

**nysut**  
**Retirees**

Experienced

Resourceful

Engaged



# Resource Kit for

## ***NYSUT Retiree Editors***



Updated January 2022



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## GUIDELINES FOR RETIREE COUNCIL NEWSLETTERS & PRINTING:

NYSUT prints and mails retiree council newsletters of a maximum length of four (4) pages for retiree councils in a black ink, self-mailer format once (1) per month for a maximum of 5 issues per year at no expense to the council.

- Any advertisements published in retiree council newsletters other than NYSUT or AFT Member Benefits ads must include a disclaimer per NYSUT policy. (*page 12*).
- Retiree Council election notices/announcements that are incorporated into the council newsletter can be mailed out at First Class rate one time per year.
- Make the Retiree Services Consultant and NYSUT Retiree Services aware if for some reason you are unable to submit you newsletter on your chosen date.
- Newsletters must be 4 pages and submitted in pdf format.
- Editors are asked to provide written instructions in a cover letter (*sample on page 13*) specifying:
  - Name of individual submitting the request
  - Date request was submitted to NYSUT Retiree Services
  - RC #, Month(s) of Issue, and Year
  - The number of extra copies requested, to whom and where they should be mailed
  - If they would like the NYSUT Member Benefits Ad included
  - Primary contact name, email and phone number
  - When it is an Election Notice and that it should be sent by FIRST CLASS MAIL
  - Any special instructions/requests
- NYSUT encourages retiree councils to establish a team of individuals who can proof and edit the retiree council newsletter before it is submitted. This practice of formally proofing the council newsletter can also help the council steer clear of avoidable printing delays.
- Newsletters are reviewed by the NYSUT Retiree Consultant and NYSUT Retiree Services prior to being submitted for printing for the sole purpose of verifying that what is printed in the newsletter is consistent with NYSUT policy/mission. If a newsletter containing errors is submitted to NYSUT HQ, the newsletter shall be returned to the retiree council to make edits; the retiree council is responsible for re-submitting the revised newsletter to HQ with the words; "Revised RC #\_\_ Print Request & Date in the Subject Line of the email to Retiree Services @ [retireeprintrequests@nysut.org](mailto:retireeprintrequests@nysut.org).
- As long as your newsletter is submitted to NYSUT Retiree Services on the RC's date chosen through survey monkey, the printing process can be completed within a fifteen (15) day turnaround. ***Please note if you do not submit your newsletter on your chosen date, delay in printing and mailing can occur.***

## HOW TO SUBMIT YOUR RETIREE COUNCIL NEWSLETTER FOR PRINTING

1. The dates your RC elects to submit their newsletter throughout the year must be shared with NYSUT Retiree Services annually. Submission of dates to NYSUT Retiree Services is done using Survey Monkey which is sent to all Retiree Council Presidents during the summer annually.
2. Create a full-size PDF of your final newsletter; ***DO NOT SHRINK TO FIT.*** Your newsletter will be printed exactly as it appears in the final PDF you submit. Save and name your PDF file with your RC# , month and year.  
***Example: "RC 5 March 2021 newsletter."***
3. Submit your newsletter to the Retiree Services Consultant (RSC) for review. After RSC reviews your newsletter, you will receive a Retiree Newsletter Review Form (via email) with either the go ahead to print or feedback to revise the newsletter as needed.
4. If your newsletter needs revision, you will need to resubmit the original request with a revised FINAL PDF.
5. Submit your revised newsletter to the NYSUT Retiree Services email, ***retireeprintrequests@nysut.org***. After creating your email, attach an electronic version of the following:

Create EMAIL PRINT REQUEST as follows:

- **To:** RetireePrintRequests@nysut.org  
**CC: Your** Retiree Services Consultant and other RC members
- **Subject:** RC #\_\_ Newsletter Print Request
- **CHOOSE:** Red Flag or other High Priority Send option

*Retiree Services Staff receive anywhere from 50 – 150 emails per day; it is essential that any retiree printing requests are red flagged as a high priority to ensure timely handling.*

