

TUC TRADE UNION

COMMUNICATION  
AWARDS 2010

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DESIGN & PRINT BY

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# COMMUNICATION AWARDS 2010

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## THE JUDGES' COMMENTS

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Journalist

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Grandparents Plus

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WHERE COMMUNICATION WORKS



## BEST JOURNAL/MAGAZINE

### WINNER

#### USDAW | *Arena*

*Arena* is very professional in design and style – fun looking, colourful and it takes design risks. With a positive tone and feel, and designed to demonstrate the value of the union, it is well tailored to its readership and is very accessible. It strikes an outstanding balance between union news and giving vital information to members. A union journal that really adds value to the membership offer. Spot on!

### HIGHLY COMMENDED

#### UNISON | *U magazine*

This does exactly what it sets out to do in its mission statement, fostering a sense of belonging among members and making big issues easy to grasp. It has an appealing cover, a well laid out spread on the 'million voices' campaign with good use of statistics and graphics, and plenty of very readable pieces: the article on carers getting fairer pay is a textbook example of how to tell the story of what a union does through a human interest feature.

### HIGHLY COMMENDED

#### Nautilus International | *Telegraph*

A publication which knows exactly what it is about and delivers it by the container-load. Excellent format, lively stories with lots of industry news and good use of pictures, particularly in combination with headlines. The judges thought it indispensable for its members. The high quality writing and presentation would not look out of place on a news stand.

### Aspect | *Improvement*

A well laid-out magazine that makes good use of white space and images, and has a nice mix of illustrations and photography. The magazine is packed with information and covers a great combination of general, professional and trade union issues.

### ATL | *Report*

The magazine has a morale-boosting feel, with pieces celebrating award-winners and achievers. It is easy to read with good features. It gives a positive image of the union that is likely to attract non-members and gives real insight into what drives and enthuses new teachers – a profession often at the sharp end of tabloid criticism.

### BALPA | *The Log*

Informative and wide-ranging, from industry news and debate to features on destinations and places around the world. The style makes it feel a bit like an in-flight magazine, which is presumably deliberate. The range of content – including book and gadget reviews – means it will reach a broader audience, which is definitely a plus. The lively letters page indicates it is well read.

### BECTU | *Stage, Screen and Radio*

Nicely laid out with lots of pictures and colour. The judges expected this to look visually literate, and it does. There is plenty of coverage of campaigns that BECTU members are running, encouraging people to join them, and a good mix of news, debate, reviews and useful information. A packed magazine that is accessible and engaging.

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### CSP | *Frontline*

A well laid out and clearly designed magazine. Good use of celebrities and newsy topics to grab attention and generate interest. The magazine also uses current events like the Winter Olympics to highlight the professionalism of CSP members and their role. It all gives a real sense of a union confident in itself and its members.

### CWU | *Voice*

Voice works hard to satisfy the needs of a diverse membership across a fragmented communications industry. Mostly well written, it is packed with trade union news and analysis. Inevitably for a union in the public eye, there is a lot about what the union wants to say, which could have been balanced with more evidence of member input.

### FDA | *Public Service Magazine*

The budget the FDA puts into this shows: it feels like a glossy business magazine, with some nice added extras (such as the cartoon) and seems well-tailored to members' needs. Imaginative commissioning yields a stellar list of contributors and interviewees – although perhaps too many white, middle-aged men. Strong opinion pieces tackle some big controversial areas and feedback from members is encouraged.

### NASUWT | *Teaching Today*

A well produced magazine with a range of accessible and interesting content. It has lots of useful information for readers and aims to inform as well as entertain and engage them. There is a good balance between union matters and professional content.

### NUT | *The Teacher*

A likeable presentation with a broad range of content designed for busy professionals. It has an upbeat and positive style with lively interviews. There are some good attempts to use humour in the content to engage readers. The advice page on pupil behaviour is also helpful and well targeted.

