

TRADE UNION  
COMMUNICATION  
awards

2014



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# TRADE UNION COMMUNICATION awards 2014



Once again, these awards showcase the incredibly high standard of work being produced by unions on behalf of their members. It is fantastic to see that the quality is so high despite tightening budgets. This year we are delighted to welcome new sponsors in the form of Warners Group Publications and are very happy to be working with them.

With a spread of entries from across the union movement the competition was as challenging as ever for our five judges. Once again, the best journal/magazine category was the source of the greatest competition – and the biggest headache for the judges who have to decide the winner. Excellent production values in a wide range of formats and styles make this an unenviable task. Having selected our judges from a range of backgrounds we let them get on with the difficult work of deciding who would take the prizes. We are as always very grateful for their hard work.

With continued pressure on wages and working conditions, there are a wide range of issues for unions to cover in their campaigns and their publications. The flair and enthusiasm with which communications professionals in unions continue to tackle the key issues is a vital contribution to our movement.

*Frances O'Grady*

**FRANCES O'GRADY**  
TUC General Secretary

## JUDGES

**Carys Afoko**  
Campaigner

**Keith Ames**  
Head of Communications,  
Musicians' Union

**Holly Dustin**  
Director, End Violence Against  
Women Coalition

**Andy Sawford**  
MP for Corby

**Mark Ellis**  
Education, Industrial and Transport  
Correspondent, Daily Mirror

## C O N T E N T S

**BEST JOURNAL/MAGAZINE** 4  
WINNER USDAW ARENA

**BEST FEATURE** 8  
WINNER POA PRISON VIOLENCE

**BEST PHOTO/ILLUSTRATION** 12  
WINNER FBU MATTHEW SMITH

**BEST ONE-OFF PUBLICATION** 16  
WINNER USDAW  
AN USDAW GUIDE TO MATERNITY  
AND PARENTAL RIGHTS

**BEST CAMPAIGN** 20  
WINNER UNITE  
UNITE THE UNION, THE MIRROR AND  
THE TRUSSELL TRUST CHRISTMAS APPEAL

**BEST WEBSITE** 24  
WINNER UCATT [WWW.UCATT.ORG.UK](http://WWW.UCATT.ORG.UK)

**BEST E-COMMUNICATIONS** 25  
WINNER UNISON  
TEACHING ASSISTANTS CELEBRATION  
DAY SOCIAL MEDIA CAMPAIGN

# TRADE UNION COMMUNICATION awards 2014

BEST JOURNAL/MAGAZINE

This is always the most difficult category for the judges as the range of styles and formats is very wide. And a very high standard throughout made it even more difficult for them to decide on a winner. 'Newsy' was a buzzword around the judging table this year and this is reflected in the winning selections.

In the end the field narrowed to four publications in very diverse formats. Usdaw's 'supermarket glossy' pocket-sized Arena magazine was a worthy winner, with Telegraph and Equity in larger magazine formats both highly commended by the judges. Frontline from CSP was commended for its overall appeal.

WINNER

USDW ARENA



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

HIGHLY COMMENDED

EQUITY EQUITY



NAUTILUS INTERNATIONAL TELEGRAPH



COMMENDED  
CSP FRONTLINE



# TRADE UNION COMMUNICATION awards 2014

## BEST JOURNAL/ MAGAZINE

### WINNER USDW ARENA

Outstanding in every respect, *Arena* is packed with information and regular features focusing on members' working lives. Newsy in style, it contains many items responding to members' queries and its valuable advice forms a core part of the journal's appeal. The compact design and vibrant use of colour makes this a real page-turner.

### HIGHLY COMMENDED EQUITY EQUITY

An eye-catching magazine with excellent photos and must-read features. No doubt aided by the 'celebrity status' of some of its members, the classy design, sparkling layout, personality-led photography and a polished, open style of writing were a hit with the judges.

### HIGHLY COMMENDED NAUTILUS INTERNATIONAL TELEGRAPH

A superlative magazine and a sheer joy to read. Breaking news, not just reporting it, and with fascinating features and topical comment across a wide-ranging industry. The judges liked that the magazine also found space for humour and a Dutch-language section. Overall, *Telegraph* is comprehensive, campaigning and crisp.

### COMMENDED CSP FRONTLINE

A bright and engaging production, strong on news elements and upbeat photographs of members. The features make good use of illustrations and headlines to pull in the reader, and an excellent directory of events underlines the breadth of the union's work at a regional and local level. Lots of input by and about members makes for an inclusive feel.

### ATL REPORT

This is a great, magazine-style, member journal. Images of members on the cover enhance the inclusive feel. There is a good mix of short articles, campaigns, and information. Widely read by ATL members who rely on its mix of news, articles and third-party advertising to remain in touch with union activities.

### BALPA THE LOG

A polished magazine; just the sort of glossy, high quality product that seems right for the aviation industry. Striking photography makes a muscular initial impact and its unique use of fonts sets the journal apart from its contemporaries. One judge particularly liked the lively letters page.

### CWU VOICE

Bright and breezy in form and content, this is a strongly branded, easily identifiable product with a superb masthead. The editorial drive to highlight CWU campaigns and the union's many case victories must surely result in members valuing the work undertaken on their behalf. One judge particularly liked the vox pops.

### EIS SCOTTISH EDUCATIONAL JOURNAL (SEJ)

This journal is packed with a considerable amount of information, advice and analysis across its thirty-two pages covering a variety of political issues, member case studies, campaign material and light-hearted elements. A respected and informative contender. The judges particularly liked the hard-hitting article on child poverty.

### FBU FIREFIGHTER

With a strong, almost strident, campaigning edge, *Firefighter* is driven like a fire engine on a 999 call. Clear, concise lines, colour splashes and dramatic photographs mean no space is wasted in getting its messages across. Clearly shows how the union is fighting for its members.

### FDA PUBLIC SERVICE MAGAZINE

The combination of fashionable paper stock, an effective contents page and bold, serif headlines works well to reassure the membership they are in safe hands and lends an air of integrity to the features and advice pieces. The formal style and professional writing are sure to sit well with its civil service audience while a mix of book reviews and social media sections light up the later pages.