- Include your cover letter(MSW or PDF) See sample on page 13
- The PDF of your final **approved** full-size newsletter
- A message stating the RSC has reviewed and approved the newsletter for printing. *Be sure to include the email and other contact information for 2 others who can edit the file.*



## HOW TO CREATE A 4 PAGE RETIREE NEWSLETTER WITH SELF-MAILER:

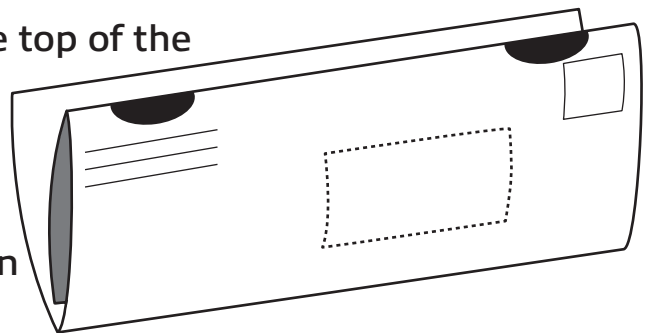
- Choose one of two page sizes

#1 #2

4 single pages @ 8 1/2" x 11" or 4 single pages @ 9" x 13"

**8 1/2" x 14" is NOT an option for a 4 page self-mailer newsletter!**

- After choosing a page size, create a new document in whatever application you are using.
- Set document margins to be **NO** less than .4"+. Anything outside the margins will not print.
- There are no layout restrictions for pages 1 through 3.
- Page 4...
  - The **MIDDLE** panel is now reserved for the United States Postal Service (USPS) mailer information, you may still add your announcement in the area provided (see *sample template for position and for exact measurements on pages 8&9*).
  - The **FIRST & THIRD** panels have no layout restrictions other than the margins. Unfortunately the new regulations split up the entire page, if you are planning on using the Member Benefits Ad we suggest you put it on page 4. We have created a split version of the ad that we will place when your newsletter is submitted for printing.
  - The opening **MUST** be at the top of the self mailer. Self mailers that open on the bottom will no longer be accepted. The address info must be on the middle panel, it cannot be on the single panel opening. Mailings that do not meet the USPS regulations will be rejected.

