

TUC TRADE UNION

COMMUNICATION
AWARDS 2010

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**COMMUNICATION
AWARDS 2010**

FOCUS ON THE
WINNERS

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WHERE COMMUNICATION WORKS

THE JUDGES

NITA CLARKE
Director, IPA

RUBY HINSLIFF
Journalist

SUNNY HUNDAL
Editor, *Liberal Conspiracy*

DUNCAN MILLIGAN
Head of Communications
and Research, FBU

SAM SMETHERS
Chief Executive,
Grandparents Plus

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WHERE COMMUNICATION WORKS

COMMUNICATION AWARDS 2010



The third year of the re-launched awards has seen them go from strength to strength with a wide range of excellent entries from across the union movement. Our thanks go to our five judges, from a range of communications backgrounds, who had the unenviable task of deciding the winners and runners up from a very strong field. They undertook their task with great diligence, carefully working through a vast quantity of material to a tight deadline.

The best journal/magazine remains the most popular, and most strongly contested, category. A wide range of formats and styles are used to share information, promote the union and generally enrich the lives of union members. The smooth and professional end results belie the hard work that we all know goes on behind the scenes to produce entertaining and informative journals that are accessible to officials, activists and ordinary members alike. Other categories also had strong entries and we reflect on their winners here too. It was particularly inspiring to see such a strong batch of entries from smaller affiliates who so often punched remarkably above their weight.

I hope that you will enjoy this showcase of the very best in trade union communications; and that the range and vibrancy of the entries will inspire you and your colleagues to keep up the good work in the coming year.

A handwritten signature in dark ink that reads "Brendan Barber". The signature is written in a cursive, slightly slanted style.

BRENDAN BARBER
TUC General Secretary

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“Balance” seems to have impressed the judges this year, whether it was in the mix of trade union and professional/industry news or the appeal to activists versus ordinary members.

In terms of presentation, good design was welcomed as an aid to navigation and making content more comprehensible. The judges also noted that professional design is money well spent in enhancing visual appeal and drawing the reader in.

Journals with positive messages to convey, or that drive forward key issues for the union or encourage member activity were applauded. Some of the best entries excel at getting campaigning messages across, from sector-specific issues to ones of general social concern.

The judges were split but after much debating, USDAW's *Arena* magazine took the honours for its strong member engagement. UNISON's *U Magazine* and Nautilus' *Telegraph* were both highly commended by the judges, with value to members again a key factor. Honourable mentions must also go to Aspect for their nicely designed magazine, and to SoR, CSP and SCP for their well targeted appeal to their professional membership.

BEST JOURNAL/MAGAZINE

WINNER | USDAW

QUICK READ BOOKS GIVEAWAY • QUICK READ BOOKS GIVEAWAY • QUICK READ BOOKS

The magazine of the Union of Shop, Distributive and Allied Workers

arena

Family Focus

ACTIVE REP IN FOCUS

Vital information for all members

FAMILY FRIENDLY

Usdaw can help you make the most of tax credits and other benefits available for your family during the current recession

Know your RIGHTS [SPECIAL EDITION]

Check out Budget changes

Free Accident Claim Line 0800 055 6333

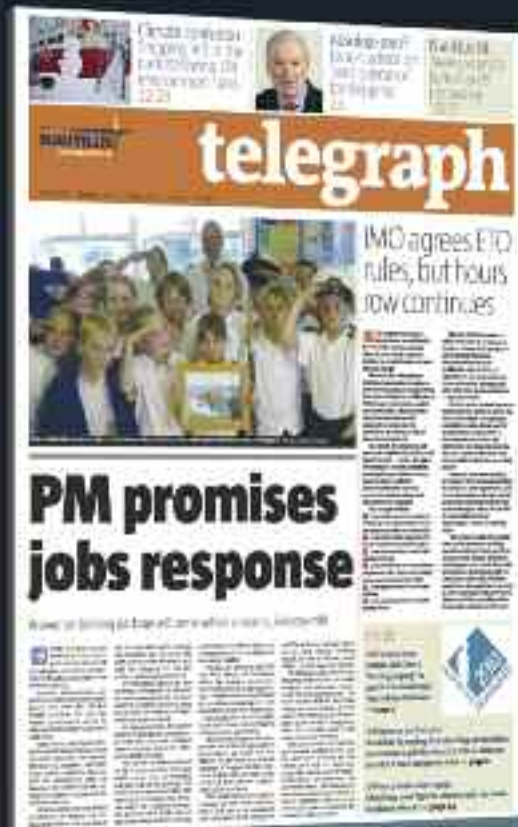
No Forms - No Fees - No Delay

THE DIRECT LINE FOR ACCIDENT AND INJURY CLAIMS FOR YOU AND YOUR FAMILY

RECRUIT A FRIEND AND WIN £500 • RECRUIT A FRIEND AND WIN £500

HIGHLY COMMENDED | UNISON

HIGHLY COMMENDED | NAUTILUS INT.