### NAPO NAPO NEWS

A newsletter approach means a considerable amount of text greets the reader and leaves the impression that *napo news* is more of a 'report' than a magazine. But there are some interesting stories that look behind the news headlines. The judges liked the focus being on activist and branch activity.

### NASUWT TEACHING TODAY

The clean layout gives the journal an authoritative air. At the same time, it is easy to read and makes good use of pictures and graphics. The judges particularly like the positive, people-led, editorial approach and the strong member engagement.

### NGSU RAPPORT

Another engaging, compact-style journal, with plenty of member-related items to catch the eye. The judges liked that there were lots of short, accessible features and articles. The emphasis on facts and figures, together with the judicious use of quotes, make the features relevant and attractive.

### POA GATELODGE

An inviting format and professional feel to the magazine won favour from the judges. A strong emphasis on union branch level detail is important, but the judges felt it could have been leavened with more human interest stories.

### PROSPECT PROFILE

The punchy news pages ensure the reader continues further into the magazine and with plenty of topics and stories on offer many members will find something of interest. Clever use of graphics and illustrations that adorn the legal and finance-related articles assist in both informing and entertaining the reader.

### RMT RMT NEWS

Hard-hitting, uncompromising and punching well above the union's weight, *RMT News* fulfils its brief to keep members aware of relevant economic, social and political developments. From safety and pay to rail fares and the skills crisis, the magazine tells members exactly how it is. As newsy as it is punchy.

### SoR SYNERGY NEWS

A lively digest, well presented and honed for a specialist readership. High-quality pictures help to present a variety of human interest stories as well as serious professional concerns. An engaging style with easy-read, streamlined articles backed up by useful listings and recruitment ads, the magazine is factual, focused and enjoyable.

### UNISON U MAGAZINE

The judges like the easy-to-read, professional pocket-sized publication for its inclusive feel with a focus on members and good use of images throughout. The content performs well in promoting the benefits of membership and communicates the union's campaigns to its members. One judge would have liked to have seen more human interest stories.



CAMPAIGN & EVENTS

# PRISON VIOLENCE

## HOW SERIOUS DOES IT HAVE TO GET?

POA

WARNING  
Contains photographs  
of a graphic nature.

Readers may  
find these distressing.

June 2013 21

A strong field of entries gave the judges a tricky task. And a diverse range of subjects and treatments only compounded their difficulties: how do you compare gory images of injured union members with a piece about the glitz of the Ritz?

In the end it was the power of the gory images and the feature they illustrated that took the top spot for the POA in this category. Strong pieces from Unite and Usdaw were highly commended and an insightful feature from ATL won commendation.

REAL LIVES **Hotel workers** BY BARRIE CLEMENT

# HOTELS OF HELL

uniteWORKS investigates the heartless world of London's hole-holes, where opulence rubs shoulders with poverty, and many workers barely scratch a living

London's West End is probably the most vivid example of where super-rich hotel rooms and multi-billion pound multinational mega groups are rubbing money from taxpayers. It's an area where opulence rubs shoulders with poverty.

Take the Ritz hotel in Piccadilly. The best available room on the cheapest room with breakfast is currently £151 a night. The top of the range room comes at £1,180. If you fancy pushing the boat out, check the 'Royal Suite' which will set you back £5,500 for a night's kip.

Not one of these luxury establishments – or about anywhere in London come to that – pays the Living Wage as a minimum. In fact, capital this industry have lost to hourly pay is £8.00, while elsewhere in the UK, it stands at £7.05.

I could have opted for the room-based retreat 11 Presidents with a price tag of £550. I'd have opted for that – £550 – for one night. That's about 60 hours' work. As a way to the Royal Suite, that's equal to roughly three months.

My youngest son has severe ADHD (Attention Deficit and Hyperactivity Disorder) (CD) (Obsessive Compulsive Disorder), dyspraxia and other issues," said Sarah.

"The condition's possibly shared, as this would disrupt Joshua. They're two very different boys. Joshua likes to go to bed early and sleep with the light off, while Brandon starts up late with the light on and prefers to listen to music before falling off."

"Brandon has had problems at school and I've taken a career break to be with him. He's forget about

cross the road on his own so I take him and pick him up."

As well as being hit by the bedroom tax, and with the Council Tax benefit worse could follow when Universal Credit replaces tax credits later this year. Early indications are that the disability premium families or disabled child currently receive will be halved, leaving families like Sarah hundreds of pounds worse off each year.

"I'm having to make cost savings on food and fuel to make sure I can keep a roof over our heads. Any social activity will also be lost and that's punishing the children – why does the Coalition do that?"

"I've spoken to the council and they aren't any studies, properties nearby anyway. The council is right miles away and my mother and step father live a mile from here and I couldn't do without their support and help."

"Even if we did move I'd be eligible for a three bedroomed property when Joshua is 14 so it's crazy to uproot families like this."

"I did complain to my local MP Richard Bacon, a Conservative, who had little sympathy for me and the boys. He just said – 'Oh, forget about

the horror, the horror – Unite member Barbara Piskyska (pictured) who works as a hotel room attendant, has painted her personal painful experiences (see page 6)

Adding Value

Teaching assistants need to be used more effectively and should not get off on any 40% increase in response to suggestions that their impact is negligible, according to new report

Adding Value is a report by the ATL (Association of Teachers' Lecturers) which looks at the role of teaching assistants in schools. The report argues that teaching assistants are essential to the success of schools and that their role should be valued and supported. It also calls for a new 'teaching assistant' qualification to be introduced.

The report says that teaching assistants are the backbone of schools and that they play a vital role in supporting teachers and pupils. It argues that their role is often undervalued and that they are not paid enough for the work they do. The report calls for a new 'teaching assistant' qualification to be introduced, which would ensure that they have the skills and knowledge needed to do their job effectively.

The report also calls for a new 'teaching assistant' salary scale to be introduced, which would ensure that they are paid fairly for the work they do. It argues that the current salary scale is outdated and that it does not reflect the value of their work.

