

CEA Public Relations
Matching Grant

The Norman E. Delisle
Public Relations Grant

CEA Internal/Community
Newsletter Competition

The ABCD Award (Above
and Beyond the Call of
Duty)

The Thomas P. Mondani
CEA Friend of Education
Award

The Charles B. Kelly Local
Media Award

The CEA Salutes Award

2009-2010 CEA Public Relations

GRANTS and AWARDS

Applications & Information



CEA

Advocating for teachers
and public education

NOTE

For each of the applicable forms for grants or awards, CEA members may submit the original form from this booklet or a duplicate. Award information and forms may be downloaded from CEA's Web site at www.cea.org/grantsawards.

To qualify for a CEA Public Relations Matching Grant, a program must stimulate teacher involvement in the community as related to CEA Strategic Goals adopted by the CEA Board of Directors.

CEA-Envisioned Future

Public education will universally be the education of choice in Connecticut.

CEA Core Purpose

Be responsible for the teaching, learning, and working conditions necessary for quality education in Connecticut.

CEA Core Values

- Quality teaching and learning
- Collective action as a source of strength
- Teaching as a noble and worthy profession
- Public education that reflects the needs of society

CEA Goal Statements

- All public schools will have the necessary environment, equipment, resources, and personnel to provide each student with a quality education that will allow him or her to be successful.
- CEA and its members will be the leading voices on education issues, directions, and the operations of public schools.
- Teachers will define and ensure standards for the profession.
- CEA will secure improved salaries, benefits, and working conditions for its members.
- CEA will be the model of contemporary democratic unionism.

The purpose of this program is to provide matching dollars for local Associations to use for print, radio, TV or community relations projects as well as internal Association PR programs as approved by the CEA Public Relations Commission during CEA budget year **July 1, 2009** through **June 30, 2010**.

Size of Grants

A total of **\$8,600** is available for direct matching grants (50 percent of total amount matched by CEA) to local Associations for the 2009-2010 fiscal year. Grants per Association, per category, per fiscal year shall not exceed the following amounts stated in each of the following categories. (**NOTE: An Association may submit more than one grant application per category in any fiscal year but may not receive more than the category limit, i.e., if two grant applications request matching funds for Category 1 activities of \$650 and \$500, the most that Association could receive in grant money is \$1,000.**) Money may be used toward the purchase of desktop publishing (DTP) software.

Category 1	Individual local Association for internal public relations	up to \$1,000
Category 2	Individual local Association for community organizing	up to \$1,000
Category 3	Combination of locals for community organizing	up to \$1,500
Category 4	Individual local Association for a technology program or equipment (i.e., digital camera, desktop publishing software, modem, scanner)	up to \$500

Evaluation

The Public Relations Commission will NOT approve grant applications that:

- Provide scholarships, salaries, or monetary awards to Association members, students or other individuals or groups.
- Seek to provide supplies, normal operating expenses, or school-related costs (i.e., school team uniforms).
- Detract from the goals, objectives or interests of the Association's local, state or national affiliates.
- Seek reimbursement for yearbook advertisements.
- Ask the commission to underwrite the costs of meals for Association members as part of a grant proposal. Reasonable nonmeal refreshments for social events or settings that augment a project may qualify for reimbursement. The only meals that will qualify are those for nonmember outside dignitaries, public officials and guests at approved functions.
- Seek reimbursement for travel or lodging expense.

Associations participating in this matching grant program must submit evidence of how CEA monies were expended in accordance with this application statement. **Such evidence may be submitted after the fact but before July 1, 2010.** Associations that fail to provide such evidence will be ineligible for future grants in this program until such evidence is provided.

Note: Special restrictions apply to public relations projects dealing with referenda. Please call Susan Williams, CEA's Political Action Specialist at 860-525-5641 or 1-800-842-4316 for details.

Applications must be received by CEA Communications no later than June 1, 2010, to be considered for fiscal year 2009-2010. Funds are distributed on a first-come, first-serve basis.

NOTE: UNUSED MATCHING GRANT DOLLARS MUST BE RETURNED TO CEA, INC.