“Human interest” was a phrase that cropped up a great deal in the judges’ comments for this category, and it was clear this was what they wanted to see.

Whether an entry was a campaigning piece on a trade union issue, or a lighter ‘lifestyle’ piece, the judges felt the most successful used case studies and real people to lift the writing and engage the reader. Features offer unions opportunities to illustrate

their work in some detail, and building them around a human interest angle can make that detailed work more accessible to their general readership.

Again this year, it wasn’t just the text that made a feature stand out in the judges’ view; good



Sick teacher fights silent epidemic

She's called it mesothelioma (pronounced mes-oh-lee-oh-mee-oh) and it's a rare cancer that kills from the inside. It's a disease that's been around for decades but only recently discovered. It's a disease that's been around for decades but only recently discovered. It's a disease that's been around for decades but only recently discovered.

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text needed to be set in an imaginative layout with pictures or other graphics to get onto the judges' list of winners.

From a very strong field with barely three points (out of a possible 200) separating the top three entries, the CSP feature

on injuries at major festivals and the role of the physiotherapist came out on top as a novel, fun piece that still managed to make some serious points. This unusual and entertainingly written story was complemented by a good choice of pictures to get the

judges' vote. NASUWT won the highly commended award for their powerful human interest article about a teacher who had developed mesothelioma, telling her story in a way that was compelling and tragic without being mawkish.

HIGHLY COMMENDED | CWU | Howard Burns

COMMENDED | ATL | Peter Lubach





There was a welcome growth in the number of entries this year compared to last, so it is hoped this fairly new category is now embedded in the psyches of union communication managers.

Once again a diverse range of publications was entered, including wallcharts, recruitment materials and annual reports. The judges found this made their job more difficult, but in the end

HIGHLY COMMENDED | NASUWT

COMMENDED | ATL



the overall visual quality of the entry was a strong factor in deciding the winners, whether it was used to give immediacy to a focused campaign or to avoid the potential monotony of large

documents. In a re-run of last year's competition, UCU's wallchart was the clear favourite of the judges for its simple message and strong visuals. NASUWT came second with an

unusual card against bullying, which the judges felt cleverly combined creativity and content, while ATL's recruitment leaflet came third for its engaging visuals and a clear message.

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This was perhaps the most closely contested category, with the judges finding great qualities in each of the entries. They were particularly impressed with unions who managed to mount highly effective campaigns on shoestring budgets.

Many campaigns demonstrated a degree of success beyond expectations, given the expense incurred, proving that focus and planning are key to the final impact. Membership involvement was welcomed, as was effective linking with external organisations.

The CWU's big budget campaign to keep the Post Office in public hands impressed the judges for the breadth of its reach, mobilising union members and the general public alike in an imaginative campaign. UCU's highly commended campaign on research was found by the judges to be both intelligent and impressive in building alliances to get their message across in the press and in parliament. The positive campaign that USDAW mounted about benefits for parents and carers was commended by the judges as highly effective and came in third.

BEST CAMPAIGN

WINNER | CWU

Privatising the post
is a silly way to
modernise the service.



Isn't it time the
Prime Minister showed
the Royal Mail
a bit of support too?



Royal Mail privatisation
means stealing profits
from the taxpayer.



HIGHLY COMMENDED | UCU

COMMENDED | USDAW



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BEST WEBSITE

WINNER | NAUTILUS INTERNATIONAL

HIGHLY COMMENDED | PCS

COMMENDED | CWU

This category produced one of the smallest groups of entries, yet it is an area in which many unions have developed thorough, forward-looking strategies and implemented them with vigour.

Even with only a small field, the judges were impressed with the quality of the websites and welcomed the way that many unions were able to put a great deal of information on their sites without 'overloading' the visitor. Easy navigation is clearly important and was a common feature in the judges' comments.

Nautilus International took the top spot with a site that was praised for its professional feel and which impressed the judges with its innovative jobs section. They narrowly beat last year's winners, PCS, who again received praise for the strong campaigning edge to their website, pushing CWU into third place for an easy-to-navigate and informative site.



BEST E-COMMUNICATIONS

WINNER | PCS

HIGHLY COMMENDED | SoR

This was another category with a small group of entries, although the diverse range and high quality made it hard to reach a final decision.

One judge felt strongly that unions should continue to think strategically about campaigning via social networking, otherwise a myriad of ad hoc groups will fill the gap and make it harder for unions to get across a coherent message, especially in relation to threats such as public sector job cuts.

PCS were the winners for their submission of conference motions online. The judges were impressed both by the concept and by its

realisation in a simple, cleanly-designed and easy to use format that they felt would increase member participation in the process of policy development of the union. Closely behind and highly commended were SoR, whose electronic newsletter stood

out from other e-bulletins for its clear presentation and focus on engaging members. For the second year running, CWU's accessible broadcast channel CWUTV impressed the judges and took the commended spot.

COMMENDED | CWU