

nysut

2012

Journalism Competition



Judges' Comments

Retirees

R-1 — R-4

The Ted Bleecker Award

“Best of the Best”



Valley Central Teachers’ Association

VC ECHOES

Editor: Meghan Rilley

Comments:

Very bold, arresting cover photo sets the tone for their comprehensive look at what teachers and their union are fighting for in today’s climate of cost-cutting and attacks on education in general. The inside commentary is focused and forceful, and the message of “union strong” reads loud and clear.

Great use of color and bold photos on the cover and back page of this attractive publication. Articles are well edited and varied in content. Since some of the articles tend to cover a single page, I would consider looking at ways to increase white space, use pull quotes, set off some material in boxes, etc.

Very bold use of a powerful photograph on the front page. No other publication used photography like this to communicate to readers.

Overall, this publication was well designed and had lots of visual impact. Very well done!!! Congratulations.



Solidarity Awards



Arlington Teachers' Association

The Educator

Editors: Samantha Falk and Robert McHugh

Comments:

In times like these, an entire issue dedicated to solidarity is certainly not overkill. As the editor's Page 1 column tells us, there was only a tepid response to an unscientific survey querying members about the union. After making salient points in that column for the critical need for solidarity, this special issue deals with the topic in many ways – including articles about the union's community and school involvement, explanations and definitions of some of the main issues, a well-done fact-vs.-fiction centerspread and recognizing members' recent accomplishments. Obviously a lot of work done here, all of it good.

Whole issue is very strong, but, the column on the cover is outstanding.

From the "United We Stand, Divided We Fall" headline on the cover to the dates for the "We Are One" rally on the back, *The Educator* stands firmly for solidarity. The feature on "Labor organizations under fire" is especially effective, with its information on "Threats across the nation," and photos of the state rally organized by NYSUT.



Beacon Teachers Association

Between Assignments

Editor: Dawn Clemens

Comments:

An unprecedented undertaking! Deep, thorough examination of all aspects of solidarity, including local and state issues.

It's a major effort for a local to tackle an entire issue devoted to solidarity, but it's even more impressive when it's this well done. From the editor's letter, to the talking points, to the update on VOTE-COPE, to the profile of the local union-hating assemblyman, to the explanation of how the governor plays fast and loose with education statistics, this issue gets to the heart of the topic of solidarity and the critical importance of becoming informed and involved.

The issue combines well-written, locally produced articles with material taken from *NYSUT United*, the NYSUT website and other NYSUT sources, which is perfectly acceptable – and encouraged. Kudos to everyone involved in this effort.

An entire issue devoted to solidarity? What a wonderful idea! And this publication brings it to fruition in the best, most effective way possible. From the opening letter from the editor, which explains the concept, to "Fact vs. Fiction," which is one of the best explanations of misconceptions about teachers that I've seen, the entire newsletter is just stuffed with facts, figures, background and lots and lots of passion. An excellent effort!

Judges' Comments

Retirees



Class R-I

Class R-I – Best Opinion Writing

FIRST PLACE

Central Islip Retired Teachers Association *the CIRTation*

“The true cost of war”

Comments: Interesting facts presented on the costs of the wars in Iraq and Afghanistan and how the money could be better spent at home.

A well-reasoned, well presented article of the costs of war and waste of dollars that could be used for social programs. This is a standout for its clarity and forcefulness.

Class R-I – Best Opinion Writing

Malverne Teachers' Association Retiree Chapter

The Retiree ReView

“April get-together”

Comments: Not an opinion column. Should have been entered in another category. A good article on a recent meeting of interest. However, it is more of a news story than an opinion piece.

Class R-I – Best Opinion Writing

AWARD OF MERIT

Wallkill Retired Teachers Association *WRTA Connections*

“Our view”

Comments: A fine job outlining the divide between the wealthy and the majority of the population and attempts by politicians to destroy worker's rights through misinformation. The piece advocates a call to action to let your elected officials know this is not acceptable.

A solid president's message on the Albany agenda concerning taxes, caps and the threat of cuts to education. Well done.

Class R-I – Best Profile

AWARD OF MERIT

Islip Retired Teachers Association *IRTA Newsletter*

“IRTA recognition honorees”

Comments: A nicely designed profile page with photos. Would have been nice to see photos and profiles of all of the honorees. The article provides a good recap on the many contributions of two recent retirees who were honored at a luncheon. Well done.