### PCS | *PCS View*

A nicely designed magazine with an interesting 'Soviet retro' cover illustration. It has a range of content, from news and articles in brief to longer, work-related features, and is engaging and readable. Almost all material leads members back to the union.

### POA | *Gatelodge*

Lively and humorous branch news gives great 'feedback' on a range of issues and helps to make this an interesting publication that clearly has a challenging area to cover. There is a strong activist feel to this magazine.

### SCP | *Podiatry Now*

Unlike other magazines this models itself more on an academic medical journal than a union journal, and so is an informative read that is useful to members wanting to keep pace with professional developments. Visually appealing features add balance.

### SoR | *Synergy News*

Very much aimed at a professional niche membership. The strong design makes it readable and engaging, helped by lots of pictures everywhere. Packed with recruitment news and details of conferences and events, it obviously works for its members.

# COMMUNICATION AWARDS 2010



## BEST FEATURE

### WINNER

#### CSP | Party Without Pain

This is the feature the judges said they most enjoyed reading.

It reflects lateral thinking in commissioning, is entertainingly written and explores a different side to physiotherapy: it also uses pictures extremely well. A fun feature with a serious message about the sheer number and variety of injuries at major festivals and similar events, which also underlines the professionalism of union members and the diverse career options available to them.

## HIGHLY COMMENDED

#### NASUWT | Sick Teacher Fights Silent Epidemic

This combines a powerful human interest story with a clearly important issue. It is simply but well told, understated and tragic without being mawkish, challenging the view of industrial disease as something confined to manual workers and alerting teachers to a potential safety risk in school buildings. This well-written piece will be hugely useful to members.

#### Aspect | Poetry, Policy and Pedagogy

A discussion with Michael Rosen develops into a wide-ranging feature about poetry, reading, SATs and what is best for children. Well written, interesting and topical. One judge would have liked to have seen more quotes from Rosen himself and less biographical detail.

#### ATL | Staffroom Bullies

This is a well written and illustrated feature with plenty of human interest and is thoroughly researched, though not particularly novel. It will be useful to the union's members as it outlines the problem with human interest to support the article as well as proffering a solution.

#### BALPA | The Future of Aviation – There May be Trouble Ahead

This is an interesting topic, thoroughly reported with lots of interviewees, and one that is clearly important to the readership. An issue of concern worthy of wider coverage for an industry increasingly driven by the low-cost airlines.

#### BECTU | Free Speech and Fascism

This is a critically important issue to BECTU members and the piece is written with some passion. Clearly BECTU is not afraid to tackle head on controversial issues that involve its members in a professional capacity. However, one judge felt it was more of an opinion piece than a classic feature.

#### CWU | Service Wills 'Lottery'

Tackling a genuinely new and interesting issue not covered well elsewhere, this is an excellent example of a human interest feature. The CWU highlights the battles with bureaucracy fought by the families

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of CWU members still coming to terms with the death of a loved one in Afghanistan. One judge noted the lack of any response from the MoD and felt it let the piece down; the right to reply is a journalistic essential.

### **FDA** | Trading Places

A thought-provoking feature about secondments taking place between the civil service and the private sector at the very top of the civil service. A piece that is very relevant to members' concerns at a time of flux and change.

### **Nautilus International** | Cabin Locker Deaths Lead to Master's Court Ordeal

This is an interesting piece that combines human interest, insight and analysis. It is tightly written and highlights the role of the union. It deals with the unacceptably high number of seafarer deaths in enclosed spaces, pointing to a lack of regulation and enforcement.

### **NUT** | Abolish SATs – They're Utterly Useless

An interview with Michael Rosen is rolled out into a feature exploring the weaknesses of SATs as part of a campaign for an industrial action ballot to boycott the tests. However, one judge felt that while Rosen's views clearly reflect the NUT's own stance on SATs, the piece would have benefited from some journalistic balance and at least one voice putting forward a countering view.

