



2013

Journalism Competition



Judges' Comments

Retirees

R-1 - R-4



BEST OF THE BEST

THE TED BLEECKER AWARD

Tie for Best of the Best in 2013

Faculty Association of Suffolk Community College

The WORD

Editor: Cynthia Eaton

Local President: Ellen Schuler Mauk

Comments: *The WORD* is an extremely attractive publication that provides essential information to its members in a format that's easy to read and even easier to understand. Using a relaxed, colloquial style of writing, virtually every article is both interesting and inspirational. Just a few of the standouts are "Help for Harry" and "What's your sign?" The three-column layout makes reading a breeze, and the graphics are simple yet effective. The photos are truly excellent, large and sharp, and do a very good job of complementing the information in the stories. Articles are well-researched and well-written and provide a variety of material from features to pocketbook issues to community involvement.



Schalmont Teachers' Association

STATIC

Editor: Sarah Mattice

Local President: Mary Beth Flatley

Comments: From the attention-grabbing and effective illustration on the cover through the inspirational article about the Family and Consumer Science teacher's efforts to help others in the community, this publication is an excellent example of what a newsletter can and should be. All of the articles are well-written and interesting, and highlight either union issues or the efforts of members on behalf of students and the community. There is so much useful news and information in these 24 pages that it's hard to believe this publication comes out bi-monthly. Someone obviously is spending a great deal of time and effort to make this an attractive and useful publication — and it shows.

SOLIDARITY AWARD

2013

Nyack Teachers Association

The Bridge

Editor: Tracy Potter
Local President: Donna Ramundo

“Message from the president”

Comments: The “Message from the president” is a strong one about the importance of the involvement of NYSUT personnel to ensure the smooth functioning of the local union. By giving each Labor Relations Specialist a human face, and describing their challenges and accomplishments, this article does a very good job of relating issues on the state level to those of the local. The excellent description of the efforts of NYSUT in the negotiations on teachers/principal evaluation also highlights the activities of the state organization on behalf of the local.

This president’s message screams solidarity on two fronts. First, it takes the occasion of the retirement of the local’s NYSUT LRS and uses it to talk about the man, his job and his important role as the NYSUT employee who is the union’s “go-to guy.” Second, it discusses NYSUT’s role in teacher/principal evaluation and how the outcome of that agreement affects the local. The details in both parts of the message are excellent and demonstrate the close relationship between the local union and its statewide organization. Great job!



Class R-I - **Best Opinion Writing**

FIRST PLACE

Central Islip Retired Teachers Association

CIRTAion

“Evaluation testing and education”

Comments: An impassioned attack against the teacher evaluation system. Powerful sentences, powerful paragraphs. At times the writer goes a tad over the top — e.g., Karl Marx and Groucho Marx – but there’s no mistaking the heartfelt call to action.

Wow! This opinion piece was well-researched, thoroughly explained, offers and takes a clear position against the new teacher evaluation system. An extraordinary amount of work to deliver this. Very well done and is worthy of being read by a much wider audience. Congratulations!

Class R-I - **Best Opinion Writing**

AWARD OF DISTINCTION

Islip Retired Teachers Association

IRTA Newsletter

“Identity theft”

Comments: This is an informative article on credit card fraud and the traps to avoid. It’s useful information but not really an opinion piece — more of a warning.

A cautionary tale about being the victims of identity theft and tax fraud. We all need to be very careful. Well done.

Class R-I - **Best Opinion Writing**

Malverne Teachers' Association Retiree Chapter

The Retiree Review

“From your editor”

Comments: This call to action reminds retirees to get out the vote for Obama. It’s well done but is not an opinion piece per se.

More of an announcement to vote in the upcoming election than an opinion piece.

Class R-I - **Best Profile**

FIRST PLACE

Islip Retired Teachers Association

IRTA Newsletter

“Getting to know you – profile – Diana Baranec”

Comments: This article is a well-written profile of a math teacher who contributed too much inside and outside the classroom. The writer captures the subject’s essence, all to the benefit of the reader.

A nice profile of a teacher looking toward retirement and a list of accomplishments from a distinguished career. Nicely done.