I M P O R T A N T

**This Is for NEW
Public Relations
Projects Only**

Mail this completed application along with applicable supportive materials to:

Norman E. Delisle Public Relations Grant
CEA Public Relations Commission
c/o Connecticut Education Association
Capitol Place, Suite 500, 21 Oak Street
Hartford, CT 06106-8001
Telephone 860-525-5641 or 1-800-842-4316

Date _____

Theme, title or name of your campaign _____

Name of local Association _____

Address _____

Home phone _____ School phone _____

E-mail address _____

Name of person submitting entry _____

Position _____

Estimated cost of project \$ _____

Signature of local president _____

NOTE: The total of all awards cannot exceed \$1,000.

See next page for guidelines and description of grant.

Named after the man who served as CEA Public Relations Director from 1956 until his tragic death in 1981, these grants, which range between \$50 and \$500, are awarded annually to individual Associations for **NEW** public relations projects within the community. Grants will be awarded for projects created between January 1, 2009 and June 30, 2010, from a fund of \$1,000. **Deadline for applications to be received at CEA is Friday, February 5, 2010, at 5 p.m.**

HOW TO APPLY

When applying for a Norman E. Delisle Public Relations Grant, the project must meet these goals and objectives:

- Promote education as a local priority
- Seek to improve the public's image of teachers
- Enhance teachers' image of themselves
- Increase Association visibility

Each Association entering must submit a completed entry form, including theme or project title. A written description of how the program will be used and what audience will be targeted (e.g., parents, general public, teachers, etc.) must accompany the application.

Each Association must agree to supply upon request a summary and an evaluation to the CEA Public Relations Commission upon completion of the project.

AWARDING OF GRANTS

All applications will be reviewed by the CEA Public Relations Commission, which will then make a recommendation to the CEA Board of Directors. An effort will be made to award individual grants for worthwhile PR projects on an equitable geographic basis. Enclosing an estimated project cost will aid the commission in the award recommendations.

Revised by the CEA Public Relations Commission, June 2007.

Mail this completed application to:
 CEA Newsletter Competition
 c/o Connecticut Education Association
 Capitol Place, Suite 500, 21 Oak Street
 Hartford, CT 06106-8001
 Telephone 860-525-5641 or 1-800-842-4316

Date _____
 Name of Local Association _____
 Address _____

 E-mail address _____
 Editor's name: _____
 Editor's address _____
 Home phone _____ School phone _____
 Person reporting _____
 Position _____
 Local president's signature _____

**Fill out for
 INTERNAL
 Newsletters
 only**

Title of Local Association Newsletter _____

MEMBERSHIP CATEGORY

<input type="checkbox"/> Category 1: Up to 75 members	<input type="checkbox"/> Category 4: 301 to 450 members
<input type="checkbox"/> Category 2: 76 to 150 members	<input type="checkbox"/> Category 5: More than 450 members
<input type="checkbox"/> Category 3: 151 to 300 members	

Membership as of January 15, 2010 determines the category.

Dates of newsletters submitted _____
 Frequency (monthly, biweekly, weekly) _____
 Distributed as (*check one*) Electronic version Printed version
 Is this the first newsletter entry for your Association within the last 5 years? Yes No

**Fill out for
 COMMUNITY
 Newsletters
 only**

Title of Local Association Newsletter _____

Please answer the following questions as briefly as possible:

1. How is your community newsletter distributed, and why did you choose that method? _____

2. How often is your community newsletter distributed? _____
3. How many copies of each issue are distributed? _____
4. What is the size of your membership? _____
5. What is the size of your community? _____
6. What is the size of your school population? _____

**These awards will be presented at the CEA Representative Assembly.
 See next page for guidelines and descriptions of awards.**

APPLICATION DEADLINE: 5 p.m. Friday, March 5, 2010

Entering the CEA Internal Newsletter Competition

Use the entry blank in this booklet. Submit six (6) copies of three (3) different issues from the preceding 12 months—otherwise your entry may be disqualified. A newsletter distributed as either a printed version or as an electronic version qualifies for this competition, however, only one version may be entered. (Please indicate which version is being submitted in the space provided on the entry form.) Electronic versions must be downloaded to a CD or DVD, which must be submitted along with a printed copy of the newsletter. (See entry form to determine membership category.) *Note: If your Association has both an internal and a community newsletter and you are entering both, the entry form may be duplicated so only one form is submitted with each newsletter entered.*