Class R-I – Best Profile

FIRST PLACE

Malverne Teachers' Association Retiree Chapter

The Retiree ReView

“Novella Harris reports on her foreign mission trip to Haiti”

Comments: This article about Novella Harris's mission trip to Haiti was captivating. It properly focuses on the plight of that country and expertly relates their misery to audiences who are living more comfortable lives. The only drawback is that it could have focused a bit more on Ms. Harris to complete the profile. An interesting and disturbing account of a retiree who went to Haiti to do mission /relief work and saw and experienced the horrific conditions people there are living in. She says relief money is not getting to proper destinations and medicine is not getting to people in need but is being sold on the streets. Well done!

Class R-I – Best Profile

AWARD OF MERIT

Wantagh Schools United Retirees

WSUR

“Co-presidents attend Committee of 100”

Comments: Not really a profile, more of a news update.

This was a nice profile of a retiree who attended the vigil in the Capitol to protest cuts to education. However, it was too brief to fully capture the person.

Class R-I – Best Publication

Central Islip Retired Teachers Association

the CIRTation

Comments: This publication would really benefit from the use of visuals.

This is an informative publication that is a valuable resource for members. However, it lacks photos and graphics, which are needed to make the pages eye appealing.

Class R-I – Best Publication

AWARD OF MERIT

Islip Retired Teachers Association

IRTA Newsletter

Comments: Excellent! Lots of news, upcoming events and important tips, etc. Impressive use of color photos of members!

Very nice cover photos, as well as an excellent profile. Contains lots of news items and the big typeface is a plus.

Class R-I – Best Publication

FIRST PLACE

Malverne Teachers' Association Retiree Chapter

The Retiree ReView

Comments: Another excellent publication! Lots of news updates, calendar of events, and updates from retirees. Good use of photos. Great photos and content. This is an inviting publication that stands out overall.

Class R-I – Best Publication

Wallkill Retired Teachers Association

WRTA Connections

Comments: A nice range of content. The index on the front page lets readers quickly find topics of interest.

A good mix of content, including postcards from retirees. Very entertaining and informative throughout. The layout on inside pages could be sharper.

Class R-I – Best Publication

Wantagh Schools United Retirees

WSUR

Comments: The front page would benefit from the use of a visual. This publication, like the other entries in this category, had a nice range of stories. The Member News section was very strong.

A pleasant layout that is not only eye-appealing but makes the entire publication easy to read. It needs more content, however.

Class R-I – Best Union News Story

Malverne Teachers' Association Retiree Chapter

The Retiree ReView

“A thank you from the dress down camp fund”

Comments: Even as a thank you letter this entry did a fine job of conveying union news. This issue featured a letter on a \$400 fund donation that struck the right chord of union urgency and relevance in fighting for hard-won rights and benefits.

Class R-I – Best Union News Story

AWARD OF MERIT

Wallkill Retired Teachers Association

WRTA Connections

“Retired but not reticent”

Comments: This news brief about members attending an important BOE meeting is packed with information and cautions members to beware of attitudes encountered in the 1970's and early 1980's.

The article on switching health insurance was informative and insightful. A good effort.

Class R-I – Best Union News Story

FIRST PLACE

Wantagh Schools United Retirees

WSUR

“Ulric’s warning – complacency is the enemy”

Comments: A thorough account of a meeting with a NYSUT election district representative in which members were cautioned about the dangers of complacency. Very well done! Excellent article on Triborough amendment. Well-reasoned, well argued, well presented.

Class R-II

Class R-II – Best Opinion Writing

Huntington Association of Retired Teachers/Employees

HARTE

“What does the future hold?”

Comments: Would have liked to have read more specific criticisms and facts to back up claims made.

An interesting and insightful article on possible funding cuts to education. The comparison of real world classrooms to the *Waiting for Superman* hoopla was most illuminating.

Class R-II – Best Opinion Writing

FIRST PLACE

Pittsford District Retired Teachers Association *Retired Times*

“Informed choices”

Comments: A well-researched opinion column that has lots of specifics and attributions that takes the position that the NYS tax cap for education is not a good idea and proposes alternatives.

Excellent article on the tax cap and the inverted economics of saving money at the expense of education.

Class R-II – Best Opinion Writing

AWARD OF MERIT

Port Jefferson Station Retired Teachers Association

A Portal Through Time

“The view from here”

Comments: A very well-written and historically researched and impassioned column about the personal history of this educator and the rise (involving significant violence) of the labor movement in America. This column denounces attempts by state governments to demonize and privatize the gains educators have made through collective bargaining. Excellent!