The report concludes that teaching assistants are essential to the success of schools and that their role should be valued and supported. It calls for a new 'teaching assistant' qualification to be introduced, which would ensure that they have the skills and knowledge needed to do their job effectively. It also calls for a new 'teaching assistant' salary scale to be introduced, which would ensure that they are paid fairly for the work they do.

• BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX •

# Families feel the pressure

Behind the statistics are families whose lives could be turned upside down by unfair tax

Single mum Sarah Langston faces the most difficult few months of her life as she tries to cope with the reduction in her household income because of the bedroom tax.

Sarah has to find an extra £2 a week to replace the loss of housing benefit because she and her two sons Joshua, 13, and Brandon, 11 live in a three-bedroomed terraced house in Ladbroke, Northolt. The new rules say her two boys should share a bedroom because they are both aged under 16 but Brandon's neurological disorders make that impossible.

"My youngest son has severe ADHD (Attention Deficit and Hyperactivity Disorder) (CD) (Obsessive Compulsive Disorder), dyspraxia and other issues," said Sarah.

"The condition's possibly shared, as this would disrupt Joshua. They're two very different boys. Joshua likes to go to bed early and sleep with the light off, while Brandon starts up late with the light on and prefers to listen to music before falling off."

"Brandon has had problems at school and I've taken a career break to be with him. He's forget about

cross the road on his own so I take him and pick him up."

As well as being hit by the bedroom tax, and with the Council Tax benefit worse could follow when Universal Credit replaces tax credits later this year. Early indications are that the disability premium families or disabled child currently receive will be halved, leaving families like Sarah hundreds of pounds worse off each year.

"I'm having to make cost savings on food and fuel to make sure I can keep a roof over our heads. Any social activity will also be lost and that's punishing the children – why does the Coalition do that?"

"I've spoken to the council and they aren't any studies, properties nearby anyway. The council is right miles away and my mother and step father live a mile from here and I couldn't do without their support and help."

"Even if we did move I'd be eligible for a three bedroomed property when Joshua is 14 so it's crazy to uproot families like this."

"I did complain to my local MP Richard Bacon, a Conservative, who had little sympathy for me and the boys. He just said – 'Oh, forget about

a career break and get back to work" – and I thought they were the Party of the family!"

"I was delighted the union's annual conference passed a proposition condemning the bedroom tax. We need more people to tell their stories so everyone knows what a hardship, and ultimately more costly policy this is."

"It's clear to me this Coalition doesn't give a damn about people like us. It's costing benefits for everyone and especially for those aimed at helping children which is just plain cruel."

It's applying for the Discretionary Housing Payment (DHP) but even if that's successful it only lasts for 13 weeks and then TD he back to square one.

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• BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX • KNOW YOUR RIGHTS • BEDROOM TAX •

# TRADE UNION COMMUNICATION awards 2014

## BEST FEATURE

### WINNER POA PRISON VIOLENCE

A landmark feature on the impact and severity of the violence faced by prison officers on a daily basis. This is a stunning shock issue and a campaign that must strike a chord with every POA member. The judges particularly liked how the use of graphics and the Sunday tabloid-style 'warnings' all combined to deliver the case for immediate action to tackle the rising tide of unacceptable behaviour.

### HIGHLY COMMENDED UNITE HOTELS OF HELL

A classic Fleet Street exposé, this could have graced the front page of any Sunday newspaper. The feature goes behind the facades of top London hotels to focus on the poor wages and living conditions of far too many hotel workers. Crucially, contrast is drawn between the attitudes to wages at such establishments, the tax accounting of the hotel owners, and what has been done to bring the matter to the attention of the wider public. All accompanied by a striking illustration.

### HIGHLY COMMENDED USDW KNOW YOUR RIGHTS - BEDROOM TAX

A strong contender, with a case study showing the full iniquity of the bedroom tax, what's happening and what members can do. The piece also spotlights the new rules that came into effect in April last year. An important topic presented superbly and succinctly. Keeping it simple and easy to understand gives maximum impact.

### COMMENDED ATL ADDING VALUE

An insightful piece that sets out the case for teaching assistants in a carefully understated way. The numerous quotes from relevant parties lend gravitas to the piece and the use of statistics delivers a strong message and a vital grounding in the everyday realities of the workers involved. The overall effect is a feature with tremendous impact.

### CSP IN MY LIFE

A strong and powerful life story of a man who turned the CSP into a powerful union for physiotherapists. Good on both his early life in Liverpool and his education, in addition to his time as industrial relations officer and chief executive officer. Well-researched with nicely quirky details and appealing contributions from Phil himself.

### CWU SCOTTISH INDEPENDENCE

A top-class investigation into the independence debate and the possible outcomes post-referendum in September should Scotland vote Yes. The topical feature highlights many of the points and issues that are currently at the centre of the debate, 'doing all it can to equip our members with a better understanding' of the issues.

### EIS WHEN THINGS FALL APART

Despite the contributor remaining anonymous for obvious reasons, this is a touching and moving account of a spiral into a Kafkaesque nightmare and how supportive, knowledgeable and understanding the union proved during a time of considerable difficulty. Very well-written in a streamlined style, which relates the story with tact and professionalism. Sobering and heartening.

### EQUITY EQUITY AND THE APARTHEID REGIME

A graphic account of a union's response to apartheid and the tireless support for those taking a stand through writing, drama and broadcasting both here and in South Africa. A thorough and very welcome account of Equity's policies down the years and a captivating trek into its archives. Supported by an efficiently edited timeline and well-chosen photographs.

### FBU I NEVER THOUGHT I'D BE FIGHTING FIRES IN THE WORLD'S BIGGEST RAINFOREST

A good old-fashioned human interest story putting an ordinary member at the heart of an adventure tale. Comparisons with the daily life of a firefighter in the UK are used well in the feature, and good pictures help to put fire-fighting and its challenges into context. A stimulating read for FBU members and general public alike.

### FDA A DIFFERENT PATH

A topical twist on devolution and a lesson for us all as the FDA explores how the Welsh Government is taking a different approach to implementing public services. The more collegiate relationship between government, public servants and trade unions is contrasted with the centralised Whitehall model.