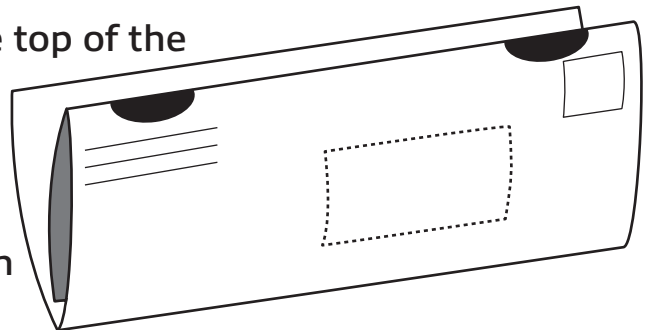


## HOW TO CREATE A 2 PAGE RETIREE CONFERENCE FLYER WITH SELF-MAILER:

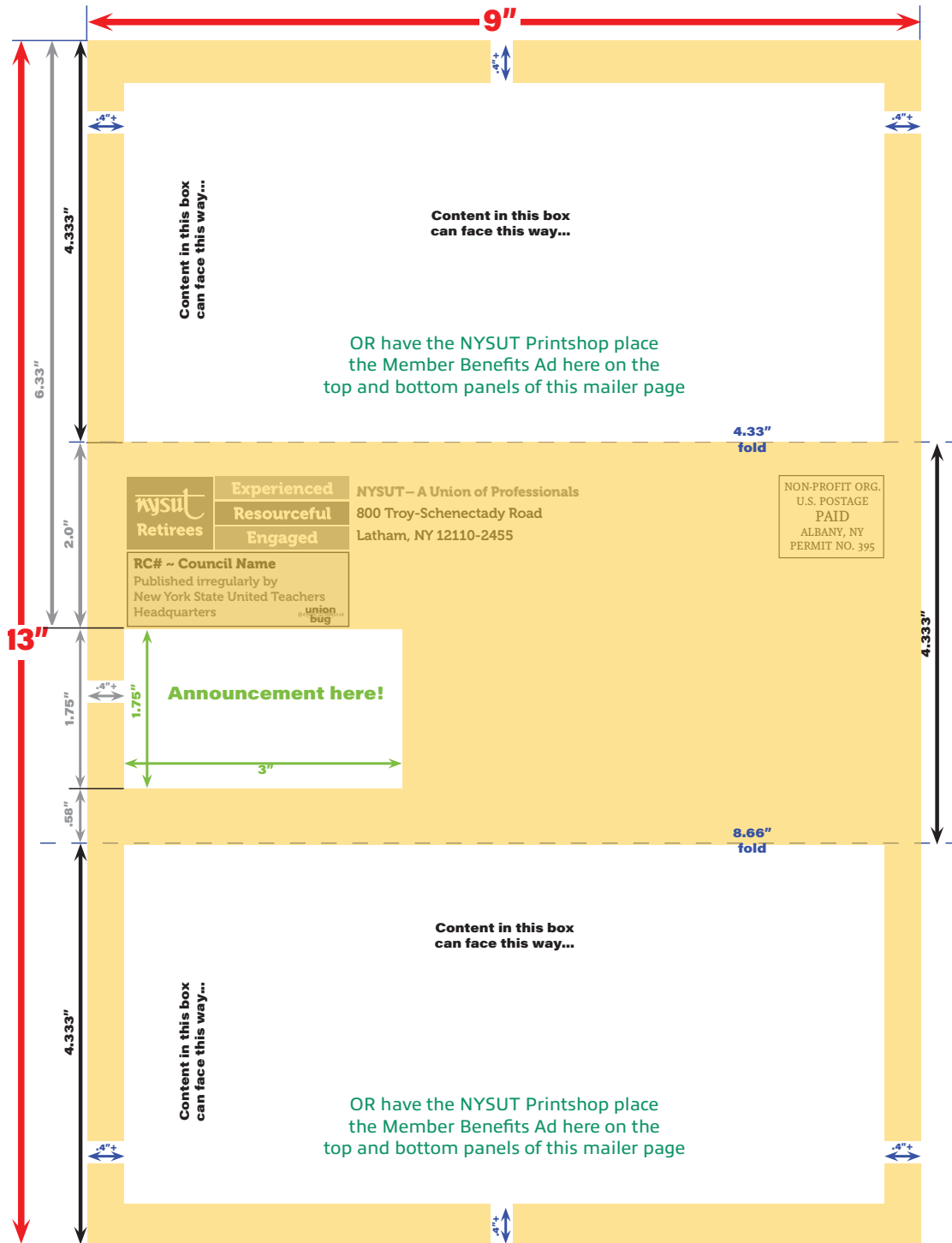
- RCF Page size 2 single pages @ 9"x 13"

***8 1/2" x 14" is NOT an option  
for a 2 page self-mailer Regional Conference Flyer!***

- Create a new document in whatever application you are using.
- Set document margins to be NO less than .4"+. Anything outside the margins will not print.
- There are no layout restrictions for the nonmailer side.
- Mailer side...
  - The **FIRST** panel is the RCF masthead with the Retiree, NYSUT logo, NYSUT Officers and a small area for your announcement.
  - The **MIDDLE** panel is now reserved for the United States Postal Service (USPS) mailer information. You may still add your announcement in the area provided (*see sample template for position and for exact measurements on page 8*).
  - The **THIRD** panel has no layout restrictions.
  - The opening **MUST** be at the top of the self mailer. Self mailers that open on the bottom will no longer be accepted. The address info must be on the middle panel, it cannot be on the single panel opening. Mailings that do not meet the USPS regulations will be rejected.



