



TRADE UNION
COMMUNICATION
awards
2015





Members are the lifeblood of unions. To recruit and retain them for the future, unions must offer members and reps not only the best in support and representation, but top quality communications too.

That's why this competition is so important. It's a chance to show how well unions connect with their membership. And it brings together a great selection of work produced by talented and creative teams, despite challenging deadlines and budgets. I thank everyone who has taken the time and trouble to enter.

Thanks also to our hard-worked judges. We value their independent approach to the competition and the breadth of experience they bring. I don't envy them the task of deciding the winners: the range of material is as diverse as the workforce we represent.

I am delighted that Warners Group Publications are continuing their sponsorship with us. It's not easy, or cheap, to run the awards and we are grateful for their generosity and their advice.

The movement faces yet more challenges now that the Conservatives have a majority. Attacks on jobs, wages, welfare, union and employment rights will increase pressure on unions and, more to the point, the people we represent.

But the dedication and creative expertise shown here by union communications professionals ensures that we are well equipped to fight back.

Good luck as you campaign to make Britain a fairer place to live and work.

FRANCES O'GRADY
TUC General Secretary

JUDGES

Peter Hain
Former MP for Neath

Robert Holdsworth
Director of Communications,
Resolution Foundation

Peter Rees-Farrell
Editor, *Arena*, Usdaw

Jo Warner
Client Services Lead,
Blue State Digital

Ros Wynne-Jones
Journalist

CONTENTS

BEST JOURNAL/MAGAZINE 4
WINNER NAUTILUS INTERNATIONAL
TELEGRAPH

BEST FEATURE 8
WINNER UNITE WE'RE HUMAN BEINGS TOO

BEST PHOTO/ILLUSTRATION 12
WINNER CSP PHOTOGRAPHER:
JOANNE O'BRIEN

BEST ONE-OFF PUBLICATION 16
WINNER PROSPECT PROSPECT SCOTLAND:
OUR VOICE – OUR FUTURE

BEST CAMPAIGN 20
WINNER UCU
PROTECTING ACADEMIC FREEDOM – AMEND THE
COUNTER-TERRORISM AND SECURITY BILL

BEST WEBSITE 24
WINNER NAUTILUS INTERNATIONAL
WWW.NAUTILUSINT.ORG

BEST VIDEO 25
WINNER BDA WINSTON'S STORY

Differing budgets and audiences means a wide range of styles and formats for the judges to assess. And the very high calibre of all the entries didn't make it any easier!

Those magazines that made the best impression tended to be practical, lively and campaigning.

Four publications made the judges' final list and after much deliberation they decided that Nautilus International's newspaper format *Telegraph* was a worthy winner. The creative industries made a good showing, with the Musicians' Union and Equity both highly commended. *Firefighter* from FBU was commended for its union campaigning.

WINNER

NAUTILUS INTERNATIONAL TELEGRAPH

UK's top trainee Shipping minister praises 'cadet of the year' winner 09

Funding the future Award winner tells how Union's Slater Fund helped him 48

NL nieuws Twee pagina's met nieuws uit Nederland 36-37

telegraph

Volume 47 | Number 11 | November 2014 | £3.50 €3.70

Industry hits out at 'Ebola' ship bans

Nautilus International has raised concerns over reports that some coastal states have denied medical support for merchant ships where crew or passengers have been suspected of showing Ebola virus symptoms.

In talks at the International Labour Organisation last month, union, shipowner and government representatives heard reports of incidents in the Mediterranean and the Caribbean in which vessels had been refused access or medical assistance.

The International Transport Workers' Federation described these cases as 'unacceptable and contrary to the traditions of the sea' as well as being in breach of international conventions on facilitation of international maritime traffic, the World Health Organisation international health regulations and ship sanitation guidelines, the Maritime Labour Convention — 'and common humanity'.

Nautilus senior national secretary Allan Gravson said such actions were considered by most shipowners, seafarers and governments attending the meeting to be a greater threat to lives and seafarers than Ebola in both the short term and long term.

The Union has worked with shipowner representatives to develop ILO guidelines on communicable diseases in line with the occupational safety and health provisions of the Maritime Labour Convention.

The guidance stresses the need for seafarers to be given relevant advice on precautionary measures and that shipowners ensure appropriate precautions are taken. It also reminds countries of their obligations as port states for the provision of free practical and in ensuring immediate medical support and advice and, if necessary, the evacuation of seafarers.

Ebola virus — pages 20-21.