### NASUWT RISING COST OF EDUCATION - A HIDDEN TAX ON PARENTS

Somewhat unusually, a direct news piece which highly effectively lays out the results of the union's research into the 'hidden tax on parents'. Concise, information and to the point, this article is instantly accessible and easy to digest. The 'fact boxes' presentation is a very effective way to present a mass of detail in a readable way.

### NAUTILUS INTERNATIONAL TIME TO CLEAN UP THE WINDY WILD WEST

This is an 'insight' team-worthy feature taking a key, evolving issue and covering every angle. This feature investigates the union's concerns over shoddy practice in the offshore wind industry. News, historical background, quotes from members and even an artist's impression of a proposed vessel combine to make a gripping read, skilfully delivered.

### PROSPECT MEET THE CURATORS

A fascinating profile of union members who, through their impressive knowledge, research and commitment to the maintenance of archives and records, ensure our heritage is in safe hands. Quotes from curators of art and textile design collections add to this enjoyable piece on a subject often overlooked or undervalued by the mainstream media.

### RMT EU DEMANDS RAIL PRIVATISATION ACROSS EUROPE

A blow-by-blow exposé of rail privatisation and how the EU is making it easier for rail firms to profiteer. Issues such as increased ticket prices, the undermining of health and safety, and other outcomes that are the direct result of outdated and ill-thought out proposals make up the centre of the piece. A timeline also offers the reader a useful account of relevant dates.

### SoR TRADE UNIONISM IS NO ONE-WAY STREET ...

A brief but intriguing write-up on the relationships between unions of differing sizes and constituencies, the Labour Party and media portrayal. Admirably relating the main themes to the Society itself, the article highlights the importance of smaller, 'craft' unions in a way that would be welcomed by ordinary members and activists alike.



# TRADE UNION COMMUNICATION awards 2014

BEST PHOTO/ ILLUSTRATION

With more photographs than illustrations submitted this year it is perhaps not surprising that three of the top places went to photographs.

The FBU took the first prize with a stunning photograph of firefighters attending a dramatic blaze, with another photograph of members at work bagging a highly commended place for Prospect. A photo 'blend' and an attractive illustration won commendations for EIS and Equity respectively.

WINNER

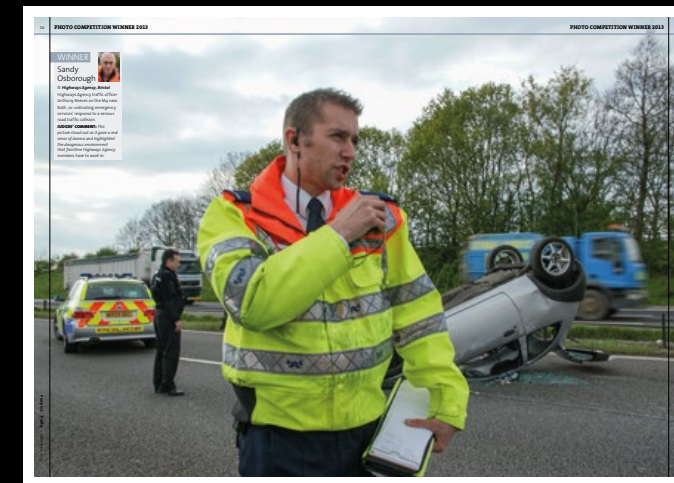
FBU JOHN McNAUGHTON



EIS  
 MARK JACKSON/  
 STUART CUNNINGHAM

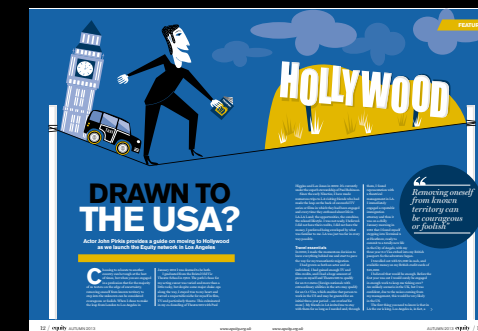
HIGHLY COMMENDED

PROSPECT SANDY OSBOROUGH



COMMENDED

EQUITY TIM MAPLESTON



# TRADE UNION COMMUNICATION awards 2014

## BEST PHOTO/ ILLUSTRATION

### WINNER

**FBU PHOTOGRAPHER:**  
**JOHN McNAUGHTON**

A simple yet powerful photograph of firefighters amid a sea of heat and flame, which vividly conveys the challenges and danger faced by firefighters at work. The judges liked the way it was used to introduce a feature discussing effects of cuts to services and the accompanying headline makes an effective link between work and union campaigning.

### HIGHLY COMMENDED

**PROSPECT PHOTOGRAPHER:**  
**SANDY OSBOROUGH**

The judges liked both the composition and the subject matter in this photograph. The image succeeds in getting across the working environment for traffic and transport workers. The judges liked the dynamism and the sense of urgency in the image and the fact that the worker was very much the central focus of the picture.

### COMMENDED

**EIS PHOTOGRAPHER/IMAGE  
MANIPULATOR: MARK JACKSON/  
STUART CUNNINGHAM**

This clever idea of blending an archive photograph with a current shot made an appealing and thought-provoking composite. The image was very effectively used on the cover of the union's journal to highlight the theme of comparing issues and campaigns from the Thatcher era with current activism.

### COMMENDED

**EQUITY ILLUSTRATOR:**  
**TIM MAPLESTON**

This is a very attractive, commissioned illustration that creatively supports a feature on how Equity members may gain a foothold in the United States. The tightrope idea was a winner with the judges, who also liked the way the themes of the main illustration were carried through onto other pages.

### ATL PHOTOGRAPHER: BOB FALLON

A photograph displaying members' frustration with government policies. The judges liked that the community element was clear and defined. Perhaps not the most innovative entry, but the set up is well used to communicate a clear group message to Michael Gove.

