

# NYSUT Communications Competition 2014

## **Catchiest Headline/Title**

### **Local: Amherst Office Personnel Association**

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Dear AOPrAh

**Publication/Website:** *Union Gab*

**Issue Date:** November 2013

#### **Judges' Comments:**

Very nice play on words and funny content. Very clever use of the chapter acronym. It piques the reader's interest and makes the reader want to learn more about the chapter, which is what a good catchy headline should do.

### **Local: Arlington Teachers' Association**

**Category:** *Catchiest Headline/Title*

**Name of Entry:** HOPE basketball game is a slam dunk for charity

**Publication/Website:** *The Educator*

**Issue Date:** April 2013

**URL:** <http://www.arlingtonteachers.com/news1304.pdf>

#### **Judges' Comments:**

Very nice play on good deeds but often overused. A good headline, and a fitting one, but it rests too heavily on a cliché.

### **Local: Arlington Teachers' Association**

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Vail Farm Energy Committee feels the heat

**Publication/Website:** *The Educator*

**Issue Date:** December 2012

**URL:** <http://www.arlingtonteachers.com/news1212.pdf>

#### **Judges' Comments:**

Catchy headline, although the Energy Committee got more praise than "heat" after their work. A solid effort. The headline is perfectly suited to the topic, but it leans too heavily on a cliché.

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## Local: Arlington Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Third year of Renegades rain can't dampen ATA spirits

**Publication/Website:** *The Educator*

**Issue Date:** September 2013

**URL:** <http://www.arlingtonteachers.com/news1309.pdf>

### **Judges' Comments:**

Very nice thread through the article but a familiar wordplay headline. The headline is well matched to the topic, but it is, at its core, a cliché used in sports pages everywhere.

## Local: Bay Shore Classroom Teachers' Association, Inc.

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Smart cookie!

**Publication/Website:** *The Answer*

**Issue Date:** December 2013

### **Judges' Comments:**

Yes, this works – Big Headline and cute graphic are nice 1-2 punch. Nice effort. The headline fits the topic well but it is, at its core, a cliché.

## Local: Central Islip Teachers Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** APPR finally APPRoved

**Publication/Website:** *CITATION*

**Issue Date:** January 2013

### **Judges' Comments:**

Nice combination makes for snappy headline. Clever use of APPR, but this is more of a straight news headline than a catchy one.

## Local: Faculty Association of Suffolk Community College

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Failing Fast: Is this what's needed in math?

**Publication/Website:** *The WORD*

**Issue Date:** September 2013

**URL:** [http://www.fascc.org/word/the\\_word0913.pdf](http://www.fascc.org/word/the_word0913.pdf)

### **Judges' Comments:**

Catchy – who or what or why is “failing fast” made me curious. Great headline. It piques the reader’s interest and makes the reader want to know more about this topic. Well done.

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## Local: Faculty Association of Suffolk Community College

**Category:** *Catchiest Headline/Title*

**Name of Entry:** "The devastation was unimaginable": FA members share their storm stories

**Publication/Website:** *The WORD*

**Issue Date:** December 2012

**URL:** [http://www.fascc.org/word/the\\_word1212.pdf](http://www.fascc.org/word/the_word1212.pdf)

**Judges' Comments:**

Straightforward and interesting headline. A nice collection of stories about the storm, but the headline is a straightforward one, rather than a catchy one. In fact, this topic really doesn't lend itself to catchy phrases.

## Local: Faculty Association of Suffolk Community College

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Joy and sorrow stitched with love: The FA breast cancer quilt

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

**Judges' Comments:**

Catchy headline captures heart of story. Very nice use of the verb "stitch" – it brings together the article below it in one simple statement. But it is more of a features headline than a catchy one.

## Local: Fairport School Office Professional Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** FSOPA'ges

**Publication/Website:** *FSOPA'ges*

**Issue Date:** December 2013

**Judges' Comments:**

Good job – creatively combines local name and phrase. A clever use of the acronym. However, it proves more of a puzzle to an outside reader, who might simply scratch his head and move on to another article.

## Local: Gates Chili Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Our numbers are our strength

**Publication/Website:** *The Voice*

**Issue Date:** December 2012

**Judges' Comments:**

Good use of union adage. A good headline that sums up the article below. However, it is a straightforward headline, not a catchy one.

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## Local: Lynbrook Teachers Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** LTA Examiner

**Publication/Website:** *LTA Examiner*

**Issue Date:** October 2013

**Judges' Comments:**

Good solid work, but this appears to be in the wrong category as there is no single headline entered.

## ★ Local: Nyack Teachers Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Letter from the editor: Teachers packing more than just papers to grade

**Publication/Website:** *The Bridge*

**Issue Date:** April 2013

**Judges' Comments:**

Good use of "packing" to draw readers in ... packing what? A good, clever headline that is a perfect choice for the topic at hand. Had it used the word "heat" it would have become just another cliché headline. But this writer skillfully avoids that trap. Kudos.

## Local: Nyack Teachers Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** NTA struts their stuff at PTSA fashion show

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

**Judges' Comments:**

Very cute headline about good deed and perfectly appropriate for a fashion show. However, it has been done time and again in the media, and thus is more of a cliché than a catchy title.

## Local: Patchogue-Medford Congress of Teachers

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Keep your eye on the prize

**Publication/Website:** *PMCT SpeakOut*

**Issue Date:** September 2012

**Judges' Comments:**

Good solid headline to remind educators as year starts. It's a good fit for the article. However, it has been used by so many speakers and writers throughout the years that it has become a cliché.

# NYSUT Communications Competition 2014

## Local: Rockland BOCES Staff Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Our RBSA members continue to give back

**Publication/Website:** *Rockland BOCES Staff Association*

**Issue Date:** December 2013

**Judges' Comments:**

Good straightforward headline, but it is a straight news headline rather than a clever, catchy one.

## Local: Rockland BOCES Staff Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** A letter from our president: a movement unfolds

**Publication/Website:** *Rockland BOCES Staff Association*

**Issue Date:** December 2013

**Judges' Comments:**

Good headline – made me curious about a movement “unfolding.” This is a serviceable headline that captures the topic below. However, it is a straightforward headline rather than a catchy one.

## ★ Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** *Catchiest Headline/Title*

**Name of Entry:** How to survive being thrown under a bus

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** November 2013

**Judges' Comments:**

Catchy headline and solid text that explain not being thrown under the bus. It is original and intriguing and invites the reader to find out more about this survival tale.

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Isn't this appealing?

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Sept/Oct 2013

**Judges' Comments:**

Good headline that grabs reader to learn more about process. The article below this headline is wonderful, full of imaginative and inventive writing. But the headline is just a tad too subtle to great writing below. Indeed, the reader really doesn't “get” the headline until after reading the article.

# NYSUT Communications Competition 2014

**Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category: *Catchiest Headline/Title***

**Name of Entry:** In these scary times

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** November 2013

**Judges' Comments:**

Good headline and good thread thru the text – but a little off-putting with Halloween photos on page. The headline draws the reader into the topic. However, it is more suited to a commentary category because it conveys an editorial viewpoint.

**Local: Sachem Central Teachers' Association**

**Category: *Catchiest Headline/Title***

**Name of Entry:** Say yes to preserving education - members take action

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

**Judges' Comments:**

Very interesting cover that I'm sure made some members open the newsletter. This is a good headline for the topic below. However, it is more of a combination of editorial viewpoint/straight news than a catchy caption.

**Local: Sachem Central Teachers' Association**

**Category: *Catchiest Headline/Title***

**Name of Entry:** Blitz the board

**Publication/Website:** *Speak Out*

**Issue Date:** January 2013

**Judges' Comments:**

Very good – straightforward slogan and call to action. A nice succinct headline. However, it doesn't give the reader enough information to know, or care, about the topic it refers to.

**Local: Sachem Central Teachers' Association**

**Category: *Catchiest Headline/Title***

**Name of Entry:** Budget defeated - Governor Cuomo why is a majority not enough?

**Publication/Website:** *Speak Out*

**Issue Date:** May/June 2013

**Judges' Comments:**

Interesting treatment of very important issue. This headline is a combination of news and editorial commentary. It suits the article below but it doesn't fit the definition of catchy.

# NYSUT Communications Competition 2014

## Local: Schalmont Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** For the love of the game: Schalmont's Angels in the outfield

**Publication/Website:** *STATIC*

**Issue Date:** December 2012

**Judges' Comments:**

Very nice story about a good cause. This is a good effort but unfortunately it uses not just one but two clichés, rather than the fresh imaginative approach that is the hallmark of a catchy headline.

## Local: Schalmont Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Till tests do us part: STA overcomes state mandates

**Publication/Website:** *STATIC*

**Issue Date:** December 2012

**Judges' Comments:**

Catchy cover – made me ask “How did...” Nice headline. Very clever use of the marriage vow language.

## Local: Schalmont Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Our final key: Summer

**Publication/Website:** *STATIC*

**Issue Date:** June 2013

**Judges' Comments:**

Clever cover speaks to teachers' frustrations. A good effort. However, the headline leaves the outsider more puzzled than intrigued.

## Local: Smithtown Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Why I got on the bus

**Publication/Website:** *Faculty Focus*

**Issue Date:** June 2013

**Judges' Comments:**

Good - headline challenges you to read the article. This has one element of a good catchy headline – it piques the reader's interest. But it provides too little information about the topic below to qualify as a really good catchy headline.

# NYSUT Communications Competition 2014

## ★ ★ Local: United University Professions – Farmingdale Chapter

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Here a MOOC, there a MOOC, everywhere a MOOC-MOOC

**Publication/Website:** *The Unifier*

**Issue Date:** February 2013

**Judges' Comments:**

Catchy headline about a serious subject. Bingo! This is how it's done when it comes to catchy headlines. It is original, playful, intriguing and it makes the reader want to find out more. A classic.

## Local: Valley Central Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** The Commish has left the building

**Publication/Website:** *VC Echoes*

**Issue Date:** October 2013

**Judges' Comments:**

Headline piqued my curiosity. This headline works as far as reflecting the topic below. But it is, at its core, a cliché.

## Local: Valley Central Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Method to the madness?

**Publication/Website:** *VC Echoes*

**Issue Date:** May 2013

**Judges' Comments:**

Good headline, strong article. A good headline for the topic below. However, it rests on a cliché.

## Local: Walkkill Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Making strides against breast cancer/wear pink/buy cookies to raise money!

**Publication/Website:** *Impact*

**Issue Date:** December 2012

**URL:** <http://locals.nysut.org/walkkill/Impact.html>

**Judges' Comments:**

Cute headline, good cause. A good headline for the topic. However, it is a straightforward headline rather than a catchy one.



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## Local: Wallkill Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** A lesson in giving to others

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

**Judges' Comments:**

Very effective headline and photo, but seems to have been entered in the wrong category.

## Local: Wallkill Teachers' Association

**Category:** *Catchiest Headline/Title*

**Name of Entry:** Scenes from the WTA's 1st annual welcome back! Pot luck barbeque

**Publication/Website:** *Impact*

**Issue Date:** December 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

**Judges' Comments:**

Cute headline, good focus on rank and file members. A good effort, but this headline is more of a photo caption for the photos below, rather than a catchy way to present those pictures.

# NYSUT Communications Competition 2014

## *Best Creative Writing*

### **Local: Baldwinsville Teachers Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Thanksgiving: A public celebration of goodness

**Publication/Website:** *The Reporter*

**Issue Date:** November 2013

**Judges' Comments:**

Very nice to hear member voices on issues inside and outside the classroom. This is a worthy entry. However, it is a collection of individual observations rather than an attempt at creative writing.

### ★ ★ **Local: Bay Shore Classroom Teachers' Association, Inc.**

**Category:** *Best Creative Writing*

**Name of Entry:** An interview with ballot box

**Publication/Website:** *The Answer*

**Issue Date:** May 2013

**Judges' Comments:**

Very clever and thoughtful. A call for unity after a tough vote – but done in a way that creatively grabs readers. Great entry. The writer takes a well worn topic and turns it into something fresh and imaginative simply by shifting the perspective from the voter to the ballot box. Well done.

### **Local: Central Islip Teachers Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Words matter

**Publication/Website:** *CITATION*

**Issue Date:** November 2013

**Judges' Comments:**

Very good – exposes rhetoric that enemies of public education use to shape the debate. Nice work! An excellent article packed with useful information. However, it is more of a tutorial/editorial than a creative effort. If this were entered as commentary/opinion, it would be a standout.

# NYSUT Communications Competition 2014

**Local: Faculty Association of Suffolk Community College**

**Category: *Best Creative Writing***

**Name of Entry:** "The devastation was unimaginable": FA members share their storm stories

**Publication/Website:** *The WORD*

**Issue Date:** December 2012

**URL:** [http://www.fascc.org/word/the\\_word1212.pdf](http://www.fascc.org/word/the_word1212.pdf)

**Judges' Comments:**

A very good narrative of members' experiences. This is a strong article. However, it is a collection of first-person stories about the devastating storm rather than an example of creative writing. Indeed, it is difficult to fathom how such a serious topic could be told in a creative format.

**Local: Faculty Association of Suffolk Community College**

**Category: *Best Creative Writing***

**Name of Entry:** Stir the stew: start planning for retirement now

**Publication/Website:** *The WORD*

**Issue Date:** November 2013

**URL:** [http://www.fascc.org/word/the\\_word1113.pdf](http://www.fascc.org/word/the_word1113.pdf)

**Judges' Comments:**

Very helpful – good “stew” analogy. A nice use of the stew image. However, this article is really straightforward advice and valuable tips, rather than an example of creative writing.

**Local: Faculty Association of Suffolk Community College**

**Category: *Best Creative Writing***

**Name of Entry:** Joy and sorrow stitched with love: The FA breast cancer quilt

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

**Judges' Comments:**

Very moving – these stories about breast cancer go straight to your heart. That these colleagues felt so strongly about their peers to tell these stories is a tribute to their local union. The introduction contains some fine writing. The article as a whole, however, serves as a series of real life experiences that are vivid and touching, but in a narrative, rather than a creative, way.

# NYSUT Communications Competition 2014

## Local: Fairport School Office Professional Association

**Category:** *Best Creative Writing*

**Name of Entry:** FSOPA'ges

**Publication/Website:** *FSOPA'ges*

**Issue Date:** December 2013

### **Judges' Comments:**

Very pleasant newsletter, a good read. However, this appears to have been entered in the wrong category; there is no one example of creative writing.

## Local: Gates Chili Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Sue's Sidebar

**Publication/Website:** *The Voice*

**Issue Date:** October 2012

### **Judges' Comments:**

Nicely ties larger health insurance issue into personal experience. This entry provides a thoughtful examination of the evaluation process. It is an excellent editorial but it does not fit the definition of creative, as opposed to persuasive, writing.

## Local: Gates Chili Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Sue's Sidebar

**Publication/Website:** *The Voice*

**Issue Date:** December 2012

### **Judges' Comments:**

This veteran teacher's observation about APPR process is damning – asking if her students are better off today than yesterday very effective. The writer states it plainly enough – she is sermonizing. While it is a worthy sermon, it does not qualify as creative writing.

## Local: Guilderland Teachers Association Teaching Assistants Unit

**Category:** *Best Creative Writing*

**Name of Entry:** Abbie Jackson Guilderland Elementary TA

**Publication/Website:** *TA Times*

**Issue Date:** November 2013

### **Judges' Comments:**

Very nice narrative of a member clearly worth profiling. This is a nice profile of a valued TA. However, a profile does not fit the category of creative writing.

# NYSUT Communications Competition 2014

## Local: Lynbrook Teachers Association

**Category:** *Best Creative Writing*

**Name of Entry:** Superstorm Sandy issue

**Publication/Website:** *LTA Examiner*

**Issue Date:** November 2012

### **Judges' Comments:**

President's column explained the generosity of educators in a down-to-earth and creative way. This appears to have been entered in the wrong category. There is no one article cited for creative writing.

## Local: Lynbrook Teachers Association

**Category:** *Best Creative Writing*

**Name of Entry:** LTA Examiner

**Publication/Website:** *LTA Examiner*

**Issue Date:** March 2013

### **Judges' Comments:**

President's column nicely ties together an "outside" labor dispute with educators' need for unions. Very good. However, this appears to have been entered in the wrong category. There is no single entry for creative writing.