Class R-I - **Best Profile**

AWARD OF DISTINCTION

Malverne Teachers' Association Retiree Chapter

The Retiree Review

“From Lois Schneyer”

Comments: This is an interesting article about a retiree who moved to Alaska, and later Michigan, and who shares her experiences with the readers. It’s well done, but more of a travelogue than a profile.

A beautifully written profile that picks up the adventurous life of an educator in retirement who relocated to Alaska to be close to her children, husbands’ job and her sister. An active and fulfilling life after retirement.

Class R-I - **Best Publication**

FIRST PLACE

Central Islip Retired Teachers Association

CIRTation

Comments: There are many good points about this publication — good graphics and layout and a good mix of informative articles. At the same time it could use more substantive comment rather than the name-calling piece on Bill Gates. Nonetheless, a good publication overall.

This publication suffered from poor photo reproduction in the first few pages. Pictures were blurry and may have been taken out of focus. Other photos were taken from too far away from subjects making it difficult to identify who is pictured. Also, once the problem of photo reproduction is solved, using images larger and having a dominant one on the cover page will help this publication immensely.

Class R-I - **Best Publication**

AWARD OF DISTINCTION

Islip Retired Teachers Association

IRTA Newsletter

Comments: This newsletter has varied and interesting content. However, there is no layout variety, just the same layout page after page.

A very colorful publication that would be enhanced with use of more and larger visuals throughout. Nice illustrations and photo page. A solid variety of topics throughout.

Class R-I - Best Publication

Malverne Teachers' Association Retiree Chapter

The Retiree Review

Comments: This newsletter contains a moving front page article on the passing of the editor's husband. It is heartfelt and well done. But the publication overall is a bit skimpy on original content.

Overall a gray looking publication. As we see repeatedly in several publications, a lack of original, or provided photos and art/graphics. The publication had a good variety of stories, however.

Class R-I - Best Publication

Retired Educators Chapter - Peekskill Faculty Association

RECPFA Fall Newsletter

Comments: This is an informative newsletter. However, there are no graphics or layout to speak of, and the publication overall is thin on content.

This publication consisted more of announcements as compared to others that had original content.

Class R-I - Best Publication

AWARD OF DISTINCTION

Space Coast TRIF

TRIF HAPPENINGS

Comments: This newsletter has very good use of color photos and a nice use of smaller pages. With more content, it could be a standout.

This was the smallest entry in the category but had a strong photo page in which the images were clear and people could be recognized. If this publication were to expand with more content, it would be very good.

Class R-I - Best Union News Story

FIRST PLACE

Central Islip Retired Teachers Association

CIRTation

"Finland phenomenon"

Comments: This article is an example of comparison and contrast done well. Its comparison of Finland's public education system, where teachers are trusted to teach the way they know is best, to the New York teacher evaluation, speaks volumes about the faults of the latter. Original and enlightening.

A report about the showing of a film on education in Finland with comparisons to education in New York state. Top union officials participated in a panel discussion following the film.

Class R-I - **Best Union News Story**
Islip Retired Teachers Association
IRTA Newsletter

“Juried art show”

Comments: This article on an art show is interesting. However, it doesn’t meet the definition of a union news story as such.

This was a story advancing information, seeking contributions and visitors to a juried art show with many union members volunteering.

Class R-I - **Best Union News Story**
Malverne Teachers' Association Retiree Chapter
The Retiree Review

“End of year luncheon...”

Comments: This article about a year-end luncheon was no doubt informative for retirees. However, it is more of a compilation of announcements than a union news story.

Class R-II - **Best Opinion Writing**
Bay Shore Retired Teachers' Association
THE 4th R

“Occupy Wall Street”

Comments: This article presents an illuminating comparison between Occupy Wall Street and the teachers’ union struggles for economic justice. It is well thought out and well composed but the author’s “we’ll see” approach at the end diminishes some of the article’s forcefulness.

This piece compares the Occupy Wall Street demonstrations to the 1970’s and 80’s when teachers were fighting for their rights. Perhaps the important message conveyed in this lengthy opinion piece is that individuals who feel isolated and disenfranchised, whether teachers or Wall Street protesters can find strength in numbers.