### CSP ILLUSTRATOR: TRISTAN REIGNIER

This is an attention-grabbing front cover which cleverly uses text to get its 'under attack' message across. The judges liked the good use of the vivid red colour to reinforce the general theme.

### CWU PHOTOGRAPHER: HOWARD BURNS

Another front cover entry, this time an outdoor shot featuring a campaign bus and flag-waving activists. Whilst the judges liked the busy picture and the prominence of the campaign branding they felt more creative use could have been made of the image.

### FDA ILLUSTRATOR: DAVID SIMONDS

A detailed, story-telling illustration that only makes sense when you read the article it accompanies! Although the article is not directly related to union activity in itself, it is an interesting and amusingly written feature which the illustration brings to vivid life.

### NAPO PHOTOGRAPHY AND IMAGE MANIPULATION: JAMES ALEXANDER

This image combines a photo of Chris Grayling MP and Simpsons cartoon character Montgomery Burns, neatly blending politics and contemporary humour. Whilst the judges found the illustration amusing, they thought perhaps it was a little obtuse.

### NASUWT ILLUSTRATOR: SIMON BOOTHE

This effective illustration uses a world map to provide the framework to the actions of teachers across the world. Boxes with stats and details of the actions taken in each country annotate the map and underline the community links between the continents.

### POA PHOTOGRAPHER: BRIAN MCMAHON

The seriousness of the subject is reflected in the strong photography with the glass dominating and a striking splash of red. This makes a powerful statement with which to preface a feature in the union publication, and the text clarifies the campaign stance.

### UNISON ILLUSTRATOR: JON CLARK

A belt-tightening graphic cleverly presents the difference between managers' and workers' income. The image is timeless and a little different to the over-familiar images used on such occasions. The judges felt, however, that it was not fully realised and depended on the text to explain its relevance.

### UNITE ILLUSTRATOR: EWA STACEWICZ

This is a classic image with a bright, consistent style. The one arrow-based idea is used sparingly and has impact as a result. The judges felt the end result – the Pay Up design – made for a strong logo and campaign focus.

### USDW PHOTOGRAPHER: REZWAN JAVIED

The judges thought this was a visually interesting photo that worked particularly well in context. Restricting the text to the bottom half of the page allows the image to have maximum impact.



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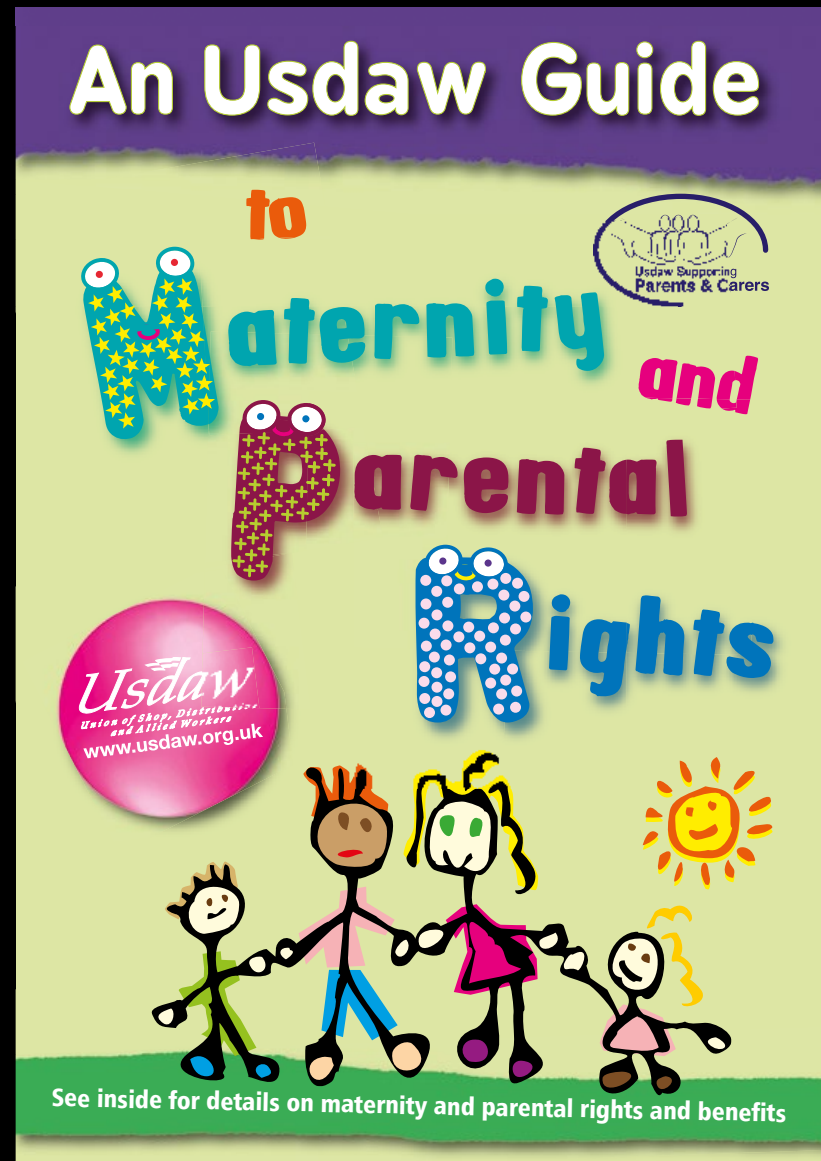
**BEST ONE-OFF  
PUBLICATION**

Once again a diverse range of entries – from fact-filled booklets to calendars to leaflets – meant the judges had their work cut out.

Usdaw took the winner's prize again this year with another well-laid out and user-friendly publication that impressed the judges. NASUWT and Prospect were highly commended for their booklet and calendar respectively, and napo and UNISON won commendations for their light-hearted procedural booklet and welcome pack respectively.

