

## Best journal or magazine

### JOINT WINNER

#### **NUT** The Teacher

An engaging magazine that has a clear resonance for members. Vibrant design and excellent photos alongside interesting articles and advice pages make The Teacher a lively read – even among non-teachers.

### JOINT WINNER

#### **MU** Musician

Slick and professional, Musician looks great and reads well. Content is divided between union news and advice that will be of benefit to the wide readership.

### COMMENDED

#### **FDA** Public Service Magazine

A classy, lively and engaging offering with a range of quality stories and features and an obvious finger on the union pulse – with an editorial balance that recognises members have interests above and beyond employment rights.

#### **ATL** Report

A colourful, eye-catching and well-designed magazine, with creative illustrations and some interesting columns buried inside.

#### **Connect** Connected

A good variety of articles in a nicely laid out format, with information made relevant through the use of personal stories.

#### **CSP** Physiotherapy Frontline

A high quality publication with some great features (the flu pandemic article in particular), a good cover, an excellent noticeboard / listings section. More interesting photos would have lifted this into the top three.

#### **CWU** CWU Voice

Busy and active feel with some interesting articles on a range of topics. One judge worried that the design tried to pack too much in, and that the publication as a whole was too male dominated.

#### **EIS** The Scottish Educational Journal

Solid content with in-depth interviews and a wide range of stories with education as a starting point that reveals an outward focused union. Maybe a lighter touch would add some more warmth to the editorial mix.

#### **FBU** Firefighter

The campaigning focus is good and creates the impression of a busy, dynamic union. The content was strong and design attractive, although some more creative thinking on content would not go amiss.

#### **NASUWT** Teaching Today

Some good articles – including the book review – but the judges felt that new design elements, more photos and a broader mix of content would breathe fresh life into the title.

#### **Nautilus UK** Telegraph

Praise all round for the newspaper layout. The big headlines grab the reader and the layout makes it easy to dip in and out of. Good split between news and information.

#### **NUJ** Journalist

Good layout and informative articles – some of a very high standard. But some judges felt that the headlines didn't reflect the interest in the articles and that some fresh thoughts on tone and content would help the title shine.

#### **PCS** View

A slightly distracting and crowded layout didn't stop the judges from enjoying the imaginative and relevant mix of articles, and excellent Q&A and letters sections.

#### **Prospect** Profile

A rich mix of stories, although some of the internal union articles felt a little dry and the layout occasionally felt disjointed.

#### **RMT** RMT News

A healthy mix of articles on the union's interests, on labour rights in general, and on the wider industry. Some excellent photos, but the design could be improved upon.

#### **TSSA** TSSA Journal

Some outstanding articles – including one on public ownership – and a strong cover and title page, but one judge wondered whether more column inches devoted to union issues rather than industry news would benefit members.

#### **UCU** UC

A good, clean layout featuring excellent colour and pictures, but maybe the articles could be more pithy?

#### **UNISON** U

Lively use of photos in a positive and relevant newsletter format that has a readable news section and good representation of women. Could benefit from an updated design.

#### **Unite–Amicus** Unite the Activist

A polished and attractive product that manages the tricky task of reporting well across a diversity of sectors. One judge felt some of the headlines were overly negative.

#### **Unite–T&G** Landworker

A cheerful newsletter with attention-grabbing headlines and a punchy blend of information and news.

## Best feature

### WINNER

#### **FBU** “A Tangible Sense of Loss”

A moving account of a terrible tragedy, with great use of pictures. Some harrowing moments bring home the sheer scale of the fire at Atherstone. A worthy winner.

### HIGHLY COMMENDED

#### **Unite–Amicus** “Despair of the Outcasts”

An original piece of reporting that one might expect to find in a national paper. Well written and with a strong moral tone that emphasises the injustice of the caste system and the exploitation that can occur in call centres abroad.

### COMMENDED

#### **FDA** “Outside the Comfort Zone”

This insightful piece by civil servants working abroad in war zones is illuminating, unusual, and well reported by the individuals themselves. A bit more punch and this would have scored even higher.

#### **ATL** “Breaking the Cycle”

A story that tackles the important issue of child poverty in an engaging manner, with good quotes and contributions by campaigners. Some assertions needed backing up, particularly the statistical claims.

#### **Connect** “Making the Most of It”

A sympathetic and compelling account of a union member with Asperger Syndrome, which also explores the wider issues in some depth.

#### **CSP** “The Baby Makers”

A good feature that explores the outer reaches of physiotherapy and its relationship with assistive reproductive techniques, acupuncture in particular. Its tone could have been balanced by some opposing views.

#### **CWU** “On a Roll at the Carphone Warehouse”

Hugely positive feature about recruiting at this major company in Preston and London. Some pics are a little static but the mood is well caught.