## Local: Mount Vernon Federation of Teachers

**Category:** *Best Creative Writing*

**Name of Entry:** Education and politics - we must look behind the curtain!

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2012

### **Judges' Comments:**

Good job of tying the political buzzwords like tax cap with the effect on classroom teachers. Also, labor movement history explanation clear and concise. This is an important topic. However, this format qualifies as an editorial viewpoint rather than an example of creative writing.

## ★ Local: Mount Vernon Federation of Teachers

**Category:** *Best Creative Writing*

**Name of Entry:** Welcome back... now sign this form #5

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2013

### **Judges' Comments:**

Nicely counter-poses the caring and generosity of teachers with inhumane evaluation system and urges members to stick together. A nice contrast between a teacher's dedication and the trapping of bureaucracy. Told in a tone that reflects the frustrations of the moment and the desire to do what is best for the kids. Very well done.

# NYSUT Communications Competition 2014

**Local: Nyack Teachers Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Letter from the editor: Teachers packing more than just papers to grade

**Publication/Website:** *The Bridge*

**Issue Date:** April 2013

**Judges' Comments:**

Very good arguments about why teachers don't need guns in school. A very good examination of the timely issue surrounding guns in the school and whether teachers should be armed. The writer rightfully focuses on the dangers inherent in arming teachers and drives home a powerful point. However, this is commentary, not creative writing.

★ **Local: Nyack Teachers Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Editorials: An open letter to the New York state education Commissioner Dr. John B. King Jr.

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

**Judges' Comments:**

Very powerful statement that brings home the issues over Common Core and APPR. In criticizing the SED commissioner, the writer resisted the urge to be nasty, snarky or overtly sarcastic. She simply laid out the facts in a very straightforward and compelling fashion. Congratulations.

**Local: Nyack Teachers Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Are you planning on voting

**Publication/Website:** *The Bridge*

**Issue Date:** October 2013

**Judges' Comments:**

Nice treatment of a subject that is sadly too common – poor voter turnout in national elections. Writer presented some interesting statistics and commentary. Although it's not part of the judging, we happily note that the editors also included a sidebar telling readers where they can learn about NYSUT-endorsed candidates from their area.

# NYSUT Communications Competition 2014

## **Local: Rockland BOCES Staff Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Rockland BOCES Staff Association

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

This is a very good newsletter – crisp writing, clear layout and lots of member pics. However, this appears to have been entered in the wrong category. There is no one example of creative writing.

## **Local: Rockland BOCES Staff Association**

**Category:** *Best Creative Writing*

**Name of Entry:** Our RBSA members continue to give back

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Very nice layout and story about members' generosity. A nice entry that shows the generosity of chapter members. However, this is reportage and not creative writing.

## **Local: Rockland BOCES Staff Association**

**Category:** *Best Creative Writing*

**Name of Entry:** A letter from our president: a movement unfolds

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Good summary of good work of an active local and how it fits into overall NYSUT program. An important message on important topics. However, it is an exhortation and not an example of creative writing.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** *Best Creative Writing*

**Name of Entry:** Isn't this appealing?

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Sept/Oct 2013

### **Judges' Comments:**

Very entertaining but Oct/Nov piece more clearly explains the issue. This is very well done. The author plays with the word appealing in an imaginative and entertaining way and, in the process, drives an important point home.

# NYSUT Communications Competition 2014

## ★ Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** *Best Creative Writing*

**Name of Entry:** A rough year for Kevin Long #54

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Oct/Nov 2012

### **Judges' Comments:**

Very creative and clear analogy with Yankee hitting coach – very nicely done. Excellent! Excellent! Excellent! This is what creative writing is all about. The author skillfully skewers the teacher evaluation process by applying it to a major leaguer and showing how postposterous it all is. Kudos.

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** *Best Creative Writing*

**Name of Entry:** ELA testing at the Everything's Going to be A-OK Ranch

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

Very nice explanations of the testing craze and effects on students. This is a powerful indictment of the testing craze and its impact of the most vulnerable students. Filled with vivid images and a proper sense of outrage. At its core, however, it is an editorial and not an example of creative writing.

## Local: Sachem Central Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** We are Sachem

**Publication/Website:** *Speak Out*

**Issue Date:** April/May 2013

### **Judges' Comments:**

Very nicely done reminder of the daily kindness and contributions of educators and parents to school community. It is a superior piece of writing, with just the right tone by the author. However, at its core, it is a memoir and not an example of creative writing.



# NYSUT Communications Competition 2014

## Local: Sachem Central Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Sachem for life

**Publication/Website:** *Speak Out*

**Issue Date:** April/May 2013

### **Judges' Comments:**

Very touching 1<sup>st</sup> person piece about important relationships built in schools and community. This story of personal loss and community giving is touching and well done. However, it is a narrative rather than an example of creative writing.

## Local: Sachem Central Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Ladies night out committee member honors sister

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

Very touching 1<sup>st</sup> person piece about a sister's fight vs breast cancer. This is a good article, but it is straight reporting and not creative writing.

## Local: Schalmont Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** A poem about our Commissioner

**Publication/Website:** *STATIC*

**Issue Date:** November 2013

### **Judges' Comments:**

Good work – captures the essence of King's flaws. Very creative. Very clever. Gets the point across with a fresh approach to a topic that many educators have been discussing. Had there been a little lighter touch, a somewhat less accusatory tone, this entry would have been a model of sophisticated criticism.

## Local: Schalmont Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** The Governor's new clothes~an editorial

**Publication/Website:** *STATIC*

**Issue Date:** April 2013

### **Judges' Comments:**

Very good – creative analogy about governor's power plays and effects on schools. This had all the potential for a right-on example of creative writing. However, a glaring spelling error in the opening paragraph detracts from the article's overall credibility as a defense of good teaching.

# NYSUT Communications Competition 2014

## Local: Smithtown Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** ReesSpecht life

**Publication/Website:** *Faculty Focus*

**Issue Date:** November 2012

### **Judges' Comments:**

Very moving and creative – takes reader on a fascinating, emotional journey. A good article that reflects firmly held values. However, at its core it is a sermon and not an example of creative writing. Very moving nonetheless.

**Local:** United University Professions - Farmingdale Chapter

**Category:** *Best Creative Writing*

**Name of Entry:** Create a need and meet it: sales, profit, and public education

**Publication/Website:** *The Unifier*

**Issue Date:** October 2013

### **Judges' Comments:**

Good job educating readers by tying together the threads of public education and private big business. This is more of an analysis of MOOC than an example of creative writing. On its own terms, though, it is well done.

## Local: Valley Central Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Method to the madness?

**Publication/Website:** *VC Echoes*

**Issue Date:** May 2013

### **Judges' Comments:**

Good analysis of Cuomo and King. This is a strong piece of writing. However, it qualifies as an editorial opinion, and thus is not an example of creative writing.

## Local: Valley Central Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** The Commish has left the building

**Publication/Website:** *VC Echoes*

**Issue Date:** October 2013

### **Judges' Comments:**

Good analysis of King's mistakes and how they hurt teachers, parents and students. This is a solid article. However, it is an example of good factual reporting rather than creative writing.

# NYSUT Communications Competition 2014

**Local:** Wallkill Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** Iannuzzi: SED needs to get it right

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

**Judges' Comments:**

Good report on rally and Iannuzzi speech. A good topic, but the article falls into the category of editorializing rather than creative writing.

**Local:** Wallkill Teachers' Association

**Category:** *Best Creative Writing*

**Name of Entry:** A lesson in giving to others

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

**Judges' Comments:**

Lovely story about efforts to help Sandy-affected schools, but this appears to have been intended for another category.

# NYSUT Communications Competition 2014

## Best Article about Local or Chapter Issues

**Local:** Bay Shore Classroom Teachers' Association, Inc.

**Category:** *Best Article about Local or Chapter Issues*

**Name of Entry:** NYSUT comes to LI to hear from locals

**Publication/Website:** *The Answer*

**Issue Date:** Spring 2013

**Judges' Comments:**

Straightforward account of problem and good response. A good article that captures the anguish and frustrations of the new evaluation process. It could have been improved, however, by expanding on how these concerns are confronted at the chapter level.

**Local:** Central Islip Teachers Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** President's desk March/April 2013

**Publication/Website:** *CITATION*

**Issue Date:** March 2013

**Judges' Comments:**

Very interesting column. A solid wrap-up of the issues facing the chapter and what's being done to resolve them. It could be improved by developing one topic at length rather than a compilation of various matters.

**Local:** Central Islip Teachers Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Another freight train?

**Publication/Website:** *CITATION*

**Issue Date:** January 2013

**Judges' Comments:**

Very good analysis and very helpful, interesting chart. Good headline on a good wrap-up look at local issues. It could be improved by expanding on a single issue.

**Local:** Central Islip Teachers Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** "Special interest groups," I think not Dr. King

**Publication/Website:** *CITATION*

**Issue Date:** November 2013

**Judges' Comments:**

Good summary of a local's gains and needs. A powerful indictment of the commissioner's condescending remarks about educators. However, it is more of an editorial than an article about the chapter's singular activities.

# NYSUT Communications Competition 2014

## Local: Faculty Association of Suffolk Community College

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** The devastation was unimaginable: FA members share their storm stories

**Publication/Website:** *The WORD*

**Issue Date:** December 2012

**URL:** [http://www.fascc.org/word/the\\_word1212.pdf](http://www.fascc.org/word/the_word1212.pdf)

### **Judges' Comments:**

Very nice story about professor-and-student collaboration. A powerful article about a disaster that outsiders can hardly imagine. It could have been stronger by focusing on the storm's impact rather than relying on a collection of individual reactions to it.

## Local: Faculty Association of Suffolk Community College

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Collaborative thanks: FA works with students to stock food banks on all three campuses

**Publication/Website:** *The WORD*

**Issue Date:** December 2013

**URL:** [http://www.fascc.org/word/the\\_word1213.pdf](http://www.fascc.org/word/the_word1213.pdf)

### **Judges' Comments:**

Interesting and heartbreaking. A good article about the local's effort to help the hungry. It could have been better, though, if it had focused on what makes this example of giving unique.

## ★ Local: Faculty Association of Suffolk Community College

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Professors on wheels presenters enjoy residents' smart questions, warm personalities, enthusiastic participation

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

### **Judges' Comments:**

Great story, great program, great photos. What a delightful entry. The past and the present meet and the wisdom of the ages comes to bear. This is chapter news at its best. Beautifully done – and unique to the local. A winner.

# NYSUT Communications Competition 2014

## **Local: Gates Chili Teachers' Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** GCTA scholarships awarded

**Publication/Website:** *The Voice*

**Issue Date:** June 2013

### **Judges' Comments:**

Very nice story about good outreach program. A workmanlike effort that lists the winners of local scholarships. However, it is more of an announcement than an article.

## ★ ★ **Local: Guilderland Teachers Association Teaching Assistants Unit**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Message from the president

**Publication/Website:** *TA Times*

**Issue Date:** May 2013

### **Judges' Comments:**

Very coherent and articulate position about a controversial topic. This is a difficult entry to judge. While it doesn't quite fit the category description, there's no doubt that it is about two key local issues – a local teacher's academic freedom and the need to be sensitive to a topic of horrific proportions. The letter from the teacher expertly balances the two and helps calm the local storm that the teacher's writing assignment led to in the local media. On these grounds I rate the entry a winner.

## **Local: Kenmore Teachers Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** November 2013 KTA Announcer

**Publication/Website:** *KTA Announcer*

**Issue Date:** November 2013

### **Judges' Comments:**

Very good, informative, to-the-point. However, there is no one article cited for consideration. Wrong category entry?

## **Local: Lynbrook Teachers Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Superstorm Sandy issue

**Publication/Website:** *LTA Examiner*

**Issue Date:** November 2012

### **Judges' Comments:**

An excellent overview of the devastation caused by Sandy. However, the tie-in between the storm and chapter issues isn't clearly focused.

# NYSUT Communications Competition 2014

## Local: Lynbrook Teachers Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Lynbrook Teachers Association newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** October 2013

### **Judges' Comments:**

Current issues presented in helpful, quick update. However, there is no one article cited for consideration. Wrong category?

## Local: Lynbrook Teachers Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Lynbrook Teachers Association newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** March 2013

### **Judges' Comments:**

Very good newsletter at a time of need for local members and community. But there is no single article cited for consideration. Wrong entry?

## Local: Mount Vernon Federation of Teachers

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** MVFT lends a hand in community effort

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2012

### **Judges' Comments:**

Good retelling of a nice community outreach effort. A heartwarming entry of good teachers who provide pencils and other school supplies to grateful students. However, at three paragraphs it does not qualify as an article, especially with the second paragraph devoted almost totally to names.

## Local: Mount Vernon Federation of Teachers

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Welcome back... now sign this form #5

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2013

### **Judges' Comments:**

Nicely contrasts teachers' generosity at return to school and beginning of tough year with cold reality of heartless evaluations. A good article about the clash between a teacher's dedication and the bureaucracy that can stifle even the most motivated educator. But it could have been stronger by expanding on how this statewide issue is being confronted at the chapter level.

# NYSUT Communications Competition 2014

## ★ **Local: Mount Vernon Federation of Teachers**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** "Everybody loves Raymond Opticians"

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2013

### **Judges' Comments:**

Good feature on collaborative local business that cares about kids. Very nice article on a local business working with the local chapter for the good of the community. Great headline, too.

## ★ **Local: Nyack Teachers Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** NTA joins the fight, goes to rally in Albany

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

### **Judges' Comments:**

Very good use of members' voices about key issue of the day. A solid article about the chapter's participation in the march on Albany. It could have been stronger by expanding on the chapter's role in getting the attention of lawmakers.

## **Local: Nyack Teachers Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Members 'tell it like it is' to NYSUT leaders

**Publication/Website:** *The Bridge*

**Issue Date:** April 2013

### **Judges' Comments:**

Great lead. Good job of capturing the frustration of teachers over Common Core, overtesting and the like. An accompanying Message from the President helped localize this story, which dealt with comments from more than 200 teachers from districts throughout the area.



# NYSUT Communications Competition 2014

## **Local: Nyack Teachers Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** NTA wears red to support Chicago

**Publication/Website:** *The Bridge*

**Issue Date:** September 2012

### **Judges' Comments:**

Very well written article on the local union supporting striking Chicago teachers. Factual and in-depth. This article definitely meets the category definition of local or chapter issue, but about 99 percent of it dealt with details of the Chicago strike, and only the first and last sentence referenced the local union and its ties to the issue.

## **Local: Patchogue-Medford Congress of Teachers**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Handling challenges with grace, dignity and professionalism

**Publication/Website:** *PMCT SpeakOut*

**Issue Date:** February 2013

### **Judges' Comments:**

Very informative article. A good overview of the challenges the local has been through and how it has faced them. It could be improved with a developed perspective.

## **Local: Rockland BOCES Staff Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Our RBSA members continue to give back

**Publication/Website:** *Rockland BOCES Staff Association Website*

**Issue Date:** December 2013

### **Judges' Comments:**

Nice article about generous local and members – on the community spirit of the local, and how it gives back. It could have been stronger if had expanded on one example at some length.

## **Local: Rockland BOCES Staff Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** A letter from our president: a movement unfolds

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Very good summary of many local activities. A solid overview of issues and accomplishments, as well as community events. However, it lacks a developed focus and is, as its label states, a letter rather than an article.

# NYSUT Communications Competition 2014

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** A tribute: Claudia and Harvey

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Oct/Nov 2012

### **Judges' Comments:**

Very lovely tribute to two fine teachers, with heartfelt commentary by colleagues. Nice tribute to two dedicated and valued educators. Well done overall. Each portrait brings out the person behind the name. A winning entry.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** The best gift of all...

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** December 2013

### **Judges' Comments:**

Good use of members' voices on a variety of issues. A nice roundup of opinions and suggestions to build on and improve the district's educational process. However, it is a collection of brief comments rather than an article with a fully developed theme.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Team ALLIDAP - Relay for Life

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** June 2013

### **Judges' Comments:**

Very touching story about local's efforts vs. cancer. Nice tie-in to a former classmate who is battling the disease. It could have been stronger with a greater focus on the chapter's role in this fight rather than placing almost all the focus on fighting the disease.

## **★ Local: Sachem Central Teachers' Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** It takes a village

**Publication/Website:** *Speak Out*

**Issue Date:** June 2013

### **Judges' Comments:**

Very nice understanding for readers about the key role all educators play in students' lives. An original and thoughtful perspective on where, and whom, to cut in the budget, Looks beyond the obvious targets to those who also play vital roles in the district. A winner.