A solid article on teacher salaries and the role of union in guarding against higher workloads.

Class R-II – Best Opinion Writing

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

“From the desk of our president”

Comments: An impassioned denouncement of the tax cap which this retiree believes will severely harm education and the hard-earned rights of teachers.

A solid look at the threat posed by cuts to education and a rally to stop those cuts from taking place. Very nice take on the millionaires tax.

Class R-II – Best Opinion Writing

West Islip Retired Teachers Association *WIRTA NEWS*

“Luncheon speakers share valuable information”

Comments: A call for contributions to VOTE-COPE in which this columnist cites how this program has contributed many positive efforts. Should this column have been considered for entry in the Best Union News Category?

A good overview on VOTE-COPE and protecting health insurance benefits. The article would have been more effective with a more forceful style.

Class R-II – Best Profile

Huntington Association of Retired Teachers/Employees

HARTE

“A well-deserved honor”

Comments: Very good profile on President Eileen Darwin and her efforts as a founder of HARTE and beyond. But it could have been more extensive.

A nice but brief tribute to a member named ‘Retiree Member of the Year, by NYSUT. This reader would have liked to have known more about her career and perhaps read a few comments by other members about her recent efforts.

Class R-II – Best Profile

FIRST PLACE

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

“Toni Salerno – An active member of PWTA/A founding member of PWRE”

Comments: Excellent profile of a founding member of PWRE who worked tirelessly inside the classroom and out to promote better education. Well written.

A nicely written profile of a member who was active in union affairs throughout her teaching career and after. She even opened her home to union meetings.

Class R-II – Best Profile

West Islip Retired Teachers Association

WIRTA NEWS

“An unexpected reward”

Comments: This should have been entered in the Best Opinion category.

This was a nice article on an inspirational book for autistic children. However, it doesn’t quite fit in the profile category.

Class R-II – Best Publication

Bay Shore Retired Teachers’ Association

THE 4th R

Comments: It’s good to see lots of photos used in the upfront pages although the crops are unusual in that there are so many oval and round crops – some in the shape of old

television screens. As you get deeper into the newsletter the pages are dense with type, making the stories difficult to look at. These pages would have benefited from the use of visuals – horizontals and verticals to break up the type.

This publication has lots of information in it and an attractive front page that is a good mix of graphics and type. However, the inside pages could use more graphics throughout to keep the eye-appeal going.

Class R-II – Best Publication

FIRST PLACE

Farmingdale Federation of Teachers/Retiree Chapter

FARMINGDALE FOCUS

Comments: Despite a front page lacking photos, this publication looks much better as you navigate through it. Nice use of photos. It’s especially nice to see the candid photos used in the News and Views.

There is a nice article on poetry and a well done member spotlight. More of this kind of content would make this publication first-rate.

Class R-II – Best Publication

Huntington Association of Retired Teachers/Employees

HARTE

Comments: Spacious use of copy but would be much stronger with the use of visuals. This newsletter serves its members well by keeping members in touch with school issues and one another. But the lack of graphics makes the publication type-heavy, and the front page opinion article contains typos.

Class R-II – Best Publication

North Babylon Retirees’ Chapter

The Next Step

Comments: This publication reads like a series of “briefs” and would be enhanced with the use of more visuals.

This newsletter is easy to read and it contains a nice touch of humor. However, there is no layout to speak of and the pages look type-heavy. More graphics are needed.

Class R-II – Best Publication

Pittsford District Retired Teachers Association *Retired Times*

Comments: Very nice use of type and design elements, but photographs of members, provided or from events, would have really made this a fantastic newsletter.

This is a newsy publication with a fine mix of information and graphics. The layout is inviting and the features make this newsletter stand out.

Class R-II – Best Publication

Port Jefferson Station Retired Teachers Association

A Portal Through Time

Comments: This publication was very strong on written content but suffered because of small type and limited use of visuals. The exception was the page with photos gathered at Jensen Beach.

This publication contains many great photos, which is all to the good. However, almost all of the photos are sized too small, which detracts from the pages. Overall though, an informative newsletter.