**WINNER**

USDW **AN USDW GUIDE TO MATERNITY  
AND PARENTAL RIGHTS**



**HIGHLY COMMENDED**

NASUWT **SERIOUS ABOUT  
RACE EQUALITY?**

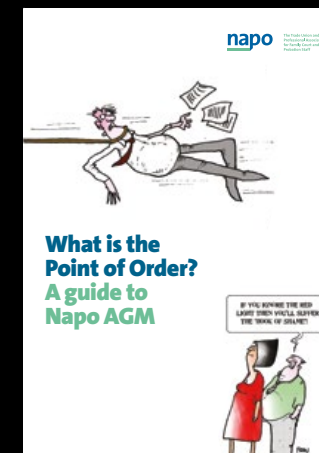


PROSPECT **PROSPECT PIONEERS  
CALENDAR 2014**

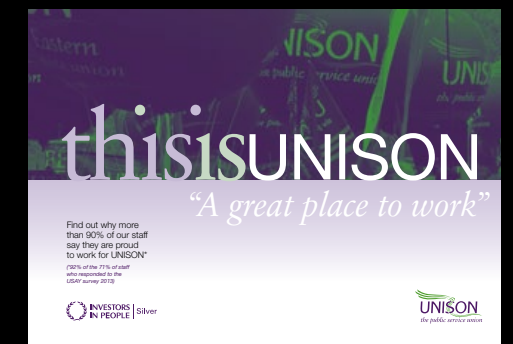


**COMMENDED**

NAPO **WHAT IS  
THE POINT OF  
ORDER? A GUIDE  
TO NAPO AGM**



UNISON **THIS IS UNISON**



# TRADE UNION COMMUNICATION awards 2014

## BEST ONE-OFF PUBLICATION

### WINNER

**USDW AN USDW GUIDE TO  
MATERNITY AND PARENTAL RIGHTS**

The judges felt this was an incredibly important and informative booklet on maternity and parental rights. They liked the way that a great deal of information was laid out in an engaging and accessible way, with clever design features.

### HIGHLY COMMENDED NASUWT **SERIOUS ABOUT RACE EQUALITY?**

This is a compact document with a big message. The professional look and design makes very good use of limited space to deliver an excellent distillation of facts. The judges felt this was a useful and easy-to-use 'fact-box' for teachers.

### HIGHLY COMMENDED PROSPECT **PROSPECT PIONEERS CALENDAR 2014**

This calendar is a great idea to inspire women into the male-dominated professions. Packed with interesting information about women in male-dominated workforces and a creative way of promoting diversity. The full size calendar format gives it a natural longevity and prominence.

### COMMENDED NAPO **WHAT IS THE POINT OF ORDER? A GUIDE TO NAPO AGM**

This neat little publication is a great way of making a bureaucratic process interesting and understandable. The union certainly achieves what it set out to do: to present a very dry subject in a light-hearted and accessible manner. There is fantastic use of cartoons to lighten and illustrate key points.

### COMMENDED UNISON **THIS IS UNISON**

A comprehensive and well-presented introduction to the union and its activities. Despite the rather slick corporate 'feel', UNISON sets out what it does with pride. The judges liked the great use of images and stats and lots of useful information.

### CWU **STRENGTH, RELEVANCE AND EQUALITY THROUGH PROPORTIONALITY**

The judges liked the clear, simple and transparent nature of this informative publication which sets out the direction the union is taking on equality through representation. Accepting that it is a serious policy document, they nevertheless felt that it might have been presented in a more engaging style.

### EIS **EQUALITY BULLETIN**

This is a very accessible and engaging, well-laid out publication with great use of images. With an all-round clear and succinct presentation, the 'impact of poverty on education' section was particularly well-received. A good communication link with members.

### FBU **PENSIONS CAMPAIGN PICKET LEAFLET**

This direct, hard-hitting campaign leaflet for the public had a tremendous 'wow' factor. A great image dispelled the need for a thousand words. A good way to say that it is sensible to have an early retirement age in such a demanding job.

### FDA **DELIVERING FOR THE NATION: SECURING A WORLD-CLASS CIVIL SERVICE - AN FDA ALTERNATIVE WHITE PAPER**

Authoritative, well-laid out and clearly defined, this is an impressive publication in every aspect. With a helpful potted history of civil service reform, clear recommendations and executive summary this is a first-class effort. If pressed to nitpick, the judges might have liked to see a single bullet-point list of key recommendations.

### NAUTILUS INTERNATIONAL **PROTECT AND RESPECT**

A class production from Nautilus who deserve rich praise for producing a model guide to bullying and harassment. This simple, short booklet is accessible and has an excellent focus on potential abusers. Free memory stick!

### POA **BESPOKE DIARY**

This is a highly practical diary with everything a POA member would ever need in terms of helplines and guidance. The judges felt that the very small typeface made it less accessible than it might have been.

### RMT **EVERY JOB MATTERS**

This anti-cuts publication is a campaigning, strident and no-nonsense RMT at its best. It is clear in its message and explains the cuts well, getting to the heart of the matter in a very accessible way.

### UNITE **THE PEOPLE'S STORY**

This booklet is an engaging and fun way of telling personal stories from around the country to build up a picture about austerity Britain. A 'bright and breezy' layout and excellent use of pictures give a reader-friendly appearance to this contemporary social history.

# TRADE UNION COMMUNICATION awards 2014

BEST CAMPAIGN

There was a great deal of innovation evident in this year's Best Campaign category and the judges found much to like in many of the entries. With campaigns on a diverse range of issues like-for-like comparisons were not always easy to make!

An excellent initiative involving a charity and a media partner saw Unite take the honours this year. Both the RMT and Prospect were highly commended for two quite different campaigns on pay and political funds respectively and UNISON was commended for its recruitment campaign.