# SAMPLE 9"x13" RETIREE NEWSLETTER SELF-MAILER TEMPLATE



**For a 9"x13" - 4 page newsletter with 3 panel Self mailer page:**

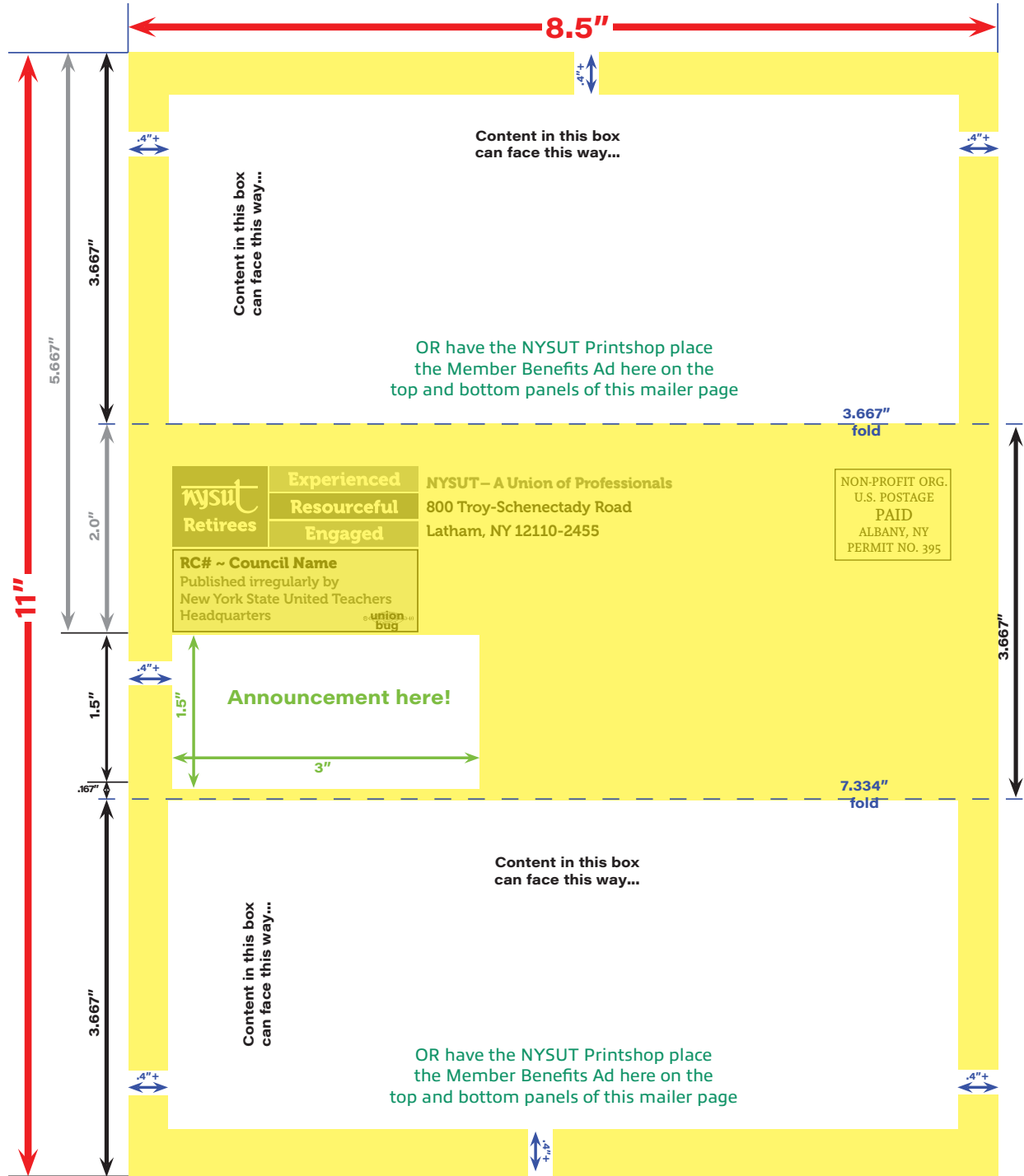
- **Make document page size = 9" x 13"**
- **Make document margins = no less than .4"+**
- **Placement of your announcement in mailer panel see above for additional measurements.**

