an engaging article about taking a budget veto to the governor's teeth-and winning the fight. Fine use of graphics and well-cropped photos throughout publication. "

Class/Subgroup: BEST DESIGN Magazines (International, National and Other Labor Organizations)

FIRST AWARD:

AFSCME

Public Employee

Fixation Design; Roger M. Williams, Editor

January/February 2006: "Bush vs. Workers"

"Presenting economic data, in a manner that grabs readers, may be one of the most difficult challenges labor publications face, This Public Employee issue does a great job combining charts, member perspectives, and anecdotal facts into a powerful - and accessible - indictment of Bush administration economic policies."

SECOND AWARD:

United Steelworkers

USW@Work

Aaron Hudson

Fall 2006: "Fighting the Big Squeeze"

"Almost every page in this fine magazine makes an effort to reach both readers and browsers alike. The magazine features photo after photo of members in motion, creating a sense of a union in motion."

Class/Subgroup: BEST DESIGN Newsletters (Local Unions)

FIRST AWARD:

Librarians Guild AFSCME 2626

LG Communicator

Julio Saravia

January-April, 2006: "April 29, 1986: 20 Years Ago"

"Librarians likely read more than any other group in our society, and this librarian union publication clearly has a reading membership in mind. But the publication does a good job, within a limited print budget, of making its pages more of a pleasure than an obligation to read. One recurring problem: Photos consistently run too small to make any sort of emotional connection with readers."

SECOND AWARD:

UFCW Local 21

Focus

Sage Wilson

Fall 2006: "A Year of Local 21 Members in Action"

"The first three pages of this new newsletter for a new, year-old union use color well to help capture reader attention."

Class/Subgroup: BEST DESIGN Newsletters (International, National and Other Labor Organizations)

FIRST AWARD:

National Conference of Firemen & Oilers (NCFO)/SEIU

The Journal

Chuck Myers

Spring 2006: "The Changing of the Guard"

"This well-organized newsletter always lets readers know where they are in the publication and what to expect on each page. No pages are wasted."

SECOND AWARD:

AFT-Oregon

Federation News

Richard H. Schwarz

November-December 2006: "A Time for Celebration"

"The pages of this no-nonsense newsletter present lots of news. But the presentation could be helped by a more consistent basic layout grid."

Class/Subgroup: BEST LABOR HISTORY STORY (Local Unions)

FIRST AWARD:

UFCW Local 99

UFCW 99 Report

Jim McLaughlin

"Labor: Where We've Been, Where We're Going -- From the Ashes of the Triangle Shirtwaist Fire"

"From the Ashes of the Triangle Shirtwaist Fire The subject of the Triangle Fire is so dramatic and has become so much a part of labor history that any article that calls it to the attention of current union members is valuable, especially this one, which manages, in a relatively short account, to cover every aspect of the fire, ranging from the company's anti-union stance and installation of dangerous working conditions, through the fire itself, and to the important aftermath. With all that, it does not 'hit the reader over the head with a message,' but rather lets its meaning come through from the article itself. This is rather rare in union newspapers and is done quite effectively here. One shortcoming is the writer's failure to note that the impact of the fire is being kept alive through a dramatic annual memorial event held in its vicinity and sponsored by HERE/UNITE, the union that now represents workers in the garment industry. Also worthy of note is the fact that the New York City Council a few years ago gave the building, which is now part of New York University, a landmark designation."

SECOND AWARD:

A.F.M. Local 802

Allegro

Dave Elsila

"The Sound of History: Music Tells Stories That Textbooks Ignore"

"This is a fascinating story of a little-known 1913 disaster in Calumet, Michigan, which does not appear in labor history textbooks and has been retrieved from oblivion by the Woody Guthrie song. The article provides a dramatic example of the indispensable role of music in our nation's labor history, of the writer's personal connection with the events described and of an expert writing style. However, missing from the article is a recognition of the truth that music can also substitute emotion for analysis and is often better at motivating people at the moment than at accurately presenting the past."

BEST LABOR HISTORY STORY (Local Unions) (Continued)

THIRD AWARD:

CWA Local 1180

The Communique

Esther Kaplan

"Local 1180 Turns Forty Fighting"

"This well-written article, which provides a rather brief summary of the union's history, combines editorial content with more interesting and relevant interviews with workers intimately involved in the 40-year history of Local 1180, CWA. This feature leaves the reader asking for even more space to be devoted to the attitudes and contributions of the union's early leaders. Unlike most such union histories, the writer admits that the union had failures as well as successes. This is important, because if the story is one of constant and uninterrupted victories, the workers are likely to ask why, in contrast to the past, the union is not able to secure every demand today. Overall, the article is good for what it does, but it could have had greater depth."