# NYSUT Communications Competition 2014

## Local: Sachem Central Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Why is a majority not enough?

**Publication/Website:** *Speak Out*

**Issue Date:** May/June 2013

### **Judges' Comments:**

Makes strong arguments against flawed tax cap plan in very interesting way. A good commentary on Cuomo's record on public education. However, it is a call to action on a statewide issue rather than an article focused on a local or chapter issue. Also, the author misspells Siena, which diminishes her credibility as a teacher.

## Local: Sachem Central Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** We are all union activists

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

Very interesting article about what it means to be an educator and an activist these days. A real call to action. However, as the headline indicates, this applies to all union members and thus is not unique to the local chapter.

## Local: Schalmont Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** STA raises \$1,025 for Superstorm Sandy relief efforts

**Publication/Website:** *STATIC*

**Issue Date:** December 2012

### **Judges' Comments:**

Very nice article about a generous local's response to the ravages of a hurricane. However, it is more of a brief recap than an article as such.

## Local: Smithtown Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Educate NY now

**Publication/Website:** *Faculty Focus*

**Issue Date:** November 2012

### **Judges' Comments:**

Strong article puts local's struggles in a statewide context. An interesting article about an activists' group concerned about the impact of cuts to the local district budget. However, it is more of an informational sheet than an article as such.

# NYSUT Communications Competition 2014

## **Local: United Federation of Teachers – Queens Borough PS107Q**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Election day November 5, 2013

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

Good call to action urging members to vote. This is a pleasing layout that surely appeals to the reader. However, it could have been improved by going beyond the announcement to fully develop an article.

## **Local: United Federation of Teachers – Queens Borough PS107Q**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Buddy/peep program inaugural event

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

Interesting glimpse into quality new program. This entry uses graphics to great effect. It could have been stronger if it had been fully developed into an article rather than simply announcing the facts.

## **Local: United University Professions – Farmingdale Chapter**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** President's message

**Publication/Website:** *The Unifier*

**Issue Date:** October 2012

### **Judges' Comments:**

Very informative article about gains made by local union action. A well done overview on local issues. It could have been stronger by with a singular focus and theme rather than an overview of various matters.

## **Local: Valley Central Teachers' Association**

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** No ordinary job

**Publication/Website:** *VC Echoes*

**Issue Date:** October 2013

### **Judges' Comments:**

Very nice reminder about importance of educators' day-to-day work. A good article on a teacher's view of Common Core. However, it is an editorial on a statewide issues rather than an article on a local issue.

# NYSUT Communications Competition 2014

## Local: Valley Central Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Attention: Due to budget cuts, the light at the end of the tunnel has been turned off!

**Publication/Website:** *VC Echoes*

**Issue Date:** October 2013

### Judges' Comments:

A very good call to action, this is a strong editorial on the impact of state funding cuts. However, it is an editorial rather than an informational or analytical article.

## Local: Valley Central Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** Abandon hope? Losing hope? Finding hope...

**Publication/Website:** *VC Echoes*

**Issue Date:** May 2013

### Judges' Comments:

Very strong piece personalizing political issues with everyday work. A powerful article on the impact of cuts on the district. However, it is more of an editorial than an article examining a local issue. Very well written, though, with real passion.

## Local: Wallkill Teachers' Association

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** A lesson in giving to others

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### Judges' Comments:

Very nice piece about local's members' generosity. This appears to have been entered in the wrong category. There is no single article cited for consideration.

## Local: Yorktown Congress of Teachers

**Category:** Best Article about Local or Chapter Issues

**Name of Entry:** President's letter

**Publication/Website:** *Yorktown Congress of Teachers Newsletter*

**Issue Date:** Winter 2012

### Judges' Comments:

Very moving column that begins with some dollars-and-cents issues such as right to work and minimum wage, then segues into the tragic shootings in Newtown, CT, and some sober reflections. Nicely done.

# NYSUT Communications Competition 2014

## **Best Article about Labor History**

**Local:** Bay Shore Classroom Teachers' Association, Inc.

**Category:** Best Article about Labor History

**Name of Entry:** Unions crippled by new law in Michigan

**Publication/Website:** *The Answer*

**Issue Date:** January 2013

**Judges' Comments:**

Very good analysis of contemporary labor issue. This is a fine article about the challenges that unions are facing now, even in pro-union places like Michigan, and what the future may hold. However, its focus is on the present and future, whereas a history entry must be focused on the past.

**Local:** Central Islip Teachers Association

**Category:** Best Article about Labor History

**Name of Entry:** The Taylor Law and Triborough Amendment

**Publication/Website:** *CITATION*

**Issue Date:** September 2012

**Judges' Comments:**

Very good explanation of why the Taylor Law matters to today's public employees. This is a thorough account of the Taylor Law and how the Triborough Amendment came about. Yet it isn't about the history of the labor movement itself, but rather just one aspect of it.

**Local:** Faculty Association of Suffolk Community College

**Category:** Best Article about Labor History

**Name of Entry:** In memorium: Charlie Grippi

**Publication/Website:** *The WORD*

**Issue Date:** December 2013

**URL:** [http://www.fascc.org/word/the\\_word1213.pdf](http://www.fascc.org/word/the_word1213.pdf)

**Judges' Comments:**

Very nice tribute to a grandfather of a strong local union -- a dedicated educator and union stalwart. Beautifully written with just the right tone. However, it is more of a profile than an article about labor history. It is so well done, though.

# NYSUT Communications Competition 2014

## **Local: Faculty Association of Suffolk Community College**

**Category:** Best Article about Labor History

**Name of Entry:** Bricklayers strike at Brentwood, scorning \$10 a day wage

**Publication/Website:** *The WORD*

**Issue Date:** February 2012

**URL:** [http://www.fascc.org/word/the\\_word1212.pdf](http://www.fascc.org/word/the_word1212.pdf)

### **Judges' Comments:**

Very good labor history that opens with interesting local angle and ties into present. A good article about the days when a good day's wage was \$13, and how unions had to fight for that wage. Yet it is narrowly focused on one event, rather than the broad landscape of labor history.

## ★ **Local: Faculty Association of Suffolk Community College**

**Category:** Best Article about Labor History

**Name of Entry:** It's the end of the world as we know it (plus surprise photo layout to honor Ellen)

**Publication/Website:** *The WORD*

**Issue Date:** February 2013

**URL:** [http://www.fascc.org/word/the\\_word213.pdf](http://www.fascc.org/word/the_word213.pdf)

### **Judges' Comments:**

Excellent history of SCCC faculty union through the eyes of a wonderful leader. At first glance, this seems to be an ego trip, complete with a headline to match. But on a closer reading, it is anything but. Instead, the writer skillfully recounts decades of labor history by recounting her own years as an educator, and how belonging to a union influenced it. Her first day on the job brought the welcome news that she would be receiving a raise, thanks to union negotiations. In other words, it is a "history as I lived it" article. Bravo!

## **Local: Mount Vernon Federation of Teachers**

**Category:** Best Article about Labor History

**Name of Entry:** Education and politics - we must look behind the curtain!

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2012

### **Judges' Comments:**

Very good piece putting today's political struggles in historical context. This is an effective article on the politics of education and how it is affecting classrooms statewide. But it is more of a commentary article on contemporary issues than a look back at history.

# NYSUT Communications Competition 2014

## **Local: Patchogue-Medford Congress of Teachers**

**Category:** Best Article about Labor History

**Name of Entry:** October's history hero/heroine of the month ("I am Elizabeth Gurley Flynn...girly in name only!")

**Publication/Website:** *PMCT SpeakOut*

**Issue Date:** November 2013

### **Judges' Comments:**

Good summary of Flynn's life – very educational for members who don't know labor history details. A nice capsule of a labor activist – and one that leaves the reader wanting more. However, it is limited in focus to one person, rather than look at the broad canvas of labor history.

## ★ **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** Best Article about Labor History

**Name of Entry:** We need to be in the business of marching - revisited!

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

Very good tie-in between current mineworkers, Mother Jones and educators' fights in NYS. This a great example of how to write about history while making it relevant to today's labor challenges. The writer properly focuses much of the article on labor pioneer Mother Jones and her fight for the wage earner, and then adroitly applies that history to the need for today's union members to keep Mother Jones' legacy alive by fighting for fair treatment of today's workers. Excellent.

## ★ **Local: Smithtown Teachers' Association**

**Category:** Best Article about Labor History

**Name of Entry:** The corporatization of education

**Publication/Website:** *Faculty Focus*

**Issue Date:** June 2013

### **Judges' Comments:**

Very good op-ed on corporate interests in controlling today's education funding – nice job. A penetrating look at how Big Business has exerted its influence, and even control, of today's public education. However, it is more of an editorial than a history article.



# NYSUT Communications Competition 2014

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

### ★ **Local: Arlington Teachers' Association**

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

**Name of Entry:** ATA members help out their community

**Publication/Website:** *The Educator*

**Issue Date:** May 2013

**URL:** <http://www.arlingtonteachers.com/news1305.pdf>

**Judges' Comments:**

Very nice story about a local's activities helping out the community. Nice layout, Nicely presented.

### **Local: Bay Shore Classroom Teachers' Association, Inc.**

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

**Name of Entry:** Safer communities make safer schools

**Publication/Website:** *The Answer*

**Judges' Comments:**

Very cogent article about school safety and gun violence. A timely article on a timely subject. However, the topic does not fit the category of social justice.

### **Local: Central Islip Teachers Association**

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

**Name of Entry:** A successful food drive

**Publication/Website:** *CITATION*

**Issue Date:** January 2013

**Judges' Comments:**

Good writing and photos of members' participation in food drive. A good article on giving to the community. However, it could be more developed, as much of the article is a list of names.

### **Local: Central Islip Teachers Association**

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

**Name of Entry:** CITA has one voice

**Publication/Website:** *CITATION*

**Issue Date:** September 2013

**Judges' Comments:**

A nice article on the One Voice rally in Albany. However, the article is focused on the rally itself rather than exploring the reasons behind it.

# NYSUT Communications Competition 2014

## **Local: Central Islip Teachers Association**

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

**Name of Entry:** CITA awards night

**Publication/Website:** *CITATION*

**Issue Date:** April 2013

### **Judges' Comments:**

Nice article about the importance of a very worthy program for youngest students. A good article on scholarship winners. However, the topic does not quite fit the category of social justice.

## **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** Joy and sorrow stitched with love: The FA breast cancer quilt

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

### **Judges' Comments:**

Good use of members' and families' stories to support breast cancer fight. Very moving, very well done article on the local's effort to fight breast cancer – made more compelling by recounting personal experiences. A winner.

## **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** Since inception, plant sales have raised over \$36,000 for AHRC

**Publication/Website:** *The WORD*

**Issue Date:** November 2013

**URL:** [http://www.fascc.org/word/the\\_word1113.pdf](http://www.fascc.org/word/the_word1113.pdf)

### **Judges' Comments:**

Nice recognition of good community outreach program. A good article on a worthy program that helps those with developmental disabilities. The subject could have been developed more, however.

# NYSUT Communications Competition 2014

## **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** Professors on wheels presenters enjoy residents' smart questions, warm personalities, enthusiastic participation

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

### **Judges' Comments:**

Very nice story and photos of wonderful program for senior learners. Inspiring!  
This is a great article, but it was submitted in another category more suited to the topic.

## **Local: Gates Chili Teachers' Association**

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

**Name of Entry:** President's message

**Publication/Website:** *The Voice*

**Issue Date:** June 2013

### **Judges' Comments:**

Very nice recognition of members active in past year. A nice thank-you to committee volunteers. However, it doesn't focus on social justice issues.

## **Local: Hastings Teachers Association**

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

**Name of Entry:** NYSUT bowling extravaganza – 2012

**Publication/Website:** *Hastings Teachers Association YouTube Channel*

**URL:** [http://www.youtube.com/watch?v=\\_juGWzqgkTA&feature=c4-overview&list=UU-rqFD7slX2Mp2bxs9SvUw](http://www.youtube.com/watch?v=_juGWzqgkTA&feature=c4-overview&list=UU-rqFD7slX2Mp2bxs9SvUw)

### **Judges' Comments:**

This local, over the past few years, has developed a nice talent for putting together YouTube videos that spotlight local members and the good they do in their communities. This entry carries on that tradition, showing how some 400 union members from throughout the county came together in a bowling extravaganza to raise money to help feed the homeless. As usual, production values are above average, but still far from being "slick." They are clearly locally produced, which gives them a certain local credibility and sincerity. What a great way to show your community what union solidarity is all about and the showcase the good work that local educators are doing outside the classroom.

# NYSUT Communications Competition 2014

## Local: Lynbrook Teachers Association

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

**Name of Entry:** Newsletter-Superstorm Sandy issue

**Publication/Website:** *LTA Examiner*

**Issue Date:** November 2012

### **Judges' Comments:**

This local does great job of telling members' stories and providing important resources. However, this appears to be a wrong entry as there is no one article cited for consideration.

## Local: Lynbrook Teachers Association

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

**Name of Entry:** Lynbrook Teachers Association newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** March 2013

### **Judges' Comments:**

Very good account of local's activities on important union-based issues. However, this seems to have been intended for another category. There is no one article cited for consideration.

## Local: Mount Vernon Federation of Teachers

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

**Name of Entry:** Everybody loves Raymond Opticians

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2013

### **Judges' Comments:**

Very admirable – “free glasses for kids” program that reflects a local and community that care about social justice. Very nice article about community involvement. However, it was submitted in another category that was more suited to the subject matter and treatment thereof.

## Local: Nyack Teachers Association

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

**Name of Entry:** SRP's contribute to their community

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

### **Judges' Comments:**

Excellent example of union members working together to sponsor, volunteer and take part in a run to benefit children in the community.

# NYSUT Communications Competition 2014

## **Local: Nyack Teachers Association**

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

**Name of Entry:** NTA joins fight against cancer

**Publication/Website:** *The Bridge*

**Issue Date:** October 2013

### **Judges' Comments:**

This local understands the impact of involvement in the community and the importance of making that involvement known to all members. Another great article on the local's efforts to raise money for cancer research.

## **Local: Rockland BOCES Staff Association**

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

**Name of Entry:** Our RBSA members continue to give back

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Very nice summary of local's good community involvement activities. A worthy tribute to those who gave back to the community. However, it is more of a brief report than a developed article on a social justice topic.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

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

**Name of Entry:** We need to be in the business of marching - revisited!

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

Very good article connecting Mother Jones, labor history and today's struggles – and the need for more union activism. A great article, but it was entered in another more appropriate category.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

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

**Name of Entry:** Making an impact around the state

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** December 2013

### **Judges' Comments:**

Very touching 1<sup>st</sup> person plea for more school funding for cultural education. This article is well done but doesn't fit the category of social justice – it is about educational issues.

# NYSUT Communications Competition 2014

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

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

**Name of Entry:** Against All Odds - The Woman Behind the Veil

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Winter/Spring 2013

### **Judges' Comments:**

Very nice work tying Afghan women's struggles and fight for justice in NY's schools. A good article on educational challenges. However, it is a bit of a stretch to compare local educational challenges with those faced in Afghanistan.

## **Local: Sachem Central Teachers' Association**

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

**Name of Entry:** 9/11 run to remember

**Publication/Website:** *Speak Out*

**Issue Date:** October 2012

### **Judges' Comments:**

Nice article about 9/11 fundraising. A worthy article on a worthy event. However, it does not quite fit the category of a social justice issue.

## **Local: Sachem Central Teachers' Association**

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

**Name of Entry:** The great big FANY ride

**Publication/Website:** *Speak Out*

**Issue Date:** June 2013

### **Judges' Comments:**

Nice article about members' good fundraising effort. A great article that highlights what members are doing to fight autism. This is a fine example of social justice commitment. Thoroughly developed and nicely focused. A winner.

## **Local: Sachem Central Teachers' Association**

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

**Name of Entry:** Ladies night out committee member honors sister

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

Very nice article about local's fight vs. breast cancer. A good article on recognizing those who deserve to be honored for their efforts. However, the layout makes it difficult to follow, with type split on both sides of a photo.

# NYSUT Communications Competition 2014

## Local: Schalmont Teachers' Association

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

**Name of Entry:** Mary Beth's message, president's report, November 2013

**Publication/Website:** *STATIC*

**Issue Date:** November 2013

### Judges' Comments:

Very nice article about local's breast cancer effort. This is a thoughtful look at the challenges facing teachers today. However, it doesn't quite fit the category of a social justice article. It is more of an editorial comment.

