

NYSUT Communications Awards 2017

Class I

Entry Class: Class I
Local: *Irvington Faculty Association*
Category: **Best Art**
Name of Entry: The Unionizer (Whole Issue)
Contributor: Linda Palumbo
Issue Date: 20160624

Judges' Comments:

The Unionizer displays a good, restrained use of the color green in very simple frames and shadowed boxes and text to draw the eye, highlight and break up what would otherwise be very bland. Crisp and clean layout with practical information. Use of graphics and photos would likely strengthen the impact, particularly if they help to humanize the information being shared.

Entry Class: Class I
Local: *Jasper Troupsburg Educational Support Personnel Association*
Category: **Best Art**
Name of Entry: Why a Newsletter?
Contributor: Bonita Williams
Issue Date: 20160317

Judges' Comments:

The Jasper Troupsburg Educational Support Personnel Association newsletter makes good use of graphic shapes, such as an ellipse, a starburst and the "clip here" dotted-line frame to draw the eye and highlight key information on this single-page of information. Good practice information presented in digestible chunks. A more comprehensive layout of the page as a whole might help to strengthen the impact.

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Entry Class: Class I
Local: *Pembroke Teachers' Federation*
Category: **Best Art**
Name of Entry: PTF Gives Back at Shooting for a Cure
Contributor: Arron K. Brown
Issue Date: 20160105

Judges' Comments:

Bright and colorful, this PTF page uses many sharp, clear, simple images of the federation's members at a single event to create a charming layout and design that's bound to be very popular with the federation's members. The fact that the colors hot pink and light pink stand out in just about every photo gives this design great cohesion and a fresh contrast with the bright green box screen on the left. The green outlined PTF "flag" against the black screen really anchors the page well.

The only improvements I suggest is to use action shots, instead of everyone posed and looking straight at the camera and smiling, and to add captions with the names of the people who are pictured. Colorful and lively. Nice recognition of participants as a way of attracting interest among the members. Varying the size of the photos would strengthen the impact.

Entry Class: Class I
Local: *Schalmont Teachers' Association*
Category: **Best Art**
Name of Entry: The Haggard Bunch
Contributor: Jefferson Elementary 1st Grade teachers
Issue Date: 20160701

Judges' Comments:

What a great, playful page that celebrates humor throughout in a very cohesive overall design. The page actually informs about a very interesting lesson that uses image technology, but everything on the page draws the reader/viewer in with the close up "aged" images of teachers and one "mystery man" who somehow got into the mix. The layout is balanced and the restrained use of color, typography and frames works well without overpowering the photos and text. I can see teachers wanting to save and post this page where they can enjoy it over and over again. This page celebrates humor and creativity. Interesting idea and valuable feature about a class exercise that works on a number of levels...a before and after shot of the teachers would strengthen the impact. The Cuomo reference seems out of place here and detracts from the feature. It might work better as a sidebar on its own as another perspective on this exercise.

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Class II

Entry Class: Class II

Local: *Faculty Association Suffolk Community College*

Category: Best Art

Name of Entry: The price of brides in Zimbabwe: FA encourages global awareness

Contributor: Cynthia Eaton

Issue Date: 20161201

Judges' Comments:

This multi-page, bright and fascinating account of an intercultural exchange of ideas and cultural attitudes is enhanced by the addition of good action photos throughout, and by the fact that these photos are a varied mix of horizontal, vertical, a group of squares, etc. The photos lend interest to the story, but it would have been even better to show some photos of people in Zimbabwe to illustrate it as well as the on-campus shots. A powerful feature article with strong images. Try varying the size of the photos for greater impact. Offer strong purposeful headlines but use subheads or kicker heads for context. Drop quotes, as graphic elements, might also be valuable ways to draw the reader in.