Class/Subgroup: BEST LABOR HISTORY STORY (International, National and Other Labor Organizations)

FIRST AWARD:

The American Postal Workers Union

The American Postal Worker Magazine

"Labor, History Cast Unfavorable Glance at Pinkertons: A Checkered Past"

"The article provides a useful account of the role of the Pinkerton agency as an anti-labor weapon in what many regard as the 'framing' of the Molly Maguires after the 'Long Strike' of 1869, as well as a more extensive presentation of its role in the 1892 Homestead Strike. The tone is straightforward and the writer lets the material speak for itself without embellishment or commentary, but the overall impact is still quite powerful. The subject is less well known, but very important in the history of American labor, and the author makes this history available to current union members."

SECOND AWARD:

District Council 37, AFSCME

Public Employee Press

Gregory N. Heires

"Jailed! Roberts Remembers Her Jail Time"

"The article discusses the jailing of Lillian Roberts in 1968 for supporting a strike that violated the Taylor Law in New York State. This law sanctioned collective bargaining for public employees, but denied them the right to strike. The piece makes clear the current need to eliminate the antistrike provision of the Taylor Law to force public employers to bargain in good faith. It is an important problem that has resonated over forty years. Placing the current efforts to end the antistrike provision in historical perspective is excellent. It makes clear to today's union members how difficult the struggle on this issue has been -- and will be. The readers wish the article were not as brief so that it could follow up this vital subject in greater depth."

THIRD AWARD:

International Longshore and Warehouse Union

The Dispatcher

Harvey Schwartz

"Curtis McClain"

"This oral history interview with a black union activist in the ILWU does a fine job of showing the importance of the union for minority workers. However, it also is forthright enough to show the continuation of racial discrimination within the union as well as among employers. The interview shows how McClain participated in a black caucus within the union, and ultimately moved into leadership positions. It is full enough to give a good sense of the times. The introduction is well done. Most of the interview comes from 1982, but the last three paragraphs are taken from an earlier interview. They do not have the impact of the later one, and could have been omitted without any loss of quality. This type of interview conveys the complexity of the past, and by so doing builds solidarity in today's members through an understanding of where the union has been."

BEST LABOR HISTORY STORY (International, National and Other Labor Organizations) (Continued)

HONORABLE MENTION:

Transport Workers Union International

TWU Express

Jim Gannon

"Words Written in Stone"

"Although brief, this article tells how the Transport Workers Union, then in its early decades, defended a black member against dismissal in 1951 resulting from a fight with a white member, who went unpunished., Particularly noteworthy is the fact that the author places the story in the historical context of a period during which President Truman desegregated the armed forces three years prior, in 1948, and the U. S. Supreme Court ruled in *Brown v. Board of Education* that segregation in the public schools was illegal three years after, in 1954. While the writer also tries to view the union's defense of its member in terms of its own history, the commentary here is too brief to be anything more than suggestive, and, in fact, does not mention serious racial problems faced by the union during the 1940s. They were listed in the order of award, but this will make the choices clearer."

NON-PERIODICAL SPECIAL PUBLICATION

Class/Subgroup: EDITORIAL EXCELLENCE (Local Unions)

FIRST AWARD:

UFCW Local 21

Focus

Sage Wilson

"Sticking Together"

"Although the photo montage at the top is murky and a little distracting, overall this publication makes its point strongly, clearly and colorfully. It's about wearing a sticker in a bargaining campaign, and tells workers their rights. It builds on success to ask members to become stewards. Altogether good."

SECOND AWARD:

United University Professions

The Voice

"Making a Good University a Great One"

"The cover photo is dramatic, if slightly generic, and the title is very good copywriting. But what makes this a winner is that it manages to compress a set of budget and legislative priorities into an 8 x 15 inch trifold with good headlines and subheads. Balanced visuals and exceptionally clear copy describing what could be very confusing. The minus is an undistinguished and bland back page that tries to lay out the problem, but uses no headline and nothing to draw the reader in."

THIRD AWARD:

Locals 175 & 633 UFCW Canada

Checkout

"International Health Workers' Day" Poster

"This poster celebrating International Health Workers' Day manages to both look international and to explain an international concept-public health-to a too often uncomprehending public. The photo isn't very subtle: a spread of racially, age and gender diverse people superimposed on a globe. But the text is light with enough space to make reading easy. One drawback is the text at the top-too small and cramped and written as a polemic instead of a headline. But better than average."

Class/Subgroup: EDITORIAL EXCELLENCE (International, National and Other Labor Organizations)

FIRST AWARD:

International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers
The Boilermaker Reporter
Newton B. Jones; Donald Caswell
Grace Under Pressure

"It seems a bit unfair to put a full-length book into competition with reports and brochures, but it's here and it's superb. It's very difficult to make a union history comprehensive and interesting. The Boilermakers' *Grace Under Pressure* does it by selecting hundreds of sepia-toned photos and truly excellent political cartoons. The text is clear and doesn't shy away from unpleasant aspects of the union's history."

SECOND AWARD:

AFSCME
Public Employee
Prime Time

"This quarterly AFSCME retiree bulletin evenly mixes local and national news, headlines stories clearly, and is plainly but well written. It's both reportage and gentle propaganda, hitting a wide range of topics without being intimidating. Very good."