## ★ ★ Local: Schalmont Teachers' Association

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

**Name of Entry:** For the love of the game: Schalmont's Angels in the outfield

**Publication/Website:** *STATIC*

**Issue Date:** December 2012

### Judges' Comments:

Nice article about local's very pleasant community outreach effort – a softball tournament to help Toys for Tots. Impressive because the tournament involved so many other teachers from other districts. A winner.

## Local: Schalmont Teachers' Association

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

**Name of Entry:** Uniting for hope: Schalmont teachers participate in Making Strides Against Breast Cancer

**Publication/Website:** *STATIC*

**Issue Date:** November 2013

### Judges' Comments:

Very nice article about local's effort vs breast cancer. However, it could have been more developed.

## Local: Schalmont Teachers' Association

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

**Name of Entry:** Hurricane Sandy dodgeball event raises over \$1,700

**Publication/Website:** *STATIC*

**Issue Date:** April 2013

### Judges' Comments:

Very strong call for local unity. A good article on helping the victims of Sandy. Nice layout, too. However, it is competing with another strong entry from Schalmont.

# NYSUT Communications Competition 2014

## **Local: Schalmont Teachers' Association**

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

**Name of Entry:** Mary Beth's message~president's report April 2013

**Publication/Website:** *STATIC*

**Issue Date:** April 2013

### **Judges' Comments:**

Very nice commentary about community support activity and need for local members to pull together, but it is more of a roundup than a developed article on a social justice topic.

## **Local: Smithtown Teachers' Association**

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

**Name of Entry:** Ethical consumerism - the better world shopping guide

**Publication/Website:** *Faculty Focus*

**Issue Date:** January 2013

### **Judges' Comments:**

Very helpful hands-on guide to social justice shopping.

## **Local: United University Professions – Farmingdale Chapter**

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

**Name of Entry:** A civil tongue "bewitched, bothered & bewildered"

**Publication/Website:** *The Unifier*

**Issue Date:** October 2013

### **Judges' Comments:**

Very good article about on-campus problems. It was entered in another category, which was more appropriate to the content. There is no focus on social justice.

## **Local: United University Professions – Farmingdale Chapter**

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

**Name of Entry:** President's message

**Publication/Website:** *The Unifier*

**Issue Date:** October 2012

### **Judges' Comments:**

Very good update focusing on campus issues. A good article on how to foster social justice by simply being a better shopper. However, it is more of a book review than an original article.



# NYSUT Communications Competition 2014

## Local: Wallkill Teachers' Association

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

**Name of Entry:** Iannuzzi: SED needs to get it right

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

Good reporting on local joining with statewide rally. However, it doesn't quite fit the category of social justice.

# NYSUT Communications Competition 2014

## **Best Overall Graphic Design**

### **Local: Amherst Office Personnel Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** Union Gab

**Publication/Website:** *Union Gab*

**Issue Date:** November 2013

#### **Judges' Comments:**

Very interesting mix of union and non-union info presented in attractive way. Nice use of graphics. Nice reproduction and use of white space. It could be improved by adding photos of people.

### **Local: Arlington Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *The Educator*

**Issue Date:** October 2013

**URL:** <http://www.arlingtonteachers.com/news1310.pdf>

#### **Judges' Comments:**

Nice, consistent color pattern and focus on lots of members, along with union-relevant info. Very good balance of type with graphics. Great use of white space. Great use of borders around articles and breakout points that float in the middle of blocks of type. Not all the photos worked, however. Some were not in sharp focus, leaving the subjects in shadows. But the group shot on Page 5 is excellent – every face is distinguishable—not easy for any large group photo.

### **★ Local: Arlington Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *The Educator*

**Issue Date:** September 2013

**URL:** <http://www.arlingtonteachers.com/news1309.pdf>

#### **Judges' Comments:**

Clear, easy-to-read, many member photos and much well-presented information. With the exception of the page 5 photo comment, same observations as above

# NYSUT Communications Competition 2014

## **Local: Arlington Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *The Educator*

**Issue Date:** June 2013

### **Judges' Comments:**

Another very good ATA effort w/ lots of member photos, attractive look and helpful information. This entry has similar pluses and minuses as mentioned above.

## **Local: Camden Teachers Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** Camden Teachers' Association May/June newsletter

**Publication/Website:** *Camden Teachers' Association Newsletter*

**Issue Date:** May 2013

### **Judges' Comments:**

Very pleasant content and easy-to-read format with interesting mix of information. Good use of graphics with articles. It could be improved by better sizing of photos, as some photos were difficult to see the people in them, while other photos had poor lighting.

## **★ Local: Camden Teachers Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Camden Teachers' Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Another very nice mix of style and substance – easy to read and engaging. Good collection of photos, but some had poor exposure.

## **Local: Camden Teachers Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Camden Teachers' Association Newsletter*

**Issue Date:** October 2013

### **Judges' Comments:**

Very good Prez message and a lively newsletter. Would benefit from a clearer separation of material – union / school /community. First page a tough read because of color and layout mix. Other comments same as above entry.

# NYSUT Communications Competition 2014

## **Local: Central Islip Teachers Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** Citation November/December 2013 issue

**Publication/Website:** *CITATION*

**Issue Date:** November 2013

### **Judges' Comments:**

Very good content, several outstanding articles, this issue could use more fotos / graphics / charts. This entry is a good one but it could be could be improved with better spacing of photos, which would make them stand out for the reader.

## **Local: Central Islip Teachers Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** CITA has one voice

**Publication/Website:** *CITATION*

**Issue Date:** September 2013

### **Judges' Comments:**

Very good page with members' fotos and thoughtful article. The content of this entry is its strong point. However, the graphics are there and could be used to enhance to overall entry with better spacing of the photos on the first page and bringing them in sharper focus.

## **Local: Central Islip Teachers Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** First book

**Publication/Website:** *CITATION*

**Issue Date:** April 2013

### **Judges' Comments:**

Very nicely done page - piles of books, smiling kids, helpful adults. This entry is similar to the other two. In addition to the above mentioned points, the editors might want to move away from using grey paper and type-heavy pages.

# NYSUT Communications Competition 2014

## Local: Connetquot Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Connetquot Teachers Association Website

**Publication/Website:** STATEOFCONNETQUOT

**URL:** STATEOFCONNETQUOT.ORG

### Judges' Comments:

Clearly a terrific and engaged local. Each of these stories would have benefitted from having more space devoted to them. Nice balance of graphics and type. It could be improved with better sizing of photos, as some people are unrecognizable.

## Local: Faculty Association of Suffolk Community College

**Category:** Best Overall Graphic Design

**Name of Entry:** The WORD December 2012 issue

**Publication/Website:** *The WORD*

**Issue Date:** December 2012

**URL:** [http://www.fascc.org/word/the\\_word1212.pdf](http://www.fascc.org/word/the_word1212.pdf)

### Judges' Comments:

Very nicely presented newsletter with good articles and photos clearly reflecting members' concerns on and off campus. Good use of cover photo to capture the theme of inside articles. The inside pages could be improved by relying less on group shots and more on action photos.

## ★ ★ Local: Faculty Association of Suffolk Community College

**Category:** Best Overall Graphic Design

**Name of Entry:** The WORD February 2013 issue (aka "the goodbye to Ellen - we love you!" issue)

**Publication/Website:** *The WORD*

**Issue Date:** February 2013

**URL:** [http://www.fascc.org/word/the\\_word0213.pdf](http://www.fascc.org/word/the_word0213.pdf)

### Judges' Comments:

A wonderful presentation and tribute to a retiring leader. Could have used a little more visual variety. Great entry. An excellent example of how to use graphics to complement content. The cover photo shows Ellen at her finest as a strong negotiator, while the inside photos trace her years of service, complete with photos of celebrities Hillary Clinton and Helen Thomas. Nice work from cover to cover.

# NYSUT Communications Competition 2014

## **Local: Faculty Association of Suffolk Community College**

**Category:** Best Overall Graphic Design

**Name of Entry:** Professors on wheels presenters enjoy residents' smart questions, warm personalities, enthusiastic participation

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

### **Judges' Comments:**

Delightful story about wonderful program – love pics of proud students – only pics of the profs would have made it better. Nice color photos in sharp focus. And that cover photo – wow, a smile that radiates ageless wisdom. The inside photos don't quite capture the same spirit as the cover photo, but that's a quibble.

## **Local: Fairport School Office Professional Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *FSOPA'ges*

**Issue Date:** December 2013

### **Judges' Comments:**

An appealing mix of member profiles and fun materials. Some nice photos. However, this entry is mainly type.

## **Local: Gates Chili Teachers' Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** The Voice, May/June 2012-2013

**Publication/Website:** *The Voice*

**Issue Date:** June 2013

### **Judges' Comments:**

Very appealing newsletter with good presentation and information. A good entry. It could be improved, however, with more photos and sharper resolution of photos.

## **Local: Guilderland Teachers Association Teaching Assistants Unit**

**Category:** Best Overall Graphic Design

**Name of Entry:** TA Times Winter 2013 entire issue

**Publication/Website:** *TA Times*

**Issue Date:** February 2013

### **Judges' Comments:**

Very nicely presented mix of member profiles and helpful union news. Great newsletter from a small but strong local. An informative entry. However, the graphics could be improved with better sizing, as one photo is so blurry that the person is unrecognizable.

# NYSUT Communications Competition 2014

## Local: Kenmore Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** November 2013 KTA Announcer

**Publication/Website:** *KTA Announcer*

**Issue Date:** November 2013

### **Judges' Comments:**

Good mix of helpful info and photos – could be expanded to 6 or 8 pages – and the typeface could be kicked up a few sizes – and this would be a very appealing contender. Good layout, easy on the eyes. It could be improved with better sizing of photos and more spacing between them, especially on the front page.

## Local: Lynbrook Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** March 2013

### **Judges' Comments:**

Very nice use of graphics to spice up newsletter visually for readers. An attractive layout. However, there are no photos of people.

## Local: Lynbrook Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** LTA Website

**Publication/Website:** *Lynbrook LTA Website*

**Issue Date:**

**URL:** <http://lynbrooklta.org/>

### **Judges' Comments:**

Very helpful info for members. It deserves larger typeface and visuals to help increase readership. The website has no graphic. Was this a wrong entry?

## Local: Lynbrook Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** May 2013

### **Judges' Comments:**

This is a wonderful newsletter, filled with interesting and useful info. I think it needs to be built up sizewise so, for example “10 reasons to march” is more easily readable. Good layout. Attractive spacing. It could be improved with better sizing of photos and sharper focus.

# NYSUT Communications Competition 2014

## Local: Mount Vernon Federation of Teachers

**Category:** Best Overall Graphic Design

**Publication/Website:** *THE AGENDA*

**Issue Date:** JAN/FEB 2013

### **Judges' Comments:**

Very good newsletter with mix of photos, articles and helpful information. The inside photo spread is eye catching. Overall, the entry could be improved with better focus of photos and less use of type-heavy pages and big black headlines.

## Local: Mount Vernon Federation of Teachers

**Category:** Best Overall Graphic Design

**Publication/Website:** *THE AGENDA*

**Issue Date:** Spring 2013

### **Judges' Comments:**

Very good newsletter with quality information for members and quality photos of students. Very good layout. The entry could be improved with better sizing of crowd shots and less use of big black headlines.

## Local: Nyack Teachers Association

**Category:** Best Overall Graphic Design

**Name of Entry:** NTA Joins the fight, goes to rally in Albany

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

### **Judges' Comments:**

Solid newsletter that gives members' activities great coverage and a very good President's message that reinforces it. Good layout and rally photos. However, the front-page layout could have been more imaginative—as the rally layout was.

## Local: Patchogue-Medford Congress of Teachers

**Category:** Best Overall Graphic Design

**Name of Entry:** PMCT Connection Fall 2013 issue

**Publication/Website:** *PMCT Connection*

**Issue Date:** Fall 2013

### **Judges' Comments:**

Very good newsletter that deserves applause for big focus on member / community ties, as well as informative Common Core article. Extensive use of photos is a plus. They could be improved with more variety in their packaging and more spacing in the overall layout of type and graphics.



# NYSUT Communications Competition 2014

## **Local: Rockland BOCES Staff Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Rockland BOCES Staff Association Website*

**Issue Date:** December 2013

**URL:** <http://locals.nysut.org/rocklandboces/>

### **Judges' Comments:**

This looks like a clear and easy-to-use website where members can easily find info they need. However, no graphics shown.

## **Local: Rockland BOCES Staff Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Very nice page – this is clearly a local that is strong because of member participation, and the page reflects that. Photos have good sharp focus, but they lack variety – three out of four are group shots.

## **Local: Rockland BOCES Staff Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

Very good newsletter that has clear focus on members' issues on and off the job, plus very nice photos! Nice inside layout. It could be improved with more variety in the photos.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

**Category:** Best Overall Graphic Design

**Name of Entry:** THE UNION SOUND June 2013

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** June 2013

### **Judges' Comments:**

A very nice tribute to retiring members – these are very touching stories. Nice front and back page layout. The photos could be improved with sharper focus and fewer shadows.

# NYSUT Communications Competition 2014

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** Best Overall Graphic Design

**Name of Entry:** THE UNION SOUND November 2013

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** November 2013

### **Judges' Comments:**

Very good newsletter – “under the bus” a very informative article, and many student pictures. Nice cover layout. The inside layouts could be improved by using photos that are less static and avoiding type-heavy pages.

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** Best Overall Graphic Design

**Name of Entry:** THE UNION SOUND May 2013

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

Very clear and easy-to-read newsletter with quality information. Nice cover page – imaginative layout, good variety, clear photos. But the rest of the entry is sparse on graphics and has a varied layout.

## Local: Sachem Central Teachers' Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Say yes to preserving education - members take action

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

I like the message very much – it's what we need all newsletters to communicate. But I found the bubbles very distracting from your strong words. Nice colors that get the viewer's attention. However, for outsiders it is difficult to discern the significance of the bubbles.

## Local: Sachem Central Teachers' Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Disaster relief

**Publication/Website:** *Speak Out*

**Issue Date:** November 2012

### **Judges' Comments:**

Very clear and direct presentation. An interesting and eye-appealing graphic. It could be improved, however, with an explicit reference to Sandy so as to avoid any confusion that the disaster might be school-related.

# NYSUT Communications Competition 2014

## Local: Sachem Central Teachers' Association

**Category:** Best Overall Graphic Design

**Name of Entry:** Budget defeated - Governor Cuomo why is a majority not enough?

**Publication/Website:** *Speak Out*

**Issue Date:** May/June 2013

### **Judges' Comments:**

I like this. "Less is more" and makes the reader ask an essential question. The graphic is eye-catching. The use of baby blocks, however, overwhelms the headline on budget defeat. It could be improved by directing the focus more to the blackboard, and its message.

## Local: Schalmont Teachers' Association

**Category:** Best Overall Graphic Design

**Publication/Website:** *STATIC*

**Issue Date:** June 2013

### **Judges' Comments:**

Very good issue – Solid articles AND graphic design helps with engaging photos on almost every page. Good logo on the cover. It is a real eye-catcher. It could be improved, though, by making it less busy, and the inside pages would benefit from sharper focus in the photos.

## Local: Schalmont Teachers' Association

**Category:** Best Overall Graphic Design

**Publication/Website:** *STATIC*

**Issue Date:** December 2012

### **Judges' Comments:**

Very comprehensive newsletter – good point of view articles, retired members' voices and important outside activities all covered. Very good packaging of type and graphics. It could be improved with fewer undersized, shadowy photos.

## Local: Smithtown Teachers' Association

**Category:** Best Overall Graphic Design

**Publication/Website:** *Faculty Focus*

**Issue Date:** June 2013

### **Judges' Comments:**

Very good newsletter with blend of information about work, outside activities and members-in-action photos. This entry contains lots of useful information. The inside graphics could be improved by using fewer headshots and undersized photos of the rally.

# NYSUT Communications Competition 2014

## **Local: Smithtown Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Faculty Focus*

**Issue Date:** March 2013

### **Judges' Comments:**

Terrific information – would be more reader-friendly with complementary photos, charts, graphics to more easily engage readers. Very good use of graphics on inside pages.

The pages could be improved by using less type and making sure photos are in sharp focus.