The Royal Fleet Auxiliary ship Argus leaves Falmouth last month for six-month deployment to support the work to tackle the Ebola epidemic in Sierra Leone. The crew have been praised by Nautilus and the UK defence minister — see pages 20-21. Picture: MoD

Alarm raised over safety of boxships

Nautilus says reports highlight shortcomings in modern containership design and construction

Concerns over the design and operation of contemporary containerships have been raised by Nautilus members following a report on the loss last year of the S110TEU MOL Comfort, which broke apart in the Indian Ocean.

A classification society investigation has concluded that the 86,692gt vessel split into two during a voyage from Singapore to India as a result of a hull fracture originating from the buckling collapse of the bottom shell plates in a midships section of the vessel.

The report, produced by ClassNK, describes the incident as a 'very rare' casualty and suggested the loss may have been the consequence of ship-specific factors involving excessive lateral loads arising from bottom sea pressure and container weights.

The Japanese classification society said it had found significant differences in the vertical bending strength of MOL Comfort's hull girder and those of other similar post-panamax vessels when lateral load effects were taken into account.

Although the hull girder strength of the five-year-old MOL Comfort was 10% of the estimated vertical bending moment at the time it broke up, 'uncertain' factors such as yield stress, sea conditions at the time of the accident, and the differences between declared and actual container weights could still have caused the fracture, the report stated.

However, the report also highlighted a number of broad safety issues and it urges ship operators and designers to take more account of various loading conditions, as well as pointing to potential changes in class rules to improve the assessment of hull strength and the consideration of lateral loads and whipping effects.

ClassNK also recommends that the buckling collapse strength of stiffened bottom panels should be assessed and that there should be greater use of hull monitoring systems.

The findings were discussed by members attending the Nautilus professional and technical committee last month — with particular concerns raised over the growing size of containerships and the stresses imposed during loading and discharge.

Senior national secretary Allan Gravson said he was disturbed by the report. The MOL Comfort incident highlights many of the concerns that we have been raising for some time now, and the way in which ship design has been distorted as a result of the Tonnage Measurement Convention.

'Scantlings have been pared down to reduce weight and save fuel, together with the use of high tensile steel, and with average wastage rates we could be seeing big problems within a decade,' he pointed out. 'Experience shows that wherever we have extrapolated on the rules of construction we have gone wrong.'

The Union's concerns have been echoed in a major research project undertaken by Lloyd's Register (LR) which reveals the way in which larger containerships are more exposed to the effects of springing and whipping from waves — resulting in significantly greater bending responses and shear forces, and reducing fatigue life.

Announcing the findings of an ongoing research project, which has been underway for a decade, LR warned that, with the potential to build ships even larger than the current 18,000TEU maximum, 'we may be moving beyond the gradual evolution of ship rules to a revolution in rule development.'

Larger containerships need to be properly designed and built to reduce the risk of structural failure from whipping, springing and the effects of oblique seas.

Inside

- Future for ferries Industry leaders in Union's UK branch debate on the state of a vital sector — page 23
- Winning cadet James Kirk scoops this year's Nautilus Bevis Minter award — page 3
- Partner-ships Recalling the days when wives were first allowed to go to sea — page 31

HIGHLY COMMENDED

EQUITY EQUITY

equity

SPRING 2015
www.equity.org.uk

★★★★
Anita Dobson
ON MENTORING THE NEXT GENERATION
★★★★

Stage manager receives £2.7m for accident
Professionally Made Professionally Paid campaign launched
Bullying rife within the stunt industry

MU THE MUSICIAN

The Musician

Journal of the Musicians' Union
Autumn 2014
thumj.com

Your rights on YouTube
What do the new terms really mean for our music makers?
Film man David Arnold
From looks to bond themes — an incredible musical journey
Black music in Britain
Charting the profound impact of black music over the years
Confirming bookings
Key advice on ensuring proof of contract in the digital age

COMMENDED
FBU FIREFIGHTER

FireFighter

STOP PRESS
FIREWORKS
FROM THE
RING OF FIRE

THE RING OF FIRE TOUR
SAVE OUR FIRE & RESCUE SERVICE

TRADE UNION COMMUNICATION AWARDS 2015

BEST JOURNAL/MAGAZINE

WINNER NAUTILUS INTERNATIONAL TELEGRAPH

Outstanding in every respect. With its fine production values it looks and reads like a professional mainstream journal and is a fine advert for the union. It has a good mix of long and short reads, job opportunities, and engaging features on international issues that will appeal to an audience in transit. One question on the horizon - can its newspaper format last much longer?

HIGHLY COMMENDED EQUITY EQUITY

Despite the star status it occasionally accords its members *Equity* avoids the celebrity trap and brilliantly covers workplace issues and union campaigns. The longer interviews mix well with industry news stories and the layout adds a lively and compelling component to the read.