THIRD AWARD:

AFSCME
Public Employee
UNA Action

"This quarterly publication for AFSCME nurses is marked by good story selection, good headlining and short but informative prose. It's a mixture of good and bad news, with a clear point of view."

Class/Subgroup: BEST USE OF GRAPHICS (Local Unions)

FIRST AWARD:

CSEA, Inc.
The Work Force
Janice Marra
CSEA 2007 Calendar

"Really great photos of members, featured very nicely. A calendar is a great idea, and this one must have been truly appreciated by the members."

SECOND AWARD:

Ohio Civil Service Employees Assn. AFSCME Local 11
OCSEA Public Employee Quarterly
Margie Straiko
"HPI Award Recognition"

"Very cute and unusual approach using a limited amount of illustration. The piece really stands out."

BEST USE OF GRAPHICS (Local Unions) (Continued)

THIRD AWARD:

B.C. Government & Service Employees' Union

Chris Bradshaw, Soren Bech, Harry Cutting

"Day of Mourning" Poster

"A single image, used large, to effectively convey the message."

HONORABLE MENTION:

Operating Engineers Local 3

Engineers News

Dominique Beilke

"Breaking New Ground" Calendar

"Nice design and interesting worksite photos. I would have liked to have seen members featured a little more."

Class/Subgroup: BEST USE OF GRAPHICS (International, National and Other Labor Organizations)

FIRST AWARD:

California School Employees Association

New Member Orientation Packet

"This new CSEA member packet actually looks welcoming. Graphics are human and attractive, and the whole package works together. The enclosed booklet and phone number sheet are well-spaced and clear, and the inclusion of a DVD makes this a very contemporary work."

SECOND AWARD:

American Federation of Teachers

Trish Gorman

2004-2006 Report of the Officers of the American Federation of Teachers

"There is nothing unusual about this AFT annual report, but everything in it is very good. The cover drawing, and several similar drawings inside use a collage of time-worn object symbols to good effect. The whole package looks professional without being slick."

THIRD AWARD:

International Association of Machinists

IAM Journal

Rick Sloan

IAM 2007 Calendar

"This handsome monthly calendar uses to good effect the winners of the IAM 2006 photo contest. The well-chosen photos are nicely positioned, with text that's not distracting."

SAUL MILLER AWARDS

Class/Subgroup: BEST ORGANIZING STORY (Local Unions)

HONORABLE MENTION:

Professional Staff Congress (PSC) AFT 2334

Clarion

Dania Rajendra

"BCC Chapter Tackles Asbestos"

"This story deserves Honorable Mention even though there was only one submission in this category, making it difficult to make an award. Rats in the ceiling certainly grab the reader's attention. Good reporting and clever writing help readers understand the issue and the need for internal organizing and cross-union solidarity around health and safety issues."

Class/Subgroup: BEST ORGANIZING STORY (International, National and Other Labor Organizations)

FIRST AWARD:

Bakery, Confectionery, Grain Millers and Tobacco Workers International Union

BCTGM News

Corrina Christensen

"CBC Workers' Struggle Shows Why U.S. Labor Law Must Change"

"This ambitious article uses an organizing campaign to argue for the need for labor law reform. Puts a magnifying glass on a particular campaign, tells the story in the voices of the workers involved, and links it to the larger national issue of the laws that take away the right to organize. Nice sidebar on the Employees' Rights Board."

SECOND AWARD:

Milwaukee County Labor Council

Milwaukee Labor Press

Dominique Paul Noth

"Winning a Vote, Yet Losing a Union"

"Very well-written. Heartbreaking. Unions do all sorts of things to get around bad labor laws. This article exposes the treachery of a company that agreed to neutrality in exchange for a requirement that the union get 50% plus one of all employees, not just those who vote. This company reneged on the neutrality, so workers won the vote but still lost their union. We need these stories told as often as possible until the need for labor law reform is clear to all."

Class/Subgroup: BEST COLLECTIVE BARGAINING STORY (Local Unions)

FIRST AWARD:

CWA Local 1180

The Communique

Esther Kaplan

"Hair 'Til It's Fair"

"This article presents a thorough discussion of the creative tactics used in this contract fight by members at Human Rights Watch. It features a unique workplace and unique tactics that offer a successful example of thinking outside the usual collective bargaining box. We liked the cover layout with the increasingly hairy union activists."

BEST COLLECTIVE BARGAINING STORY (Local Unions) (Continued)

SECOND AWARD:

Professional Staff Congress (PSC) AFT 2334

Clarion

Peter Hogness; Esther Kaplan

"Municipal Bargaining Coalition Forms"

"This comprehensive discussion of an important development for workers in NYC was written by journalists from two different unions involved. It provides a courageous and thorough discussion of the debates over collective bargaining among unions in the city."