#### **EIS** “Vote for Education”

Really thorough piece of work comprising chunks of material brought together under the one campaigning theme. Great intro pic kicks it off.

#### **MU** “King of chat”

An interesting idea to feature honorary MU member Parkinson as a celeb interviewee, and readers in the entertainment industry would enjoy this, but one judge was left frustrated at not hearing more from the band regulars on his show.

#### **NASUWT** “Cyber-Bullying in Schools”

An important analysis of a growing problem for teachers. Begins with a good starting illustration but could have done with more pics as it proceeded.

#### **Nautilus UK** “Food for Thought for Green Shoppers”

An eye-opening topic that is carefully written and well illustrated. Its relevance to consumers and to seafarers is undeniable. Some tables were difficult to absorb (what is SO2?)

#### **NUJ** “Express Delivery”

A warm, personal profile of the NUJ president that also touches on important working life issues, but its concentration on the union and characters within it makes it a tad inward looking.

#### **NUT** “On Firm Foundations?”

The latest government plans come under scrutiny in this well researched piece, but it's a dry subject and it needed some enlivening.

#### **PCS** “Stopping the Traffic”

A highly pertinent topic, which required some vivid examples and case studies. But this feature scored well for its presentation and focus on the dedicated efforts of a particular group of union members.

#### **Prospect** “Back to School with Prospect”

This 'unions into schools' initiative is well explained and reported in this feature, but it needed a touch more impact to score higher.

#### **RMT** “EU Waives the Rules”

A good attempt to explain a difficult legal point, but one judge felt the journalist had not quite succeeded in making things clear enough. Great title!

#### **TSSA** “How British are Your Brands”

Outsourcing, offshoring and multinational mergers are the theme of this piece, which is well presented and designed. The impact of the writing is strong, and the analysis refreshing.

#### **UNISON** “Focus on the NHS”

Another special mega-feature, which contains no less than three interviews and information about the NHS campaign. It is well designed and attractive, but the overall feel is a touch 'preachy'.

## Best use of a photograph or illustration

### WINNER

#### **NUJ** Photographer: Alan Wylie

An inspired image that beautifully illustrates the accompanying story – about Alan Johnston's kidnap and subsequent release – and which speaks volumes about freedom, and the relief of being home. In every sense a winner.

### HIGHLY COMMENDED

#### **UNISON** Photographer: Steve Forrest/Insight Visual

A heart-warming photo of a child embracing a doctor holding an 'I love NHS' banner that is at the same time wonderfully composed, contextually spot-on, and a powerful conveyer of the union message. So good was it that one judge wanted to see it used bigger – perhaps even on the front cover.

### COMMENDED

#### **MU** Photographer: Pete Canning

A striking and technically excellent image that draws the eye – ideal for use on a poster – and is imbued with humour and humanity. The judges felt that the poster's overall message could be clearer, with a more identifiable link between image and words.

#### **Connect**, illustrator: Henning Löhlein

Clever use of an engaging illustration that works well across a double page spread. Links effectively with the accompanying article and delivers a clear message.

#### **CSP** photographer: Marc Arundale/Alamy

A startling image guaranteed to catch the eye and attract the reader's attention. One judge felt that its relevance to the accompanying article was a little ambiguous.

#### **CWU** illustrator: Howard Burns

A lively, detailed and colourful montage that uses its spread to full effect, although it was felt that the illustration's message was not obvious enough and that too much information was being conveyed.

#### **EIS** illustrator: Susan Scott/Design Links

An imaginative and ambitious commission that makes for a strong cover. Great illustrative style and an appealing use of colour. The judges wondered if the image's message could be even more clearly linked with the headline text.

#### **FBU** photographer: Shannon Stapleton/Reuters

A high-impact and atmospheric shot used to great effect as a background image. Although the photo works well with the accompanying text one judge was concerned that it wasn't obvious what the men were doing; maybe a fuller caption would help?

#### **FDA** photographer: Duncan Walker

An arresting – if slightly unsettling – image creating a strong cover. Its relevance to the cover strapline is not immediately obvious.

#### **NASUWT** photographer: Simon Boothe

A cleverly worked concept that highlights a growing problem, and that will resonate with the target audience. The judges did, however, question the overall clarity of the cover's message.

#### **NUM** photographer: Ken Capstick

This strong, colourful and vibrant photo really draws the reader in – giving a sense of being in the thick of the action – but it might have benefited technically from a more precise focus.

#### **NUT** photographer: Duncan Walker/Istock

A striking image, but with no obvious link to cover lines and an ambiguity over what the image means.

#### **PCS** photographer: Jess Hurd

A colourful, eye-catching cover photo, nicely composed, that links well with its caption and acts as an effective lead into the full report inside.

