

# NYSUT Communications Awards 2017

## Class R I

**Local:** Malverne Teachers' Assoc. Retiree Chapter

**Category:** Best Art

**Entry Name:** Our February Get-Together

Judges' Comments:

A sweet photo of a group gathering. Who can resist a cute baby?

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## Class R II

**Local:** RC 43

**Category:** Best Art

**Entry Name:** The Road to the White house Runs Through Florida

**URL:** <http://rc43.ny.aft.org/press/road-whitehouse-runs-through-florida>

Judges' Comments:

Nice ceremonial photos with an interesting layout. The dominant eye candy here is the Teamster's logo. This series of photos of people at the mic must be of an event in Florida, but the only person I recognize is Randi Weingarten so it is difficult to assess its value to the council's members. The layout is interesting and adds color.

**Local:** Retirees of Brentwood Schools

**Category:** Best Art

**Entry Name:** Music Fills the Air

Judges' Comments:

Good balance between copy and graphics and a clean page layout. This concert performance photo definitely helps to tell the story of this event and the shot is reasonably well lit and clear. Stage lighting is often tricky for photos, but this works pretty well.

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## Class R III

**Local:** NYSUT Retiree Council 10

**Category:** Best Art

**Entry Name:** RC 10 Heads Out To Cuba With Road Scholar

**Judges' Comments:**

This photo collage adds a great deal to the story. The vivid images are colorful, sharp and clear and full of action. They give a real sense of place and a spirit of joy and that it is a special occasion.

Some nice photos. Could make it stronger as a montage by varying the size of the photos more dramatically.

**Local:** NYSUT Retiree Council 18

**Category:** Best Art

**Entry Name:** Retirees Who Attended the Nassau-Suffolk NYSUT Regional Conference Were From....

**URL:**

**Judges' Comments:**

Nice photos of members. Good to try a montage for the layout...It would be more dramatic with more variation in the size of the photos and in the subject matter.

It's easy to see all had a good time. People generally love to see themselves and their friends in published photos and this fills the bill. Undoubtedly, it was difficult to try to get shots of everyone who attended from Council 18 but from the ordinary reader's perspective, candid action shots would have been more interesting than these posed and formal groupings.

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## Class R III

**Local:** Pittsford District Retired Teachers Association

**Category:** Best Art

**Entry Name:** ART and LAYOUT: Annual Meeting and Spring Luncheon

**URL:**

Judges' Comments:

Nice use of graphics to make an appealing layout. How could you turn down an invitation as inviting as this one? This shows how simple "clip/stock" art applied with skill and restraint can add real power to an otherwise routine message.

**Local:** NYSUT Retiree Council 12

**Category:** Best Art

**Entry Name:** Photo of Hillary Clinton

Judges' Comments:

A newsworthy photo that captures the AFT connection. Consider this moment in history documented. It's not easy to get a shot like this in a crowd full of eager admirers and Secret Service bodyguards. This photographer caught a split second of history.

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## Class R III

**Local:** RC 7

**Category:** Best Art

**Entry Name:** Hotel Syracuse Welcomes RC 7

Judges' Comments:

Based on the title of this entry, it seems only the collage of photos from the Hotel Syracuse conference constitute the entry. These are very sharp, clear, well lit images and they are arranged well. Just looking at the photos tells you a lot about this event.

Strong use of photos and montage to create a dynamic impact.