Class/Subgroup: BEST COLLECTIVE BARGAINING STORY (International, National and Other Labor Organizations)

FIRST AWARD:

International Longshore and Warehouse Union

The Dispatcher

Marcy Rein

"Wherever They Go, There We Are"

"This well-written story shows what can be done when workers' think and act outside their local framework. It brings the opportunity of international solidarity home to readers, at a time when globalization is seen as a threat to unions. Text-heavy layout: could use a more creative visual approach, with subtitles and pull quotes."

SECOND AWARD:

International Brotherhood of Electrical Workers

IBEW Journal

Len Shindel

"Seven Year Struggle Yields Contract at Comcast in Illinois"

"Tightly and colorfully written. Full of important details about this long struggle to unionize a powerful anti-union employer. Very nice layout."

Class/Subgroup: BEST ELECTION STORY (Local Unions)

FIRST AWARD:

Ohio Civil Service Employees Assn. AFSCME Local 11

OCSEA Public Employee Quarterly

"Had Enough?"

"Asks the right question; grabs the reader. It's issue based, and uses the voices and pictures of workers to present the pros and cons of the candidates. We liked the lively, accessible layout. The candidate comparison was not the run-of-the-mill presentation of why the union endorses a particular candidate."

SECOND AWARD:

United University Professions

The Voice

Don Feldstein; Karen L. Mattison

"A Call for Change"

"Shows the member involvement behind the endorsements. Was a way of building member enthusiasm for political action through featuring what working on a campaign actually involves."

Class/Subgroup: BEST ELECTION STORY (International, National and Other Labor Organizations)

FIRST AWARD:

Transport Workers Union International

TWU Express

Dwight Burton

"Grassroots Politics Pay"

"Electoral work by unions is too often reduced to endorsing candidates every two years. This story clearly explains the importance of political action to TWU members as they addressed the need to support mass transit in their city and its effect on providing good union jobs and union growth. A thorough, well-written explanation of the campaign and the victory."

SECOND AWARD:

National Conference of Firemen & Oilers (NCFO)/SEIU

The Journal

Fred Solowey

"Small NCFO Group Wins Big Political Victory"

"This article tells the story of a local that was under attack from a reactionary school board. The coalition effort to elect labor friendly candidates resulted in a changed atmosphere for collective bargaining. This story explains the important relationship between politics, organizing, and collective bargaining in a clear and lively way, using the words of the members involved. Nice sidebar on Peoria."

WEBSITES

Class/Subgroup: GENERAL EXCELLENCE (Local Unions)

FIRST AWARD:

UFCW Local 21

www.ufcw21.org

"Newsy; photos of workers; a little busy, but it works; good newswire and press."

SECOND AWARD:

United University Professions

www.uupinfo.org

"Packs a lot in; good balance of photos and text; doesn't try to do too much; focused."

THIRD AWARD:

B.C. Government & Service Employees' Union

The Provincial

www.bcgeu.ca

No comment included.

Class/Subgroup: GENERAL EXCELLENCE (Internationals/Nationals)

FIRST AWARD:

I.A.T.S.E.

www.iatse-intl.org

"Simple & strong graphic sense; very clean design; elegant, with good use of drop downs; up-to-date."

GENERAL EXCELLENCE (Internationals/Nationals) (Continued)

SECOND AWARD:

Change to Win
www.changetowin.org

"Good use of graphics & clickables; very clean design; professional-looking; very up-to-date."

THIRD AWARD:

The American Postal Workers Union
www.apwu.org

"Dates clearly marked; clean layout; nice newsy design; could use more photos; no excess; very up-to-date."

HONORABLE MENTION:

American Federation of Government Employees (AFGE)
www.afge.org

"Well organized; clean and effective; leads with jumps."

Class/Subgroup: GENERAL EXCELLENCE (Other Labor Organizations)

FIRST AWARD - Shared:

Union Privilege
www.unionplus.org

"Well-designed; easy to use, friendly; packs a lot in with clean design; uses nested navigation bars well; excellent site search engine."

FIRST AWARD - Shared:

Illinois Federation of Teachers
www.ift-aft.org

"A little texty, but OK balance of text [with graphics]; graphics are easy to look at, very up-to-date."

SECOND AWARD:

Labor Education Service, University of Minnesota
www.workdayminnesota.org

"Great labor news site; gets a lot of good content in; excellent design, clean & inviting; very up-to-date."

THIRD AWARD:

New York State United Teachers
www.nysut.org

"Clean, up-to-date, easy to navigate; clear, easy to use; good balance of text and graphics; clear & well-organized; updated & clearly organized."

HONORABLE MENTION:

District Council 37 Communications Dept.
www.dc37.net

No comment included.

Class/Subgroup: BEST DESIGN (Local Unions)

FIRST AWARD:

UFCW Local 21
www.ufcw21.org

"Clean design. Solid navigation. Strong union feel."

SECOND AWARD:

Locals 175 & 633 UFCW Canada
www.ufcw175.com

"Clean design. Strong union feel. Cutting back on use of named anchors and long scrolling pages would have strengthened the usability."