## **Local: Spencerport Central Schools Office Personnel Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *SCSOPA*

**Issue Date:** December 2013

### **Judges' Comments:**

Very informative and attractive newsletter. Very nice cover photos. However, the inside pages contain sparse graphics and they are overwhelmed by the graphics of advertisements.

## **Local: United University Professions – Farmingdale Chapter**

**Category:** Best Overall Graphic Design

**Publication/Website:** *The Unifier*

**Issue Date:** September 2012

### **Judges' Comments:**

Very helpful and informative newsletter – could benefit from more photos and graphics. This entry contains much useful content. It could be improved, though, with more graphics and sharper focus of photos, as one is blurred beyond recognition.

## **Local: Valley Central Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *VC Echoes*

**Issue Date:** October 2012

### **Judges' Comments:**

Very smart and informative newsletter that would be a serious contender if it had more photos, graphics, etc to pull readers in. A nice looking entry. However, it is almost all type and the photos are undersized.

# NYSUT Communications Competition 2014

## ★ **Local: Valley Central Teachers' Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** Abandon hope? Losing hope? Finding hope...

**Publication/Website:** *VC Echoes*

**Issue Date:** May 2013

### **Judges' Comments:**

Very interesting single theme newsletter that has cover graphic that ties directly into President's message – good job! The cover photo is eye catching and powerful and its reprise on the inside is a touch of class.

## **Local: Wallkill Teachers' Association**

**Category:** Best Overall Graphic Design

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

Very pleasant, informative and easy-to-read newsletter. This entry uses imaginative graphics throughout. However, the cover photo is undersized.

## **Local: Wallkill Teachers' Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** Iannuzzi: SED needs to get it right

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

Very good mix of strong message and good member photos. The entry contains a very good inside photo collage. However, the cover photo is undersized.

## **Local: Wallkill Teachers' Association**

**Category:** Best Overall Graphic Design

**Name of Entry:** A lesson in giving to others

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

A Very nice presentation of the local union's work and their students' generosity. An eye-catching page. However, the main graphic – a photo – is undersized.

# NYSUT Communications Competition 2014

## Best Photo

**Local:** Arlington Teachers' Association

**Category:** Best Photo

**Name of Entry:** One voice unites educators

**Publication/Website:** *The Educator*

**Issue Date:** June 2013

**URL:** <http://www.arlingtonteachers.com/news1306.pdf>

**Judges' Comments:**

Impressive photo of the NYSUT rally in Albany. It does a wonderful job of capturing the atmosphere and emotions of this historic day. The delegates' rapt attention to the speaker, juxtaposed with the large image on the screen, creates an interesting and very descriptive photo. Some people go for the long shot to capture the size of the audience, but this view provides more intimacy for a local publication and puts you in the crowd. My only concern with the composition of the photo is that it shows most of the people obviously looking away from the screen. Presumably they were looking at the real Dick Iannuzzi rather than the on-screen version, but it's still a little disconcerting. It would have been ideal to show the actual speaker at the mike – even from a far distance – as well as the big screen off to the side. But still a really great photo and kudos to whoever decided to run it as large as you did. Too often these photos are run way too small to have any impact.

★ **Local:** Bay Shore Classroom Teachers' Association, Inc.

**Category:** Best Photo

**Name of Entry:** Chill out!

**Publication/Website:** *The Answer*

**Issue Date:** February 2013

**Judges' Comments:**

What an expressive photo! You can almost feel the shivering of the people as they face the camera. The photographer did a wonderful job of capturing the action and emotions of the day. Nicely composed and photographed (or cropped) very tightly to eliminate any wasted space. The subject is worth mentioning as well. It's good to see the local blowing its own horn about participating in a Make-a-Wish fundraiser – and providing such a great shot of some of the participants.

# NYSUT Communications Competition 2014

## ★ **Local: Bay Shore Classroom Teachers' Association, Inc.**

**Category:** Best Photo

**Name of Entry:** Smart cookie!

**Publication/Website:** *The Answer*

**Issue Date:** December 2013

### **Judges' Comments:**

This photo is so clever it almost needs no words at all. What a wonderful idea, and what a perfect illustration for the cover of a union publication. The composition is perfect, with the fingers and the crumbs of cookie. Great illustration of the importance of unions. The photo by itself is great, and that's what is being judged in this category. Our only nitpick would be some loss of sharpness in the image, probably from shooting this extremely close up with a regular lens, but that's a minor, minor observation. The photo still makes its point clearly and no details are lost. Actually, everything about this page is outstanding, from the clever headline, to the clever idea and the forethought to run the image as large as you did. Nice job by everyone involved.

## **Local: Bedford Teacher's Association**

**Category:** Best Photo

**Name of Entry:** Bedford Teachers Association home page Photo – "We are one"

**Publication/Website:** *Bedford Teachers Association Website*

**Issue Date:** November 2013

**URL:** <http://bedfordta.org/>

### **Judges' Comments:**

This photo makes a great cover photo illustration on the local's website. I think part of its appeal is its mystery. Obviously the general topic is unity, but it's kind of like a painting whose meaning may be interpreted differently by everyone who sees it. When was it taken, and where? What exists outside the borders of the photo? Who is wearing those vintage wingtips? Ask 20 people and you'll probably get 20 different answers. Very curious photo but it certainly draws you in. It truly expresses the mission of the organization's website. The eye-catching composition magnifies the message of the saying in a way that words alone could never do. An excellent photo.

# NYSUT Communications Competition 2014

## Local: Central Islip Teachers Association

**Category:** Best Photo

**Name of Entry:** First book

**Publication/Website:** CITATION

**Issue Date:** April 2013

### **Judges' Comments:**

Again, photos of students engaged in a fun activity – this time, reading – illustrate a story of a union-sponsored event and help bring the story to life. I especially like the four photos of students with their books. My only suggestion is that I would have varied those photos a little. All four have students looking directly at the camera. Each one of the photos individually is fine and well-composed. Even looking directly at the camera, the students look great holding their books and smiling. I simply would have tried to capture one of them in a candid shot, actually reading their book. But this is a small point. Individually, each of those photos is adorable. What a joy it is to see these smiling faces beaming over the top of a book! I just wish the photos were not so dark, so the expressions on the faces would be easier to see.

## Local: Central Islip Teachers Association

**Category:** Best Photo

**Name of Entry:** CITA has one voice

**Publication/Website:** CITATION

**Issue Date:** September 2013

### **Judges' Comments:**

A good variety of photos here to illustrate the local's participation in last year's NYSUT rally. It's difficult to get creative in situations like this, but this group of photos covers the bases, including group shots of very engaged and animated members and their signs. Capturing the excitement and the show of unity is what counts and these photos get the job done. I only wish they were not so dark and fuzzy so the details were easier to see.

## Local: Central Islip Teachers Association

**Category:** Best Photo

**Name of Entry:** Safe Halloween is back

**Publication/Website:** CITATION

**Issue Date:** November 2013

### **Judges' Comments:**

Some good shots here of the local's participation in an annual Halloween activity for students. Photos of students engaged in fun activities always work well in a teacher union publication. Here, the photos do a good job helping to tell the story. They are an excellent way to convey the festive feeling of this event. The closeup of the football players is excellent, but it's difficult to see the faces in the other photos because there are too many people in a small photo.



# NYSUT Communications Competition 2014

## ★ Local: Faculty Association of Suffolk Community College

**Category:** Best Photo

**Name of Entry:** Professors on wheels presenters enjoy residents' smart questions, warm personalities, enthusiastic participation

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

### **Judges' Comments:**

Here is a group of charming photos of some elderly nursing home residents receiving diplomas in a continuing education program sponsored by this union. Students make great photos in any education union's publication – regardless of their age. Aside from a photo on page 5 that I would have cropped a little tighter (a very minor nitpick), these are outstanding. The beaming faces in these photos are absolutely priceless. Each one expresses better than any words could the value of this union-sponsored program. It's not even necessary to read the story to get the gist of it from the photos and their captions. An excellent presentation!

## Local: Faculty Association of Suffolk Community College

**Category:** Best Photo

**Name of Entry:** FA breast cancer quilt at Jones Beach

**Publication/Website:** *The WORD*

**Issue Date:** November 2013

**URL:** [http://www.fascc.org/word/the\\_word1113.pdf](http://www.fascc.org/word/the_word1113.pdf)

### **Judges' Comments:**

It's nearly impossible to put 18 people in a photo and expect it to look anything more than crowded, but this one stands out. Perhaps because the people are all holding a colorful pink quilt they carried during a Making Strides cancer walk. Group shots are rarely creative, but they are necessary. They get members' names and faces in the publication. They help recognize members who have taken part in a worthwhile activity or who have otherwise offered their time and talents to a union cause. But when a photographer can take this most routine of shots and apply a little creativity to it – as this one did – its value increases exponentially. The photo truly conveys the story of the quilt without words. The smiling faces, the children and, above all, the quilt itself, are enormously moving. I just wish the focus were a little sharper, and the lighting a little brighter.

# NYSUT Communications Competition 2014

## Local: Faculty Association of Suffolk Community College

**Category:** Best Photo

**Name of Entry:** One voice united for effective education

**Publication/Website:** *The WORD*

**Issue Date:** June 2013

**URL:** [http://www.fascc.org/word/the\\_word0613.pdf](http://www.fascc.org/word/the_word0613.pdf)

### **Judges' Comments:**

Again, a little creativity turns some ordinary poses into some attractive photos, including a well-composed page 1 group shot of this local's participants in last year's NYSUT rally. The dozen red-shirted people in the photo are all clearly visible, along with their signs. The tallest are in the back. Some are standing on nearby steps. A rally wouldn't be complete without at least one person in a costume. In a second shot, the photographer captures two costumed participants whose characters were the subject of some controversial questions on an 8<sup>th</sup> grade ELA test. And finally, a full-page collage shows "the best protest signs" at the rally – a creative look at some creative signs. These colorful photos do an excellent job of conveying the message of the rally. The photo on the cover is especially effective, with the smiling faces above the signs, and the children in the front. The collage of the signs is not quite as eye-catching. Although the sayings are clever and funny, people's eyes are drawn to faces more than to words, which is the point of using a photo.

## Local: Gates Chili Teachers' Association

**Category:** Best Photo

**Name of Entry:** President's message/pictures from one voice united rally in Albany

**Publication/Website:** *The Voice*

**Issue Date:** December 2013

### **Judges' Comments:**

This photographic look at the local's participation in last year's NYSUT rally combines photos of sign-carrying participants and some of the more creative signs seen at the rally. It's a good, solid picture page. Pictures appear a bit dark, but I'll chalk that up to imperfect copies of the pages. While the photos of the sayings on the signs are clever, it's the smiling faces that are the most eye-catching. The large photo on page 7 is especially effective. It's clear, colorful and very attractive, and does an excellent job of conveying the message of the march.

# NYSUT Communications Competition 2014

## ☆☆ Local: Hastings Teachers Association

**Category:** Best Photo

**Name of Entry:** Day of Action

**Judges' Comments:**

I'm not sure where this photo appeared in the local's publication, but I hope it was on the cover. A well-composed vertical shot, it is simply a teacher holding up a small protest sign on what the sign says is a Day of Action. There is movement going on in the hallway behind her, but the action is clearly focused on her. The smile on the subject's face, the bright blue of the sign, and the obvious school setting combine to create a powerful message. The sharp focus, the perfect exposure and the large size all add to the effect. Kudos to the photographer and editor.

## Local: Lynbrook Teachers Association

**Category:** Best Photo

**Name of Entry:** Facebook Page – Lynbrook Teachers Association

**Publication/Website:** *Lynbrook Teachers Association Facebook*

**URL:** <https://www.facebook.com/pages/Lynbrook-Teachers-Association/143322819071350>

**Judges' Comments:**

I see this is also entered in the Best Use of Digital Media category, where it seems better suited. The only graphic enhancement on this page is the cover page artwork, which may be based on a photo, but its focal points are the headline superimposed over the picture, which is heavily tinted blue. It's very attractive, but I think it's better suited for judging as a key element on the Facebook page, rather than a "Best Photo" entry

## Local: Lynbrook Teachers Association

**Category:** Best Photo

**Publication/Website:** *LTA Examiner-November 2012*

**Issue Date:** November 2012

**Judges' Comments:**

This looks like it was submitted as a full-issue entry. However, the only photos I see are two on the back page, taken from the local's Facebook page and promoting the page. The photos both show the stacks of goods donated for members and non-members affected by Superstorm Sandy. I would have used these (or similar shots) in conjunction with some of the inside-page articles on the aftereffects of the storm. The story on p. 2, "How to Get Help," would have been a perfect spot. Although they do a good job of conveying the scope of the collection effort, the photos would also be more effective if one of them showed some people holding the donated goods.

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## Local: Lynbrook Teachers Association

**Category:** Best Photo

**Publication/Website:** *LTA Examiner*

**Issue Date:** October 2013

### **Judges' Comments:**

Assuming this entry involves all the photography in this issue and not just a single photo, I would simply suggest running all of the photos larger. This is a well-laid-out, very attractive publication with lots of white space. And while the quality of the photos certainly matches the quality of the writing and the layout, they would have more impact if they were simply a little larger, with the exception of the p. 3 shot of the SED commissioner. That one looks good among the quotes on the Common Core. But the p. 1 head-and-shoulders shots and the p. 4 group shots would really pop if you just increased their size.

## Local: Nyack Teachers Association

**Category:** Best Photo

**Name of Entry:** NTA united; one voice

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

### **Judges' Comments:**

We've seen many good NYSUT rally photos that symbolize unity, but this is one of the better ones. It focuses in on four participants with their arms raised and hands joined, which helps personalize it, but it also shows the vast number of participants in the background. Usually, photos like this capture one element or the other. This has both.

## Local: Nyack Teachers Association

**Category:** Best Photo

**Name of Entry:** NTA joins the fight, goes to the rally in Albany

**Publication/Website:** *The Bridge*

**Issue Date:** June 2013

### **Judges' Comments:**

Another good photo from the June 8 rally, focusing on a protest sign with part of the Albany skyline and other sign-carrying participants in the background. Is it better than the entry above? Is it as good as the entry above? That's not really important. Both photos appeared separately in the same issue of the newsletter. They could have also shared a picture page. Both are strong photos that capture the mood of the day.

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## Local: Patchogue – Medford Congress of Teachers

**Category:** Best Photo

**Name of Entry:** PMCT "union strong"

**Publication/Website:** *PMCT*

**Issue Date:** 2012-2013

### **Judges' Comments:**

This photo is a unique display of solidarity – five people with their backs to the camera, wearing identical t-shirts carrying the message “union strong.” If this accompanied a story, perhaps it was about stalled contract talks or something that these unionists were “turning their back on.” In any event, it’s clever and thought-provoking. The upright posture of the models combined with the “strong” words on their shirts conveys a powerful message. However, it might have been even more powerful if they had been facing the camera with the words on their chests, and linking arms, or some other expression of solidarity.

## Local: Rockland BOCES Staff Association

**Category:** Best Photo

**Name of Entry:** Our RSBA members continue to give back

**Publication/Website:** *Rockland BOCES Staff Association Newsletter*

**Issue Date:** December 2013

### **Judges' Comments:**

A nice half-page photo display – four different shots of participants in a breast cancer fundraiser. The pink-on-black t-shirts provide some great color and you’ll make a lot of friends by getting so many members in the photos. These clear and colorful photos do an excellent job of conveying the message of the article. The top right photo is especially powerful, with the smiling faces and the words on the T-shirts easy to read. In the other photos, the faces and words are too small to see easily.

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** Best Photo

**Name of Entry:** It is time to march!

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

This is an impressive cover page, obviously aimed at getting members fired up to attend NYSUT’s rally in Albany last year. Presumably these are file photos of the local’s participation in past rallies, marches and parades. They fit together well. Being a Hudson Valley local, they are fortunate to even have a photo of Peter Seeger singing at a past union event. Some might call this cover a little “busy,” with 7 photos competing with a large headline, an extended table of contents and a quote. But I think it’s powerful

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and compelling. These pictures of solidarity are more persuasive than hundreds of words would be. The smiling yet determined faces, the signs and the crowds of people are all an excellent incentive for members to join the upcoming rally.