HIGHLY COMMENDED MUSICIANS' UNION MUSICIAN

A lovely looking publication that exploits fine photography and intelligent use of colour to delight the reader. Yet like *Equity* its real focus is on practical matters - there are interviews based on personal experience, a strong tips section, and the journal shows an unrelenting desire to help members get on.

COMMENDED FBU FIREFIGHTER

With a 93 per cent male membership, it is perhaps unsurprising that words like 'strong', 'powerful' and 'punchy' dominated the judges' description of the FBU's eye-catching magazine. A focus on political education and union campaigning is complemented by clever use of relevant, and often passionate, imagery.

ATL REPORT

There are two pillars of support for this entry. The first is its member-centred approach and easy to read, yet eye-catching layout. The second is the good mix between news and features, interviews and articles. Having a theme for the issue gives it a clear focus and gives strength to the content.

BDA DIETETICS TODAY

An informative magazine that is clearly appreciated by its readership. With lots of content that isn't directly union-related, but often relevant to the profession, the magazine engages the reader and draws them gently towards the benefits of union membership. One judge felt occasionally overwhelmed by advertising.

CSP FRONTLINE

The balance between news and features won plaudits from the judges, as did the comprehensive and varied content. Colour coding makes it easy to identify sections. Members are well-served with advice, feedback pages, a noticeboard and recruitment section.

CWU VOICE

The newsy style of the paper and its good engagement with members make this an excellent, lively and informative magazine. The packed letters pages and lively exchanges of views show the paper is valued. It is informative and thoughtful and there is a strong emphasis on union activities. Also available in the app store.

EIS SCOTTISH EDUCATIONAL JOURNAL (SEJ)

With a strong focus on news and issues relevant to members, this magazine is a very traditional union journal. Good use is made of photography to bring news and features to life. A bouncy letters page encourages members to engage. The special pull-out was admired by the judges.

FDA PUBLIC SERVICE MAGAZINE

With a clean and professional layout and printed on quality paper this journal carries a good range of thoughtful, serious articles and talks clearly and authoritatively to its readers. Information on union activities is complemented by clear opportunities for members to get in touch.

NAPO NAPO NEWS

With a smaller budget than many this is more of a newsletter than a newspaper. But with its clear, consistent form and good mix of local and national content it effectively gets across to members a great deal of information about the union's activities.

NASUWT TEACHING TODAY

A strong focus on union news and campaigns is the standout feature of this magazine. The judges liked its range geographically, with a mix of regional, national and international stories, and in terms of subjects covered of relevance to the members.

POA GATELODGE

A traditional format with a strong emphasis on union activity. The content is very comprehensive and detailed and the magazine looks attractive. However, the judges felt that the detailed financial report rather detracted from the effectiveness of the communication.

PROSPECT PROFILE

This is a newsy solid magazine that is focused and entertaining. The clear layout and strong use of imagery contribute to a professional feel. The magazine reflects the diversity of the union's membership and there are plenty of opportunities for members to get involved.

UCATT BUILDING WORKER

Newsy with good features, *Building Worker* was liked by the judges for its strong focus on union news and campaigns. National and regional stories are both featured with good use of imagery to bring them to life. Having a membership form on the back page is a good recruitment idea.

UNITE UNITE WORKS

An incredibly diverse membership makes it hard for the union magazine to feel unified. But this is helped by a clear layout and simple design and a good mix of news and features covering many sections of the membership. The judges liked the opportunity for members to interact.

WINNER

**UNITE
WE'RE HUMAN BEINGS TOO**

An important piece challenging prejudice against immigrant workers and the effect it has on their lives. A brave and timely attempt to put the 'migrant workers' voices centre stage, the feature hears from a Unite rep in a workplace that employs large numbers of workers from abroad.

HIGHLY COMMENDED

**CWU LAST POST - WW1
REMEMBERED**

This well-researched and interesting read is an excellent account of the post office rifles and the sacrifice of the postal service staff in the first World War. Written during the centenary of the outbreak it is obviously timely and makes good use of archive photographs.

HIGHLY COMMENDED

**EQUITY I WAS AWARE OF EVERY
SECOND OF THE FALL**

An accident at work may be a familiar story for many unions, but this is dramatically told in the first person. The clarity of the telling makes it an engaging read and it clearly sells one of the key union services very well. A genuinely shocking story that was followed up in mainstream media.

COMMENDED

**MUSICIANS' UNION
BULLYING AT WORK**

Whilst bullying may be a perennial problem tackled by unions this honest look at the issue is fascinating. It is powerfully told and includes an account of unacceptable behaviour in an orchestra, where the dynamics and pressures of group work are laid bare.

