



# Calling all editors, writers, photographers, webmasters and designers!

## 2010 NYSUT Journalism Competition Retiree Entry Form

**DEADLINE:  
Nov. 23, 2009**

**NEW! Not just a competition this year ... we've expanded to a full day of training, including an awards celebration to recognize your hard work and contributions.**

The NYSUT Journalism Competition recognizes outstanding NYSUT local union publications and Web sites. Sponsored by *New York Teacher*, this year's contest covers print entries produced between Sept. 1, 2008, and Aug. 31, 2009, and current Web sites. Only original work may be entered.

Winners of the competition will be recognized during the awards luncheon at the NYSUT Journalism Awards Celebration and Conference Saturday, March 27, at The Rensselaer Banquet & Conference Facility at the Hilton Garden Inn in Troy, N.Y.

**For any questions, contact event coordinator Therese Swota by e-mail: [tswota@nysutmail.org](mailto:tswota@nysutmail.org).  
To download additional forms, or for more information, visit [www.nysut.org/journalism](http://www.nysut.org/journalism).**

### CATEGORIES:

#### **BEST NEWSLETTER**

A newsletter is a small-format publication, generally fewer than 16 pages and serves as the primary publication for your local or constituency group. It may contain advertising. Newsletters will be judged on both content and overall design, demonstrating consistent excellence in timely, informative content; clear, descriptive writing; and interesting and attractive graphic elements. Newsletters should extend a clear idea of the broad range of activities and interests of the local. Writing, spelling, grammar, creativity and headlines are evaluated.

Winners in this category are eligible for the **Ted Bleecker Award** — the best of the best — for the most outstanding publication overall.

#### **BEST FEATURE STORY**

A feature is an article of general human interest that contains lively, informal writing that engages the reader's interest. A feature story often puts a face on a current trend, theme or news development using detailed background information and colorful, precise descriptions. The feature story may inform, advise or entertain, and may be an advocacy story.

#### **BEST NEWS STORY**

A news story presents the facts about a timely issue important to your readers. It is well organized, contains reliable and concise information, and is succinct and clearly written. Facts and quotes contained in a news story are always attributed to original sources, such as a person, department or organization.

#### **BEST OPINION WRITING**

The column or editorial expresses opinions by presenting an issue and building a logical case. It shows evidence of research and highlights important facts that frame the argument and make it persuasive.

#### **BEST WEB SITE**

Entries will be judged on content, usability and design. Site must demonstrate use of well-written, timely and informative material, ease of navigation and on how well the site enhances the user's experience.



# 2010 NYSUT Journalism Competition Retiree Entry Form

**DEADLINE:**  
**Nov. 23, 2009**

Complete this form and submit it together with the required materials as set forth in the rules under "How to Enter." Please be sure to submit entries in the correct class.

**As part of NYSUT's green initiative, most communication will be electronic, so it is critical that an e-mail address is provided to receive award letters, etc.**

Entry Class	Local Membership:
R-I	200 or fewer
R-II	201-500
R-III	501-1,000
R-IV	over 1,000

**HOW TO ENTER**

- All print entries must be published during the period between Sept. 1, 2008, and Aug. 31, 2009.
- All entries must be original, meaning locals cannot submit material first published elsewhere.
- Three (3) copies of EACH entry must be submitted for distribution to the judges.
- An entry in Best Newsletter should be one entire issue. We need three (3) copies of that issue.
- Each entry, except for those submitted for Best Web site, must be clipped out and pasted on bond paper and labeled with the publication name, local name and number, class and category. All three copies should be placed in one unsealed envelope indicating class and category.
- Entries for Best Web site must submit the site's URL on the entry form.

**NOTE:** Due to the scope of the contest and the increasing number of entries each year, **entries that do not comply with the rules will be disqualified.**

**ALSO NOTE:**

- A panel of independent experts will judge the contest.
- Entries must be received no later than Nov. 23, 2009.
- Winners of the competition will be notified by e-mail.
- Awards will be presented during the NYSUT Journalism Celebration and Conference, Saturday, March 27, 2010.

**RETURN TO:**  
Journalism Competition  
c/o New York Teacher  
800 Troy-Schenectady Road  
Latham, NY 12110-2455

**Please print or type, so entry information is legible.**

ENTRY TYPE (choose one):  Newsletter **OR**  Web Site

PUBLICATION OR WEB SITE NAME \_\_\_\_\_ CLASS (circle one) R-I R-II R-III R-IV

LOCAL NAME (Spell out exactly) \_\_\_\_\_

(choose one):  Local **OR**  Chapter **OR**  Retiree Council

LOCAL PRESIDENT \_\_\_\_\_ PHONE NUMBER (\_\_\_\_) \_\_\_\_\_

LOCAL PRESIDENT'S ADDRESS (No P.O. Boxes, please) \_\_\_\_\_

LOCAL PRESIDENT'S E-MAIL ADDRESS \_\_\_\_\_

EDITOR'S **OR** WEBMASTER'S NAME \_\_\_\_\_ PHONE NUMBER (\_\_\_\_) \_\_\_\_\_

EDITOR'S **OR** WEBMASTER'S ADDRESS (No P.O. Boxes, please) \_\_\_\_\_

EDITOR'S **OR** WEBMASTER'S E-MAIL ADDRESS \_\_\_\_\_

**Check ONE box below, and attach a form to each of your entries; you may enter multiple categories, but each entry must have its own form.**

**BEST NEWSLETTER** (Send three (3) copies of your best issue)

Date of issue: \_\_\_\_\_ Editor's Name \_\_\_\_\_

**BEST FEATURE STORY** Date of entry: \_\_\_\_\_ Author's Name \_\_\_\_\_

Headline: \_\_\_\_\_

**BEST NEWS STORY** Date of entry: \_\_\_\_\_ Author's Name \_\_\_\_\_

Headline: \_\_\_\_\_

**BEST OPINION WRITING** Date of entry: \_\_\_\_\_ Author's Name \_\_\_\_\_

Headline: \_\_\_\_\_

**BEST WEB SITE (must be current)** Webmaster's Name \_\_\_\_\_

URL: \_\_\_\_\_