Entry Class: Class II

Local: *Hyde Park Teachers Association*

Category: Best Art

Name of Entry: School Trek

Contributor: Betty Chasan

Issue Date: 20160501

Judges' Comments:

This page boldly goes where sharing information is fun. The Star Trek scenes are not original, but the addition of customized text in the star ship vernacular is original. Interesting concept and the visuals certainly grab attention. The feature would benefit from a clearer context to make it more purposeful.

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Entry Class: Class II
Local: *Nyack Teachers Association*
Category: **Best Art**
Name of Entry: Day of Action
Contributor: Tracy Potter
Issue Date: 20160325

Judges' Comments:

Lots of photos of members protesting together bring this story to life. Members love to see photos of themselves and their personal signs help to tell the story. And the pictures are positioned along the periphery of the text, so the reader's eyes don't have to jump over the art to follow the story. Strong layout with a nice variation in the size of the photos strengthen the impact. The images are positive but static. Some action and particularly interaction with the public would strengthen the message of the piece. The headlines similarly are basic information labels rather than delivering an engaging message about the issue and the challenge of delivering it.

Entry Class: Class II
Local: *Rondout Valley Federation of Teachers and School-Related Professionals*
Category: **Best Art**
Name of Entry: A Fond Farewell
Contributor: Tara Edmonds
Issue Date: 20160601

Judges' Comments:

If you believe a picture is worth a thousand words, these photos of the local's retirees have a lot to say. However, nowhere on these pages does it tell exactly what, when, where or even why. So, it's a bit like a blank greeting card with only the images to inspire you - strong, warm images. The impact would be greater with some variation in the size and shape of the images and some context via copy, identification or drop quotes to capture the sentiment. It is always bittersweet when colleagues depart... offering perspective on their footprint and the challenge moving forward without them would be a valuable message to deliver. Layout is clean and crisp.

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Entry Class: Class II

Local: *Wallkill Teachers' Association*

Category: **Best Art**

Name of Entry: More photos from Plattekill Day!

Contributor: Melissa Sevant

Issue Date: 20161001

Judges' Comments:

This page has a happy, warm and welcoming feel from beautiful photos of members and families in a balanced design that makes its point without belaboring it. The strong crisp images are mostly self-explanatory, but some context would strengthen the page. Also, try varying the size and shape of the images for stronger visual impact of the page as a whole.

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Class III

Entry Class: Class III

Local: *Levittown United Teachers*

Category: **Best Art**

Name of Entry: We Care About our Children

Contributor: Amanda Forchelli

Judges' Comments:

This is a delightful graphic that is well designed, colorful and puts the focus on students. A strong clean image and clear but generic message. It would be stronger with a more direct connection between the efforts of local teachers and the children they teach — what makes that relationship unique?

Entry Class: Class III

Local: *Patchogue-Medford Congress of Teachers*

Category: **Best Art**

Name of Entry: PMCT Exec Board Members Attend AFT Convention

Contributor: Alicia Connelly-Foster

Issue Date: 20160729

Judges' Comments:

Clever. Buttons and members' smiles adorn this salute to AFT's 100th anniversary. A strong image that would be even stronger with a clearer, more purposeful message connecting the local Teacher's Association to the history and tradition of the AFT centennial celebration. Be clear about what you want your audience to think, feel or do, based on what they see here.

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Entry Class: Class III

Local: UCATS

Category: Best Art

Name of Entry: Without a union . . .

Contributor: Stephen Rechner

Issue Date: 20160201

Judges' Comments:

Eye catching, interesting, but difficult to understand what the symbols are meant to convey. One can only speculate based on the title of the entry. The image sparks curiosity but it's not clear what the message is. Be sure that images deliver a message that is purposeful and encourages response.

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Entry Class: Class III

Local: *Valley Central Teachers' Association*

Category: **Best Art**

Name of Entry: Cover Page Image: Perfect is Not on the Menu

Contributor: Ashley Nozell

Issue Date: 20161010

Judges' Comments:

The sentiment here may be recognizable, but the message may not be helpful to build solidarity and advance the union cause either locally or beyond.