WINNER

UNITE UNITE THE UNION, THE MIRROR AND THE TRUSSELL TRUST CHRISTMAS APPEAL



HIGHLY COMMENDED

PROSPECT POLITICAL FUND



RMT PAY JUSTICE FOR CLEANERS



COMMENDED

UNISON ESSENTIAL COVER RECRUITMENT MARKETING CAMPAIGN

**DON'T LOSE SLEEP OVER YOUR JOB SECURITY. OUR HELPLINE STAYS OPEN UNTIL MIDNIGHT.**

Join UNISON now. Call free on 0800 171 2184 or visit [joinunison.org](http://joinunison.org)

Annual salary	Monthly cost
Up to £2,000	£1.30
£2,001 - £5,000	£3.30
£5,001 - £8,000	£5.30
£8,001 - £11,000	£6.80
£11,001 - £14,000	£7.80
£14,001 - £17,000	£9.30
£17,001 - £20,000	£11.30
£20,001 - £25,000	£14.30
£25,001 - £30,000	£17.30
£30,001 - £35,000	£20.30
over £35,000	£22.30

**UNISON** the public service union



# TRADE UNION COMMUNICATION awards 2014

## BEST CAMPAIGN

### WINNER

**UNITE** **UNITE THE UNION, THE MIRROR AND THE TRUSSELL TRUST CHRISTMAS APPEAL**

This was a powerful multi-layered campaign that sought to raise funds for the Trussell Trust and raise awareness of the effects of the government's austerity programme. The judges liked the innovative use of social and traditional media. Success was demonstrated by strong outcomes, including donations of over £100k for foodbanks and 144,000 signatures on the petition.

### HIGHLY COMMENDED **PROSPECT** **POLITICAL FUND**

The first major union to re-ballot on its political fund successfully, Prospect has been a trailblazer for other unions going through the same process. This strong campaign, aimed at members and drawing on members' own experiences, impressed the judges.

### HIGHLY COMMENDED **RMT** **PAY JUSTICE FOR CLEANERS**

This powerful campaign resulted in a 20 per cent pay rise for cleaners on Tyne and Wear Metro using a mixture of traditional and innovative methods. The campaign garnered support from customers, and from local and national politicians to put pressure on the company to raise wages to a decent level.

### COMMENDED **UNISON** **ESSENTIAL COVER RECRUITMENT MARKETING CAMPAIGN**

Thorough research was key to the judges' commendation for this campaign. By finding out what wasn't working, then carefully trialling new messages, this excellent initiative managed to increase union membership by 26 per cent. Tracking the most efficient media channels secured best value for money.

### **EQUITY** **MY THEATRE MATTERS!**

The judges liked the idea of getting audiences involved in standing up for local theatres. The quality of the supporting materials and the effective ideas for lobbying local government gave the campaign a boost and contributed to the successes so far.

### **FDA** **DELIVERING FOR THE NATION: SECURING A WORLD-CLASS CIVIL SERVICE**

This was a substantive campaign to put forward a positive vision for the role of the civil service. The judges liked that the campaign built cross-party interest and support in Parliament.

### **NASUWT** **STANDING UP FOR STANDARDS**

The union's flagship campaign ties together teachers' pay and working conditions and quality and standards in education. The quality of the campaign materials was very high and there was good evidence of a strong public engagement at meetings around the country. The judges liked the use of members' voices in the materials.

### **NAUTILUS INTERNATIONAL** **FAIR TRANSPORT**

A low-budget campaign with high objectives! This was a smart way for the union to use public support for Fairtrade to improve the working lives of their members. A high-quality publication formed the core of the campaign.

### **POA** **PRISON CLOSURES**

This campaign to stop further prison closures and to protect members' conditions was admired for its creative use of both national and regional media. The judges were impressed that the vast majority of staff were able to relocate to their first-choice prison.

### **UCU** **LEARNING FOR LIFE**

Younger members were the focus of this successful campaign from UCU. Responding to a demand for continuing professional development, the union developed a blogsite that acted as a portal to a wide range of resources. A very clear illustration of the value of union membership.

### **USDW** **TIME TO CARE – SUPPORTING PARENTS AND CARERS**

This innovative campaign used an issue that affects many members to showcase the role of the union. Some excellent materials were produced for a campaign day informing members of their rights as carers and lobbying the government to do more to support workers needing time off to care.

## WINNER

UCATT [WWW.UCATT.ORG.UK](http://WWW.UCATT.ORG.UK)



COMMENDED

RMT [WWW.RMT.ORG.UK](http://WWW.RMT.ORG.UK)

HIGHLY COMMENDED

EQUITY [WWW.EQUITY.ORG.UK](http://WWW.EQUITY.ORG.UK)

A huge quantity of archived materials on union websites meant the judges had plenty to do evaluating these entries. Whilst this material can be a useful resource, it runs the risk of making the websites dull.

Far from dull, however, was UCATT's winning entry which the judges thought could hold its own in the wider world. Equity's stylish matching of website and journal saw them highly commended whilst the RMT was commended for its very interactive site.

## WINNER

UNISON  
TEACHING ASSISTANTS  
CELEBRATION DAY SOCIAL  
MEDIA CAMPAIGN



BEST  
E-COMMS

HIGHLY COMMENDED

NAPO [NAPONEWSONLINE](http://NAPONEWSONLINE)  
USDRAW [E-NEWSLETTERS](http://E-NEWSLETTERS)

COMMENDED

BALPA [LOG UPDATE E-MAGAZINE](http://LOG UPDATE E-MAGAZINE)  
CWU [CWUTV: CONFERENCE THANK YOU](http://CWUTV: CONFERENCE THANK YOU)

Although the format of entries varied, there was a predominance of e-newsletters and e-magazines this year.

With innovation in abundance, the judges had a hard time choosing the winners, but in the end settled on UNISON's social media campaign about teaching assistants. The e-newsletters from Napo and from Usdaw were highly commended, with BALPA and CWU being commended for an e-newsletter and a video respectively.

# TRADE UNION COMMUNICATION awards 2014

## BEST WEBSITE

### WINNER

UCATT [WWW.UCATT.ORG.UK](http://WWW.UCATT.ORG.UK)

The judges were very taken with the engaging home page with easily accessible tabs and navigation. It had a very modern feel and, although a bit 'blokey', that reflects the very masculine make-up of the union. The clean layout throughout also won praise from the judges. With campaigns on gangmasters, false self-employment and blacklisting the site has a lively feel.

### HIGHLY COMMENDED

EQUITY [WWW.EQUITY.ORG.UK](http://WWW.EQUITY.ORG.UK)

The judges were impressed with Equity's website with its good layout and easy-to-access pages and campaigns. The judges particularly liked the slideshow on home page with its good use of 'luvvies' and the section on the benefits of joining section. The fact that the website reflected the style of the union helped as well.