Class R-II - **Best Opinion Writing**

AWARD OF DISTINCTION

Pittsford District Retired Teachers Association

Retired Times

“A teacher's evaluation — ‘Andrew is no Mario’”

Comments: A very good balance of views on teacher evaluation, with the proper focus on parental obligations. Well organized and forceful. The writer retains an objective point of view and drives home the message based on facts instead of conclusions.

The title is somewhat misleading here. “Andrew is No Mario.” I expected to read a piece about the difference Andrew Cuomo, current governor, and his father, former governor, on education. It really wasn't until the last paragraph that comparison between the two is touched up — and then, only superficially.

Class R-II - **Best Opinion Writing**

Port Jefferson Station Retired Teachers Association

A Portal Through Time

“The view from here”

Comments: A thoughtful essay on teacher evaluations that highlights all the flaws in this government proposal. But it relies too much on blaming Cuomo, Bloomberg, etc., rather than driving home the point that this proposal is unrealistic and will harm the kids.

A very well-written column on “the times are tough” line that was heard throughout a teaching career that spanned several decades. It seems times have always been “tough,” but the “times” of decades past turn out to be better than the current ones. The attacks on educators are nastier and more intense — especially on the topic of tenure for teachers. The columnist points out that tenure was never meant to protect criminals, sex offenders and the inept, but was meant to protect academic freedom.

This column does a fine job of outlining how politicians have always tried to eliminate, alter or amend tenure.

Class R-II - **Best Opinion Writing**

FIRST PLACE

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

“1,2...Latest in educational improvement or the pitfalls of reform”

Comments: An insightful essay that compares the failed educational reforms of the past with the current proposal on teacher evaluations, and how this reform, too, well deserves the fate of past failures. The writer makes good use of contrast and comparison to make a forceful argument.

Well done. A short and direct column that compares the many educational reform movements of the past to the newest movement, and in the view of this columnist, the “potentially most destructive...” teaching to standardized tests. A clear and well written column.

Class R-II - **Best Opinion Writing**

Retiree Council 13

MID HUDSON BRIDGES

“Pushing back on teacher bashing”

Comments: This is a good call to action to renew union membership and fight teacher and retiree bashing. However, it is not an opinion as such — it’s more of a wake-up call.

More of a call to renew membership to the retiree council and contribute to VOTE/COPE.

Class R-II - **Best Opinion Writing**

Retirees of Brentwood Schools

ROBS Newsletter

“Attacks on Social Security”

Comments: This article presents a well-focused examination of the real threats to Social Security and Medicare. The topic is solid and there is good information to support the writer’s thesis. But, in the end, it is more of a report on a speaker’s presentation than an original opinion piece.

This is not so much a column but is more of a news story reporting on a speaker talking about attacks on Social Security.

Class R-II - **Best Profile**

FIRST PLACE

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

“We remember Matt”

Comments: What a moving tribute to a teacher who was a pioneer in special education and who made such a difference in public education. The article contains much detail and the entire piece is well organized.

A beautifully written profile of a former educator who passed away. Very nicely done!

Class R-II - **Best Profile**

Retiree Council 13

MID HUDSON BRIDGES

“From our new NYSUT retiree services consultant”

Comments: This article contains interesting and informative information about a newly appointed retiree consultant. However, it is more of an announcement than a profile as such. It needs more development to bring out the appointee’s interests, goals and personality.

Very much on the “thin” side as an entry in a profile category.

Class R-II - **Best Publication**

FIRST PLACE

Bay Shore Retired Teachers' Association

THE 4th R

Comments: Packed with informative articles, along with nice touches of humor. Gives readers a good idea of what teacher retirees have been doing after leaving the classroom. Great use of photos and photo spreads.

This is an excellent entry. Photographs and graphic elements accompany almost every story, including a center spread of photos from an event. A solid variety of stories. This newsletter does an excellent job of keeping its members up to date on events and news. Very well done!