THIRD AWARD:

UFCW Local 1167
www.ufcw1167.org

"Strong union feel. Good emphasis on members. Slow load time did count against this site's usability."

Class/Subgroup: BEST DESIGN (Internationals/Nationals)

FIRST AWARD:

International Union of Bricklayers and Allied Craftworkers
www.bacweb.org

"Nice visuals. Clean navigation. Strong representation of diverse membership and vision of quality service."

SECOND AWARD:

AFSCME
www.afscme.org

"Good representations of people. Good navigation scheme for a lot of information. Front page elements a bit busy. Consolidation and focusing of content would move it up in ranking."

THIRD AWARD:

International Association of Machinists
www.goiam.org

"Nice visuals. Strong union feel. Color based navigation scheme. Busy front page with much information below the fold kept this from a higher ranking."

HONORABLE MENTION:

International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers
<http://convention.boilermakers.org>

"One of the most striking sites we saw. Strong visuals. Clean navigation. Strong union feel. However, as a convention site, it serves a limited purpose, so it didn't seem fair to judge it in the same category as all the other sites that had to do so much more as long-term organizational sites."

Class/Subgroup: BEST DESIGN (Other Labor Organizations)

FIRST AWARD:

NYC District Council of Carpenters
www.nycdistrictcouncil.com

"Very nice visually. Nice colors. Strong union feel. Clean navigation."

BEST DESIGN (Other Labor Organizations) (Continued)

SECOND AWARD:

California School Employees Association
www.csea.com

"Clean design. Good representation of people. If the image area were slightly reduced to allow for front page content to be 'above the fold', it would rank higher."

THIRD AWARD:

New York State United Teachers
www.nysut.org

"Clean design and good navigation. Stronger representation of members/union and more clarity as to what NYSUT is to new users would have been better."

HONORABLE MENTION:

Union Privilege
www.unionplusretirement.org

"Clean design. Strong representation of members. Readability somewhat compromised by bright red, white and blue color scheme."

Class/Subgroup: BEST CONTENT (Local Unions)

FIRST AWARD:

Professional Staff Congress (PSC) AFT 2334
www.psc-cuny.org

"While the design is a bit rough, the content covers a wide range of useful information, does so concisely and with a sensible outline."

SECOND AWARD:

CWA Local 1180
www.cwa1180.org

"Covers a range of useful information and does so somewhat concisely. Tends to have long pages and the content, while useful, should be in presented in more manageable sections."

Class/Subgroup: BEST CONTENT (Internationals/Nationals)

FIRST AWARD:

International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers
<http://convention.boilermakers.org>

"Very thorough and readable coverage of the convention presented in an intuitive fashion."

SECOND AWARD:

AFSCME
www.afscme.org

"Content is clear and to the point, and broken down in a very user-friendly fashion."

Class/Subgroup: BEST CONTENT (Other Labor Organizations)

FIRST AWARD:

Labor Education Service, University of Minnesota
www.workdayminnesota.org

"The content does an excellent job reflecting the broad universe of workers targeted by the website. Something of interest for everyone."

SECOND AWARD:

District Council 37 Communications Dept.
www.dc37.net

"Concise, and covering a lot of ground with information useful to members. Again, some pages run a bit long and should be broken, but otherwise it does a good job."

Class/Subgroup: BEST CAMPAIGN SITE (Local Unions)

FIRST AWARD:

Locals 175 & 633 UFCW Canada
www.ufcw175can.ca

"Community Action Network stands out from other websites as visually stunning, clear in its simplicity, and easy to use. Some websites include as much useful information and as many effective tools, but force them all on the user immediately in the top front of a chaotic homepage. The Community Action Network site is exceptionally appealing and welcoming to the user, and includes clear navigation bars allowing quick retrieval of additional information. The top of the site provides links to the same site in 13 languages (not quite the entire site, but substantial information); this is an example others might want to follow. Below that is a navigation bar providing six large links to various sections of the site, including the home page. Each section is clear and useful, well-written, and expandable over time. The home page makes the mission of this organization clear to members and to newcomers."

Class/Subgroup: BEST CAMPAIGN SITE (Internationals/Nationals)

FIRST AWARD:

American Federation of Government Employees (AFGE)
www.protectyourjob.org

"PROTECT YOUR JOB is a well-named site and a site that is both attractive and down-to-business. It clearly displays the latest news and provides an obvious link to the basic information about the campaign for first-time visitors. The text is well-written, the resources comprehensive, and the take-action components easy and effective. This is a model campaign site."

BROADCAST – TV, VIDEO & FILM

Class/Subgroup: PROGRAM SERIES (\$5,000 or Less/Show)

FIRST AWARD:

Labor Education Service, University of Minnesota
Minnesota at Work
Randy Croce, Barb Kucera, and John See
Labor News - Spring and Summer 2006

"The Minnesota At Work series demonstrates that a modest budget need not get in the way of a clear perspective, solid production values, and helping underreported stories to see the light of day. This is a replicable model for a labor-oriented news magazine program. It also puts to shame the superficial coverage of workers' issues in corporate media-owned news shows."