ATL

BRIDGING THE CAREERS GAP

A useful article exploring the mostly negative consequences of government changes to the careers service that also finds time to look to possible solutions. This is a well-researched feature with obvious interest to members, cleverly complemented by the illustration used.

CSP

GAZA ALERT

Professional volunteers can be called to a wide range of humanitarian crises, but this story of physio volunteers finding themselves in Gaza was unusual. Although they are in a conflict zone the story is presented in a matter-of-fact, but interesting, manner with good photographs to complement it.

FBU

**FIREFIGHTERS DESCEND
ON WESTMINSTER**

A strong, union-focused narrative that gives an insight into the process of parliamentary lobbying and combines it with a personal story. Good to read a piece that combines concern for members' issues with a passion for the resourcing of a public service.

FDA

DON'T KEEP THE FDA A SECRET

A short feature drawing on the experiences of two new recruits illustrates the work that the union is doing to promote itself amongst potential members. A useful plug for web and print materials to support existing members' recruitment of colleagues.

NAPO

NAPO STRESS SURVEY

Working long hours and coping with the stress of job insecurity are far too common in many of Britain's workplaces. But the shocking results of this survey amongst napo members in the probation service gives a rare insight into the scale of the problem.

NASUWT

UNITE FOR QUALITY EDUCATION

Looking outwards onto an international stage, this feature reported on a global campaign for quality education. Drawing attention to the millions of children around the world who are denied access to a decent education, the union clearly outlines why it supports the campaign.

NAUTILUS INTERNATIONAL

IT'S A LIFE OF TWO HALVES

This human interest story must surely have attracted members' attention (well, those who like football, certainly). Well-written with a punchy style it features a Nautilus member who combines a life working on a cruise ship and studying marine engineering with being a non-league soccer player.

POA

**25TH ANNIVERSARY OF THE
STRANGWAYS PRISON RIOT**

An excellent inside account of the 25-day prison riot and rooftop protest, with the kind of detail that you don't normally get from the mainstream media. Hearing from the POA members involved at first hand gave an enlightening insight into the events of that time.

PROSPECT

**CLOUDY, WITH A CHANCE OF SOLAR
FLARES**

Severe space weather may sound like something from the world of science fiction, but this interesting science feature showed how very real the issue is for UK infrastructure. Although quite technical in places, it was well written with good photography and was overall a very engaging piece.

CSP PHOTOGRAPHER: JOANNE O'BRIEN



24 Respiratory care

25

UNITE ILLUSTRATOR: DOUG POUCH



COMMENDED



EQUITY PHOTOGRAPHER: PHIL ADAMS

There were slightly more photographs than illustrations this year but the quality was high amongst both.

The CSP took the first prize with a dramatic image of physiotherapists in protective gear. A campaigning illustration about bus driver pay saw Unite highly commended. A striking image in an almost empty background won a commendation for Equity.

WINNER

CSP
PHOTOGRAPHER: JOANNE O'BRIEN

A strong, eye-catching and well-composed photograph showing two physiotherapists in protective gear, accompanying an article on working with highly infectious patients. Facemasks and gowns add to the drama and danger and the judges liked the way the image tied into the text.

HIGHLY COMMENDED

UNITE
ILLUSTRATOR: DOUG POUCH

An intricate and effective illustration that uses the familiar London transport map. It cleverly illustrates the pay injustice against which the union is campaigning. Bold colours and a great slogan complete the effect

COMMENDED

EQUITY
PHOTOGRAPHER: PHIL ADAMS

This photo works so well because the eye is immediately drawn to the sympathetic figure portrayed against an almost bare background. The overall effect is very good, with the striking image needing only a small amount of text to complete the cover.

ATL
ILLUSTRATOR: ZARA PICKEN

Good use of colour and theme makes for a bold illustration with an immediate impact. The main front page illustration is continued through the article inside and complements it very well.

CWU
MONTAGE: HOWARD BURNS; PHOTOS:
SIMON ALFORD, NICOLA CHAPPLE,
KARL STEWART

A lively photomontage on the theme of the political fund ballot draws together the different campaigns that the union has used to progress the fund. A unifying colour scheme helped to add cohesion to the montage.

FBU
PHOTOGRAPHER: ANDREW WIARD

A strong pictorial message of support for an important FBU campaign. Solidarity is visualised through the repeating placard. Good use of white on black text in the picture and the accompanying article.

FDA
PHOTOGRAPHER/MONTAGE:
ANDREW CHAPMAN

This is a clever photomontage that illustrates an article on public sector procurement. The image has strong elements, although the link between the content of the image and the content of the article was less obvious.