### **PCS** | The Recession Busters

A story of the recession told through the expert voice of members delivering frontline services and union officials supporting them. None of the writing is forced – the story tells itself. This is an interesting idea, nicely laid out with good use of pictures, and the judges liked the way it celebrates what union members have done. Powerful stuff.

### **POA** | Role of a Prison Officer

Although the judges felt this entry didn't quite fit the category, the content (coverage of a Select Committee report) is interesting. However the report could do with the voice of members to underpin the analysis.

### **UNISON** | After the Deluge

A nicely written and illustrated feature which again celebrates the role of members. It tells the story of what happened after the floods in Cumbria and how local people and public services coped, told through the voices of UNISON members. Important message at the end – those public services would not cope in the future if they were cut.

### **USDAW** | Know Your Rights – Maternity and Paternity Rights

This is a useful, consumer-friendly feature that is clearly laid out and covers the basics comprehensively. The question and answer format works well and aids clarity, which is important for the subject matter.

## BEST PHOTO/ILLUSTRATION



### WINNER

**FDA** | Illustrator: David Simonds

This is a great cartoon which provides a simple illustration for the article while bringing a great deal of vitality to the text. The image is detailed and eye-catching and does so much more than simply accompany the piece; it uses character and colour to bring it to life.

### HIGHLY COMMENDED

**CWU** | Illustrator: Howard Burns

This illustration makes effective use of the legendary Tube map to depict the journey needed in negotiations. The familiarity of the 'Tube map' design makes it both eye-catching and easy to understand. It is also a clever way to introduce a range of jargon without overloading the reader with oppressive new concepts and terms.

### COMMENDED

**ATL** | Illustrator: Peter Lubach

Another example of a cartoon that manages to be both simple yet remarkably striking. It immediately grabs your attention. The judges also liked the touch of humour; the cartoon probably sums up quite accurately how many newly qualified teachers feel as they consider an imminent parents' evening!

### CSP | Ian Bilby

This is a clever use of a consumer image to illustrate the challenge of personal budgets in a health setting. One judge felt that it needed humour and that although it gets its point across it feels slightly 'blocky'.

### NASUWT | Brian Fegter/Jason Share

This is a simple yet strong image, directly related to the story, which provocatively hammers home the point the article is making, and gives it character.

### NUT | Paul Box/reportdigital.co.uk

A familiar and attention-grabbing pic, used cleverly to match the main thrust of the article it accompanies. One judge, however, felt it came a little close to cliché.

### PCS | Phillip Pennington

Good graphics and strikingly bold colours make this illustration stand out. But one judge was concerned it lacked the intensity of the campaign as a whole.

### POA | Brian McMahan

This photo is strident and to the point. It presents the reader with a very strong image, which nicely sums up the union's campaign aims and slogan.

### UNISON | Marcus Rose

This well composed photo gets the message across quite simply and the use of people as 'voices for change' drives home the point.

### USDW | Kevin Shaw

An effective photo designed to appeal to members but also directing them to sources of help. It neatly combines campaigning with practical support.



## BEST ONE-OFF PUBLICATION

### WINNER

**UCU** | The Holocaust.

**It Happened! Never Again!**

Really good educational wallchart, with strong visuals and clear expression making it very appropriate for the audience. The message about the need to remember is abundantly clear and well presented. The UCU should send copies to every union, it's that good.

### HIGHLY COMMENDED

**NASUWT** | Cyberbullying / prejudice-related bullying card

"A little surprise package" was how one judge described this entry. All the judges felt it was a nice idea in a very creative format, well executed and with a lot of useful content. The card has more impact than a leaflet and is more likely to be kept and used by members.

### COMMENDED

**ATL** | ATL: What's in it for me?

This recruitment booklet is another nice design with very effective visuals – engaging and draws the reader in. Clear message about the benefits of membership.

### Aspect | What If

This handbook has a clean design, is well written and is a useful resource for members – it answers questions that professionals would have. The judges would have liked to see more pictures or graphics.