Entering the CEA Community Newsletter Competition

Use the entry blank in this booklet. Submit six (6) copies of two (2) consecutive issues—otherwise your entry may be disqualified. To qualify as a community newsletter, the publication must be published at least biannually (twice a year) and must include two pages of articles. **Effectiveness:** A community newsletter is an excellent means of bringing your Association's message to the public. To be most effective, the Association should know the exact reason for preparing a community newsletter. This purpose, or rationale for distribution, must be clearly stated in each issue of the newsletter and on the entry form. The method of distribution (i.e., mail, newspaper insert, distributed at various community locations, etc.) also must be noted on the entry form, since it will be considered in judging the effectiveness of the newsletter.

Judging

A panel of CEA Public Relations Commission members will evaluate the newsletters. A panel of editors of winning newsletters from the previous year's competition may be asked to help evaluate and judge the newsletters.

Awards

Award plaques will be presented in the name of the local Association for each of the membership categories, as well as the Norman E. Delisle Award (internal newsletter judged best in the state) and the Best New Entry Award (top internal newsletter for first-time entrants). The awards will be presented at the CEA Representative Assembly in May. Winning editors and local presidents will be notified and asked to attend. The CEA Public Relations Commission reserves the right to decide whether an award will be presented in any category based on the quality of the entries and whether they meet the minimum requirements stated below.

Minimum Requirements for Printed and Electronic Internal Newsletter Entries

- Flag (also called a letterhead)
- Masthead (identification of Association, names of president, editor), date of issue, volume and issue number
- Six (6) copies of each issue submitted

- Three (3) different issues submitted
 - A minimum of **five (5)** issues published during the school year
 - Every issue must include at least one article about a current local educational issue and state or national education issue (example: local issue, contract negotiations; state issue, certification issues; national issue, merit pay)
 - The 2009 awards will be made only for newsletters published between March 2008 and March 2009, inclusive.
-

Minimum Requirements for Community Newsletter Entries

- Flag (also called a letterhead) that includes the name of the Association
 - Masthead (identification of Association, names of president, editor), date of issue, volume and issue number
 - Statement of purpose that describes the rationale for publishing the newsletter must be clearly stated in each issue
 - Six (6) copies of each issue submitted
 - Two (2) consecutive issues submitted
 - Published a minimum of twice a year (biannually) during the school year
 - At least two pages of articles per issue
 - The 2009 awards will be made only for newsletters published between March 2008 and March 2009, inclusive.
-

Criteria for Judging

DESIGN – 15%

General Appearance: Clarity of printed material, alignment of copy, and placement of the elements in such a manner that the publication is aesthetically pleasing

Flag/Masthead Design: An attractive design that includes the name of the Association, date, and volume number

LAYOUT – 15%

Headlines: Headlines that stand out, entice the reader's interest, are easy to read, don't just label a subject, but convey action through the use of the present tense or an active verb

Continuity of Layout: An easy flow from one segment of the newsletter to another that maintains a consistency of appearance with logical placement of articles

CONTENT – 70%

Timeliness: Use of stories that are current

Tone: Articles that portray a positive image of teachers and the Association

Clarity: Writing that is clear, concise and to the point.

Syntax: The pattern or structure of the word order in a sentence or phrase, correct grammatical usage and proper spelling

Interest: Stories that interest the greatest majority of readers, not geared to only one or two elements of the readership

Mix: A good mix of news and feature articles, including local, state, and national news (*Internal newsletter only*)

Effectiveness: How well articles meet the statement of purpose (*Community newsletter only*)

Revised by the CEA Public Relations Commission, March 26, 1997; October 25, 2000; October 2001; March 21, 2005

Mail this completed application along with applicable supportive materials to:
 CEA Public Relations Commission
 c/o Connecticut Education Association
 Capitol Place, Suite 500, 21 Oak Street
 Hartford, CT 06106-8001
 Telephone 860-525-5641 or 1-800-842-4316

Date _____

Person(s)/Organization Being Nominated

Name _____

Position/title _____

Address _____

Home phone _____ School phone _____

E-mail address _____

Nominating Association

Local Association _____

Address _____

Home phone _____ School phone _____

E-mail address _____

Person reporting _____

Position _____

Local president's signature _____

An original photo of each nominee must be submitted with this form

SUPPORTING STATEMENT (Attach separate sheet if necessary):

See next page for guidelines and description of award.