#### **Prospect** photographer: Peter Alvey

An engaging image that grabs the reader's attention from the off, and works excellently alongside the cover straplines.

#### **TSSA** photographer: Pauline Sturges

Assertive, bold and classy photo that works well in context, although if the link with the text was a bit clearer then it would have been even more effective.

#### **Unite–Amicus** photographer: Simon Clark

A sturdy picture, if a little conventional, and one judge wondered if the imagery was too masculine.

## Best one-off publication

### WINNER

#### **MU** Members' Handbook 2008

A very solid reference guide that is well written, designed and printed. Featuring a wealth of useful information – including an excellent tax section – this Members' Handbook bought unanimous praise from the judges. One commented: "I wish there was something like this in my sector!"

### HIGHLY COMMENDED

#### **FBU** The road to Iraq

This 16-page colour mini-magazine, about the journey of two fire engines to Iraq, is conceptually strong and a delight to read. Arresting images and accessible design make the publication engaging throughout. One judge wondered whether a short introduction would further draw readers in.

### COMMENDED

#### **PCS** Defend Public Services

A simple and eye-catching leaflet aimed at highlighting the loss of jobs in public services. With a strong concept behind it, effective copy and imaginative design, it is easy to see how it would appeal to its target audience.

#### **ATL** Working in the independent sector

A solid and comprehensive publication that might have benefited from pictures and a more engaging writing style.

#### **CSP** Happy new you calendar

This wall-poster, designed to get the year off to a healthy start, is a nice idea, with fun illustrations and accessible text. One judge wondered if the design was a little twee.

#### **CWU** EURONET

A slick, thoroughly researched and well written document, exhibiting good design and presenting a wealth of information.

#### **FDA** Annual Report 2007

An informative and readable annual report, with nice use of graphical icons and colours. The 'top ten achievements' drew particular praise, offering an easy to digest summary of the year.

#### **NASUWT** Academy Schools: organising resource for local activists

This well written and thorough booklet has a clear purpose and carefully considered structure. The judges felt, however, that the content was hindered by a text-heavy design that hindered readability.

### **Nautilus UK** Council's Report to the Biennial General Meeting

Beautifully printed and solidly written, this substantial report divided the judges. Some praised the structure, images and layout features, while others felt the design didn't let the editorial shine.

### **NUT** Growing up in a material world

Another judge divider. All agreed that it was an interesting and thought-provoking policy document with strong content. Beyond this, some felt that a more accessible design – with pull quotes and an executive summary – would be of benefit.

### **Prospect** Greening your workplace

Great design, with clear headings, an effectively sparse use of colour, nice print and strong editorial. 'Bite-size' text chunks are easy to digest and the information is all useful. One judge would like to have seen more content on how unions could work on environmental issues.

### **UNISON** All for one

Some great touches to this annual report – including the excellent 'year at a glance' and some good images – earned high marks from the judges, although one had concerns that the design was overly busy, and slightly unwieldy.

## Best campaign

### **WINNER**

#### **UNISON** Strong Yet Caring

This well-funded campaign used striking animal imagery to reach out widely through national and local media to promote a 'tough but tender' message to potential recruits – tough with government, protective of existing members. The judges found it powerful and inventive and a worthy winner.

### **HIGHLY COMMENDED**

#### **PCS** Make Your Vote Count

An excellent campaign pack supported an initiative rooted in local activism and branch engagement, whilst the message that links democracy to public services was well chosen and pertinent.

### **COMMENDED**

#### **FBU** No Fire Service Cuts

Another good example of low budget, local campaigning that worked, using a creative and strategic approach towards a variety of campaigning tactics to build pressure. The national union supported the campaign, together with celebs and a special video.

#### **ATL** Health and Safety campaign

The organising workshops will have played a key role in recruiting reps, and the communications looked great, but there was a doubt about whether there was enough to explain ATL's solutions and proposed action.

#### **CSP** Exercise and Back Care

There was evidence of a good level of local media coverage for this campaign which led to its big success. However, its 'nationwide'

billing seemed to fall short, possibly due to the lack of an absolutely central image or message.

### **CWU** Pay and Modernisation

Another big budget campaign that kept striking postal workers in the public eye for weeks. The materials focused sharply on the morale and solidarity of the strikers but that may have obscured the policy position, which one judge felt did not come through strongly enough.

### **MU** Support Our Ofcom Campaign Now!

A bulk email campaign that was well worded and invited recipients to open and download a letter to MPs. It worked, although as the MU was not the only stakeholder it was not clear what the final impact was, or how many MPs acted on the letters. But a good attempt to brief members on a complicated issue.

### **NASUWT** Stop Cyber-Bullying in Schools

The profile of this important campaign was well raised within the membership and the policy point clearly explained. Yet evidence of the take-up of some good ideas (such as the wristbands) was patchy and the success of the overall campaign not easily measured.