Class R-II - **Best Publication**

Farmingdale Federation of Teachers/Retiree Chapter

Farmingdale Focus

Comments: A worthy effort at an informative publication. However, photos are dark and could be displayed more effectively. And there is really only one article. More content would help improve things dramatically.

This was a well-designed entry. Clean design that used dominant visual elements. The front page was devoted to a profile (with a portrait photo) of the retiring president of the retiree association.

The cover story would have made an excellent entry in the Best Profile category.

Class R-II - **Best Publication**

AWARD OF DISTINCTION

North Babylon Retirees' Chapter

The Next Step

Comments: This publication has great eye appeal and contains information that is valuable to retirees. But it is thin on original content.

Although this entry had no significant or dominant visuals, it was packed with a variety of stories on different topics. Of particular interest and value was a supplemental insert that lists 108 stores that offer discounts to retirees and seniors. An impressive compilation, and I'm sure readers found it useful.

Class R-II - **Best Publication**

Pittsford District Retired Teachers Association

Retired Times

Comments: An interesting publication that makes good use of layout and graphics. It also has ample content, but it would benefit by focusing more on retirees rather than former students.

A solid entry that included an article by a retiree who is now an author and working on his fifth book. This newsletter would have benefitted from larger use of photos to accompany the cover story and a few photos inside.

Class R-II - **Best Publication**

Port Jefferson Station Retired Teachers Association

A Portal Through Time

Comments: Great layout and great use of color photos. Very nice obituary wrap — obits that give the reader a sense of who the person was. However, the newsletter is thin on content overall.

This publication benefitted from good photos and reproduction from the holiday party. The pictures were clear, and up close, making people recognizable. This is very important in a publication.

Class R-II - Best Publication

Retiree Council 13

MID HUDSON BRIDGES

Comments: This publication contains an informative and helpful legislative wrap-up. But is gray overall — it needs more photos and graphics. And it could use more articles on members.

Mid Hudson Bridges represents a very large geographic area and this judge found the Chapter Chats section (a blurb from chapters throughout the region) informative. Additional submissions from more of the retirees from schools who are in the region would prove to be a real strength to the publication. With photos Chapter Chats would be even stronger.

Class R-II - Best Publication

AWARD OF DISTINCTION

Retirees of Brentwood Schools

ROBS Newsletter

Comments: This publication has good layout and informative articles. But it could use more creativity in an already appealing layout.

Very nice. Clean design and a fair number of visuals. Keep in mind that when photographing people with an object (in this case artwork) it's important to be able to see the object very clearly. This concept also applies to any object, whether a plaque, a trophy or book, etc. Sometimes, particularly in the case when a subject has made the object, it's important to have a close-up photo of the object alone.

Class R-II - Best Publication

Wantagh Schools United Retirees

WSUR Newsletter

Comments: This publication has good use of photos and color. However, there is no layout to speak of, and it is thin on content.

This newsletter would benefit with the use of more visuals, especially on the cover and front pages and more emphasis on design of the cover.

Class R-II - **Best Union News Story**

AWARD OF DISTINCTION

Pittsford District Retired Teachers Association

Retired Times

“2012: Not so Happy New Year for educators”

Comments: This article is a fine wrap-up of the issues that mattered in 2012, and the political pressures placed on educators and education budgets. The writer remains objective throughout, which makes the piece that much more persuasive.

A very well-written and convincing story asking retirees to remind and tell the public that although politicians currently tell the public that children (students) are their priority, they then enact laws and cutbacks that undermine them and the people who have been entrusted to educate them — teachers.

Class R-II - **Best Union News Story**

Port Washington Teachers Association Retired Educators Chapter

PORT OF CALL

“Under attack...education...Social Security”

Comments: This is a good call to action for retirees to speak out on teacher attacks. However, it is not a news story as such.

A call to action to retirees not to sit back, but to pick up a pen; send an email or make a phone call to an editor; to speak up at a public meeting to let the public know you’re concerned about the disparaging comments made about educators. A clearly stated and well-done column.

