

UUP communications efforts earn national honors

UUP has always believed in getting the union's message out loud and clear, and that distinctive effort has just been recognized at the highest national level for education labor journalism.

The American Federation of Teachers Communicators Network — which represents newspapers, magazines and Web sites from AFT locals throughout the country — honored UUP's Communications Department with two first-place awards and a second- and third-place award at its annual gathering in July. UUP competed among publications and Web sites in the category representing locals with 10,000 or more members.

The AFTCN also recognized UUP Publications Specialist Karen Mattison with its highest honor: the Carl J. Megel Award, which goes to the article from among all categories which best portrays labor issues and values with exceptional depth and quality. The award is named after former AFT president Carl J. Megel.

The awards ceremony was held prior to the AFT Convention in Boston in July.

UUP President William Scheuerman — who wrote one of the award-winning

columns cited by AFTCN — said that the UUP Communications Department, headed by Communications Director Denyce Duncan Lacy, has been the creative force behind the union's public face.

"A strong communications effort goes hand-in-hand with our belief that UUP is both a democratic, open organization and a key player on the state's labor scene," Scheuerman said. "When we do a solid job of informing both our members and the public about our goals and beliefs, we stand a better chance of strengthening SUNY. It's no surprise that our sisters and brothers in AFTCN have also recognized this standout effort by our Communications staff."

UUP's winning entries were:

- The Carl J. Megel Award for "Working in a War Zone," by Mattison, *The Voice*, September 2005. Contest judges said they needed only minutes to know this was the winner, given the emotion the story conveyed and the powerful facts and statistics worked into the narrative that describe the high-risk enterprise of starting a labor union in Iraq.

- Best Column, first place: "Bull" of Rights," by Scheuerman, *The Voice*, April

2005. Judges described Scheuerman's column — which decries conservatives' attempts to impose the restrictive "Academic Bill of Rights" on colleges and universities — as thought-provoking.

- Best News Story, third place: "Arrested Development," by UUP Media Relations Specialist Donald Feldstein, *The Voice*, October 2005. Judges praised this "well-written story," which detailed the arrest of Scheuerman and other labor leaders at New York University during a protest in support of unionized graduate students.

- Best Art or Photo, first place: "Cuffed for a Cause," *The Voice*, October 2005. This cover photo of President Scheuerman being led off in handcuffs during the protest at New York University captured "the look of pride and defiance" in Scheuerman's expression, judges noted.

- Electronic Media, second place: "Making a Good University, Great." UUP's TV commercial was part of the union's annual ad campaign to promote budget increases for SUNY. Lacy supervised production. Judges praised the many voices included in the commercial.

— Darryl McGrath



Butera named Woman of Distinction

UUP's Gertrude Butera, left, of SUNY Alfred, receives a 2006 Woman of Distinction award from state Sen. Catharine Young during ceremonies in Albany in June.

Young selected Butera for the New York State Senate honor based on her longtime service as a community activist, including her roles as an honorary trustee of UUP's College Scholarship Trust Fund, chair of the union's Scholarship Development Committee and union delegate.

The award recognizes "... the energies and passions of a woman who leads a meaningful, productive life."

UUP President William Scheuerman and Butera's closest friends were on hand for the awards ceremony.

— Donald Feldstein

Coalition for Contingent Faculty shares UUP's goals for part-timers

The Coalition for Contingent Faculty (CCF) is a grassroots organization whose main interest is issues involving part-time, adjunct and full-time contingent faculty.

"The CCF supports UUP's goals of better wages and working conditions for contingent academic and professional faculty throughout SUNY," said Peter Brown of SUNY New Paltz. "Since part-time faculty tend to be underrepresented at all levels by the very nature of their contingency, the CCF urges all part-timers to join UUP in greater numbers."

"UUP has a long-time commitment to contingent faculty," said UUP statewide Vice President for Academics Frederick Floss. "UUP's leg-

islative agenda addresses the needs of these exploited members."

Among the CCF proposals, which dovetail UUP's priorities for part-timers:

- securing statewide salary minimums for all UUP members;

- establishing a wage step for all SUNY faculty;

- guaranteeing that qualified part-timers will have the best possible opportunities to step into full-time positions;

- spreading the word about the plight of contingent faculty;

- providing greater flexibility for contingent faculty to receive benefits; and,

- continuing to work closely with national organizations that are working toward equity for part-time faculty.