*The NYSUT Print Shop is responsible for adding the middle panel with exception to the Announcement*

**To get a template or assistance in your application please contact  
Kathy Michalek in the Print Shop – [kathy.michalek@nysut.org](mailto:kathy.michalek@nysut.org)**



# SAMPLE 8.5"X11" RETIREE NEWSLETTER SELF-MAILER TEMPLATE



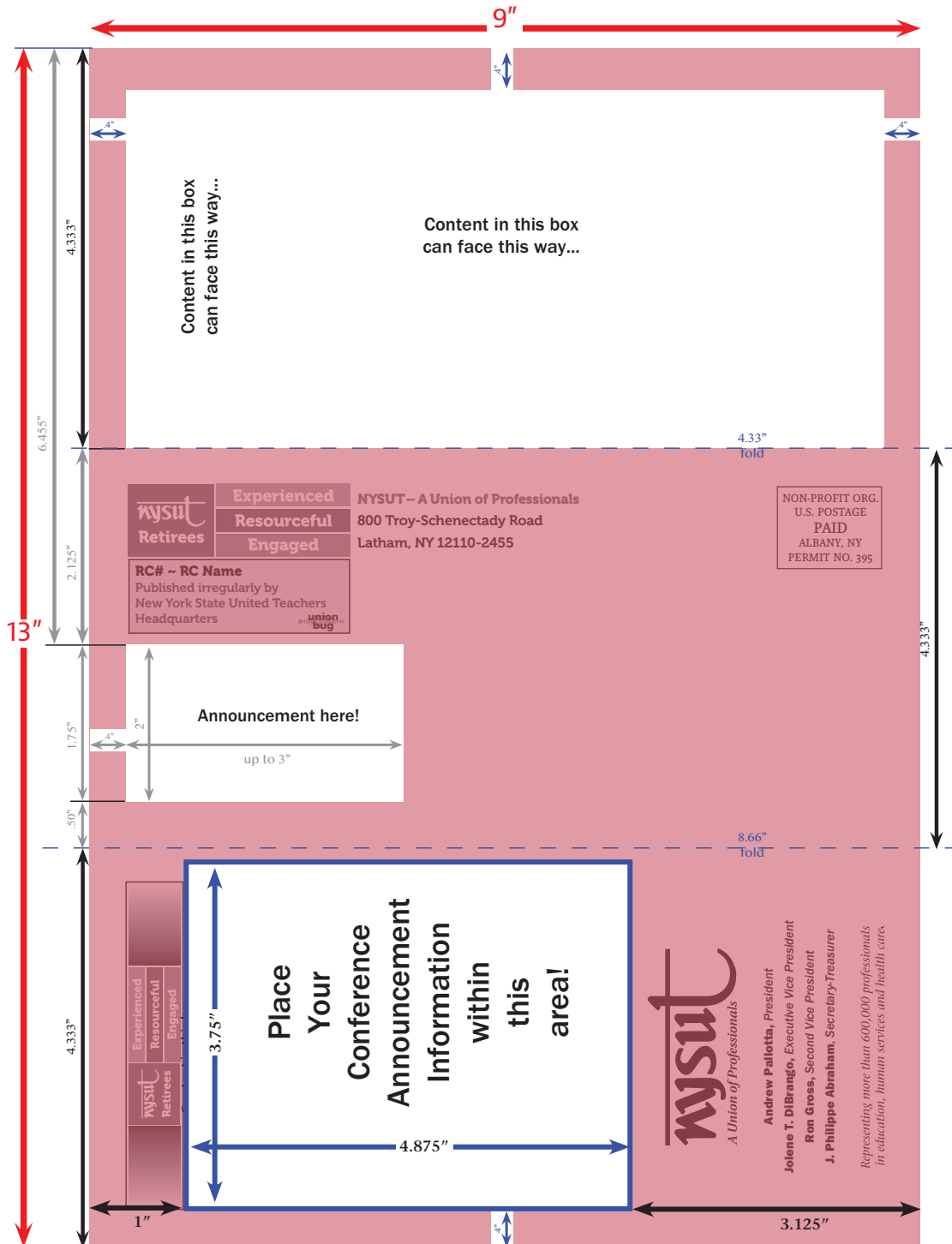
**For a 8.5"x11" - 4 page newsletter with 3 panel Self mailer page:**