**Local:** Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** Best Photo

**Name of Entry:** One voice united

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** June 2013

**Judges' Comments:**

This editor obviously loves photo montages on the cover, and this is another example of how to do them right. The photo of a young child holding up a sign and wearing a "too small to fail" t-shirt is a good choice to anchor the photo array of members attending the NYSUT rally in Albany last year. That particular photo says it all! The little face, the words on the t-shirt and the sign in the air come together to send a powerful message. The other closeups are also excellent, but the large group photo is too small with too many people in it to make out any faces or signs.

**Local:** Rondout Valley Federation of Teachers and School-Related Professionals

**Category:** Best Photo

**Name of Entry:** You are the union!

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Sept/Oct 2013

**Judges' Comments:**

Another great cover page photo montage from this local. Nineteen separate photos containing (by my count) 60 members, under the headline: "You are the union." My initial reaction was that a cover like this would work best for the first issue of a new school year and that's just when it ran. A good variety of photos with members of all ages. It looks like it ran in black-and-white. Color would have been extra impressive, but b&w is certainly acceptable. Very creative way to welcome the newest and youngest faculty members into the local, and to remind the veterans of a basic truth: "You are the union." What a powerful message is conveyed by these rows of faces!" My only suggestion would be to crop the photos tighter, wherever possible, to minimize the background and maximize the faces.

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## Local: Sachem Central Teachers' Association

**Category:** Best Photo

**Name of Entry:** SCTA Making Strides against breast cancer

**Publication/Website:** *Speak Out*

**Issue Date:** November 2012

### **Judges' Comments:**

Union participation in Making Strides cancer walks has become a staple of newsletter photos and photo pages. They are pretty predictable but they are also generally very colorful, like this one, with so many participants in pink t-shirts, and pink borders on all the photos in the display. These eye-catching and colorful photos make a powerful statement. The smiling faces combined with the signs, the hats and ribbons, and even the mascot, tell the whole story better than hundreds of words would have done.

## Local: Sachem Central Teachers' Association

**Category:** Best Photo

**Name of Entry:** Ladies Night Out – Fight the Fight Find the Cure

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

These two photo spreads kind of carry on the feeling of the previous entry, a Making Strides walk. Like the other entry I am only seeing the photo pages and I am hoping there was an accompanying article to set the stage for the photos and help describe what is going on in them. Both layouts here are clean, with a variety of photo sizes and attractive headlines. The colorful photos full of smiling faces do an excellent job of telling the story of an important event. The closeups are especially effective at conveying the words "Hope" "Strength" and "Courage."

## Local: Smithtown Teachers' Association

**Category:** Best Photo

**Name of Entry:** Photo spread of Smithtown's local "Educate NY Now" rally

**Publication/Website:** *Faculty Focus*

**Issue Date:** November 2012

### **Judges' Comments:**

Here is a well-done photo page about the Educate NY Now campaign. Five photos, a small piece of line art, a headline and four bulleted subheads all work well on the page. Again, someone had the good idea of mixing the photo formats – horizontal, vertical and square. My only complaint would be the photo of the local president. It's a little fuzzy and doesn't show her face at all. The group photo juxtaposed with photos of the

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speakers is a good way to convey the scope of the event. But most of the photos are too dark and/or out of focus to be effective. And it's usually a better idea to take a photo of a speaker actively interacting with the audience rather than looking down at his/her notes.

## **Local: Smithtown Teachers' Association**

**Category:** Best Photo

**Name of Entry:** Photo spread of "One Voice United" rally on June 8th (Albany)

**Publication/Website:** *Faculty Focus*

**Issue Date:** June 2013

### **Judges' Comments:**

This front-page photo spread of the local's participation in the NYSUT rally last year follows a familiar format of members and their signs, but the layout includes more photos (about two dozen) run smaller to fit them on the page. Despite so much material, the photos don't seem to lose anything. A good mix of horizontal and vertical photos. The smallest photos were shot tight so not as much was lost when they were sized to fit the page. The smiling faces atop the Smithtown T-shirts combine to create a powerful message about the group's participation in this important event. The closeups are especially effective, while the group shots are too small for the faces to be visible.

## **★ Local: United Federation of Teachers – Queens Borough PS107Q**

**Category:** Best Photo

**Name of Entry:** Teachers

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013 **Judges' Comments:**

I don't know the context of this photo – a union member standing in a sea of people in an urban location, holding up a sign that simply says "teachers." But the context really doesn't matter. The sign looks like a theater marquee with light bulbs spelling out the single word. What an effective photo! The look on his face, combined with the word on the sign and the crowd in the background creates a powerful message. Anyone who wants to put a different spin on a photo of a teacher holding up a sign should take a look at this one. Very creative.



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## Local: United University Professions – Farmingdale Chapter

**Category:** Best Photo

**Name of Entry:** A civil tongue "taking the high road to common ground"

**Publication/Website:** *The Unifier*

**Issue Date:** April 2013

### **Judges' Comments:**

I don't see the photo in this entry. The article contains a single piece of line art, which is attractive and well done, but no photo.

## Local: Valley Central Teachers' Association

**Category:** Best Photo

**Name of Entry:** One Voice United Rally: June 8th

**Publication/Website:** *VC Echoes*

**Issue Date:** June 2013

### **Judges' Comments:**

This cover photo of two members participating in NYSUT's rally in Albany last year is not atypical of rally photos, but I like the composition of this one – two women, probably friends, holding up signs over their heads. What an effective photo! And how smart to blow it up so big! The look on the participants' faces, combined with the words on the signs, create a very powerful message. The sea of faces in the background is also a strong component of the photo. I just wish the exposure had been brighter. One thing to consider. This photo would have had a little more impact if the women had not been wearing sunglasses. A lot of the value in a photo like this is in the faces of the subjects, particularly their eyes, and sunglasses obscure much of that sense of intimacy.

## Local: Valley Central Teachers' Association

**Category:** Best Photo

**Name of Entry:** Faces of the rally

**Publication/Website:** *VC Echoes*

**Issue Date:** June 2013

### **Judges' Comments:**

This photo page is an adjunct to the cover shot in the previous entry. The photos show rally participants in different poses – on the bus, on the plaza, individually and in groups. Only six photos on the page, but a good variety of shots, which is important. What an excellent way to portray the enthusiastic participation in a very important event! Each photo focuses on several smiling faces, while most also show a substantial crowd in the background. It's much more effective than a huge group photo with rows of indecipherable faces.

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## Local: Wallkill Teachers' Association

**Category:** Best Photo

**Name of Entry:** Iannuzzi: SED needs to get it right

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

Kudos to this local for taking a common photo subject – NYSUT's 2013 rally in Albany – and giving it a little different spin. They did it by varying the shapes of some of the photos on their rally picture page. They largely eliminated basic rectangular shapes. They ran oval-shaped photos, both horizontal and vertical, and ran others in a kind of free-form design shape. The combination of the faces, the signs and the Wallkill T-shirts conveys a powerful message about the local's participation in this very important event. The close-ups on the second page are even more effective. It would have been nice to run them even larger.

## Local: Wallkill Teachers' Association

**Category:** Best Photo

**Name of Entry:** Scenes from the WTA's 1<sup>st</sup> annual welcome back! Pot luck barbeque

**Publication/Website:** *Impact*

**Issue Date:** December 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### **Judges' Comments:**

These photos create an excellent picture of the fun had by the many participants at the Barbeque. I wish the lighting had been more even, with less of a sharp contrast between the faces in the very bright sunlight and those in the very deep shade. The two pages of photos are dressed up a bit like those in the previous entry – by varying the shapes of the photos. There is nothing wrong with the typical horizontal or vertical rectangle, but it can help any photo display to occasionally add a few circular or oval-shaped photos for variety. I would have run all of the photos a bit larger. There is plenty of white space (which is an important part of good layout), but the photos could have been upsized without sacrificing too much of that white space.

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## *Best Use of Digital Media*

### ★ **Local: Arlington Teachers' Association**

**Category:** Best Use of Digital Media

**Name of Entry:** Arlington Teachers' Association Facebook page

**Publication/Website:** *Arlington Teachers' Association Facebook Page*

**Issue Date:** December 2013

**URL:** <https://www.facebook.com/pages/Arlington-Teachers-Association/112331112197159>

#### **Judges' Comments:**

This is a very active Facebook page with an excellent cover photo. Topics range from upcoming school board meeting to discussion of upcoming changes to the SAT. The local shares a lot of material from other sources and seeks responses from viewers. And it seems to have many viewers – lots of different names posting on this page. The group makes excellent use of this Facebook page. It's right up to the minute – the day I looked, the last post was 32 minutes ago – and there's a wonderful mix of school district information, union events and fun games and stories. The membership is engaged in the site – virtually every posting has comments.

### **Local: Baldwinsville Teachers Association**

**Category:** Best Use of Digital Media

**Name of Entry:** Baldwinsville Teachers' Association Facebook page

**Publication/Website:** *The Reporter*

**URL:** <https://www.facebook.com/groups/181971108525656/>

#### **Judges' Comments:**

Unfortunately this is a closed page, so there is little to judge. I like the cover photo montage and I'm impressed that the group has 155 members. Beyond that, there is nothing available to judge.

### **Local: Central Islip Teachers Association**

**Category:** Best Use of Digital Media

**Name of Entry:** CITA Website

**Publication/Website:** *Central Islip Teacher's Association Website*

**URL:** [centralislipta.com](http://centralislipta.com)

#### **Judges' Comments:**

This is a website that devotes a great deal of time and space to its community activities and its students – both great subjects, particularly on a website that can be accessed by community members. Here, one can learn about the local's participation in a food drive,

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Halloween activities for students, some special student science projects and the local's efforts to raise money for breast cancer research. Although a website doesn't provide the instant interaction with the public the way a Facebook page can, it's great vehicle for telling your story to the community and to the public at large, as this one does. The photos on the home page are excellent and eye-catching, but there is too much text, and they're almost two months old. The calendar page goes all the way back to September, and looks as if it hasn't been updated recently. It's not exactly immediate information for members.

## **Local: Connetquot Teachers Association**

**Category:** Best Use of Digital Media

**Name of Entry:** Connetquot Teachers Association Website

**Publication/Website:** *stateofconnetquot*

**URL:** [stateofconnetquot.org](http://stateofconnetquot.org)

### **Judges' Comments:**

This web site offers loads of important information to members. But not much of it is current. The most recent story is from Feb. 3, and it's not arranged in chronological order. Many of the photos are excellent, but they should be larger, with less text and bigger headlines. In commenting on this local's entry in the category of Most User-Friendly Website, I noted that the home page resembles a Facebook page. I suggested that this type of information – news items, particularly, could be delivered more efficiently on Facebook. Less work for editors and would give members a better opportunity to respond and comment. I still think that holds true in this category. I would rework this website to provide more of the traditional website information items: member benefits, contract info, professional development, etc. That would be my formula for Best Use of Digital Media.

## **Local: Faculty Association of Suffolk Community College**

**Category:** Best Use of Digital Media

**Name of Entry:** FA Facebook page

**Publication/Website:** *FA Facebook page*

**URL:** [www.facebook.com/FASCC](http://www.facebook.com/FASCC)

### **Judges' Comments:**

One of the things that I like about this Facebook page is the periodic weather forecasts, reports and commentary from a member/viewer. But this site has a wealth of information from a variety of sources – the campus, SUNY, NYSUT, regional and national newspapers and member contributions. Surprisingly, it doesn't have a great deal of feedback from viewers. This excellent page is updated frequently with information that is both important and interesting to members. The photo at the top is attractive, and there are "likes" and comments for almost every posting.

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## ★ **Local: Faculty Association of Suffolk Community College**

**Category:** Best Use of Digital Media

**Name of Entry:** The Undercurrent

**Publication/Website:** *The Undercurrent*

**URL:** [fascnewmemberblog.blogspot.com](http://fascnewmemberblog.blogspot.com)

### **Judges' Comments:**

A good example of a members' blog. Articles include such topics as a librarian writing about getting students to utilize traditional libraries rather than the Internet; grievances; and distance education. The articles are well-written and many are illustrated. The layout is simple and pleasing. These blog postings are very well done. They're up to the minute, with the newest one only several days old, and frequent posts before that. Each one offers plenty of information that new faculty association members need, but they're written with a light touch. My only suggestion is that some of the postings could be shorter without sacrificing any essential information.

## ★ **Local: Hastings Teachers Association**

**Category:** Best Use of Digital Media

**Name of Entry:** HTA "I am blue" day of action

**Publication/Website:** *HTA Facebook Page & HTA Twitter Feed*

**Issue Date:** December 2013

### **Judges' Comments:**

This local took the time to document its social media support of the AFT/NYSUT National Day of Action in December that used the local's website, Facebook page and Twitter feed. Tweets and retweets helped communicate activities to nearly 20,000 viewers; Facebook postings and pics reached nearly 2,000 viewers. But even without the documentation, the day's activities are impressive. The local changed its Facebook cover page to reflect the day's activities and posted countless photos of those taking part by wearing blue to support public education, both on Facebook and Twitter. Very impressive. The Facebook page is excellent, with plenty of current posts and important information for members. The Twitter feed is rather mundane, with lots of retweets of NYSUT information and school closings and weather delays, until you get down to the "I AM BLUE" Day. That series of tweets and photos was truly excellent. Interesting, dynamic and up to the minute, they were almost guaranteed to capture people's attention to this important issue.

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## Local: Lynbrook Teachers Association

**Category:** Best Use of Digital Media

**Name of Entry:** YouTube channel - Lynbrook Teachers Association

**Publication/Website:** [Lynbrook Teachers YouTube](#)

**URL:** <http://www.youtube.com/user/LynbrookLTA>

### **Judges' Comments:**

This local leaves no stone unturned when it comes to communicating with the public. Here the local has posted a number of videos on topics of interest – from Common Core to rallies and political issues. It's a very good idea to assemble a variety of videos relating to public education in one place so members can view them all together. However, most of these are not about local events, but national and/or statewide issues. The presentation about the Lynbrook tax cap is good, but it's kind of old, and there is no video, only charts.

## Local: Lynbrook Teachers Association

**Category:** Best Use of Digital Media

**Name of Entry:** Facebook page – Lynbrook Teachers Association

**Publication/Website:** [Lynbrook Teachers Association Facebook](#)

**URL:** <https://www.facebook.com/pages/Lynbrook-Teachers-Association/143322819071350>

### **Judges' Comments:**

This is a very active Facebook page, keeping members up on education and union-related issues in posts and re-tweets. There is certainly a lot of membership activity on the page, which is always gratifying. It says the local is doing something right to promote the page. The page offers members many retweets and postings of NYSUT information, which is very important, of course, but not a lot of material on local issues.

## Local: Lynbrook Teachers Association

**Category:** Best Use of Digital Media

**Name of Entry:** Twitter page-@LynbrookLTA

**Publication/Website:** [Lynbrook Teachers Association Twitter](#)

**URL:** <https://twitter.com/lynbrooklta>

### **Judges' Comments:**

In addition to its website and its Facebook page, this local makes good use of Twitter, and also promotes Twitter and Facebook on its website. The Tweets and photos from the rally in Albany are excellent. What a wonderful way to keep members informed in real time about an important event. It would be nice to see more Tweets like that mixed in with the NYSUT retweets. It always amazes me when a social media push like this doesn't always attract followers in the numbers that it should. While the local's

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Facebook page seems to garner a lot of support and usage, the Twitter site seems to be still looking for its audience. However, I noted that between the time the entry was submitted and the day we looked at the page, it had jumped from 98 to 107 followers. The local has laid some nice groundwork for serious involvement in social media. And it is slowly beginning to pay off.

## **Local: Patchogue – Medford Congress of Teachers**

**Category:** Best Use of Digital Media

**Name of Entry:** Twitter page

**Publication/Website:** *Patchogue Medford Congress of Teachers Twitter page*

### **Judges' Comments:**

This site doesn't get a huge amount of traffic, but their efforts seem to be slowly paying off. Between the time this entry was submitted and the day it was judged, the site had jumped from 92 followers to 157. The information passing through here touches on a variety of interesting topics, on a local, regional and national level. Using Twitter is an excellent way to keep members informed in real time of important issues, events and activities. Most of these tweets are from other sources, and just retweeted on this feed.