Class R-II - **Best Union News Story**

FIRST PLACE

Retiree Council 13

MID HUDSON BRIDGES

“The 2012 NYSUT RA - Reclaiming the dream”

Comments: A thorough article on the Buffalo Assembly and the discussion on testing and teacher evaluations. This is what a union news story is all about.

Another strong entry in this category. A synopsis of recent events that calls for educators to continue to be united.

Class R-II - **Best Website**

Retiree Council 13

Retiree Council 13 Website

Comments: The site is easily accessed and easily navigated, and the home page is eye appealing. But it could use more in the way of substantive content.

Class R-II - **Best Website**

FIRST PLACE

Retirees of Brentwood Schools

Retirees of Brentwood Schools Website

Comments: Excellent home page, complete with interactive photo strip. Easily navigated with links to newsletters, announcements, etc. Solid content.

An original site that was easy to find and navigate. Packed with all kinds of topics and lots of photos. Very well done!

Class R-III - **Best Opinion Writing**

AWARD OF DISTINCTION

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

“President's view”

Comments: This is a welcome wake-up call on the real threats to Social Security and Medicare. The article is thorough and thoughtful.

The opening paragraph of this opinion piece did not belong. Wishing all happy holidays and announcing annual chapter party should have been placed somewhere else. I wonder if everyone got past the opening paragraph to what was otherwise a clear, fact-filled column on the threats to Social Security, Medicare and Medicaid. I hope so.

The column closes with a notice of the very real threat to these entitlements for seniors and a profound quote from the *New York Times*. “There are times when people in positions of power do not listen until they are confronted by groups with power.”

Class R-III - **Best Opinion Writing**

FIRST PLACE

Wappingers Congress of Retired Teachers

PostScript

“Super PAC: A threat to democracy?”

Comments: A great article on Super PACs – who they are, who is behind them and who benefits from their cash. Most important, the article focuses on the threat these PACs pose to representative democracy. Informative and Enlightening. First place.

A good topic, and the column was filled with interesting facts and figures but still left me asking the same question that it raises.

Class R-III - **Best Profile**

FIRST PLACE

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

“Congratulations, Nancy”

Comments: A well written profile of a retiring union leader. It hits all the highlights — her activism, her support for her union and her personal strengths and integrity.

A well-crafted profile of a newly retired educator being welcomed to the Great Neck Chapter. This judge was impressed by the passage that tells us about the lesser-known “private stage” of the retiree in humbly offering assistance and guidance to those in need.

Class R-III - **Best Profile**

AWARD OF DISTINCTION

Wappingers Congress of Retired Teachers

PostScript

“Delli Carpini's speech at recent retirement party worth repeating”

Comments: This was an original approach to a profile by reprinting a parody of Shakespeare as delivered in a speech by the WCT president. The result was a very amusing piece. However, the name of the teacher was omitted, so the profile aspect was greatly diminished.

Although it was a bit of a stretch to submit this in the Best Profile category, this judge appreciates the humor shown and the courage to “stretch.”

Class R-III - **Best Publication**

FIRST PLACE

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

Comments: This is a solid publication overall with good content and good use of photos. However, the layout could be improved to provide more variety for the reader, and to reduce the use of oversized headlines.

Class R-III - **Best Publication**

AWARD OF DISTINCTION

Wappingers Congress of Retired Teachers

PostScript

Comments: This publication has an attractive layout and is an overall informative newsletter. However, the page 1 photos are jammed together, and the content is on the thin side.

-comments continued-

A wide variety of topics and lots of visuals in this publication. Good to see a dominant story on the cover and a stand-alone photograph with a caption. That is good use of limited space.

Class R-III - **Best Union News Story**

FIRST PLACE

Great Neck Teachers Association/Retired Educators Chapter

Great Neck Ties

“Day(s) in the life of an activist”

Comments: A fine article that looks at the Campaign for America’s Future — what it is all about and its goal to protect the American Dream. Well done.

A clearly stated and well-written column by a self-described activist attending a conference in Washington, D.C., that ended with a rally of the many organizations and individuals who attended.