- **Make document page size = 8.5" x 11"**
- **Make document margins = no less than .4"+**
- **Placement of your announcement in mailer panel see above for additional measurements.**

*The NYSUT Print Shop is responsible for adding the middle panel with exception to the Announcement*

**To get a template or assistance in your application please contact  
Kathy Michalek in the Print Shop – [kathy.michalek@nysut.org](mailto:kathy.michalek@nysut.org)**

# SAMPLE 9"X13" RETIREE REGIONAL CONFERENCE FLYER SELF-MAILER TEMPLATE



**For a 9"x13" - 2 page Regional Conference Flyer including 3 panel Self mailer page:**

- **Make document page size = 9" x 13"**
- **Make document margins = no less than .4"+**
- **Placement of your announcement in bottom and mailer panel see above for additional measurements.**

*The NYSUT Print Shop is responsible for adding the bottom and middle panels with exception to the Announcements*

**To get a template or assistance in your application please contact  
Kathy Michalek in the Print Shop – [kathy.michalek@nysut.org](mailto:kathy.michalek@nysut.org)**

# NYSUT POLICY FOR ACCEPTANCE OF ADVERTISING IN RETIREE COUNCIL NEWSLETTERS

*(original text, as adopted)*

*The following guidelines for printing disclaimers should be used by  
NYSUT Retiree Councils when placing ads in their newsletters:*

1. NYSUT Member Benefits Endorsed Programs - No need to print a disclaimer.
2. "This program is **NOT** endorsed by NYSUT." (This should be used for any ad that is placed in the newsletter that does not come into conflict with one of NYSUT's programs. For example - retiree councils can't advertise for a Long-Term Care program because NYSUT has one. However, if retiree councils want to advertise for a program NYSUT does not offer they can.)

## OTHER RETIREE COUNCIL NEWSLETTER ADVERTISING GUIDELINES

1. Do **NOT** sell or give mailing lists or member information to anyone.
2. Do **NOT** print an ad before payment is received.
3. Do **NOT** accept any ads that you have not seen.
4. Do remember that retiree councils have the right to reject ads.
5. Do have a policy for ad acceptance that you can send to "would-be" advertisers.
6. Do specify the type of acceptable copy and method of transmittal (i.e., camera ready, electronic, via email, etc.).
7. Do have a cost policy for ad space and placement (prime placement such as front page and last page may be differentiated).
8. Do set a limit on the number of ads accepted (20% to 30% of available space).
9. Do make the "sensibilities of the total union membership" a primary concern.
10. Do **NOT** accept political ads of any kind and follow the New York Teacher guidelines

### RESTRICTIONS

The publisher reserves the right to reject advertising not in keeping with the character and policies of either the NYSUT United or the union. Advertisers, their products and services must meet standards of serving well the interests of the members. Advertisers may not discriminate in terms of race, sex, religion, age or national origin. Political ads are not accepted. Ads from membership organizations are not accepted. Alcohol, tobacco and firearm ads are not accepted.

11. Do place a disclaimer on **ALL** ads, unless they are from a NYSUT or AFT endorsed provider.
12. Do **AVOID** accepting any ads that conflict with NYSUT or AFT Member Benefits or endorsed vendor programs.

*continued...*


## NYSUT POLICY FOR ACCEPTANCE OF ADVERTISING IN RETIREE COUNCIL NEWSLETTERS

(original text, as adopted) continued...

