CEA PUBLIC RELATIONS COMMISSION

2019-2020 AWARDS AND GRANTS

AWARDS
CEA Local Association Newsletter Competition
CEA Local Association Website Competition
ABCD Award (Above and Beyond the Call of Duty)
Thomas P. Mondani CEA Friend of Education Award
CEA Clifford Silvers Education Advocacy Award
CEA Salutes Award
Charles B. Kelly Local Media Award

GRANTS
Norman E. Delisle Public Relations Grant
Newsletters are an excellent means of bringing your Association’s message to your members. To qualify for a CEA award, your newsletter must be published at least three times a year and include articles of interest to members. Newsletters may be print or digital.

“A good newsletter is easy to read, has important information to share, and is timely and relevant,” notes a member of CEA’s PR Commission, which evaluates award submissions.

**Minimum requirements for print and digital newsletter entries**

- Masthead (identification of Association, names of president, editor), date of issue, volume, and issue number.
- One copy of three (3) different issues must be submitted for print newsletters.
- A PDF, Word document, or URL must be submitted for digital newsletters. Please provide password if the site is password-protected.
- Every issue must include at least one article about a current local, state, or national educational issue (e.g., a local issue about contract negotiations, a state issue about certification, a federal issue about school vouchers).
- The 2019-2020 awards will be given only for newsletters published between March 2019 and February 2020.

Using the entry form at [cea.org/about/grants-awards/newsletter-website](http://cea.org/about/grants-awards/newsletter-website), submit one copy of three (3) different issues from the preceding 12 months. You may upload documents or provide URLs.

Application deadline is 5 p.m. on Friday, February 28, 2020.

**CRITERIA FOR JUDGING NEWSLETTERS**

**DESIGN – 15%**

**General Appearance:** Clarity of print/digital material, alignment of copy, and placement of the elements in such a manner that the publication is aesthetically pleasing. Type should be easy to read, and the newsletter should include graphic elements, such as photographs of members or Association events.

**Masthead/Website Design:** An attractive design that meets specifications.

**LAYOUT – 15%**

**Headlines:** Headlines that stand out, entice the reader’s interest, and are easy to read

**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 and concise

**Syntax:** Well-formed sentences with correct grammar and 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

**Effectiveness:** How well articles meet the statement of purpose

**JUDGING**

A panel of CEA Public Relations Commission members will evaluate all newsletter entries. A panel of editors of winning newsletters/websites from the previous year’s competition may be asked to help with the judging.

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. The commission also reserves the right to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

**AWARDS**

An award will be presented in the name of each editor of a local Association newsletter that wins in the following membership categories:

- Category 1 (up to 75 members)
- Category 2 (76-150 members)
- Category 3 (151-300 members)
- Category 4 (301-450 members)
- Category 5 (more than 450 members)
- Norman E. Delisle Award (best overall newsletter in the state)
- Best New Entry (top newsletter for first-time entrants)

Awards are expected to be presented at the CEA Representative Assembly in May. Winning newsletter editors and their local presidents will be notified and asked to attend.

Revised by the CEA Public Relations Commission, March 26, 1997; October 25, 2000; October 2001; March 21, 2005; March 15, 2011; May 10, 2016; May 2019.
2019-2020 CEA LOCAL ASSOCIATION WEBSITE COMPETITION

A website is an excellent way to keep your members informed and up-to-date on the issues of importance to the teaching profession and public education.

Entries in this category will be judged on content, usability, and design. To qualify, your website must be updated regularly during the school year. Award-winning sites feature well-written, timely, and informative material. They are easy to navigate, and their design enhances users' overall experience.

“The best websites have good color schemes and are up-to-date and intuitive, allowing teachers easy access to whatever they need, from contract help to advocacy events,” says a PR Commission member.

You must provide a link to your website—and a password, if the site is password-protected; otherwise, your entry will be disqualified.

Minimum requirements for local Association website entries

- Header graphic that includes the name of the Association
- Navigation that is consistent and intuitive
- Well-written, timely, and informative content
- Link to CEA’s website

Enter at cea.org/about/grants-awards/newsletter-website. Application deadline is 5 p.m. on Friday, February 28, 2020.

CRITERIA FOR JUDGING WEBSITES

CONTENT
Good content is informative, engaging, well-written, and up-to-date. Information is relevant to members and promotes the value of belonging to their local and state Associations.

STRUCTURE AND NAVIGATION
The framework of the site allows users to move around quickly and find information easily. The site is consistent and intuitive, allowing users to get what they expect when they click a link. All links should work, and links to CEA’s website (for example, CEA’s blog and/or member benefits) should be included. When possible, contact information for local Association leaders should be available and clickable (for example, the local president’s name and email address).

VISUAL DESIGN
The site must include a header graphic and the name of the Association. The color scheme, fonts, graphics, and other visuals must have a high-quality, appropriate look and feel for the Association.

FUNCTIONALITY/INTERACTIVITY
The site and links work well, and pages load quickly. The site allows participation and member involvement (examples: feedback, newsletter signup, contact information, emails, links, and sharing to social media).

OVERALL EXPERIENCE
The site promotes a welcoming, positive experience for users and demonstrates the value of union membership.