## **Local: Rockland BOCES Staff Association**

**Category:** Best Use of Digital Media

**Publication/Website:** *Rockland BOCES Staff Association Website*

**Issue Date:** December 2013

**URL:** <http://locals.nysut.org/rocklandboces/>

### **Judges' Comments:**

This web site offers members a way to stay in touch with the staff association. The home page has some important information, and the most current entry is easy to find at the top of the page. A good, solid, no-nonsense website that gets the job done. Lots of useful – and timely – information and plenty of links to other sites that would appeal to viewers. Good work.

## **Local: Sachem Central Teachers' Association**

**Category:** Best Use of Digital Media

**Publication/Website:** *SCTA Flickr*

**URL:** <http://www.flickr.com/photos/98990124@N03>

### **Judges' Comments:**

This local has begun a relationship with Flickr. Only 9 photos from last summer's LAP activities are posted so far, but it represents a commendable step toward exploring yet another useful resource for getting the union's story out there. There are some good photos on this site, but no explanations of what they are. Also, it's important to keep a site like this current, if you're going to do it at all.

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## Local: Sachem Central Teachers' Association

**Category:** Best Use of Digital Media

**Publication/Website:** *SCTA Facebook*

**URL:** <http://www.Facebook.com/SachemCTA>

### **Judges' Comments:**

A lot of time and effort has apparently gone into creation and maintenance of this page -- and it shows. It draws on a variety of resources, posts lots of photos and keeps members and the public up to date on what's going on in education locally and across the country. The only thing that's missing is member feedback, comments, participation, etc. As of the day this entry was judged, no one had responded to the posted question: What do you think of SCTA? Our advice is to hang in there and promote it in your newsletter. It's a good page and it will begin to find an audience. This Facebook page offers quite a bit of information on statewide issues addressed by NYSUT. There isn't much local content, however.

## Local: Sachem Central Teachers' Association

**Category:** Best Use of Digital Media

**Name of Entry:** SCTA Twitter @SachemCTA

**Publication/Website:** *SCTA Twitter*

**URL:** <http://www.twitter.com/@SachemCTA>

### **Judges' Comments:**

This Twitter feed has 126 followers, which must be gratifying to those who maintain it. It shows a high level of activity, with frequent tweets and re-tweets. It's just one part of this local's foray into social media and they're doing a great job on all fronts. This twitter feed does a good job of retweeting NYSUT information to members, but there also are quite a few tweets about local activities and issues. It's a good use of the medium to keep members engaged in group concerns.

## Local: Schalmont Teachers' Association

**Category:** Best Use of Digital Media

**Name of Entry:** Mary Beth's message, president's report, November 2013

**Publication/Website:** *STATIC*

**Issue Date:** November 2013

### **Judges' Comments:**

Excellent writing in this president's message, which is a wide-ranging message that covers a number of topics. Writing aside, the message is also attractively laid out with many colorful illustrations. It's a long message, but it held my attention to the end, and I assume it provided even more value to the STA members for whom it was written.



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## Local: Schalmont Teachers' Association

**Category:** Best Use of Digital Media

**Name of Entry:** Mary Beth's message~president's report April 2013

**Publication/Website:** *STATIC*

**Issue Date:** April 2013

### **Judges' Comments:**

A good, inspirational message to help draw members together and remind them of the power they have when they speak as a group with one voice. Good, tight writing.

## ★ Local: Schalmont Teachers' Association

**Category:** Best Use of Digital Media

**Name of Entry:** STA political action

**Publication/Website:** *STA Political Action*

**Issue Date:** June 2013

**URL:** <https://sites.google.com/site/schalmonttapolication/>

### **Judges' Comments:**

Great idea – a website strictly devoted to political action issues. This one is filled with information from a variety of sources. It even has a section outlining causes that members can advocate for. Establishing a site for current events and labor issues is a good idea. However, many of the articles are not current at all, and the “lobbying opportunities” are years old. And if you’re going to put something on a page, put it ON the page – not a link that says “subpages.”

## Local: United Federation of Teachers – Queens Borough PS107Q

**Category:** Best Use of Digital Media

**Name of Entry:** Election day November 5, 2013

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

This is a nice-looking e-newsletter, highlighted with some apparent Halloween costume photos and a get-out-and-vote article. An e-newsletter is an excellent way to distribute important election information that is sure to arrive in time for that all-important day. And this article doesn't mince words in its recommendations.

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## **Local: United Federation of Teachers – Queens Borough PS107Q**

**Category:** Best Use of Digital Media

**Name of Entry:** BUDDY/PEEP PROGRAM INAUGURAL EVENT

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

Clean and photos look good.

This e-newsletter does a good job of informing members about a new program. It's a quick read for someone calling it up on a computer screen or other device. The photos are good, although some are rather dark, and the story is interesting and well written.

## **Local: Valley Central Teachers' Association**

**Category:** Best Use of Digital Media

**Publication/Website:** *Valley Central Teachers' Association Facebook*

**URL:** <https://www.facebook.com/pages/Valley-Central-Teachers-Association-VCTA/124064234365496>

### **Judges' Comments:**

This is certainly an attractive Facebook page with a nice cover photo. The local shares a number of links to union- and education-related sites and receives a number of member posts, likes and other comments. I'm surprised, however, that the most recent post is more than two weeks old. The page does an excellent job of sharing information on statewide and national issues, but there's not a lot on local events or activities.

## **Local: Yorktown Congress of Teachers**

**Category:** Best Use of Digital Media

**Name of Entry:** I am the union – video

**Publication/Website:** *Yorktown Congress of Teachers Vimeo*

**Issue Date:** December 2012

**URL:** <http://vimeo.com/55202388>

### **Judges' Comments:**

This five-minute video, written, produced and directed by members of this local, could easily be adapted by any local to get across the importance and power of unions and their members. Not only a good subject and a good way to get the message across, this video has a very professional feel to it. There is nothing about it that says "homemade."

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## 2014 BEST OF THE BEST WINNER

★ ★ **Local: Yorktown Congress of Teachers**

**Category:** Best Use of Digital Media

**Name of Entry:** It's our turn to talk

**Publication/Website:** *Yorktown Congress of Teachers Vimeo*

**Issue Date:** November 2013

**URL:** <http://vimeo.com/79709725>

**Judges' Comments:**

It's hard to believe that this nearly four-minute video was created and produced by members of this local. It's a compelling commentary on over-testing and a State Education Department that refuses to listen to the classroom professionals. Aside from the great message, the production values are tops. The image of the teacher, standing at a microphone, waiting in vain to speak to the issue, is priceless. An excellent and very effective video. The faces of the children, the taped mouths, and especially the repetition of the song lyrics on the test pages all combine to create an extremely persuasive "commercial."

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## **Most User-Friendly Website**

**Local:** Bay Shore Classroom Teachers' Association, Inc.

**Category:** Most User-Friendly Website

**Publication/Website:** [BSCTA.org Website](http://BSCTA.org)

**URL:** [www.BSCTA.org](http://www.BSCTA.org)

**Judges' Comments:**

This is a great looking website. The home page is bright and colorful, lots of photos, and the site is easy to navigate. However, as attractive as it is, it is carrying a great deal of out-of-date information mixed in with news items on the home page – including details of the 2010 RA and an award won in 2006. The newest items on the Calendar of Events are from June 2012. Also, some of the pages have no way to navigate back to the home page except with the “back” arrow. If the timeliness of the information on this website matched its presentation, this would be a site for other entries to reckon with.

**Local:** Bedford Teacher's Association

**Category:** Most User-Friendly Website

**Publication/Website:** [Bedford Teacher's Association Website](http://BedfordTeacher.org)

**URL:** <http://bedfordta.org/>

**Judges' Comments:**

This attractive and well-designed site offers plenty of important and interesting information to its members. The links work well, and there's a quick way to return to the home page, as long as the link doesn't leave the site. The links to YouTube, Twitter and Facebook are an excellent way to provide up-to-the minute information. Most sections seem to be up to date, and there is significant and useful material in sections on political action, retirement, the contract and professional development, among others. However, the Community Service section could use some updating. It calls on members to take part in a 2012 Making Strides walk, and the newest community service newsletter is dated November 2009. I would suggest you have the site open a new page whenever the link leads to an external site, and to include links to a calendar of events, photos of member events and newsletters.

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## Local: Central Islip Teachers Association

**Category:** Most User-Friendly Website

**URL:** [centralislipta.com](http://centralislipta.com)

### Judges' Comments:

This is a very basic website, with lots of news on the home page – all of it apparently from the current school year, including several community service activities. The site is easy to follow and provides links to NYSUT activities and other sites. The site is not overloaded with features, but what is here is good. It's easy to navigate, with the different categories of content clearly labeled on tabs at the top of the page. The photos and descriptions of recent events on the home page are all excellent and inspirational. But it's kind of a chore for visitors to scroll all the way through to get to the content below. It may have been better to choose one photo for each event, put it at the top of the home page with a brief description, and instruct visitors to click on that photo for a complete gallery and description.

## Local: Connetquot Teachers Association

**Category:** Most User-Friendly Website

**Publication/Website:** *Stateofconnetquot*

**URL:** [stateofconnetquot.org](http://stateofconnetquot.org)

### Judges' Comments:

I liked the home page of this website because it was filled with news and feature articles about the local's many activities and accomplishments. The most recent event was from about three weeks back. However, the page contains, by my quick count, about 100 items. They were well presented – many of them had accompanying photos and all contained just the lead and a link to click on for the rest of the story. But I found news items dating back to 2007. I would seriously consider getting rid of any items that occurred prior to the current school year, or at least archiving them. Actually, because the website is limited almost exclusively to these news items and the home page resembles a Facebook page, I would use Facebook to get this information out and rework the website to provide more of the traditional information items: member benefits, contract info, community service projects, professional development, links to education-related sites, etc. This local does a great job of getting news out to members, but that could be done more easily and efficiently on Facebook – and members would be able to respond/react immediately. Also, the group's logo is not high-resolution. It's very pixelated.

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## ★ **Local: Faculty Association of Suffolk Community College**

**Category:** Most User-Friendly Website

**URL:** [www.fascc.org](http://www.fascc.org)

### **Judges' Comments:**

Very nice-looking home page on this website. Well organized and easy to follow, with links to just about anything a member might need. The first thing I look for in these websites is how well they present news and other timely information. While I found no news section as such, there is a link to the organization's Facebook page, which is full of news items and apparently updated quite frequently. I also try to put myself in the role of a member looking for some specific information and when I did that here I easily found everything I was looking for. There is even a specific section for adjuncts. The only disappointment for me was the out-of-date community outreach section. Two of the three items in this section were promoting "upcoming" community activities that had already taken place as much as a year ago. On the day I visited, the only story on the home page was about an important general membership meeting that was less than a week away. There was no need to scroll down to find more information, since everything the member would want to find was contained in the tabs along the top. My only suggestion would be to convert the PDFs on the secondary pages to actual content on the pages, and program the links to open another page when you leave the site.

## **Local: Hastings Teachers Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *HTA Website*

**URL:** <http://www.hastingsta.org/>

### **Judges' Comments:**

Very nice website. Loaded up with pages of valuable information that is generally up to date and easy to navigate. This is obviously a local that understands social media and how the various elements work together. The site contains some recent tweets and postings from its Facebook page and a YouTube video of a community service event. While it is certainly a resource for members, this site appears to have been carefully put together to attract a district-wide audience of parents and other taxpayers as well. The simple typeface and color scheme is attractive, and the tabs across the top are divided into easy to understand categories. When you click on a link that takes you out of the site, it opens a new page, making it very easy to return to the site. The photo gallery is well organized into albums, but hasn't been updated recently. Also, there's no link to return to the other pages in the gallery. And it would be better to put a (frequently updated) list of upcoming events on the home page, rather than a general welcome.

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## ★ **Local: Kenmore Teachers Association**

**Category:** Most User-Friendly Website

**Name of Entry:** Kenmore Teachers Association Website

**Publication/Website:** *Keeping Up with the KTA*

**URL:** <http://www.kenmoreta.org/>

### **Judges' Comments:**

This is an impressive website. I just happened to be judging it the day before a major local rally for “smarter schools” was to take place, and the upcoming event led the home page with links to Facebook and Twitter and a great deal of information on how to take part. The site provides a handy link to the latest issue of the local’s newsletter. Lots of useful, timely information for members and lots of material to appeal to parents and other viewers as well. The tabs at the top work well, and stay on every page so it’s easy to return to the home page.

## **Local: Lynbrook Teachers Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *Lynbrook LTA Website*

**URL:** <http://lynbrooklta.org/>

### **Judges' Comments:**

This website has an attractive home page, but it runs very long. And with the exception of some timely news items from NYSUT, much of it is way out of date, including an article on upcoming field trips, dated Sept. 2010. On the positive side, the site is easy to navigate, and contains sections that can answer just about any question a member might have. One nice touch (that I have not seen elsewhere) on the home page was a survey that members could take part in concerning the relative value of Common Core. The site is easy to navigate, and offers up-to-the minute information to members. The tabs along the side work well, and help the reader return to the home page without any problems. However, although the NYSUT information is certainly very important, I would rather see local stories at the top of the home page. The NYSUT feed could be offered as a link. And the type would be easier to read if it were larger, and the reverse type set against a darker background.

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## ★ **Local: Mount Vernon Federation of Teachers**

**Category:** Most User-Friendly Website

**Publication/Website:** *Mount Vernon Federation of Teachers Website*

### **Judges' Comments:**

A very impressive website with all the best elements: A nice array of ever-changing photos on the colorful and well-designed home page; a list of upcoming events that is up to date; a Member Resources section that provides a wealth of information on benefits, and there are sections on VOTE-COPE, the newsletter and the school-year calendar, to name a few. The rotating photos on the home page are interesting and attractive, and the tabs at the top of the page are easy to understand and work well. There are links to current and back issues of the newsletter, and upcoming events are listed right on the home page. Be careful to update frequently. If the list contains events that have passed you run the risk of losing the reader's interest. Also, it would be better to have the most current information at the top of the home page, rather than the bottom.

## **Local: Nyack Teachers Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *Nyack Teachers Association Website*

**URL:** <http://nyackta.ny.aft.org>

### **Judges' Comments:**

This website certainly fits the "user-friendly" definition in this category. It is an attractive, but very straightforward and very easy-to-use site. The usual departments are here and accessible, news is up to date and the whole site has a very professional and understated look. The only feature I would like to see is an archive of past issues of the newsletter. (This is a personal observation and just something to consider adding. The fact that it's not there doesn't detract from the site's usefulness at all.)

## **Local: Patchogue-Medford Congress of Teachers**

**Category:** Most User-Friendly Website

**Publication/Website:** *PMCT Teachers Union Website*

**URL:** [www.pmct.org](http://www.pmct.org)

### **Judges' Comments:**

Members have a lot to choose from on the home page – blogs, tweets, and a huge crop of news and feature articles. The photos on the home page are excellent, and the tabs across the top make it easy to navigate. I think I would take a few of the older feature articles and move them to the Story Archive, which only has one item in it. I was very gratified to see a Community Outreach section with an up-to-date list of events planned during the current school year. This a great thing for non-members (parents and other



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taxpayers, for instance) to see. I thought the all-blue home page was very attractive, but at the same time hard to read. Use of photos is good. There are lots of them and they run large, but I would recommend using one photo from each event on the home page, with a link to more photos and the story. That way, visitors won't have to scroll down so far.

## **Local: Rockland BOCES Staff Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *Rockland BOCES Staff Association Website*

**URL:** <http://locals.nysut.org/rocklandboces/>

### **Judges' Comments:**

Although it may not appeal to everyone, I was impressed by this website. It is all business and no flash. There are no photos and no fancy typefaces. What it has is useful information and plenty of links to other sites, including the Rockland BOCES, NYSUT and AFT. A Member Benefits section provides lots of useful information, but a Forms and Applications section – also potentially useful – only brings up an error message. The ideal website situation, obviously, is to have a site that provides useful and timely information in a colorful and attractive setting. But if I had to pick just one, I would pick useful and timely over colorful and attractive, especially if all that color and flashiness tried to cover up the fact that the information on the site was out of date or had little value. Although it doesn't have a lot of fancy bells and whistles, this web site does an excellent job of keeping members informed on a variety of important topics. The blue and white color scheme is attractive and easy to read, and the content is right up to the minute. The day I visited, the top story was about an event only days away. The "Points of Information" are easy to understand and to the point, and the links to other web sites are helpful. I would like to see more local content on the home page, and some local photos.