13. Do be especially wary of accepting ads from pharmaceutical and health care companies.
14. Do be careful in regard to accepting travel ads.
15. Do be careful in regard to advertising for web firms.
16. Do **NOT** accept ads that are anti-labor, anti-education or anti-public education.
17. Do check the AFT's "Do Not Buy List" to make sure a company is not on it.
18. Do read ALL copies carefully and use your very best judgment on "tastefulness" from the union's standpoint.
19. Do get a second opinion.
20. If there is any doubt, please do not hesitate to contact NYSUT Retiree Services:  
(518)213-6000 | (800) 342-9810 | retireeprintrequests@nysut.org

## ADVERTISEMENT DISCLAIMER PER NYSUT POLICY


- If you are unsure if an announcement such as trip qualifies for the "This program is NOT endorsed by NYSUT" disclaimer, NYSUT Retiree Services recommends that the disclaimer be added (if you have any questions, please review the NYSUT policy for advertisements in NYSUT retiree council newsletters above).
- This disclaimer is to be added to any events or programs that are printed in the retiree council newsletters that ARE NOT SPONSORED by the Retiree Council.  
Example of RC newsletter ad with disclaimer:



78 Will Rogers Drive  
Saranac Lake, NY 12983  
518-891-7117  
www.saranacvillage.com

*Saranac Village at Will Rogers*  
Saranac Village at Will Rogers provides one of the best retirement values in New York State in a beautifully restored historic building.  
Call for a tour and a free packet of information at 518-891-7117.

*Mention this ad and we will pay moving expenses. Call for details.*



The Historic Retirement Community of the Adirondacks

**This advertisement is not an endorsement by NYSUT.**





# SAMPLE NYSUT MEMBER BENEFITS ADS

**Check out what your union membership has to offer!**

## Member Benefits Discounts & Deals

Below are the most popular vendors that NYSUT members have shopped with using MB Discounts & Deals this past year -- with a potential savings of almost \$900,000! Have you been missing out?

EAT	PLAY	SHOP	TRAVEL
HelloFresh	Six Flags Theme Parks	Samsung	TripBeat
Burger King	Hersheypark	Apple	Great Wolf Lodge
Subway	Sky Zone Trampoline Park	Dell	Carnival Cruise Lines
Domino's	Bronx Zoo	Lenovo	Sandals Resorts
Jersey Mike's Subs	LEGOLAND New York	Advanced Auto Parts	Norwegian Cruise Lines

**MB Discounts & Deals offers NYSUT members exclusive access to savings of up to 50% on restaurants, groceries and food delivery, theme park tickets, hotels and flights, oil changes and vehicle maintenance -- with more than 21,000 New York State deals and thousands more nationwide.**

You can even refer your favorite local business (restaurant, coffee shop, workout facility, etc.) to join the network and provide NYSUT members with a special discount. Don't miss out... register your account today!

Member Benefits is proud to endorse MB Discounts & Deals along with dozens of other programs and services that may be able to benefit you and your family members. Take some time to explore our website to find out how we can help you make every dollar count!

Learn more by scanning the QR code to the left, visiting [memberbenefits.nysut.org](http://memberbenefits.nysut.org) or calling 800-626-8101.




Sample Member Benefits Ad split on 9"x13" mailer page

... or add to the page 4 mailer, which the NYSUT Printshop will place.

Sample Member Benefits Ad 8.5"x11"

← you can place this ad to fill 2/3rds of any of the first 3 pages or...

**Check out what your union membership has to offer!**

## Member Benefits Discounts & Deals

Below are the most popular vendors that NYSUT members have shopped with using MB Discounts & Deals this past year -- with a potential savings of almost \$900,000! Have you been missing out?



EAT	PLAY	SHOP	TRAVEL
HelloFresh	Six Flags Theme Parks	Samsung	TripBeat
Burger King	Hersheypark	Apple	Great Wolf Lodge
Subway	Sky Zone Trampoline Park	Dell	Carnival Cruise Lines
Domino's	Bronx Zoo	Lenovo	Sandals Resorts
Jersey Mike's Subs	LEGOLAND New York	Advanced Auto Part	Norwegian Cruise Lines

**MB Discounts & Deals offers NYSUT members exclusive access to savings of up to 50% on restaurants, groceries and food delivery, theme park tickets, hotels and flights, oil changes and vehicle maintenance -- with more than 21,000 New York State deals and thousands more nationwide.**

You can even refer your favorite local business (restaurant, coffee shop, workout facility, etc.) to join the network and provide NYSUT members with a special discount. Don't miss out... register your account today!