Class R-III - **Best Union News Story**

Wappingers Congress of Retired Teachers

PostScript

“Lunch guests cautioned, encouraged”

Comments: This is a good effort at reporting on a speech by the WCT president. But it would have benefited from more original reporting and insight to complement the points the speaker was making.

There are lots of important topics covered here, but the style and format that it is written in makes it difficult to follow.

Class R-III - **Best Use of Social Media**

New York State United Teacher Retirees in Florida

New York State United Teacher Retirees in Florida Facebook

Comments: Repeated attempts to access page resulted in notice that page was unavailable.

Class R-III - **Best Website**

FIRST PLACE

Half Hollow Hills Active Retired Teachers Association

Half Hollow Hills Active Retired Teachers Association Website

Comments: This is a superb website. It is easily accessed and easily navigated. Visitors can click on a variety of inside pages, including a photo gallery, a news blog and a newsletter archive. It’s all there, and packed in an attractive visual layout page after page. Kudos.

This was the sole entry in the category. Despite not having any competition the site was quite good. Easy to find, navigate and read. Nice photo galleries.

Class R-IV - **Best Opinion Writing**

AWARD OF DISTINCTION

Retiree Council 10

RC10 SKYLINE NEWS

“From your president”

Comments: This is a very thoughtful and very thorough look at the real threats to retiree pensions. The author expertly weaves in the insights from a Colin Powell book and superbly applies them to the issue at hand. Well done.

This was a long column. But it made some very good points about threats to retiree benefits. As hard as truths can be to accept, we must accept them for what they are.

These are well made points in a time when everything seems to be “on the table.” We must have the courage to face fears and the truth and face them head-on. Well done.

Class R-IV - **Best Opinion Writing**

Retiree Council 15 & 16

Senior Class

“Unhappy times”

Comments: Good, clear, forceful writing in an essay that shows how unions are being unfairly blamed for U.S. economic conditions. This is an eye-opener.

Class R-IV - **Best Opinion Writing**

Retiree Council 18

LINKAGE

“Our president's corner”

Comments: This article effectively focuses on the goals of the chapter and what roles retirees should play. However, it is more of a report, rather than an opinion, on which chapter members will be serving in key posts.

This is less of an opinion column and more an announcement of who is who in the council and asking members to stay aware of developments and meetings.

Class R-IV - **Best Opinion Writing**

AWARD OF DISTINCTION

Retiree Council 21

Spotlight 21

“Labor Day realities”

Comments: Very good article on the threats to Social Security and Medicare. Packed with facts that back up the essay's main point. Very persuasive.

A reflective column on Labor Day as a historic day to celebrate achievements of the labor rights, struggles and accomplishments and its status today as a day that accomplishments are being diminished and being cutback. The column was a bit all over the place.

Class R-IV - **Best Opinion Writing**

FIRST PLACE

Retiree Council 7

The Central New Yorker

“From the president's desk”

Comments: A fine article on the rise of super PACs and how they are influencing key legislation affecting retirees. A rare insight into the politicized Supreme Court and the Citizens United decision, and how they are having a negative impact on democracy.

A clear and well-written column on the rise and influence Super PACS have on national elections and a call for citizens to stay involved, not to give up and vote. This column was direct, to the point and stayed on topic throughout. Well done!

Class R-IV - **Best Profile**

FIRST PLACE

Retiree Council 10

RC10 SKYLINE NEWS

“From your president”

Comments: A moving obituary/article on an outstanding union member and her tireless contributions to the cause. Plus, the writer includes a call to action for fellow members who value what this leader stood for. Well done.

A powerfully written reminder to all that we should define our own lives and not let life define us. This reminder is told after experiencing the loss of several friends and a colleague. It also is a call for retirees to get and stay involved in helping others. Well done.

Class R-IV - **Best Profile**

Retiree Council 18

LINKAGE

“Remembering Judith Rudman”

Comments: An informative report on an address by the leader of WHEA. However, it is a bit thin on development.

As compared to the previous entry, this profile about the passing of a member of WHEA was on the thin side. The person profiled had great accomplishments, but this judge would have liked to learn more about her.