The ABCD Award is designed to recognize outstanding professional contributions by individual members. Awards will be presented only to members who have gone above and beyond the call of volunteerism in activities that have benefited the Association or contributed to promoting a positive image of teachers or the teaching profession.

SUPPORTING STATEMENT

State the reasons a member is being nominated for this award (approximately 100 words). Use the form on the preceding page. You may use a separate sheet if more room is needed. Other materials (newspaper clippings, photographs, awards, and testimonials) also should be included as supportive evidence.

GUIDELINES

Awards will be made only to CEA members who are nominated by their local Associations. Student, paraprofessional, and retired members, where applicable, are eligible for nomination, provided all of the guidelines are fulfilled.

All nominees must be members of their local, state, and national Associations. All award nominations must be forwarded to the CEA Public Relations Commission.

Once the nomination has been approved by the CEA Board of Directors, a certificate will be awarded.

Local Associations that nominate prospective awardees must provide the following information:

- Description of the individual's activities
- Information on how the activities helped the local Association or contributed to promoting a positive image of teachers or the teaching profession
- Local president's signature

Local Associations may submit one nomination per month with a maximum of five per year.

All judging will be done by the CEA Public Relations Commission.

A letter of recognition will be sent to all awardees.

The CEA Public Relations Commission reserves the right to seek additional information in considering this nomination. However, the information requested with this nomination must accompany each application.

All recommendations of the commission will be forwarded to the CEA Board of Directors for final approval. The commission and the Board of Directors reserve the right not to present an award to a nominee if circumstances warrant.

*Adopted by the CEA Public Relations Commission
April 7, 1994*

*Revised by the CEA Public Relations Commission
March 26, 1997; April 4, 2002; June 2007*

I M P O R T A N T

Please check one box per entry.
I am submitting an application for:

- The Thomas P. Mondani
CEA Friend of Education Award
- The Charles B. Kelly Local Media Award

Mail this completed application along with applicable supportive materials to:

CEA Public Relations Commission
c/o Connecticut Education Association
Capitol Place, Suite 500, 21 Oak Street
Hartford, CT 06106-8001
Telephone 860-525-5641 or 1-800-842-4316

Date _____

Person(s)/Organization Being Nominated

Name _____

Position/title _____

Address _____

Home phone _____ School phone _____

Nominating Association

Local Association _____

Address _____

E-mail address _____

Home phone _____ School phone _____

Person reporting _____

Position _____

Please mark appropriate box.

This nomination has the vote of approval of:

- Individual Nomination Only
- Local Association Executive Board
- Local Association PR Committee
- Local Association Representative Assembly
- Local Association Membership Vote
- Other (Specify) _____

Local president's signature _____

See inside back cover for guidelines and descriptions of awards.

APPLICATION DEADLINE: 5 p.m. Friday, February 5, 2010

Mail this completed application along with applicable supportive materials to:

CEA Public Relations Commission
 c/o Connecticut Education Association
 Capitol Place, Suite 500, 21 Oak Street
 Hartford, CT 06106-8001
 Telephone 860-525-5641 or 1-800-842-4316

Date _____

Person(s)/Organization Being Nominated

Name _____

Position/title _____

Address _____

Home phone _____ School phone _____

E-mail address _____

Nominating Association

Local Association _____

Address _____

Home phone _____ School phone _____

E-mail address _____

Person reporting _____

Position _____

Please mark appropriate box.

This nomination has the vote of approval of:

- Individual Nomination Only
- Local Association Executive Board
- Local Association PR Committee
- Local Association Representative Assembly
- Local Association Membership Vote
- Other (Specify) _____

Local president's signature _____

See inside back cover for guidelines and descriptions of awards.