MU
ILLUSTRATOR: LUKE DROZD

Modern cartoon-like illustrations are used to appeal to a younger audience to good effect. The folded pamphlet has a number of faces which come together when it is opened up. A muted and limited palette helps to tie all the parts of the illustration together.

NAPO
PHOTOGRAPHER: STEFANO CAGNONI

There was a mixed reaction to this entry, a photograph of a napo demonstration in progress. It was seen as an emotive image that active members would understand, but one which would not engage a sceptical or unaware audience.

NASUWT
ILLUSTRATOR: SIMON BOOTHE

This strong, arresting design using a silhouette of a woman's head was used to illustrate a flyer for a women teacher's conference. Bold primary colours against a white background and a glossy finish lend impact.

NAUTILUS INTERNATIONAL
ILLUSTRATOR: JUNE CATTINI

A clever illustration in an infographic style to show the means of communication used by the union's widely-dispersed membership. Although the graphic supported the article it accompanied, the judges were divided on its overall success.

POA
ILLUSTRATOR: BRIAN MCMAHON

This attention-drawing illustration appeared on the front cover of the union journal. A clever mock-up of a twenty-pound note, it uses images of David Cameron and George Osborne to promote the Britain Needs a Pay Rise message.

WINNER

TRADE UNION COMMUNICATION awards 2015

BEST ONE-OFF PUBLICATION

PROSPECT PROSPECT SCOTLAND: OUR VOICE – OUR FUTURE



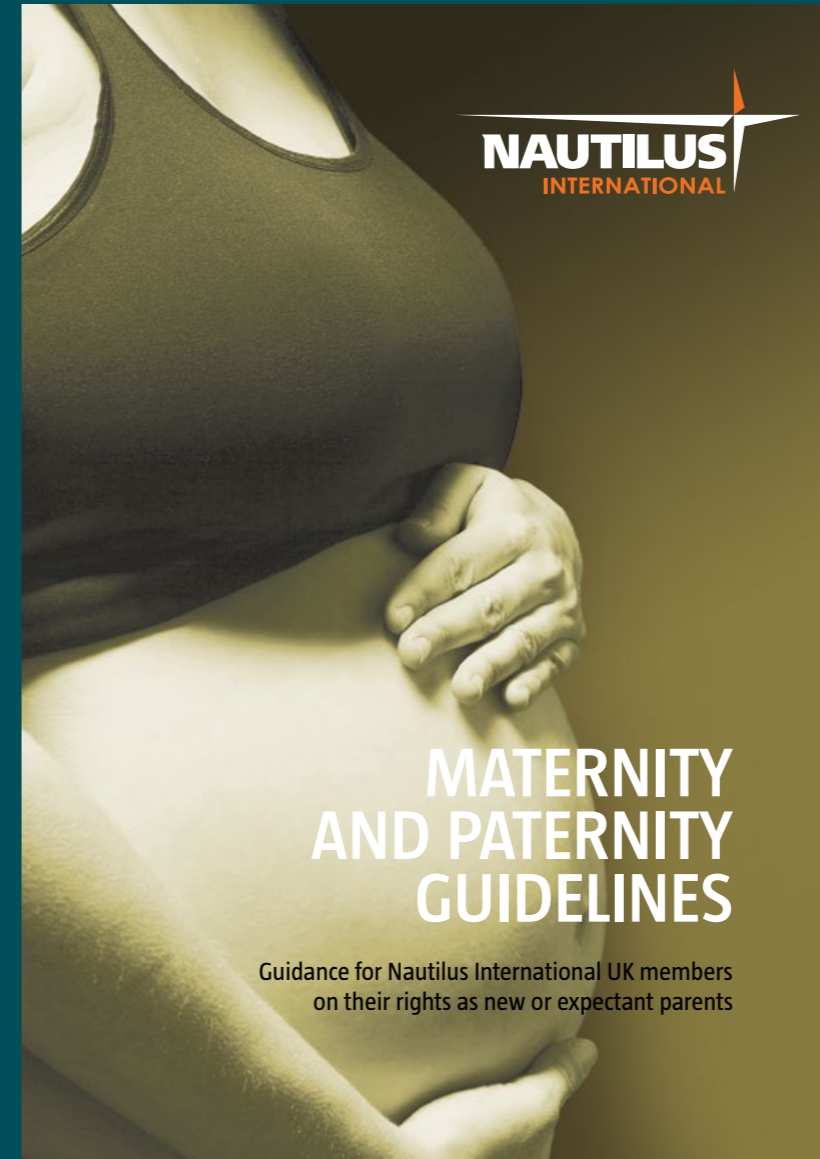
Prospect Scotland: Our Voice – Our Future

www.prospect.org.uk/joinus



HIGHLY COMMENDED

NAUTILUS INTERNATIONAL MATERNITY AND PATERNITY GUIDELINES



This is another 'apples and pears' category for the judges, who nevertheless enjoyed the variety and the resourcefulness of unions in reaching members in different ways. This year booklets were a very common format, although the subject matter ranged far and wide.