Class R-II – Best Publication

AWARD OF MERIT

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

Comments: Very attractive and inviting front page. Strong use of photos throughout with good design made this an excellent newsletter. This publication contains an excellent profile and lots of news stories and photos, which combine to make the entire page attractive to readers. The photos, though, would benefit from better sizing to make the pages outstanding.

Class R-II – Best Publication

Retired Educators Chapter — Syosset Teachers' Association

SYOSSET RECORD

Comments: Good use of photos with articles and when photos weren't available, nice use of graphic elements.

There are nice inside pages that sparkle with good layout and photos. This approach could be used on the cover page to make the publication impressive overall.

Class R-II – Best Publication

Retired Members Chapter – North Shore Schools Federated Employees

NSSFE Retired Members Chapter Newsletter

Comments: In an otherwise excellent newsletter filled with a variety of articles and visual elements the only weak link was the masthead. This should be larger making a bold branding statement. If color was or is available this would be a fantastic entry.

Very nice photos and photo reproduction. An easy-to-read publication with lots of news about members.

Class R-II – Best Publication

Retirees of the Brentwood Schools

ROBS Newsletter

Comments: Nice variety of stories in this newsletter. The front page photo could have been used larger to deliver more impact. Enjoyed the article "The Great Wall and Beyond: My Trip to China" which was enhanced with three photos.

This publication contained an interesting article on history and a trip to China. However, the newsletter could benefit from more emphasis on member news and an improved layout.

Class R-II – Best Publication

West Islip Retired Teachers Association

WIRTA NEWS

Comments: There is much good content here, which makes the newsletter a valuable source of information for readers. There is a need, though, for better photo reproduction. Another strong newsletter. Good use of photos and the index on the front page helps direct the reader to topics of interest.

Class R-II – Best Union News Story

FIRST PLACE

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

““Triborough” under attack!”

Comments: This story provides good background on the Triborough Amendment to the Taylor Law and proceeds to outline how it is under attack along with other pension benefits. The article goes on to explain why pension benefits are “a good investment” for everyone, including government and the economy.

An excellent examination of the Triborough Amendment and its foes. Packed with facts, statistics. Well argued.

Class R-II – Best Union News Story

AWARD OF MERIT

Retired Educators Chapter — Syosset Teachers’ Association

SYOSSET RECORD

“Rally at Hofstra”

Comments: A little on the brief side. Would have liked to have read more about the issues and read some comments by participants and speakers. Liked the use of photos.

A winning story and layout of the rally at Hofstra to protect funding for education. This puts the battle in proper perspective.

Class R-II – Best Union News Story

West Islip Retired Teachers Association

WIRTA NEWS

“NYSUT political action fund”

Comments: Naming Scott Brown as the Governor of Wisconsin in this article was an error hard to overlook. Scott Walker is the Governor of Wisconsin. Scott Brown is the United States Senator from Massachusetts. A fine overview of remarks by luncheon speaker Rep. Tim Bishop. This story also contains a comprehensive look at issues ranging from the Tea Party to school retirements.

Class R-II – Best Website

AWARD OF MERIT

Port Washington Teachers Association Retired Educators Chapter

Port Washington Teachers Association Retired Educators Chapter Website

Comments: A very attractive home page with easy links to inside pages. This site stands out visually. It could benefit from more photos and graphics on the inside pages, some of which are all type.

Excellent website! Easy to navigate and lots of nice features like the Book Club.

Class R-II – Best Website

FIRST PLACE

Retirees of the Brentwood Schools

Retirees of the Brentwood Schools Website

Comments: Another excellent website! Also easy to navigate with lots of great links, photos and features. Excellent job on the reunion video/slide show with music. Both entries in this category were very strong.

Excellent website with a great mix of information, profiles, photos and more. The links to inside pages are easy to navigate and the pages themselves are filled with information that is expertly packaged to appeal to the eye.

Class R-III

Class R-III – Best Community Outreach Using Electronic Media

AWARD OF MERIT

Retiree Council 43

New York State United Teacher Retirees In Florida – Facebook

Comments: Great use of color, graphics and great content. A very pleasing home page that invites the visitor to linger a long while.

Class R-III – Best Opinion Writing

FIRST PLACE

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

“President’s view”

Comments: Very well done! Direct and to the point! An explanation of the ongoing attacks on Social Security, Medicaid and Medicare in which the author explains that these programs are not the cause of the national deficit and ends with the mantra: “DON’T NIX IT; FIX IT!” A comprehensive article on the threat to Medicare and Social Security. Well-reasoned and thoughtful.

