

# THE BUFFALO NEWS

May 2009

Dear Student:

Thank you for entering our *15th Annual Editorial Cartoon Contest* and expressing your opinion about an important issue. Your cartoon was not selected as a winner this year but we want to encourage you to stay informed of current events and to remain a life long learner by reading The Buffalo News and other news publications.

We received a record breaking number of over 2,000 cartoons this year! Students throughout Western New York expressed their concern for a wide range of current issues including: the US economy; AIG; NYS taxes and Governor Paterson; the stimulus program; President Obama and the problems facing him as our new our new president; international relations; the war in Iraq; environmental problems; the price of gasoline and the Octomom. Some students addressed the recent events involving a few of our Buffalo Bills sports figures.

Winners were selected in a two-part process. First, a group of Buffalo News staff from the editorial, marketing, and promotions departments reviewed all entries and selected a cartoon based on the following:

- The cartoon could be immediately understood by the reader.
- The reader could strongly agree or disagree with the opinion expressed.
- The cartoon could provoke thought and debate.

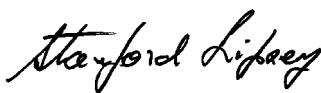
Using similar criteria, the final choices were made in a second round of review by Adam Zyglis, Editorial Cartoonist for The Buffalo News, with assistance from Mike Vogel, our Editorial Page Editor.

Here are some suggestions from Adam Zyglis for improving your cartoon if you plan to enter again next year:

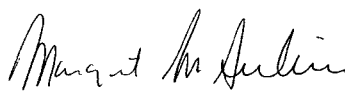
- Make sure your editorial message is an opinion, not an observation or headline, and is clearly understood.
- Strive to come up with an original idea to convey your message, in a way that makes the reader think.
- Take the time to make your imagery clear and recognizable, using fewer words and labels whenever possible.
- Do not copy the ideas or artwork from other people's cartoons. Your work must be your own.

You have shown your teachers, your parents and The Buffalo News that, when given the right opportunity, young people are capable of great insight and understanding. We look forward to seeing your work again next school year. Good luck!

Sincerely,



Stanford Lipsey  
*Publisher*



Margaret Sullivan  
*Editor*



Adam Zyglis  
*Editorial Cartoonist*