## **Local: Sachem Central Teachers' Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *Sachem Central Teachers' Association Website*

**URL:** <http://scta.ny.aft.org>

### **Judges' Comments:**

Here is an attractive website that is filled with up-to-date information, and it's from a local that also appears to understand the website's interrelationship with social media, including Facebook and Twitter. Links to the local on both media are on the home page. News items accessible on the home page are presented efficiently – a headline, one paragraph and a link to the full story if the user wants more information. The tabs at the top are clear and easy to read, and they work well. Putting a link to the newsletter and

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to the Facebook page at the very top of the page is an excellent idea, and the rest of the information on the home page is up to the minute. My only suggestion would be to have the link open a new page whenever it leaves the web site. That makes it easier for visitors to return.

## **Local: Valley Central Teachers' Association**

**Category:** Most User-Friendly Website

**Publication/Website:** *VCTA.net*

**URL:** [www.vcta.net](http://www.vcta.net)

### **Judges' Comments:**

This excellent web site is just packed with useful information for members. The home page offers multiple links, and most of them open a new page, which makes it easier to return to the original site. I would like to see some large photos with links to different stories on the top of the home page, instead of line after line of type. That would make it more attractive and help to draw readers into the site. It would also be easier to navigate if clicking on the menu items brought up all of the sub-topics at once. The sliding over the tab to select a topic is difficult to do. I am impressed but a little surprised that this is the only entry I have seen in this category that addresses the current elephant in the room – the controversy over the upcoming NYSUT elections. I, for one, am happy to see at least one local address the issue.

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

### **Local: Arlington Teachers' Association**

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

**Name of Entry:** Your voice needs to be heard

**Publication/Website:** *The Educator*

**Issue Date:** October 2013

**URL:** <http://www.arlingtonteachers.com/news1310.pdf>

#### **Judges' Comments:**

Good reminder to members that their voice matters. Good commentary on the education commissioner's poor handling of a question period at Spackenkill. However, it is primarily reporting rather than interpretive writing.

### ★ **Local: Arlington Teachers' Association**

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

**Name of Entry:** What is the right size for Arlington?

**Publication/Website:** *The Educator*

**Issue Date:** April 2013

**URL:** <http://www.arlingtonteachers.com/news1304.pdf>

#### **Judges' Comments:**

Solid argument posing student needs and teacher aspirations vs "rightsizing" craze. A solid column that thoughtfully and perceptively examines the tension between today's economic realities and what is "right" for the district. A winner.

### **Local: Arlington Teachers' Association**

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

**Name of Entry:** Will you be on the bus with us?

**Publication/Website:** *The Educator*

**Issue Date:** May 2013

**URL:** <http://www.arlingtonteachers.com/news1305.pdf>

#### **Judges' Comments:**

Very good call to action. A good column on the need to join the NYSUT rally. However, it is more of a call to action than commentary on issues.

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## **Local: Baldwinsville Teachers Association**

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

**Name of Entry:** President's corner

**Publication/Website:** *The Reporter*

**Issue Date:** November 2013

### **Judges' Comments:**

Good concise update on APPR and other big issues. A good column on union issues. However, it is more of a roundup than commentary.

## **Local: Baldwinsville Teachers Association**

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

**Name of Entry:** President's corner

**Publication/Website:** *The Reporter*

**Issue Date:** October 2013

### **Judges' Comments:**

A lovely reminder about how essential teamwork, collaboration and family are to all of us. An original take on a month dedicated to giving thanks. However, it is more of a list than an article.

## **Local: Central Islip Teachers Association**

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

**Name of Entry:** This too shall pass

**Publication/Website:** *CITATION*

**Issue Date:** November 2012

### **Judges' Comments:**

Well-written summary of frustration felt by leaders and members. A strongly worded column by a writer who cares. However, calling the governor's aides lackeys detracts from the powerful writing throughout.

## **Local: Central Islip Teachers Association**

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

**Name of Entry:** Walk the walk!

**Publication/Website:** *CITATION*

**Issue Date:** May 2013

### **Judges' Comments:**

Good job highlighting motivating issues before urging rally participation. Another example of a strongly worded column. Puts real passion behind the message—a solid wake-up call.

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## **Local: Central Islip Teachers Association**

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

**Name of Entry:** The children must come first

**Publication/Website:** *CITATION*

**Issue Date:** November 2013

### **Judges' Comments:**

Ties RTTT with other big concerns in a way that helps members get insights on issues. A strong worded column by a writer who obviously has strongly held opinions. However, calling people wackos detracts from an otherwise reasoned argument.

## ★ **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** The Undercurrent – "on purpose"

**Publication/Website:** *The Undercurrent*

**Issue Date:** September 2013

**URL:** [fascnewmemberblog.blogspot.com/2013/09/on-purpose.html](http://fascnewmemberblog.blogspot.com/2013/09/on-purpose.html)

### **Judges' Comments:**

Excellent primer for new members on how to survive teaching and other on-campus commitments, and gives lots of credit to local union. Very perceptive and interesting column that examines volunteer committees and assignments. An original take on the subject that demolishes the commonly held maxim that "you should serve". Instead, the writer correctly observes that service should be in accordance with one's capabilities. Excellent.

## **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** It is time to deliver

**Publication/Website:** *The WORD*

**Issue Date:** November 2013

**URL:** [http://www.fascc.org/word/the\\_word1113.pdf](http://www.fascc.org/word/the_word1113.pdf)

### **Judges' Comments:**

Very good explanation of nuts and bolts of local political action. A good wrapup of candidates and the need to vote. However, it is more of an informational flyer on candidates' backgrounds than commentary.

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## ★ **Local: Faculty Association of Suffolk Community College**

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

**Name of Entry:** Open SUNY, MOOCs, and the teaching of life

**Publication/Website:** *The WORD*

**Issue Date:** April 2013

**URL:** [http://www.fascc.org/word/the\\_word0413.pdf](http://www.fascc.org/word/the_word0413.pdf)

### **Judges' Comments:**

Excellent explanation of complex issues with implications for colleges, students and educators. A thorough, informative and perceptive column on education at higher levels and public universities. Stands out from the rest of the entries. A winner.

## **Local: Gates Chili Teachers' Association**

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

**Name of Entry:** Know your contract

**Publication/Website:** *The Voice*

**Issue Date:** December 2013

### **Judges' Comments:**

Very clear explanation about key issues that really matter to members. Very good article that covers many of the FAQs about the contract. However, a Q and A doesn't quite fit the category of a column/blog. It is more of an informational flyer.

## **Local: Gates Chili Teachers' Association**

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

**Name of Entry:** The role of Vote-Cope in public education

**Publication/Website:** *The Voice*

**Issue Date:** April 2013

### **Judges' Comments:**

Good outline of issues affecting members that can be addressed by PAC participation. A good overview of VOTE-Cope. However, it is informational reporting that doesn't fit the definition of a column/blog.

## **Local: Gates Chili Teachers' Association**

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

**Name of Entry:** A little help for our colleagues

**Publication/Website:** *The Voice*

**Issue Date:** February 2013

### **Judges' Comments:**

Good nuts-and-bolts explanation of important issues. This entry contains important messages on two entries. However, it is reporting rather than commentary or blogging.

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## **Local: Guilderland Teachers Association Teaching Assistants Unit**

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

**Name of Entry:** Message from the president not saying no

**Publication/Website:** *TA Times*

**Issue Date:** November 2012

### **Judges' Comments:**

Very good, enjoyable read for members about union training over the summer. A light touch on a trip to Baltimore. Unfortunately, it focuses more on the frustrations of that city and doesn't fit the category of a column/blog—it's more of a series of complaints about Baltimore.

## **Local: Kenmore Teachers Association**

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

**Name of Entry:** November 2013 KTA Announcer

**Publication/Website:** *KTA Announcer*

**Issue Date:** November 2013

### **Judges' Comments:**

Good update on important issues.

## **Local: Lynbrook Teachers Association**

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

**Name of Entry:** Newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** May 2013

### **Judges' Comments:**

Nice job of taking an up-to-the-minute issue (hockey strike) and making it relevant to educators and all union members.

## **Local: Lynbrook Teachers Association**

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

**Name of Entry:** Newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** March 2013

### **Judges' Comments:**

Very clear exploration of the use of "common" in learning, how it relates to Common Core and ends with good call to action.

# NYSUT Communications Competition 2014

## **Local: Lynbrook Teachers Association**

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

**Name of Entry:** Newsletter

**Publication/Website:** *LTA Examiner*

**Issue Date:** October 2013

### **Judges' Comments:**

Good explanation of new superintendent's expectations for teachers and schools.

## **Local: Mount Vernon Federation of Teachers**

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

**Name of Entry:** Education and politics – we must look behind the curtain!

**Publication/Website:** *THE AGENDA*

**Issue Date:** SEPT/OCT 2012

### **Judges' Comments:**

Pulls together most vexing issues facing members in an election year and helps them “look behind the curtain.” A strong column on a topic that is largely forgotten today – the tax cap and how it is a gimmick in disguise. A solid call-to-action article.

## **Local: Nyack Teachers Association**

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

**Name of Entry:** Message from the President

**Publication/Website:** *The Bridge*

**Issue Date:** September 2012

### **Judges' Comments:**

There are some recurring themes in each of the three president's column entries from this local that everyone could take a lesson from. In every one, the president identifies a problem, offers facts to explain what is behind the issue and how it affects members and their students, and offers up a strategy for addressing the issue that calls upon members to become involved. That's what a president's column should try to accomplish.



# NYSUT Communications Competition 2014

## **Local: Nyack Teachers Association**

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

**Name of Entry:** Message from the president

**Publication/Website:** *The Bridge*

**Issue Date:** October 2013

### **Judges' Comments:**

This column deals well with the political process, the need to get more middle-class voters involved in elections and how the local unions have worked together on endorsements. It sets the stage to ask members to help out with phone banks, etc. Good handling of an important topic.

## **Local: Nyack Teachers Association**

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

**Name of Entry:** Message from the president

**Publication/Website:** *The Bridge*

**Issue Date:** January 2013

### **Judges' Comments:**

Reflecting on the challenges of 2012, including APPR and Common Core, this column promotes NYSUT's "Tell it like it is" site as a vehicle members can use to speak out to the state education commissioner and Board of Regents. Another great effort.

## **Local: Rockland BOCES Staff Association**

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

**Name of Entry:** A letter from our president: a movement unfolds

**Publication/Website:** *Rockland BOCES Staff Association*

**Issue Date:** December 2013

### **Judges' Comments:**

Pulls together a number of important points in a very clear way. A good wrapup of the chapter's events and community involvement, along with a warning about weakening unions. However, it isn't fully developed as a single topic that would qualify it as a column/blog.

## **Local: Rondout Valley Federation of Teachers and School-Related Professionals**

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

**Name of Entry:** We need to be in the business of marching - revisited!

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** May 2013

### **Judges' Comments:**

Very good rendering of Mother Jones story. This is an excellent article that was entered in another, more appropriate category.

# NYSUT Communications Competition 2014

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

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

**Name of Entry:** Learning to dance in the rain

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** Oct/Nov 2012

### **Judges' Comments:**

Very heartfelt and sincere message. A good column that seeks to uplift members' spirits and motivate them to remain union strong. But it isn't developed to the extent that it would qualify as best column/blog.

## Local: Rondout Valley Federation of Teachers and School-Related Professionals

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

**Name of Entry:** How to survive being thrown under a bus

**Publication/Website:** *THE UNION SOUND*

**Issue Date:** November 2013

### **Judges' Comments:**

Tremendous pulling together of themes of how a local union's unity in tough times can keep all of us from being thrown "under the bus." Excellent column that was entered in another category and received winning praise for its catchy headline. The column itself is also praiseworthy for its thoroughness and focus on issues. Good work all around.

## Local: Sachem Central Teachers' Association

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

**Name of Entry:** From the president's desk

**Publication/Website:** *Speak Out*

**Issue Date:** April/May 2013

### **Judges' Comments:**

Very nice "thank you" to members for their efforts in tough times. This is a good column that was entered in another, more appropriate category.

## Local: Sachem Central Teachers' Association

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

**Name of Entry:** Why is a majority not enough?

**Publication/Website:** *Speak Out*

**Issue Date:** May/June 2013

### **Judges' Comments:**

Very clear explanation of local impact of terrible statewide "60%" budget vote rule. A good column that is marred by a glaring spelling error in the opening paragraph. That diminishes the author's credibility as an educator.

# NYSUT Communications Competition 2014

## Local: Sachem Central Teachers' Association

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

**Name of Entry:** We are all union activists

**Publication/Website:** *Speak Out*

**Issue Date:** Feb/March 2013

### **Judges' Comments:**

Good call to action with strong political context. A very good column on the call to active union involvement, backed up by facts and figures.

## Local: Schalmont Teachers' Association

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

**Name of Entry:** Mary Beth's message, president's report, November 2013

**Publication/Website:** *STATIC*

**Issue Date:** November 2013

### **Judges' Comments:**

Very strong call to action to members on local and statewide issues. A good roundup of the chapter's activities and accomplishments. However, it is more of a report than a column/blog.

## Local: Schalmont Teachers' Association

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

**Name of Entry:** Mary Beth's message~president's report April 2013

**Publication/Website:** *STATIC*

**Issue Date:** April 2013

### **Judges' Comments:**

Very good "shout out" to members for their high level of activity the past years. A good roundup of the chapter's activities and accomplishments. However, it is more of a report than a column or blog.

## Local: United Federation of Teachers – Queens Borough PS107Q

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

**Name of Entry:** Buddy/peep program inaugural event

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

Very interesting article about high-quality new-member programs. This article has a nice layout. However, it is a report rather than a column or blog.

# NYSUT Communications Competition 2014

## **Local: United Federation of Teachers – Queens Borough PS107Q**

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

**Name of Entry:** Election day November 5, 2013

**Publication/Website:** *PS107Q UFT Chapter e-Newsletter*

**Issue Date:** November 2013

### **Judges' Comments:**

Good call for action for members to vote – be aware that photos from other event on the page detract from strength of message. This article has attractive graphics. However, it is a call to get out and vote for certain candidates and not does fit the definition of a column or blog.

## **Local: Valley Central Teachers' Association**

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

**Name of Entry:** In the news

**Publication/Website:** *VC Echoes*

**Issue Date:** December 2013

### **Judges' Comments:**

Witty update on key issues. A good roundup of the issues, but a glaring spelling error in the last sentence is a blemish on an otherwise solid entry.

## **★ ★ Local: Valley Central Teachers' Association**

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

**Name of Entry:** Christmas list

**Publication/Website:** *VC Echoes*

**Issue Date:** December 2013

### **Judges' Comments:**

Very well done – hits many key points squarely but with a light touch appropriate for the season. A well-done original column. It is a little heavy-handed on the attacks on Cuomo/King, that, had they been handled more adroitly, would have made this entry a standout.

## **Local: Walkkill Teachers' Association**

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

**Name of Entry:** President's message

**Publication/Website:** *Impact*

**Issue Date:** October 2013

**URL:** <http://locals.nysut.org/walkkill/impact.html>

### **Judges' Comments:**

Clearly addresses members' concerns. Eye-catching layout and good content. However, at only three paragraphs it does not quite fit the definition of a column or blog.

# NYSUT Communications Competition 2014

## Local: Wallkill Teachers' Association

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

**Name of Entry:** President's message- Donna Carr's final message (she retired in June)

**Publication/Website:** *Impact*

**Issue Date:** June 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### Judges' Comments:

A very nice, heartfelt career-ending salute from a retiring president. Nice effort, nice layout and a nice farewell message. However, it is more of a brief memo than a column or blog.

## Local: Wallkill Teachers' Association

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

**Name of Entry:** President's message

**Publication/Website:** *Impact*

**Issue Date:** May 2013

**URL:** <http://locals.nysut.org/wallkill/impact.html>

### Judges' Comments:

Very clever call to action. An attractively packaged entry with a good message. It could be improved with more development, to better fit the definition of a column or blog.

## Local: Yorktown Congress of Teachers

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

**Name of Entry:** President's letter

**Issue Date:** December 2012

### Judges' Comments:

This column demonstrates in a very moving way that a local president doesn't always have to have the answers. Here, just days after the shootings in Newtown, CT, this president writes: "These days I am terrified by the realization that I know very little and understand almost nothing." Well-written.

★ ★ FIRST PLACE  
★ AWARD OF DISTINCTION