Class R-III – Best Opinion Writing

AWARD OF MERIT

Half Hollow Hills Active Retired Teachers Association

The HHHART BEAT

“Reflections ... Addictions”

Comments: Fabulous article on how iPods and iPads and other electronic devices have replaced old fashioned person-to-person communication, and the loss to society because of it. This is a great example of taking a long look at what passes for progress. A thoughtful opinion piece on the new media and information age. It would have been interesting to have read some statistics and the use of these communication techniques and devices among retirees, if research has been conducted.

Class R-III – Best Opinion Writing

Retiree Council 13

MID HUDSON BRIDGES

“President’s Report: If in solidarity we stand, we can make a difference”

Comments: A good call to action article on resisting school aid cuts and preserving health care and retirement benefits. Puts it all in proper perspective.

This entry may have been better placed in the Best Union News category as it eloquently calls for a solidarity of retirees for in-service members.

Class R-III – Best Opinion Writing

Wappingers Congress of Retired Teachers

PostScript

“A few battles won, but the war continues”

Comments: This opinion column makes the very good point that it’s not only education that will be affected by tax caps – public services such as fire and police services may also be profoundly impacted. But, the article does not get to the point of the headline until the last paragraph.

A very well-argued article on the tax cap sham and the commercialization of school activities. Original and insightful.

Class R-III – Best Profile

Half Hollow Hills Active Retired Teachers Association

The HHHART BEAT

“The President’s Message”

Comments: Should have been submitted in another category.

This is a solid article on the threats to teacher pensions, jobs, social security etc. However, it is not a profile as such.

Class R-III – Best Profile

Retiree Council 13

MID HUDSON BRIDGES

“Tribute to Bill Schultz”

Comments: Would have liked to read more about the NYSUT consultant profiled. I didn’t get a strong sense of who he was. Profiles do this.

This is a fine profile of a NYSUT consultant and his invaluable advice over the years. Well written, rich in detail.

Class R-III – Best Profile

FIRST PLACE

Wappingers Congress of Retired Teachers

PostScript

“Salenger retires from NYSTRS Board”

Comments: Although a short profile it is packed with lots of details about the retiree. A good profile of a NYSTRS Board retiree and her contributions over the years. A comprehensive look at a stellar career.

Class R-III – Best Publication

AWARD OF MERIT

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

Comments: A nice touch welcoming the ‘Class of 2011’ retirees on the front page. Excellent use of photographs of members.

An overall good publication, including a very readable feature on a retiree veteran’s war flight. Good photos of spring luncheon, too. There could be more member news, though.

Class R-III – Best Publication

Half Hollow Hills Active Retired Teachers Association

The HHHART BEAT

Comments: The Keep in Touch page and Know Your HHHART Board were real strengths of this publication.

This is an easy read and very informative throughout. It could have a newsier front page, however, and better photo reproduction and sizing.

Class R-III – Best Publication

Retiree Council 13

MID HUDSON BRIDGES

Comments: This publication would greatly benefit with the addition of visuals.

An informative publication, overall. However, it needs photos and graphics to balance out the type and appeal to the eye.

Class R-III – Best Publication

FIRST PLACE

Wappingers Congress of Retired Teachers

PostScript

Comments: Very nicely designed! Lots of photos and use of bold type in appropriate places throughout. Excellent!

Excellent work overall, with extensive and informative coverage on a wide range of issues and topics. Lots of photos add to the publication’s eye appeal. And there is a nice obit section that captures the lives and contributions of past members.

Class R-III – Best Union News Story

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

“Record turnout at fall luncheon!/Identity theft prevention”

Comments: Makes the excellent point the lunch gatherings are not only an opportunity to catch up with friends but also an opportunity to catch up on relevant concerns and issues of the times. Liked the listing of tips for identity theft prevention.

A good recap of a fall luncheon, but more content would be appreciated.

Class R-III – Best Union News Story

Half Hollow Hills Active Retired Teachers Association

The HHHART BEAT

“Cortli luncheon highlights”

Comments: A little thin on the highlights of the luncheon gathering.

A solid story on a luncheon, but coverage of what issues the speakers addressed was on the thin side.

Class R-III – Best Union News Story

Retiree Council 13

MID HUDSON BRIDGES

“VOTE-COPE”

Comments: A short story about the apparent lack of financial support for VOTE-COPE. Perhaps a little more information about what VOTE-COPE does and passionate writing as to why it is important may help bring more support.

