

# NYSUT Communications Awards 2017

## Class II

**Local:** Faculty Association Suffolk Community College

**Category:** Best Blog

**Publication/Website:** The Undercurrent

**URL:** <http://fascnewmemberblog.blogspot.com/>

Judges' Comments:

This blog for new members of the FASCC is well presented and provides an almost overwhelming wealth of pertinent and useful information that is sure to be helpful to new members and may be a helpful resource for more experienced members as well. On my judge's link to the site, the long column of topics along the right seemed confusing; and clicking on one topic was a dead end. Hopefully, it is more useful for actual users of the site. Strong, practical and accessible information. Well written with an apparently good channel for promotion via weekly email links. Well done and a valuable tool for connecting members to the union!

**Local:** Mahopac TA

**Category:** Best Blog

**Publication/Website:** Mahopac TA

**URL:** <http://mahopacta.blogspot.com/>

Judges' Comments:

This is a very satisfying blog that highlights the MTA's relevance to the community. Only the home page was accessible for judging, but the other pages that it lists would presumably provide more information of use to MTA members. Putting such a strong emphasis on highlighting MTA's support for students and the community is bound to enhance mutual communication and support. Good information, well presented and helpful for relationship building. More regular postings and alerting members to the posts regularly would make it an even stronger tool.

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**Local:** UUP Potsdam  
**Category:** Best Blog  
**Publication/Website:** potsdam chapter of united university professions  
**URL:** <https://potsdamuup.wordpress.com/>

**Judges' Comments:**

This blog is a good start with its meeting announcement, photo of members meeting and photo with quote. However, I had difficulty viewing some of these items since some of them were cut off, as they did not fit on the pages. A bit more attention to detail would improve the overall impression and breaking out more information about the union for easy member/prospective member reference would be helpful. This is more of a website than a blog. A blog would be a regularly updated column about key issues of importance and a valuable perspective for engaging interest and conversation. Consider adding this as a tool for relationship building.

**Local:** Nassau Community College Federation of Teachers - Local 3150  
**Category:** Best Blog  
**Publication/Website:** Nassau Community College Federation of Teachers  
**URL:** [www.nccft.org/news](http://www.nccft.org/news)

**Judges' Comments:**

This blog has lots of appeal. First, it gives timely news reports and features action still photos, links to audio and video and an overall clear, easy-to-follow design. It's the overall style that says NOW and has vivid, sophisticated and elegant graphics that feel like they belong. The one questionable choice is putting the subscription information at the top right, which seems lame and possibly desperate. One design mistake is the date element that gives the day of the month with a "th" that becomes comical when indiscriminately applied as in: March 2th and March 3th, etc. This is a website rather than a traditional blog. A blog would be a regularly posted column on issues of importance or to provide a perspective for contributing to understanding and engagement. Consider developing a blog for relationship building in the local.

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## Class III

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

**Category:** Best Blog

**Publication/Website:** patmedteachers.org

**URL:** patmedteachers.org

**Judges' Comments:**

Words play a distant second fiddle to photos on this (website that is more like a) blog. Large, beautiful, full color photos of members, posed and in action, abound and tell the stories. Photos are a great asset, but they are overpowering. Balance is needed and it would be better to show a few photos for each story or event and then provide a link to the full album. The brilliant color and action of the photos is all the more overpowering because the headline and text font are light and fine. A stronger, bolder typeface is needed to create a unified effect. That said, this website puts the emphasis entirely on member action, unity and esprit de cour and that is right on target. This is really a website rather than a blog, which would be a regularly or periodically posted column to provide information and contribute to understanding. The item about the constitutional convention has elements of a blog post but needs some fuller explanation. Consider establishing a blog as a tool for relationship building in the local.