



# 2014 Entry Form

for original work published  
between 9/1/12 to 12/31/13

☐ In-Service OR ☐ Retiree

Date entry was published: \_\_\_\_\_

## General Rules

- You must be a NYSUT member to be eligible. Entries must be your original work and must directly engage members, as in a local or chapter newsletter or website.
- Works published online and in print may be entered in most categories ... but **not in both** Web and print. For example, if you print a newsletter, then post a PDF of it on your website, it's one entry. You may offer **either** the printed or online version for judging, **but not both**.
- You may enter up to three pieces in each category. (Use a separate form for each entry.)
- You may enter the same piece in more than one category. (Use one form and check applicable categories.)
- Four copies of each entry (originals, please) must be attached to one of these forms ... unless it is a website or other digital media, in which case a **working Web address (URL)** and a **password** (if needed), must be provided for submissions to be viewed online.
- Forms need to be completely filled out, especially the email contact information. Please be sure to include all people who should receive credit.
- You must provide the complete and accurate name of your local or retiree chapter. Do not use acronyms or abbreviations and check spelling and capitalization.

*Entries that are incomplete, or do not comply with the rules risk disqualification.*

***For entries to be viewed electronically, fill in fields and email completed PDF as an attachment.  
For entries with hard copy samples, print out the PDF, attach your entries and send by mail.***

Name of Entry/Headline: \_\_\_\_\_

Name of Publication **OR** Website: \_\_\_\_\_

URL: \_\_\_\_\_ Password (if needed): \_\_\_\_\_

Local/Chapter name: (Spell out exactly): \_\_\_\_\_

President's (Co-Presidents') name(s): \_\_\_\_\_

President's phone #: (\_\_\_\_\_) \_\_\_\_\_

President's address: (No P.O. boxes, please): \_\_\_\_\_

President's email address: \_\_\_\_\_

Author's/Photographer's/Designer's or Contributor's name(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Editor's or Webmaster's name(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Person filling out entry form: \_\_\_\_\_

Daytime phone #: (\_\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

### Select the categories you are entering:

- ☐ 1 Catchiest Headline/Title
- ☐ 2 Best Creative Writing
- ☐ 3 Best Article about Local or Chapter Issues
- ☐ 4 Best Article about Labor History
- ☐ 5 Best Article about a Social Justice Issue
- ☐ 6 Best Overall Graphic Design
- ☐ 7 Best Photo
- ☐ 8 Best Use of Digital Media
- ☐ 9 Most User-Friendly Website
- ☐ 10 Best Column/Blog by a Leader

**Email entries to:** NYSUTcommcomp@gmail.com

**OR**

**Mail entries to:** Julie Bull / Comm Comp  
NYSUT  
800 Troy-Schenectady Road  
Latham, NY 12110



For more information, visit  
[www.nysut.org/commcomp](http://www.nysut.org/commcomp)

Questions may be directed to:  
[NYSUTcommcomp@gmail.com](mailto:NYSUTcommcomp@gmail.com)

## **NOMINATE YOUR WORK!**

*Deadline to receive entries is Jan. 6, 2014*

The judges will also choose from all of the entries in all categories to present two special awards (to be given in both divisions):

**The Ted Bleecker Award**  
for Excellence in Union Communications  
(named for the founding editor of *New York Teacher*)

*Stay tuned ... prizes to be announced*

## **Categories**

### **Catchiest Headline/Title:**

A well-written headline grabs readers' attention and pulls them into the content. This could be a title of a column, an article, a blog or accompanying a stand-alone photo.

### **Best Creative Writing:**

It could be in the style of your writing, perhaps the way you frame a story around human interest, an articulate and thought-provoking approach to bring attention to a deserving subject ... let's see your most captivating prose.

### **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. Have your communications put a spotlight on some of their great work? Enter your inspiring, well-written articles about how members from your local or chapter have rolled up their shirtsleeves and dived in to do the right thing.

### **Best Article about Labor History:**

The legacies of unionists and their hard-won victories can be very inspiring. How have you celebrated, informed and enlightened your members about these stories?

### **Best Article about a Social Justice Issue:**

We're fighting bullying in the classroom and in cyberspace. We're trying to provide a healthy environment for our students, and going above and beyond to provide for those in need. We wear pink, participate in bake sales and walk in honor of friends and family. Enter your best stories about how your members make a positive difference.

### **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 including layout, and illustration, such as photos and graphics, can all contribute to good design.

Entries may include layouts for single-page or multi-page articles, an entire publication, a website, or a special project you utilized to communicate with your members.

### **Best Photo:**

Enter photographs that catch the eye and illuminate a union story. Photos must be original to the publication, 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 Digital Media:**

It's not just websites anymore. Facebook, Twitter, Pinterest, Flickr, Instagram, Groupsites, intranets ... all digital methods to get out your message. Show us how you used digital media to reach a large group immediately and effectively.

### **Most User-Friendly Website:**

Entries will be judged for creativity in making the experience a pleasant one for the user with presentation of content that is current, useful and easy to navigate.

### **Best Column/Blog by a Leader:**

This can be an effective platform for leaders to communicate quickly with their members. Messages that engage the audience, inspire participation in the dialogue, or encourage action on specific issues make the best entries.

**Save the Date!**  
**May 10, 2014**  
Winners will be  
announced at the Awards  
Celebration