Class/Subgroup: PROGRAMS (\$5,000 or Less/Show)

FIRST AWARD:

Labor Education Service, University of Minnesota
Minnesota at Work
Randy Croce
Say Yes to a Dream

"An excellent organizing video. Not only does it present the compelling human story of young immigrant workers struggling for their rights, but it also gives viewers the opportunity to be engaged in the struggle alongside them. Especially significant is the portrayal of broad support, including Republican authors of the DREAM Act, which widens the video's potential appeal with its audiences."

HONORABLE MENTION:

District Council 37 Communications Dept.
It's Your City, It's Our Job
Donna Silberberg; Rudy Orozco
"The State of Labor" - *State of the Union With Lillian Roberts* (April 2006)

"Competently produced but unimaginatively presented talk show. Even with a smart guest like Dennis Hughes, few viewers are likely to watch half an hour of three labor leaders chatting."

Class/Subgroup: SPOTS/SHORT PROMOS (\$5,000 or Less/Show)

FIRST AWARD:

United University Professions
Strother-Duffy-Strother; Denyce Duncan Lacy
"Making a Good University Great"

Judge 1: "Nice pace, good mix of people/gender/race. Upbeat. Good message. Good comments and nice backgrounds - one person seemed a little wooden, though, as if reading; detracted from impact."

Judge 2: "Nicely shot: Good compositions, active backgrounds that convey a bustling educational setting. Good diversity of speakers. One speaker was a bit stiff, but others came across well. A lot of information conveyed - both through verbal and visual means - in 30 seconds. Effective ad."

Class/Subgroup: LABOR HISTORY (\$10,000 or Less/Show)

FIRST AWARD:

The American Postal Workers Union
100 Years of Progress

"Clock and old photos make an interesting, effective opening. The use of music to convey different periods and sections of the show was generally effective, although sometimes the form or era of the music did not match the content or period of the section of the show. The moving lines behind images was very distracting after a while and drew attention away from the images and spoken information.. Perhaps the device could be used at the beginning of a still or between sections for continuity, but it became annoying to me. A background of the APWU logo, which was used later, would have worked better and been less distracting. A map would be better than the moving background when places were mentioned. I would prefer to have seen images full screen and seen a greater number of them - some were held on screen a long time - particularly a building where one event occurred, and which stayed on screen during narration on other subjects. The information about the history of the union was interesting, especially the NAPFE, and was presented in an understandable sequence. The photos of the union officers really slowed down the show and did not seem to fit with the rest of the video."

LABOR HISTORY (\$10,000 or Less/Show) (Continued)

SECOND AWARD:

International Association of Machinists

John Lett

Mayor Ray Nagin Talks about Rebuilding New Orleans

Judge 1: "Promising video whose message seemed to dissolve away. Nice intro with musician and great comments from him. Good set-up of the New Orleans crisis; good posing of some of the critical issues in the beginning. Shot well enough for its purposes and good use of scant material. Unfortunately as the video unfolds it shifts allegiance from the musician/worker/resident to the perspective of New Orleans Mayor Nagin captured during a press conference in DC, finally embracing his official pronouncements about reconstruction and rebuilding that many reliable sources have called into question. As a result Nagin gets a pass and the video shies from asking the harder questions or following through on the perspective given by the musician/former New Orleans resident."

Judge 2: "Opening with shots of workers is lively and interesting and reflects a union-appropriate emphasis on workers. There is not much analysis of what the mayor says. Using only two people does not give a very broad perspective on the situation or a sense of what to believe. The contrast between the mayor's pronouncements and the musician's observations provide good counterpoints on the situation, but this contrasting view of New Orleans is not carried on throughout the piece."

Class/Subgroup: DOCUMENTARY/SOCIAL ISSUES (\$10,000 or Less/Show)

FIRST AWARD:

SEIU UHW-WEST

Edwin J. Herzog

San Diego Children's Hospital: A Crisis of Care

"The documentary builds to a momentum which draws the viewer into the world of the working poor. The irony of these health care workers is that most can't afford health care themselves. The workers' children are at risk and are undernourished while their parents care for others at Children's Hospital. Those who speak on camera are articulate and sympathetic. The film succeeds as a tool to educate the general public on the conditions of people who are underpaid and taken for granted after years of dedicated work."

SECOND AWARD:

International Association of Machinists

Deirdre Kaniewski

American Pride

No comment included.

THIRD AWARD:

Labor Education Service, University of Minnesota

Randy Croce, Howard Kling, and Barb Kucera

Voices of Worthington

"It's a timely story. This is a good start for a first draft, [but] the objectives for this presentation are unclear. There's too long a interval before the audience is told what happened at the meat packing plant at Worthington. The interview excerpts don't carry the story forward well. They seem randomly selected. We are not given a clear understanding what can be done about the treatment of undocumented workers. The filmmaker might profit from organizing the story before the editing process takes place."