Prospect took the winner's prize with a loose-leaf folder on the issues raised by the independence referendum in Scotland. A booklet on the issue of parental leave won highly commended for Nautilus.

TRADE UNION
COMMUNICATION
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2015

BEST ONE-OFF
PUBLICATION

WINNER

**PROSPECT PROSPECT SCOTLAND:
OUR VOICE – OUR FUTURE**

Prospect used a folder and inserts to break the content down into bite-sized chunks and this makes it far easier to get to grips with this complex subject.

It is the culmination of two years work and provides an excellent summary of both sides of the argument and what the issue means to union members.

HIGHLY COMMENDED

**NAUTILUS INTERNATIONAL
MATERNITY AND PATERNITY
GUIDELINES**

The judges felt the clear layout and good signposting gave great support to the clear advice. Lots of colour photographs helped to bring the brochure to life.

CSP DRIVE CLEAR OF PAIN

This ambitious A5 booklet of advice for drivers tries really hard with its graphic design icons, but doesn't overwhelm the content which is simply written, and fun. A stylish and innovative publication.

**CWU A WOMAN'S PLACE
IS IN THE CWU**

This booklet has a clear and simple design that combines polemic, case studies and recruiting advice to put women centre stage. With lots of colour photos, the text is written to appeal to new and long-standing members alike.

**FBU IT'S TIME TO TAKE OVER
THE BIG ENERGY FIRMS**

Another A5 booklet, this time advocating the renationalisation of the 'big six' energy companies. The judges liked the design and the good use of iconography to break up an otherwise dense text.

**FDA THE FDA GUIDE TO CIVIL SERVICE
PENSIONS 2015**

It sounds dry, but with graphs and iconography to break up the content this booklet performs well in guiding the reader through a complex issue. The judges liked the detachable membership form inside the back cover.

**NAPO UNITY IN NAPO –
2014 AGM SPECIAL**

This A4-format booklet with a clean design de-jargonises the terminology of annual conference in a friendly fashion for the membership. Lots of photographs help to enliven the material.

NASUWT BROKEN PROMISES

The judges liked this clever campaigning booklet which examined the effects of coalition government policy on schools. A clear and simple design makes the booklet a good, quick and user-friendly guide to the issue and a clarion call to vote for education.

NUT IT'S CHILD'S PLAY

This booklet encourages teachers to think differently and challenge stereotypes and gives them the reading tools to have constructive discussions about equality in the classroom. Lovely presentation too.

**POA POA MEMBERS WORK-RELATED
STRESS AND WELL-BEING SURVEY**

An academic report on the psychosocial working conditions in the prison sector, the book contains lots of data from a large-scale survey of members. There are plenty of graphs and charts to make the results easier to grasp, although one judge felt more context could have been provided.

**UCU WHY IMMIGRATION IS GOOD
FOR ALL OF US**

This excellent summary of the facts is a one-stop shop for statistics on many aspects of immigration. The clear design and simple colour palette keeps the brand consistent and the iconography helps to bring the figures to life. Brave and very useful.

UCU PROTECTING ACADEMIC FREEDOM – AMEND THE COUNTER-TERRORISM AND SECURITY BILL



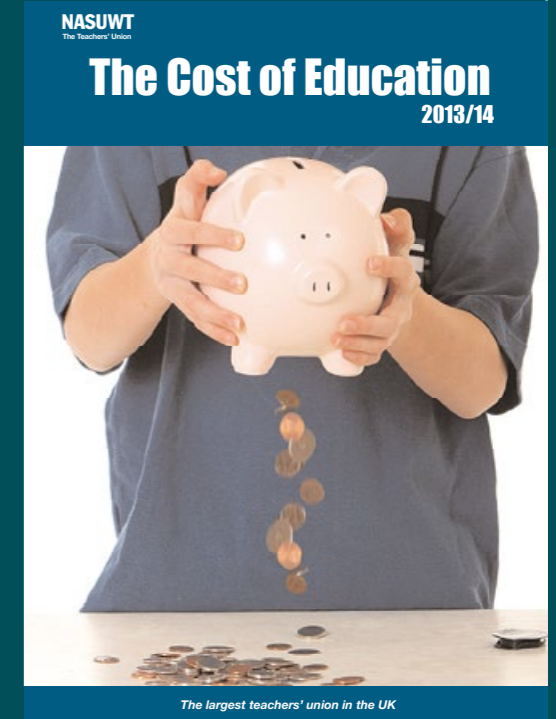
With minds tuned to the general election, it is perhaps not surprising that many of the campaigns had themes that underscored the negative effects of five years of Conservative-led government.