A fine call to action article on VOTE-COPE. While the message could have been fleshed out with more facts, the urgent call was unmistakable.

Class R-III – Best Union News Story

FIRST PLACE

Wappingers Congress of Retired Teachers

PostScript

“RC 13 informative, fun, political”

Comments: A very detailed story about the important people and what they had to say at the “Continuing Excellence Conference” held at the NYSUT Regional Conference in Kingston. Nice to see photos of important speakers. This article was packed with highlights. Excellent! A great wrap-up on the NYSUT Regional Conference. Lots of news and photos. Very informative.

Class R-III – Best Website

FIRST PLACE

Half Hollow Hills Active Retired Teachers Association

Half Hollow Hills Active Retired Teachers Website

Comments: This site has an impressive home page with a professional layout and easy links to inside. However, not all of the links can be accessed by outsiders, which is a drawback. Nonetheless, an impressive site. An easy on the eyes website design and easy to navigate. Lots of information and visuals.

Class R-III – Best Website

Retiree Council 13

Retiree Council 13 Website

Comments: This site has a very inviting home page with lots of links to inside content. However, some of those links could use more substance and detail. Could be a much more attractive and easy to navigate website. Very dense on type.

Class R-IV

Class R-IV – Best Opinion Writing

FIRST PLACE

Retiree Council 10

RC 10 SKYLINE NEWS

“From your president”

Comments: Very good article on the tax cap, school finances, in general, and a shadow lobby that never filed as a lobbyist. Insightful and informative.

This opinion column covers wide-ranging topics that are continually in the news but this opinion column offers some original view points on these topics: Should parents be rated by teachers for how well they make their children do their homework? Should parents’ names be published for doing a poor job at home raising their children for being respectful or showing up at parent/teacher meetings? Another good point made in this column is why should a pension system that is healthy and well managed be attacked and demonized? Very well done and enlightening!

Class R-IV – Best Opinion Writing

Retiree Council 15 & 16

Senior Class

“An honored profession”

Comments: An excellent opinion column challenging the myths and debunking “smoke screen” issues about educators and public employees. Very well done. A solid article on teacher bashing and how the press is joining in without knowing all of the facts. This is an eye-opener.

Class R-IV – Best Opinion Writing

Retiree Council 21

Spotlight 21

“New Year, New Problems, New Hope”

Comments: This entry should have been submitted in the Best Union Story category. A good overview of attacks on teacher pensions and entitlement programs in general. This essay also makes a great point about the dangers lurking in any state constitutional convention.

Class R-IV – Best Opinion Writing

Retiree Council 7

The Central New Yorker

“What us worry?”

Comments: Although this column identifies programs and institutions that are widely publicized as being under attack, it doesn't fully explain why, for example, a NYS constitutional convention is a bad idea other than to say it would be irresponsible in the budget crisis times. A constitutional convention cannot be held until 2017. This entry makes solid points about pensions and a constitutional convention. It could be better presented, though.

Class R-IV – Best Opinion Writing

AWARD OF MERIT

United University Professions – Retirees

The Active Retiree

“What's happening to us isn't right”

Comments: This column does a very good job of pointing out the public institutions that are under attack and proposes that the solution to solving the problems of funding these institutions is to tax the rich.

A great wrap-up on the trend toward bashing public employees without having any solid facts to back up the criticism. Well presented.

Class R-IV – Best Profile

AWARD OF MERIT

Retiree Council 10

RC 10 SKYLINE NEWS

“From your president”

Comments: Although the creation of Joy Bears for cancer patients is indeed a wonderful thing it is a bit of a stretch to link it with a fundamental requirement for a participatory democracy. Nonetheless, this is a very well written opinion column.

This entry really constitutes a mix of profiles on pro-active members, rather than a single subject. But it works well and is informative.

Class R-IV – Best Profile

FIRST PLACE

Retiree Council 21

Spotlight 21

“NYSUT Community Service Award Granted to B.S.'s Marion Skirbe”

Comments: A delightful profile of an individual in retirement from her career but far from inactive. Nicely done.

A winning profile on a chapter organizer and editor of the *4th R*. The reader really gets to know this person and appreciate her contributions over the years.