### BALPA | Rising to the Challenge

This little pack has a clean layout that neatly poses the five key questions the union wants to pose to opinion formers and MPs over the future of aviation. One judge felt that it needed clearer guidance for members over what they could do to support the campaign.

### CSP | Join the CSP Today

– The Benefits of Being a Member

This recruitment pack works well in terms of design and content. Nice mix of text and pictures showing how these can lift a publication and demonstrating the importance of matching the word-led content and the design.

### CWU | Delivering Digital Britain:

CWU campaign briefing document

This lobby briefing pack works well. Nicely designed and written and the summary inside the document is very useful. Concise and to the point, which is what briefing packs should be.

### FDA | FDA Annual Report 2009

Accessible annual report format. Useful for members and works well as a communications tool to inform non-members about the union's activity. >

# COMMUNICATION AWARDS 2010

## > Nautilus International | Council's Report to BGM

There is a lot more to this publication than might be expected from a simple annual/biennial report. Ambitious, intelligent design, varied content and a clear link between the union and the industry.

## NUT | End SATs: Give Children Time to Learn – information for parents and governors

Interesting campaign content with a clear message. Good use of case studies and it's nice to see the union producing a publication aimed at parents and governors – a clear demonstration of the union's value.

## PCS | Liverpool: The World in One City

Produced as a profile-building publication for the union at TUC Congress 2009, this is a good idea that works well with effective use of illustrations and graphics. It is well written and executed and it's great to have a campaign postcard to the PM included at the end.

## POA | Prisons are Not for Profit

A parliamentary briefing pack that is clear and concise with a strong message. But the judges felt there were perhaps too many words for the space available.

## USDAW | Pensions awareness campaign toolkit

A good, informative 'toolkit'-style publication aimed at raising awareness of the need to join a pension scheme and of equipping reps to help members ensure they have pension provision. Simple, practical, useful and well-timed.



## BEST CAMPAIGN

### WINNER

#### CWU | Keep the Post Public

This is a major, big-budget national campaign impacting on media and Parliament, which both mobilises members and raises public support. Strong use of visuals adds to the sense of an imaginative campaign that really hits home. Powerful and clearly effective.

### HIGHLY COMMENDED

#### UCU | Stand up for Research

An intelligent and impressive campaign that uses both creativity and alliances with others to bring members' real concerns in a focused and effective way to the attention of both the media and Parliament.

### COMMENDED

#### USDAW | Supporting Parents and Carers – Claim What's Yours

A well thought-through and positive campaign that proves to be highly effective. Whilst it involves Parliament and the media, it also provides very good briefing material for reps and others to assist members.

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### **BALPA** | Dead Tired – Pilot Fatigue and Flight Time Limitations

A highly targeted campaign around an important issue for members. An effective, member-focused call to action that communicates a complex issue well.

### **CSP** | Move for Health – Kids

Highly organised campaign aimed at mobilising members and raising public awareness, particularly among parents, carers and teachers. Its high impact and low cost make it a very cost-effective campaign that shows what can be done.

### **GMB** | Refuse to be Beat – Leeds refuse strike

A strong, low-budget, local campaign that achieved a high profile and strong public support. An ‘old-fashioned’ campaign in some ways, but with imaginative use of ‘outside’ support.

### **NASUWT** | Stop the BNP

An effective and targeted campaign with a clear message, supported by a wide range of activity. A crucially important campaign for a teaching union to lead on and influence opinion in the wider community.

### **PCS** | Campaign against privatisation of HMRC security guards

Another simple, low-budget but effective campaign with a clear message and good use of resources. One judge felt that it could have been a little more imaginative.

### **POA** | Prisons are Not for Profit

A re-launched campaign with a clear message and very strong images. Good use of visuals helps to make the most of a small budget.

### **UNISON** | Don’t Wait – A Million Voices for Public Services

An effective, big budget initiative that has clear messages and powerful images. One judge, however, felt that more could have been done to involve members to give greater depth to this outwards-facing campaign.