An excellent parliamentary campaign on a shoestring budget saw UCU take the honours this year. Both the FBU and NASUWT were highly commended for two quite different campaigns: a local campaign for compensation and a link up with a national NGO respectively.

FBU JUSTICE FOR FIREFIGHTERS



NASUWT THE COST OF EDUCATION



WINNER

**UCU PROTECTING ACADEMIC
FREEDOM – AMEND THE COUNTER-
TERRORISM AND SECURITY BILL**

This interesting and successful campaign impressed the judges with its clear objectives and strategies to achieve them. With only a small budget there were some impressive media hits and a well-attended parliamentary lobby.

HIGHLY COMMENDED

FBU JUSTICE FOR FIREFIGHTERS

Iconic branding and a simple message helped this campaign to secure compensation for the bereaved families of two firefighters. With only a limited budget there was good use of social media to take the message out to members and the wider public. The dedicated website won praise from the judges.

HIGHLY COMMENDED

NASUWT COST OF EDUCATION

This was an interesting and impressive campaign that used a good range of well-coordinated materials. The link-up with Child Poverty Action Group was praised and helped to underline many of the union's key arguments. Good result from a limited budget.

CWU STAYING IN POLITICS

This was a very effective campaign by the CWU, winning an 86 per cent 'yes' vote in their political fund ballot. The judges liked the use of different media, including email, Twitter and a website, as well as traditional printed materials to engage with members. They also appreciated the consistent branding across these media.

FDA PENSIONS 2015

The judges were impressed that the union had produced such a clear guide for such a big and complicated issue as a key element in their impressive and successful campaign. There was good co-ordination between the dedicated website and the publications and a clever link to membership recruitment.

NUT STAND UP FOR EDUCATION

An impressive campaign that both mobilised members and reached out to the general public. The clear manifesto seems to have been well used as a campaigning tool for teachers engaging with politicians and others.

POA 68 TOO LATE

The union successfully combined statistical data and personal testimony to mount a strong campaign. Moving evidence from prison officers and psychiatric staff clearly underscores the stress inherent in their workplaces and the consequences for their health.

**PROSPECT SAVE IMPERIAL WAR
MUSEUM LIBRARY CAMPAIGN**

This successful campaign to save the library combined traditional printed materials with a website and other online media efforts. High quality materials and extensive use of Twitter helped to build a very positive approach that reached a wide audience.

WINNER

NAUTILUS INTERNATIONAL WWW.NAUTILUSINT.ORG



COMMENDED

CWU WWW.CWU.ORG.UK

HIGHLY COMMENDED

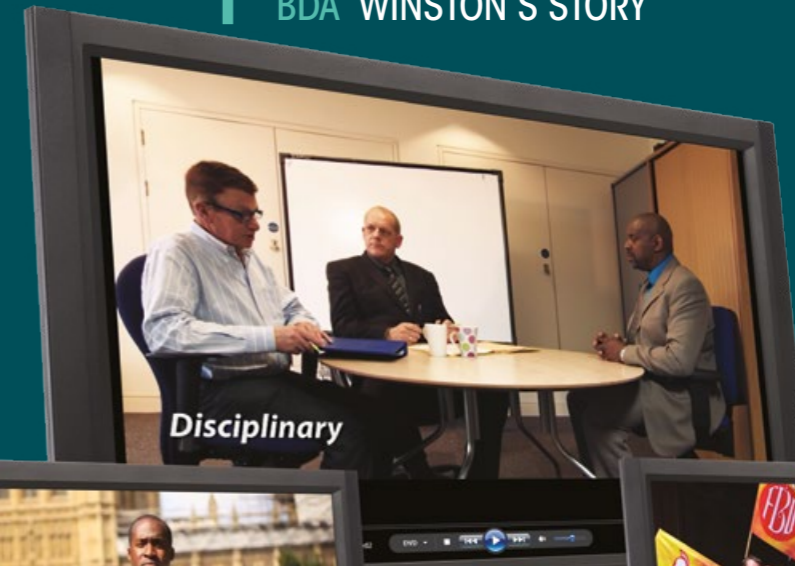
BDA WWW.BDA.UK.COM

Clear design and ease of access to content were twin themes running through the judges' comments this year about websites. Member-orientation was also a feature that won praise from the judges.