Class R-IV – Best Profile

Retiree Council 7

The Central New Yorker

“RC 7 is seen, heard and listened to in all venues affecting us, our pensions, health coverage, profession and communities”

Comments: This is a good entry on issues facing teachers, but it doesn't quite fit as a profile. Placed in another category it would do well.

Perhaps this entry should have been submitted in the Best Union Story category.

Class R-IV – Best Publication

Retiree Council 10

RC 10 SKYLINE NEWS

Comments: Would like to see more variety of stories and use of visuals.

This publication has lots of useful content. But it is all type with no photos or graphics to balance out the text.

Class R-IV – Best Publication

Retiree Council 15 & 16

Senior Class

Comments: Very dense on type and would benefit from the use of visuals. Also, would have liked to have seen more topics covered. An informative publication that serves its members well. However, it is thin on content and lacks an appealing layout.

Class R-IV – Best Publication

Retiree Council 21

Spotlight 21

Comments: A well designed front page and balanced use of headline and photographs. Would benefit with more visuals on inside pages.

This is an informative publication. However, it could use better photos and layout.

Class R-IV – Best Publication

Retiree Council 7

The Central New Yorker

Comments: Very hard to read front page. Too much type and not enough visuals. The front page would look better if photography was used larger and story jumped to an inside page. This newsletter would be more attractive if another story started on the front page. Would have liked to have seen more topics covered.

A worthy entry. However, it is type heavy and could use better layout and more graphics.

Class R-IV – Best Publication

AWARD OF MERIT

United Federation of Teachers Retiree Chapter #2

UFT RTC Retiree

Comments: Having a glossy stock of paper really helps make this newsletter stand out from most of the other entries. The front page would be more attractive if the sole photograph on it was used larger. Superb layout and content. A top-notch job all around.

Class R-IV – Best Publication

FIRST PLACE

United University Professions – Retirees

The Active Retiree

Comments: A professionally designed newsletter. Lots of color and strong photography. The newsletter design and use of photography gets better as you get “deeper” into the newsletter. Excellent! This is superior – a model for other publications to follow. Its mix of graphic and photos is first-rate, as is the way text material is presented. Overall an inviting publication professionally edited.

Class R-IV – Best Union News Story

Retiree Council 15 & 16

Senior Class

“AFT convention brings sunshine to Seattle”

Comments: A well-reported account of the key speakers at the AFT Convention in Seattle. Interesting that some walked out of the convention during Bill Gates address. This is an extensive and insightful recap of the Seattle convention and the topics covered. Could use some graphics to break up the type, but an overall good job.

Class R-IV – Best Union News Story

AWARD OF MERIT

Retiree Council 7

The Central New Yorker

“Social Security celebrates its 75th anniversary”

Comments: A nice article on the 75th anniversary of Social Security. The article makes solid points about the need to resist efforts to chip away at this vital program. A wake-up call that should be heeded. A very well reported and informative account of advocates celebrating the 75th Anniversary of Social Security and made a good point about the efficiency of the program that has administrative costs of .09% of the expenditures. The celebration speakers encouraged listeners not to elect any representatives who would dismantle and/or privatize the program. Well done!

Class R-IV – Best Union News Story

FIRST PLACE

United University Professions – Retirees

The Active Retiree

“Retirees get down to business”

Comments: An excellent report of a gathering held in Buffalo by the Committee on Active Retired Membership and the current issues facing the retirees. Each issue was outlined clearly and the report goes on to report on other topics discussed, including elder abuse. Very well done!
Great layout and breakdown of the Committee of Active Retired Membership. Great use of photos and a first-rate presentation of COARM agenda.

Class R-IV – Best Website

FIRST PLACE

Retiree Council 10

Retiree Council 10 Website

Comments: This site certainly gets the viewers’ attention, with its vibrant icons that link to issues and events of interest. While the graphics are attention-grabbing, the sheer number and similar size can be jarring at times. But a good effort overall – very informative. A splashy and creatively designed website! At first glance it seemed that it might be difficult to navigate but it wasn’t at all. Nicely done!

Class R-IV – Best Website

AWARD OF MERIT

United Federation of Teachers Retiree Chapter #2 Website

United Federation of Teachers - Retiree Chapter #2 Website

Comments: A conventionally designed website. It was easy to navigate and contained lots of information, but would be enhanced with more visuals.
Very professional home page that is well balanced with graphics, photos and type. There are easily navigable links to inside pages that contain valuable information. These inside pages could benefit from more visual effects, however.

CONGRATULATIONS!