### COMMENDED

RMT [WWW.RMT.ORG.UK](http://WWW.RMT.ORG.UK)

With quite a traditional design that is simple, even 'punk', the judges like the interactive features such as the calendar and the easily identified campaigns. The judges also liked that the site worked well on mobile devices.

CSP [WWW.CSP.ORG.UK](http://WWW.CSP.ORG.UK)

A busy layout on the home page is brought to order with simple tabs for easy navigation and a large amount of up-to-date information. The complaints page was praised for its transparent, open feel along with the interactive map guiding members to local information.

EIS [WWW.EIS.ORG.UK](http://WWW.EIS.ORG.UK)

Another website with a busy layout but here the judges felt that the tabs could be more accessible. However, they liked that there was a large amount of useful and up-to-date information on site for both members and reps.

FDA [WWW.FDA.ORG.UK](http://WWW.FDA.ORG.UK)

The judges liked this clean looking website but felt that more images throughout would make it more welcoming and more engaging. The ease of navigate was a big plus, allowing quick and simple access to a wide range of information for members and potential members.

NASUWT [WWW.NASUWT.ORG.UK](http://WWW.NASUWT.ORG.UK)

This rather traditional website has lots to commend it, particularly the widespread use of images bringing the site to life. It is easy to navigate, packed with lots of information and has much to offer members.

SoR [WWW.SOR.ORG.UK](http://WWW.SOR.ORG.UK)

Another website with a rather traditional design, SoR's website made good use of tabs and navigation for easy accessibility. However, the judges felt that the home page was perhaps just a bit crowded.

UCU [WWW.UCU.ORG.UK](http://WWW.UCU.ORG.UK)

A very busy home page leads visitors to a wealth of information. An innovative drop-down menu of FAQs was liked by the judges, but they felt the site would benefit from more interactivity.

USDAW [WWW.USDAW.ORG.UK](http://WWW.USDAW.ORG.UK)

This modern website with a clean feel makes good use of both images and colour throughout to make it welcoming and attractive. The judges liked the easy signposting to different campaigns and the use of social media links.



# TRADE UNION COMMUNICATION awards 2014

## BEST E-COMMS

### WINNER

#### UNISON TEACHING ASSISTANTS CELEBRATION DAY SOCIAL MEDIA CAMPAIGN

This is a significant, well-designed campaign highlighting the work and importance of teaching assistants. It uses video, Thunderclap, Facebook advertising, Twitter, email and blogs with this diversity of media matched by a similar diversity of speakers and personal testimony. A well-thought through, powerful campaign.

### HIGHLY COMMENDED

#### NAPO NAPONEWS ONLINE

Using Wordpress and in-house design, the team at Napo has created a quality online facility, with no budget, which is attractive to the eye, flexible and popular with members. A fantastic example of using freely available software to respond to demand. The judges also like the strong member focus.

### HIGHLY COMMENDED

#### USDW E-NEWSLETTERS

These colourful, graphic-led email newsletters were each created to serve specific sectors of the union's membership. They are designed to meet reps' needs for information as well as that of the general membership. Another high-quality product produced and updated in-house.

### COMMENDED

#### BALPA LOG UPDATE E-MAGAZINE

The update e-magazine serves as an email/online update for the quarterly union journal. It is concise, modern, well-illustrated and packed with detail and designed to include web links and video content. The judges particularly liked the large number of accessible short items and the good use of images.

### COMMENDED

#### CWU CWUTV: CONFERENCE THANK YOU

This showcase 'feelgood' video, compiled using footage of notable events in the CWU calendar in the run up to the union's conference, won commendation from the judges for its combination of notable statistics and images of the members and union at work. The judges liked that it acted as an acknowledgment of the efforts and successes of activists and reps.

### CSP PHYSIOTHERAPY NEWS

A weekly email full of short, bite-sized articles with links and good use of images. With 93 per cent of the membership welcoming the email and preferring to receive news in an email format, the clearly-branded bulletin with a friendly engaging feel drives members to the website and serves both union and members' purposes effectively.

### EIS MEMBER E-BULLETIN

A rather traditional bulletin design but one that gives easy access to a wide range of online information. The judges liked the mix of news and events, campaigns and links to election results, and the good use of images to break up the text.

### FBU ROLL CALL

The FBU's e-news bulletin has proved very popular with members. Short, accessible news items make it an efficient tool in promoting campaigns with good use of images and videos. The judges felt that it would have been enhanced by branding that matched the union journal.

### FDA RECRUIT A COLLEAGUE FILM

An innovative recruitment tool that makes good use of humour, this video was distributed via email and shown at meetings. The main reason people hadn't joined the union was because they hadn't been asked and this well-scripted video was the result.

### NASUWT STRIKE ACTION COMMUNICATIONS TO MEMBERS

This strategic campaign, using email, SMS and links to the union's website, was designed to advise members in advance of strike action. The judges liked this innovative and contemporary delivery system that facilitated communication between the union and its members.

### NAUTILUS INTERNATIONAL NAUTILUS WELFARE FUND WEBSITE

A bright, clear and content-packed website with a welcoming feel and an enviable AA accessibility web rating. The judges felt this would be a valuable resource for union members, particularly those in its housing scheme.

### POA POA CIRCULARS

Traditional methods meet modern demands and expectations in these circulars. A digestible format in which to distribute formal documents to members nationwide in an efficient and economic manner. The judges felt the format would be improved with a few more images to break up the text.

### SoR TUC MARCH AND RALLY VIDEO

A well-produced video capturing the thoughts and mood of marchers at a union event in Manchester, this film gets the union message across in an effective and humorous way. Simplicity and brevity help to hold attention and make a compelling product.

### UCU STORIFY STRIKE STORIES

Innovative use of social media is increasingly important for unions and UCU steps up to the plate and delivers a telling, and occasionally light-hearted, message to management. This gets the message across in a simple but very effective manner.

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