## BEST WEBSITE

### WINNER

#### Nautilus International

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

A smartly produced site with a very 'clean' look which looks and feels like a professional news magazine. There is good use of images here and the site seems very easy to navigate. Members/visitors will get a really good feel for what Nautilus is about and what it is trying to achieve. The job site is a masterstroke, a real draw into the union that makes the union/work link instantly.

### HIGHLY COMMENDED

**PCS** | [www.pcs.org.uk](http://www.pcs.org.uk)

A smart looking website that puts a lot of inviting content on the front page, and encourages readers to read more, without being too content-heavy. It has a very strong campaigning edge to it – it's always good to see union campaigns highlighted prominently. The site's design is clean and nicely spaced out.

### COMMENDED

**CWU** | [www.cwu.org](http://www.cwu.org)

Lots of information, industry news and content to inform members about policies. The website gives a well-rounded sense of what the union is about and does not have information overload. It's a clean design and very simple to navigate. CWU makes this look easy, but there is a lot of work and thought gone in to what is an excellent website.

**FDA** | [www.fda.org.uk](http://www.fda.org.uk)

This website is simple to navigate, really easy to use and there is no information overload. It uses modern media to deliver a simple and important message as soon as you arrive on the site. Log in as a member and more arrives, simply delivered and very effectively.

**NASUWT** | [www.nasuwat.org.uk](http://www.nasuwat.org.uk)

Very good website with lots of interactivity and a members' forum, which is a welcome tool. The judges were pleased that there was a great deal of content – as it provides easily accessible information to members. A lot of thought and hard work has gone into this site. It looks quality.

**SoR** | [www.sor.org.uk](http://www.sor.org.uk)

A website well tailored for a smaller union with a highly specialised professional membership. The members section has some interesting tools – like the 'wheel of CPD' – that allow users to engage with the site. Although the site isn't campaigns orientated, it does do an excellent job of informing members of upcoming events and other useful information.

**UCU** | [www.ucu.org.uk](http://www.ucu.org.uk)

A content-heavy site with a strong activist leaning, which looks pleasing to the eye. There is plenty here for visitors to chew on and it looks excellent. There is a lot of coverage on what campaigns the union is running and so the website gives a real sense of activity by the union within the sector. The media digest is a great idea, as is the 'how do I' feature.



## BEST USE OF E-COMMUNICATIONS

### WINNER

**PCS** | Motions online: electronic submission of motions for the 2010 conferences

Doing conference motions online sounds like a great idea and the implementation of this project has been spot on. It's simple, very clean in its design – nicely laid out and doesn't take difficult or cumbersome steps. Overall the format is very user-friendly. Other unions will watch this one with interest!

### HIGHLY COMMENDED

**SoR** | SoR News Issue 9

This is an increasingly common way to do organisational newsletters but this is the most effective the judges saw. It has a simple, attractive and clear presentation (with easily available links to other stories in the same issue) and uses images to give it colour. This newsletter appears to be cost effective and doubtless would engage well with its target audience.

### COMMENDED

**CWU** | CWUTV

An excellent and still innovative service. It is well produced and presented, with lots of information. It's a good way for the union to communicate with its members and with a wider audience. A touch more interactivity, so members could communicate with each other perhaps, would have won it even higher marks.

**FDA** | Monthly all members' email newsletter

Well laid out and informative, with a clear and accessible format. It has lots of updates and news from different sources. The content is admirably succinct and the contact details to get back in touch are prominent.

**NASUWT** | GTCE petition

This has clearly been an effective tool – it has gathered 30,000 signatures. It may show the way for future union campaigning with petitions.

**NUT** | email pushes to members – “Send in your views on Ofsted” and “NUT pressure forces Ofsted assurances”

The newsletter by email looks cost-effective and straight to the point. It clearly achieves the goals set out by the union and manages to engage readers. Its value lies in its simplicity. It's a useful way to connect with members and get feedback.

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