

CATEGORIES AND ENTRY REQUIREMENTS

DEADLINE:
Jan. 5, 2015

The NYSUT Communications Awards recognize outstanding NYSUT local union and chapter publications, websites and social media. Sponsored by *NYSUT United*, this year's contest covers entries produced between Jan. 1, 2014, and Dec. 31, 2014, and current websites. Only original work may be entered.

For any questions, contact Julie Bull by email: jbull@nysutmail.org

To download forms or for more information, visit www.nysut.org/CommAwards

CATEGORIES

General Excellence

Publications are judged on both content and overall design, showing consistent excellence in timely, informative content; clear, descriptive writing; and interesting and attractive graphic elements.

Publications should extend a clear idea of the broad range of activities and interests of the local. Writing, spelling, grammar and headlines are evaluated.

Best Article about Local or Chapter Issues

Engaging the community and putting solution-driven unionism to work are things our members do all the time. Enter your inspiring articles about the work your members do.

Best Article about a Social Justice Issue

Enter your best stories about how your members are making a positive difference and helping to give voice to the voiceless.

Best Creative Writing

It could be the style of your writing, perhaps the way you frame a story, or the details you use to bring attention to a deserving subject ... Let's see your most captivating prose.

Best Overall Graphic Design

Our challenge as communicators is to present the most effective blend of words and images to inform our members, convey a message, set a tone and inspire action. Color and font choices, design elements and layout and use of photos and graphics can all contribute to good design. Entries may include layouts for single-page or multi-page articles, an entire publication, website or special project.

Best Column/Blog

Messages that engage the audience, inspire participation in the dialogue or encourage action on specific issues make the best entries.

Best Photo/Illustration

Enter a photograph or illustration that catches the heart and illuminates a story. Photos must be original to the publication, and taken by a union or staff member, or outside photographer hired expressly for the photo. By submitting photos in this category, it is understood that NYSUT has the right to reproduce them.

Best Use of Social Media

Show us how you use digital media — Facebook, Twitter, Pinterest, Flickr, Groupsites, Instagram — to communicate immediately and effectively.

Most User-Friendly Website

Entries are judged for creativity in making the site user friendly by presenting content that is useful and easy to navigate.

BEST OF THE BEST

WINNERS IN ANY CATEGORY ARE ELIGIBLE FOR THE TED BLEECKER AWARD — THE BEST OF THE BEST — FOR MOST OUTSTANDING EFFORT. THE WINNING ENTRY CAN BE A PUBLICATION, WEBSITE, SOCIAL MEDIA OR AN ARTICLE.

ENTRY REQUIREMENTS

1. All print entries must be published during the period between Jan. 1, 2014, and Dec. 31, 2014.
2. All entries must be original, meaning locals cannot submit material first published elsewhere.
3. An entry for General Excellence should be one entire issue. We need four (4) copies of that entire issue.
4. Each entry must be **LABELED** on the **FRONT** with the publication name, local name, class and category. All four copies should be placed in one unsealed envelope indicating class and category.
5. Entries for Most User-Friendly Website, Best Column/Blog and Best Use of Social Media must include the site's URL on the entry form.
6. **Four (4) copies of EACH entry must be submitted.**
7. NOTE: Due to the scope of the contest and the increasing number of entries each year, entries that don't comply with the rules will be disqualified.

NYSUT COMMUNICATIONS AWARDS 2015 ENTRY FORM

DEADLINE:
Jan. 5, 2015

- A panel of independent experts will judge the contest.
- Entries must be postmarked by Jan. 5, 2015.
- Winners will be notified by email.

RETURN TO:
Communication Awards
c/o NYSUT United
800 Troy-Schenectady Road
Latham, NY 12110-2455

Entry Class	Local Membership:	
Retiree	In-service	
R-I	I	250 or fewer
R-II	II	251-500
R-III	III	501- above

Please print or type so all entry information is legible.

You may enter multiple categories, but only ONE entry per category.

CONTACT INFO

Publication **OR** Website name: _____ Class: _____
 Local or Chapter name: (Spell out exactly) _____
 President's name: _____ President's phone #: (____) _____
 President's address: (No P.O. boxes, please) _____
 President's email address: _____
 Co-President's name: _____ Email address: _____
 Person filling out entry form: _____ Email address: _____

CATEGORIES

- GENERAL EXCELLENCE** (*Send four (4) copies of your best issue*) Date of issue: _____
 Editor's name: _____ Editor's phone #: _____
 Editor's email address: _____
- BEST ARTICLE ABOUT LOCAL OR CHAPTER ISSUES** Date of entry: _____ Headline: _____
 Author's name: _____ Author's email address: _____
 Editor's name: _____ Editor's email address: _____
- BEST ARTICLE ABOUT A SOCIAL JUSTICE ISSUE** Date of entry: _____ Headline: _____
 Author's name: _____ Author's email address: _____
 Editor's name: _____ Editor's email address: _____
- BEST CREATIVE WRITING** Date of entry: _____ Headline: _____
 Author's name: _____ Author's email address: _____
 Editor's name: _____ Editor's email address: _____
- BEST OVERALL GRAPHIC DESIGN** Date of entry: _____ Headline: _____
 Designer's name: _____ Designer's email address: _____
 Editor's name: _____ Editor's email address: _____
- BEST PHOTO OR ILLUSTRATION** Date of entry: _____ Headline: _____
 Author's name: _____ Author's email address: _____
 Editor's name: _____ Editor's email address: _____
- MOST USER-FRIENDLY WEBSITE (must be current)** URL: _____
 Webmaster's name: _____ Webmaster's email address: _____
- BEST USE OF SOCIAL MEDIA** URL: _____
 Webmaster's name: _____ Webmaster's email address: _____
- BEST COLUMN OR BLOG** URL: _____
 Webmaster's name: _____ Webmaster's email address: _____