Member Benefits is proud to endorse MB Discounts & Deals along with dozens of other programs and services that may be able to benefit you and your family members. Take some time to explore our website to find out how we can help you make every dollar count!

Learn more by scanning the QR code to the left, visiting [memberbenefits.nysut.org](http://memberbenefits.nysut.org) or calling 800-626-8101.

**nysut** Retirees Experienced Resourceful Engaged

NYSUT-- A Union of Professionals  
800 Troy-Schenectady Road  
Latham, NY 12110-2455

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
ALBANY, NY  
PERMIT NO. 395

RC# -- Coucil Name  
Published irregularly by  
New York State United Teachers  
Headquarters

- To have the Member Benefits ad placed on page 4 of your newsletter, simply request which ad you would like in your cover letter to the Retiree Service Consultant when submitting your new newsletter. The printshop will use the current ad if one is not specified.
- Feel free to place Member Benefits ad on any page you like.
- To request an electronic copy of the NYSUT Member Benefits ads, you may contact **Kathy Hans in Member Benefits at 1-800-342-9810 or Katherine.Hans@nysut.org.**



# Sample Retiree Newsletters Cover letter...



**To:** NYSUT Retiree Services  
Attn: Ms. Swinka Richards

**From:** Loretta Donlon

**Date:** September 13, 2021

**Re:** Sept - Oct 2021 issue of Retiree Council 7 newsletter,  
*The Central New Yorker*

The file for the Central New Yorker September - October 2021 newsletter is attached.

Please mail the newsletter to all NYSUT members in Retiree Council 7. Please send 60 extra copies to Andrea Osborne at the NYSUT Regional Office, 4893 Brittonfield Parkway, East Syracuse, NY. 13057.

On page 4, please split and insert the Sept/Oct '21 Member Benefits black and white ad that is attached.

I appreciate the work everyone does to facilitate the printing and distribution of the newsletter.

If there is any question, please contact me at [lorettadonlon@verizon.net](mailto:lorettadonlon@verizon.net).

Thank you very much for all of your assistance with our newsletter.



## Retiree Council Newsletter Review Form

Retiree Council # \_\_\_\_\_ Phone # \_\_\_\_\_

Reviewed by \_\_\_\_\_

I have reviewed this newsletter and recommend this publication be printed as is by the NYSUT Print Shop.

I have reviewed this newsletter and have specific questions/concerns listed below:

Page # \_\_\_\_\_ Article Name \_\_\_\_\_  
 Column # \_\_\_\_\_ Paragraph # \_\_\_\_\_ Lines \_\_\_\_\_ to \_\_\_\_\_  
 Question/Concern  
 \_\_\_\_\_  
 \_\_\_\_\_

Page # \_\_\_\_\_ Article Name \_\_\_\_\_  
 Column # \_\_\_\_\_ Paragraph # \_\_\_\_\_ Lines \_\_\_\_\_ to \_\_\_\_\_  
 Question/Concern  
 \_\_\_\_\_  
 \_\_\_\_\_

Page # \_\_\_\_\_ Article Name \_\_\_\_\_  
 Column # \_\_\_\_\_ Paragraph # \_\_\_\_\_ Lines \_\_\_\_\_ to \_\_\_\_\_  
 Question/Concern  
 \_\_\_\_\_  
 \_\_\_\_\_

Other Concerns/Comments  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**NYSUT Retiree Services**

**(518)213-6000**

**(800) 342-9810**

**[retireeprintrequests@nysut.org](mailto:retireeprintrequests@nysut.org)**

 <b>Retirees</b>	<b>Experienced</b>	
	<b>Resourceful</b>	
	<b>Engaged</b>	