

UUP 2018-2019 Journalism Competition



Deadline: Friday, March 8, 2019

TO CHAPTER NEWSLETTER EDITORS

The United University Professions Journalism Competition recognizes outstanding UUP chapter newsletters, electronic publications and websites. Winners of the statewide competition will be announced at the union's 2019 Spring Delegate Assembly, which will be held **May 10-11, 2019**, at The Desmond. First Award winners will receive plaques. Award of Merit and Honorable Mention winners will receive certificates.

CATEGORIES

Here are the criteria for the award categories:

A: General Excellence

(two issues)

General Excellence awards are based on overall excellence, readability, appearance and strong writing. The electronic or printed newsletter should provide a clear idea of the broad range of activities, interests and issues of the chapter. Writing, grammar, creativity, headlines, layout and design are evaluated. A variety of voices should be heard. A balance of serious, helpful, and entertaining content is a plus. Enterprise — going beyond the usual treatment of topics — is also encouraged.

B: Best Original Article

Entries may include features (reports of an event or person that draws on human interest) or hard news (an in-depth look at a story that sheds light on a serious topic or educational theme). Judges will look for well-written articles that do not express the writer's opinion. Extra credit will be given to articles that include quotes, rather than a first-person account of an event or topic.

C: Best Editorial or Column

An *editorial* presents the organization's official point of view on a subject. It persuades a reader by building a logical case.

It gives the reader an intellectual framework for viewing an issue. It makes the reader think. It is usually a regular part of a publication. A *column* is a personal take on an important or interesting subject. While it can reflect the author's opinion, it differs from an editorial because it is not an expression of official policy. Through a distinctive writing style, it informs the reader about an important topic. A column may appear regularly, periodically or only once.

D: Best Original Photo

Judges will look at a *single* entry of an original photo that enhances an article or stands alone to tell a story or make a point. Submissions must include originality and creativity.

E: Best Publication Design

Judges will look for easy-to-read layout, creative design elements, and artwork or photos that reproduce well and enhance the message of the publication.

F: Best Website

Web-based communication has become an increasingly important method of informing and mobilizing union membership. Judges will evaluate the content and attractiveness of chapter websites.

**Use the Entry Form on the reverse and return to:
UUP Journalism Contest
Attn: Media Relations and Publications
P.O. Box 15143
Albany, N.Y. 12212-5143**

**Call UUP Media Relations and Publications at
(518) 640-6600 if you have questions.**

HOW TO ENTER

1. All entries must be chapter newsletters and websites produced between April 2018 and February 2019.
2. Only one entry may be submitted in each publication category.
3. **Four copies** of each publication must be submitted for distribution to the judges.
4. Any entry in **Category A** must consist of two issues; **four sets of these two issues must be submitted in four unsealed envelopes**. Each copy of the

publication must have the category on its front page.

5. Entries in **Categories B, C, D, E and F** must consist of **four copies** of each item (*photocopies are acceptable in all categories*). Label each entry with the publication name, chapter name and category. All four copies must be placed in one unsealed envelope marked with the category.

The contest will be judged by a panel of outside experts.

Entries must be received no later than March 8, 2019.

Winners of the competition will be notified prior to the Delegate Assembly.

ENTRY FORM

Deadline: Fri., March 8, 2019

RETURN TO:

UUP Journalism Contest
Attn: Media Relations and Publications
P.O. Box 15143
Albany, N.Y. 12212-5143

Complete this form and submit it together with the required materials as set forth in the rules under "How to Enter."

CHAPTER NAME _____ PUBLICATION NAME _____
CHAPTER PRESIDENT _____ PHONE NUMBER _____
NEWSLETTER EDITOR _____
CHAPTER ADDRESS _____
CITY _____ STATE _____ ZIP _____

CATEGORY A: General Excellence

Dates of two issues submitted _____

CATEGORY B: Best Original Article

Headline _____ Issue Date _____ Writer _____

CATEGORY C: Best Editorial or Column

Headline _____ Issue Date _____ Writer _____

CATEGORY D: Best Original Photo

Description _____ Issue Date _____ Photographer _____

CATEGORY E: Best Publication Design

Description _____ Issue Date _____ Designer _____

CATEGORY F: Best Website (Please be sure to include four copies of your Home Page. See How to Enter #5)

URL _____ Webmaster _____