Class R-IV - **Best Profile**

AWARD OF DISTINCTION

Retiree Council 21

Spotlight 21

“Joan Perrini - NYSUT Retiree of the Year”

Comments: This article on a NYSUT retiree of the year touches all the high spots of her career and captures her energy and commitment to the union cause. The photos of her in action, as she leads others in attempting to influence legislative programs, completes the picture.

This profile had a creative touch by showing lots of photos of the individual in the profile.

A great idea that all should take note of.

Class R-IV - **Best Publication**

Retiree Council 10

RC10 SKYLINE NEWS

Comments: This newsletter contains valuable information and addresses substantive issues, which makes it very useful for council members. But it could use a brighter layout and better use of graphics and photos.

On the grey side with very dense copy. Would benefit from using photos and larger graphics.

Class R-IV - **Best Publication**

Retiree Council 12

THE OUTLOOK

Comments: A good effort at keeping retirees informed and up to date on issues. But it could use better layout and graphics, as it is on the grey side now.

Another publication very dense with type. There was an interesting story about volunteering to help out in the post Irene Hurricane that had two excellent photos. Moving this story up in the publication and using larger photos would have really helped break the pages up.

Class R-IV - **Best Publication**

Retiree Council 18

LINKAGE

Comments: This publication has much potential as an informative link for retirees. But it is a bit thin on content and skimpy in photos. A little more of both would enhance this publication immeasurably.

Although this publication had lots of content and the short length of the articles was a plus, it lacked visuals.

Class R-IV - **Best Publication**

Retiree Council 21

Spotlight 21

Comments: Easy to read, good mix of print and graphics/photos. While it has good content overall, it could use a tad more of it to be really outstanding.

One of the smallest entries in this category but it was packed with different kinds of stories told with briefs and expanded photo captions and other types of visuals. Excellent!

Class R-IV - **Best Publication**

Retiree Council 7

The Central New Yorker

Comments: This publication makes a good effort at keeping retirees informed, but it is also bereft of layout. It needs more photos/graphics and more substantive content.

Another submission in this category that suffers from dense type and not using visuals.

Class R-IV - **Best Publication**

FIRST PLACE

United Federation of Teachers Retiree Chapter #2

UFT RTC RETIREE NEWSLETTER

Comments: The best of the lot. Good use of print and photos/graphics. Solid content. Eye-appealing layout. It makes the reader want more — and more content would only help make a top-tier publication that much better.

Having access to a glossy stock of paper really can enhance a publication like this, and it certainly helps with the photo reproduction.

Class R-IV - **Best Union News Story**

FIRST PLACE

Retiree Council 10

RC10 SKYLINE NEWS

“First RC10 sponsored pre-retirement seminar”

Comments: A thorough report on the first pre-Retirement Seminar of its kind. Filled with valuable information and, because it looks at a “first” it is, by definition, news. Solid job.

A well written story on the importance of attending and participating in a Pre-Retirement Seminar. Clearly and convincingly stated. This story stayed on topic throughout. Well done!

Class R-IV - Best Union News Story

Retiree Council 15 & 16

Senior Class

“NYSUT VP addresses retirees”

Comments: This article on an address by a NYSUT vice president contains useful information, and his call for retirees to remain active in union activities is well-heeded. However, the article is a bit short on depth.

More of a brief about an annual luncheon and who attended. Not a lot of useful information for someone who couldn't attend.

Class R-IV - Best Union News Story

Retiree Council 18

LINKAGE

“A chapter spotlight”

Comments: This article is a wrap-up on activities by the Rockville Centre unit, and the list is impressive. However, the article could use more development on key accomplishments.

A series of bullet point blurbs that highlight upcoming get-together meetings. Not a story.

Class R-IV - Best Union News Story

Retiree Council 7

The Central New Yorker

“From the president's desk”

Comments: This article on a trip to Albany to let lawmakers know what they should NOT be doing to education is welcome. However, it is on the thin side and needs more development to underscore the seriousness of the situation.

A story that suggests even the small efforts that include writing a letter, attending a rally and talking to your grandchildren about important issues can make a difference. Short and to the point.

CONGRATULATIONS!