### **NUJ** Stand Up for Journalism

A great job of creating a sense of solidarity, and an innovative use of the internet, but how was all this energy harnessed and directed? The strategic purpose (and the target audience) could have been clearer.

### **NUT** A Good Local School

This sported policy work of a high quality, delivered through a fine piece of lobbying, although it was hard to see how engaged the NUT's own membership had been in the campaign.

### **Prospect** Your Pension, Your Say

Nice looking materials to support the civil service pensions ballot, which achieved a 99 per cent vote in favour, from a relatively high turnout. Doubtlessly raised the union's profile in civil service areas and mobilised branch members and activists.

### **UCU** Save ESOL

A well resourced, thoughtful and successful campaign, that was also thorough, strategic and built some key networks. A very close contender for a prize.

## Best website

### **WINNER**

#### **MU** [www.musiciansunion.org.uk](http://www.musiciansunion.org.uk)

A superb online resource, packed with information and advice, including an excellent document library – with contracts tailor-made for members – and useful a 'find a musician' directory. Navigation is easy and accessibility has clearly been made a priority.

### **HIGHLY COMMENDED**

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

Simple, clean design, easy navigation and well-written text earned praise from all the judges, who also felt that the large amount of information available was presented in an easy to understand format.

### **COMMENDED**

#### **NUM** [www.num.org.uk](http://www.num.org.uk)

A favourite with judges for the second year running, who praised the site's clear design, friendly tone and excellent history and virtual tour sections. One judge thought the site could be improved by offering actual targeted advice, rather than signposting members to links.

#### **NUT** [www.teachers.org.uk](http://www.teachers.org.uk)

Some great information and a nifty pay calculator didn't manage to sway the judges' overall view that the site would benefit greatly from an overhauled design.

#### **UNISON** [www.unison.org.uk/conference2007](http://www.unison.org.uk/conference2007)

A comprehensive, and imaginatively conceived section of the main UNISON site – offering videos of speakers and delegates, and easily accessible news and press areas – all navigable from one page. However, the entry was marked down as judges were looking to grade complete websites – not areas or microsites, which are best entered in the best use of e-comms category.

## Best use of e-communications

### **WINNER**

#### **NUT** Fair Pay for Teachers micro-site

Reached through their national site, the union's leading campaign is given a big budget and truly comprehensive treatment, with information, comment, downloadable publicity material and a petition. Discussion boards would have been the icing on the cake.

### **HIGHLY COMMENDED**

#### **UNISON** e-focus newsletter

This weekly email bulletin is succinct, easy to understand and yet detailed enough to be of genuine interest. Quick links drive readers to key website pages and make it effortless to use. A good example of efficient e-comms.

### **JOINTLY COMMENDED**

#### **FBU** FBU Tube videos

Despite the low budget these videos are well produced and serve to get members' voices about local campaigns into the public domain. A great idea that could be exploited more with a marketing boost and (for YouTube viewers) links back to the union's site.

#### **PCS** DWP flash text messaging

A very effective use of SMS messaging allowing PCS officers and members to be given up-to-the-minute alerts of fast-changing circumstances e.g. as happens on DWP strike days. Feedback allows the union to aggregate numbers and opinions very quickly.

### **CWU** Facebook group

Social e-networking for unions, and why not, though the membership of this group is currently too low for it to have much impact on a national scale.

### **MU** Session section online newsletter

A nicely laid out newsletter delivered via email notification and then downloadable. But one judge felt its magazine layout doesn't suit online reading – would be easier to navigate if translated into proper web pages.

### **NGSU** Online digital magazine

Another publication that looks like a print magazine online, though it is designed with online reading in mind and has short, sharp stories and web-friendly colours. Nice innovation in page-turning.

### **NUJ** Facebook group

Another union making the most of social networking sites, and this group is doing well with discussions, posts and building membership. Plenty of potential for even more interaction.

### **Prospect** [www.fairnessatnationaltrust.org.uk](http://www.fairnessatnationaltrust.org.uk)

A well-written, bright, cheery and easy-to-use site that aims to channel visitors into joining the union. The front page could work even harder in this respect.

### **TSSA** E-journal

This pdf-delivered magazine is well produced and has interesting content, though its layout is not as friendly to online reading as it could be. However, going down the online route certainly seems to have boosted interaction with the membership.

## TRADE UNION COMMUNICATIONS AWARDS 2008

## Judges' comments

**Martin Shankleman** Employment Correspondent, BBC

**Martin Hearson** Campaigns Coordinator, Labour Behind the Label

**Deborah Summers** Political Editor, *Guardian* website

**Terry Rooney MP**

**Mike Glover** Head of Communications, USDAW



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