Class/Subgroup: DOCUMENTARY/SOCIAL ISSUES (\$10,001 or More/Show)

FIRST AWARD:

Bakery, Confectionery, Grain Millers and Tobacco Workers International Union
Corrina Christensen

Political Action: The Road Back

"The series produced by BCTCM uses highly effective images of workers on the job. These images reflect a rich diversity of workers and their skills. 'The Road Back' is educational video informing union members of the dismal record of the Bush administration's labor policies. The video informs the audience about economic/political issues impacting their lives. It also reminds union members of their responsibility to vote for politicians who will stand up for labor. This video is successful - clear in its objectives, energetic in pacing. It brings home an important message."

SECOND AWARD:

UFCW 8 - Golden State

Jacques Loveall

"UFCW 588 Pays Tribute to Jack L. Loveall"

No comment included.

Class/Subgroup: ORGANIZING (\$10,000 or Less/Show)

FIRST AWARD:

The American Postal Workers Union

APWU - What's in It for You?

Judge 1: "Only entry in category. Average composition, artistry and technique. Video style from earlier era with required intro and conclusion from officers. President Burrus intro too long and over-scripted; also too much to also include him in body of show since in intro. Nice group of workers in the video; however, many seemed to be reading or otherwise stiff, which undermines the authenticity of their voice. Editing okay, but the structure could have been better. Video was kind of like a run-on sentence: there were no stylistic breaks from one issue section to the other, so the movement between topics was confusing."
Judge 2: "Photos of workers at beginning effective in emphasizing the contributions of many individuals from a variety of crafts to the union and the USPS. Transition from photo to person talking at start is interesting. The bites by workers are generally shot well, with interesting compositions. But many of the remarks seem very wooden and obviously scripted. The most effective remarks were from some women who were looking to the side of the camera, presumably at an interviewer. They speak in their own words and with enthusiasm and are much more effective. The question, 'What Should We Do?' seems hokey and the clapping at the end just seems to go on too long, again seeming forced. The president appears more than seems necessary. The elements of a really good piece are here and would have been more fully realized if more trust had been put into the workers, letting them speak in their own words."

Class/Subgroup: ORGANIZING (\$10,001 or More/Show)

FIRST AWARD:

Bakery, Confectionery, Grain Millers and Tobacco Workers International Union
Corrina Christensen

Organizing: Rising to the Challenge

Judge 1: "Nicely shot and edited. Good information; lots of rank and file workers. Great case study/story about organizing at Mother's Kitchen. Compelling issues and experiences. Nicely paced, well done. Promotional feel detracts from potential for broader audience. Good internal organizing tool for helping members understand the need for and issues of organizing." Judge 2: "The greatest strength of these entries is the story-telling about specific people in specific campaigns, which still manages to convey a larger idea about the union's commitment to its members. The story of the campaigns, at Mother's Kitchen and at Kelloggs, through the words of the workers themselves, intercut among different speakers and footage of events, kept me completely interested, waiting to see the conclusions. Interviewees in both programs were engaging people who I enjoyed listening to. The narration giving analysis of the campaigns was well written and narrated. The music matched the mood of each section. The ID text was stylish and well designed. I did not like the huge BCTGM logo taking up a big portion of the screen in the bargaining video - since all the speakers were from the union, its size, used on a regular basis, seemed out of proportion. The use of logos, graphics and text in discussing various campaigns was well edited. In sum, these are effective internal organizing videos, which would also hold interest for a broader audience."

SECOND AWARD:

Bakery, Confectionery, Grain Millers and Tobacco Workers International Union
Corrina Christensen

Collective Bargaining: Holding the Line

"Similar to First Award in quality, style and overall impact. Well done; very good information about collective bargaining issues and great story about Kellogg bargaining success."

THIRD AWARD:

AFSCME

James "Skip" Prior

Work Union, Live Better

Judge 1: "Well done, nicely shot with good information. Some nice graphics but use of American flag overdone and unnecessary. but more clichéd content than First award, and slicker feel, particularly mandatory opening, without being better. Vignettes nice idea; short and sometimes punchy. Not so much depth as First and Second. Nice to see the section in Hmong."

Judge 2: "A generally effective piece about what the union does for members. Bites at the beginning were good but a bit repetitive. There were a number of clichés throughout the program such as 'together we bargain, as individuals we beg.' The logo and graphics of photos emerging from a map were well edited. Many interviews stood on their own without music under them (a refreshing difference from most other entrants to this competition which contained relentless music under virtually ever part of the show, appropriate or not). Interviews were composed well and the backgrounds were related to the speakers (though the camera was occasionally a bit shaky). Inclusion of comments in Hmong and a diversity of speakers suit the video to a heterogeneous audience, The place awarded to this entrant was due primarily to the exceptional story-telling strengths of the higher ranked competing shows."