A range of member-centred features, including tri-lingual pages and a clever, low bandwidth option for those at sea, gave Nautilus the winning edge to take the top spot in this category. A clear sign-up journey won highly commended for the BDA and the CWU was commended for its prominent social sharing options.

WINNER

BDA WINSTON'S STORY



HIGHLY COMMENDED

CWU STAYING IN POLITICS – CWU POLITICAL FUND

The spread of vines and video in campaigning led the TUC to narrow the e-comms category this year and it drew a select band of entries. They showed a high degree of professionalism and covered a wide range of topics.



COMMENDED

FBU FIREFIGHTERS ANNOUNCE FOUR-DAY STRIKE

The BDA had the winning edge with their training video for reps. The CWU's entry supported the union's campaign to retain its political fund and won highly commended. A 'newsy' video announcing the results of a strike ballot won commendation for the FBU.

TRADE UNION COMMUNICATION awards 2015

BEST WEBSITE

WINNER

NAUTILUS INTERNATIONAL
WWW.NAUTILUSINT.ORG

Big, bold recruitment and member benefits sections on the home page to entice new members won high praise from the judges. There is good accessibility and the varied content types used throughout the site engage different content seekers. A low-bandwidth version for those at sea typifies the site's member-centred feel.

HIGHLY COMMENDED

BDA WWW.BDA.UK.COM

This is a responsive website with a modern clear design and hierarchy of content and prominent social sharing options on the home page. The judges liked the wide range of content available and the use of a poll as an engagement tool. There is also a clear membership sign-up option.

COMMENDED

CWU WWW.CWU.ORG.UK

The clear design of this site and the interactive 'actions' on the home page won favour with the judges. The social sharing options are prominent and the site content is varied with images, text and videos. Online sign-up would be icing on the cake.

FBU WWW.FBU.ORG.UK

The most striking feature of this website is the compelling imagery and there was also praise for the ease of navigation. It is interesting that though this is a committed and campaigning industrial union there is a strong public information slant to a lot of the material.

NAPO WWW.NAPO.ORG.UK

The judges liked the clear design and the rotating hero image drawing attention to the lead news items. The social sharing buttons are prominent on the home page and content is pulled through from both the blog and twitter feed. A successful re-design!

NASUWT WWW.NASUWT.ORG.UK

The homepage has a compelling image and is packed with information. The log-in for the members' area is very prominent and there is also actionable content that sits behind this, such as event registration. One judge felt the social sharing panel could be more carefully designed.

UCU WWW.UCU.ORG.UK

Whilst there was praise for the extensive and varied content, the judges felt the home page lacked any clear navigation or hierarchy of content to guide the visitor. However, on getting to the action elements the judges found them well structured, particularly the sign up.

TRADE UNION COMMUNICATION awards 2015

BEST VIDEO

WINNER

BDA **WINSTON'S STORY**

The judges liked this reps training video for its good story-telling and professional production. They liked the way it demonstrated the clear role of the union in a fictional disciplinary case and thought it would be a useful part of a training course. A very 'slinky' production!

HIGHLY COMMENDED

CWU **STAYING IN POLITICS – CWU POLITICAL FUND**

This professional-looking, well-produced and executed video made a solid case for the retention of the political fund by the CWU. Good graphics and a reasonable length meant the content was both enjoyable and easy to absorb.

COMMENDED

FBU **FIREFIGHTERS ANNOUNCE FOUR-DAY STRIKE**

This video was posted on YouTube to announce the decision to extend the strike and attracted many views. The judges were in two minds, liking the introductory music, the interview format with FBU General Secretary Matt Wrack, and the tickertape, but being less fond of the unscripted nature and the length.

CSP **SOCIAL MEDIA GUIDANCE FOR CSP MEMBERS**

Made to support an offline guide, this video used a mixture of speakers, graphics and imagery to get the message across. Whilst it provided some excellent insights, one judge felt that although this is a very 'live' issue, the video could have been more upbeat.

NAPO **NAPO, HAPPY BIRTHDAY CHRIS GRAYLING – 1 APRIL STRIKE RALLY**

An opportunistic video made during a demonstration divided the judges. Some found this an engaging a creative concept and liked the fact that it was user generated content. But others found the ad hoc nature got in the way of the message.

NAUTILUS INTERNATIONAL **WHEREVER YOU ARE, SO ARE WE**

This very professional, well-produced and executed film made a very strong case for the benefits of union membership. However, the judges felt that it was perhaps a little over-long. The viewing figures seemed very low for such a high quality film.

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