APPLICATION DEADLINE: 5 p.m. Friday, February 5, 2010

The Thomas P. Mondani CEA Friend of Education Award

CEA's most prestigious award is presented at the CEA Representative Assembly in May. The award is named after Thomas P. Mondani, who served as CEA executive director from 1971 to 1994. It is awarded to one individual or group outside of education for outstanding efforts on behalf of teachers, students, or public education.

ELIGIBILITY GUIDELINES

The following individuals/groups are eligible for the Thomas P. Mondani CEA Friend of Education Award: One to an individual in politics or one to an individual (or group) not in politics; one to an individual with the broadest possible impact; one to an individual not employed by a school system; one to an individual who has made outstanding contributions for the improvement of public education, teacher welfare or the welfare of the school-age population.

SUPPORTING STATEMENT

State the reasons a person, group or organization is being nominated for a Thomas P. Mondani CEA Friend of Education Award (approximately 100 words). Use the accompanying form. You may use a separate sheet if more room is needed. Other materials (newspaper clippings, photographs, awards, and testimonials) also should be included as supportive evidence.

The CEA Public Relations Commission reserves the right to seek additional information in considering this nomination. However, the information requested with this nomination must accompany each application.

The Charles B. Kelly Local Media Award

Named in honor of the person who served as CEA Communications Director for nearly a decade (1982-91), this award honors persons and organizations that have shown support for teachers and public education through local news coverage in newspapers, radio, or television. These awards are presented at the CEA Representative Assembly.

SUPPORTING STATEMENT

State the reasons this person/organization is being nominated for the CEA Charles B. Kelly Local Media Award (approximately 100 words). Use the accompanying form. You may use a separate sheet if more room is needed. Other materials (newspaper clippings, photographs, awards, and testimonials) also should be included as supportive evidence.

The CEA Public Relations Commission reserves the right to seek additional information in considering this nomination.

However, the information requested with this nomination must accompany each application.

The CEA Salutes Award

The purpose of the CEA Salutes Award is to recognize outstanding contributions by individuals or organizations to public education.

SUPPORTING STATEMENT

State the reasons this person/organization is being nominated for a CEA Salutes Award (approximately 100 words). Use the accompanying form. You may use a separate sheet if more room is needed.

GUIDELINES

1. The award will be made to CEA members or other individuals and/or organizations for outstanding contributions to education.
2. Teacher nominees **must be** members of their local, state, and national education Associations.
3. The award will be presented only when warranted rather than on a monthly or regular basis.
4. The award will be of a concrete nature, i.e., a plaque. The *CEA Advisor* will be used to announce the award.
5. Local Associations will be asked to nominate prospective awardees and provide the following information:
 - Description of the individual's and/or organization's activities
 - The nominee's contribution to the betterment of education (students, county, etc.)
6. Local Associations may submit one nomination per month with a maximum of five per year.
7. The Public Relations Commission will do the judging.
8. A letter of recognition will be sent to all nominees.

The Public Relations Commission reserves the right to seek additional information in considering this application. However, the information requested with this nomination must accompany each application.

All recommendations of the commission will be forwarded to the CEA Board of Directors for final approval. The commission and the Board of Directors reserve the right not to present an award in any month if circumstances warrant.

Awards will be announced in the *CEA Advisor* following their approval by the CEA Board of Directors.

*Adopted by the CEA Public Relations Commission
 March 2, 1982*

Deadline Dates for 2009-10 CEA PR Awards & Grants

The Norman E. Delisle Public Relations Grant
February 5, 2010



The Thomas P. Mondani CEA Friend of Education Award
February 5, 2010



The Charles B. Kelly Local Media Award
February 5, 2010



CEA Salutes Award
February 5, 2010



CEA Internal/Community Newsletter Competition
March 5, 2010



ABCD Award (Above and Beyond the Call of Duty)
March 1, 2010



CEA Public Relations Matching Grant
June 1, 2010

Download forms at
www.cea.org/grantsawards



CEA

Advocating for teachers
and public education

Capitol Place, Suite 500
21 Oak Street
Hartford, CT 06106-8001
860-525-5641 • 1-800-842-4316 • FAX 860-725-6323 or 860-725-6356
www.cea.org