Class/Subgroup: LONG PROMOS/PUBLIC RELATIONS (\$15,000 or Less/Show)

FIRST AWARD:

New York State Public Employees Federation
Darcy Wells
Stop Workplace Violence

"This is an effective educational tool targeted to legislators and others about violence on the job site. The topic begs for a further treatment, a longer documentary, targeted for broadcast. The public knows little about the physical risks to workers on the job. The interview excerpts, especially with the victims, were very good. [Since the subject matter is sober and dramatic, I found the flip/flop cuts to be a bit intrusive and distracting - also the industrial sound effects over the names tags. These production tricks are unnecessary for such a serious presentation.]"

SECOND AWARD:

Labor Education Service, University of Minnesota
Howard Kling
Occupation: Union Construction Power Lineman

No comment included.

Class/Subgroup: LONG PROMOS/PUBLIC RELATIONS (\$15,001 or More/Show)

FIRST AWARD:

AFSCME
James "Skip" Prior
AFSCME Members Making the Difference - Election 2006

No comment included.

Class/Subgroup: K-12 EDUCATION AND TRAINING (\$10,001 or More/Show)

FIRST AWARD:

California School Employees Association
New Member Orientation

Judge 1: "Video very well done (nice overall package, including print materials). Good opening, well edited with a very pleasing pace and style. Music pretty good. Very nice titling with tasteful dissolves. Nice editing of interviews. The combination of slow-paced titling with slow and layered dissolves contrasts interestingly with the edgier cutting pattern of the interviews. Interesting shooting angles and use of multiple cameras, no doubt. Style is prominent. Good mix of workers, great comments, no reading or obvious scripting, so their voices feel genuine and the people connect. Very good information, including a lot about work. Also nice profile of the participants; great use of interview with CSEA president as extra feature (nice interview too). Fun that the individual worker interviews are included too."

Judge 2: "Nice stills at beginning, emphasizing workers and the variety of skills they perform, showing the importance of individual members in the past and present. Nice use of text, including the interviewees' IDs. The different angles in interviews are interesting, but are sometimes distracting from what the individuals say. Use of first person, instead of narration, emphasizes role of rank and file members of the union. Inclusion of full interviews of workers a nice touch and provides corroboration for the sense that the excerpts used in the show were not forced, or read from a script. It really sounds like these folks like their jobs and the kids. The accompanying printed materials are attractive and informative. A very effective intro to the union."

BROADCAST - RADIO

Class/Subgroup: SPOTS/SHORT PROMOS (Produced by Union Members/Staff)

FIRST AWARD:

New Jersey Laborers Union - LIUNA

Robert Lewandoski

"Yes on 3 NJ"

"It is very well produced and entertaining, if not a bit hokey with its game show theme. Still, it was probably effective because it makes the issues very clear as long as you don't have to hear it over and over, which would get annoying. It would make me vote for the Laborers' proposal."

Class/Subgroup: LONG PROGRAMS (Produced by Union Members/Staff)

FIRST AWARD:

CWA Local 1180

The Communique Radio Show

Esther Kaplan, Producer; Bill Henning, Host

The Center for Union Facts (Mar. 14, 2006)

"Very informative guests who analyze a really anti-labor attack and manage to be optimistic. Nice mix of viewpoints. Henning's tremendous knowledge of labor really helps. He does a great job of framing the issues and asking good questions. He should swallow the 'ums.' Otherwise production is really clean. Show could use more variety. There were only two guests through whole show, and this was only broken up by Hightower commentary. It must be a bit heady for some listeners."

SECOND AWARD:

District Council 37 Communications Dept.

It's Your City, It's Our Job

Bellevue Hospital Child Care Center

"Great topic. Good guests. This show is an inspiring exploration of a model childcare program and the challenges it faces. A suggestion is to break up long statements by guests with more questions and back-and-forth between hosts and guests. I'd also like to know what the relationship of the hosts is to DC 37. They only give their names."

THIRD AWARD:

Building Bridges: Your Community & Labor Report

Mimi Rosenberg; Ken Nash

Murders by Police in Oaxaca

"This show provides very dramatic descriptions of an historic people's movement. Very informative guests and good interchange. The beginning dealing with death of Brad Will would have been more effective after people were familiar with the context. The significance of his death would have been better appreciated by those who didn't know him. Hosts should speak up more. Their voices are lower than the guests. Music also too low."

LONG PROGRAMS (Produced by Union Members/Staff) (Continued)

HONORABLE MENTION:

American Federation of Government Employees (AFGE)

Enid Doggett; Jason Fornicola; Ward Morrow, Host

"Linda Springer (OPM) and Andrea Brooks (Women's/Fair Practices)" (*Inside Government* - Oct. 20, 2006)

"This show represents an admirable effort by a union to embrace a new communications strategy. The show had interesting informative guests. Host should tell us what's coming up. Interviews are awfully long."

Index for ILCA 2007 LABOR MEDIA CONTEST AWARD COMMENTS

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