JUDGING
A panel of CEA Public Relations Commission members will evaluate all entries. The PR 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.

The commission also reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

AWARDS
Awards (first, second, and third place) will be presented in the name of each webmaster of a winning local Association website. Awards may also be presented to the best new entries for first-time entrants.

Awards are expected to be presented at the CEA Representative Assembly in May. Winning webmasters and their local presidents will be notified and asked to attend.

Revised by the CEA Public Relations Commission, March 26, 1997; October 25, 2000; October 2001; March 21, 2005; March 15, 2011; May 10, 2016; May 2019.

HOW TO APPLY
Nomination forms must be completed online at cea.org/about/grants-awards/newsletter-website.

Application deadline:
5 p.m. Friday, February 28, 2020
The ABCD Award recognizes an individual CEA member for outstanding actions on behalf of a student or students, fellow teachers, the community, or public education. While most teachers regularly participate in activities outside of school that benefit their students or other community members, the ABCD Award is designed to honor those who have gone above and beyond the call of volunteerism, promoting a positive image of teachers and the teaching profession.

Examples include teachers who spring into action to keep students safe or avert a crisis in an emergency situation; teachers who attend students’ events and lend other support when parents are not available; and those who otherwise step in, out of the goodness of their hearts, to help a child in need.

“Teachers often spend a lot of their own personal time outside the classroom serving as role models and contributing meaningfully to their communities,” says one PR Commission member. “The ABCD Award is given to educators whose actions outside the classroom exceed even those day-to-day contributions.”

**SUPPORTING STATEMENT AND MATERIALS**

State the reasons a member is being nominated for this award. Supporting materials such as news articles, photographs, awards, and testimonials must be included.

**GUIDELINES**

1. Awards will be made only to CEA members. Retired members and students who belong to CEA’s Aspiring Educators Program are eligible for nomination.

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

3. A maximum of three ABCD Awards per year will be given to individuals or groups within the same local Association.

All judging will be done by the CEA Public Relations Commission, and a letter of acknowledgement will be sent to all nominees.

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

The PR Commission also reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

Award entries must be completed at [cea.org/about/grants-awards/ABCD](http://cea.org/about/grants-awards/ABCD). Application deadline is 5 p.m. on Friday, February 28, 2020.

*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; May 2019*
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 or advocacy on behalf of teachers, students, or public education.

“This is our biggest, most prestigious award, given only to those who stand head and shoulders above the rest in their commitment to public education and advocacy on behalf of teachers and students,” says a PR Commission member.

**ELIGIBILITY GUIDELINES**

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

Past recipients include U.S. Representative Joe Courtney, State Senate President Donald Williams, U.S. Senator Christopher Dodd, and other high-profile individuals who have continuously advocated for teachers and public education throughout their careers.

**SUPPORTING STATEMENT**

State the reasons a person, group, or organization is being nominated for a Thomas P. Mondani CEA Friend of Education Award. Other materials (news articles, photographs, awards, and testimonials) must be included as supporting evidence.

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

The PR Commission also reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

Award entries must be completed at cea.org/about/grants-awards/mondani-kelly/#mondani. Application deadline is 5 p.m. on Friday, February 28, 2020.

**HOW TO APPLY**

Nomination forms must be completed online at cea.org/about/grants-awards/mondani-kelly/#mondani. Application deadline: 5 p.m. Friday, February 28, 2020
This award is named in honor of the late Clifford Silvers, a tireless advocate for teachers’ rights and excellence in public education. Silvers, who passed away in 2017, was a longtime CEA UniServ Representative, manager, and labor arbitrator.

CEA’s Clifford Silvers Education Advocacy Award is presented to a group or individual member of the education community. It is awarded to an active CEA member or other active education stakeholder who has dedicated his or her life to supporting students and who continues making outstanding contributions to the improvement of the teaching profession and promoting excellence in public education.

Individuals who would be considered for this award include teachers who have held numerous union positions and have made contributions to their profession spanning several years or decades; teachers who have stepped in year after year to help when others would not—filling necessary roles despite their own busy schedules and commitments; educators who have built a longstanding reputation for mentoring colleagues, presenting and sharing best practices and experiences at events for other educators; those who take every opportunity to continue learning by attending conferences and other events and bringing key information back to colleagues; and education stakeholders who continually seek to improve the teaching profession through programs and initiatives designed to nurture social-emotional learning, educational outcomes, and more.

ELIGIBILITY GUIDELINES
The following are eligible for the Clifford Silvers Education Advocacy Award: active CEA members, active education stakeholders, active education advocates employed by a school system, or individuals currently employed by an education-related organization other than CEA. Nominees must be presently active in efforts to improve and promote public education.

SUPPORTING STATEMENT AND MATERIALS
State the reasons a person is being nominated for the Clifford Silvers Education Advocacy Award. Other materials (news articles, photographs, awards, and testimonials) also must be included as supporting 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 PR Commission reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

Submit your entry at cea.org/about/grants-awards/silvers-education-advocacy. Application deadline is 5 p.m. on Friday, February 28, 2020.
The CEA Salutes Award recognizes individuals and organizations for their commitment to public education. CEA members as well as individuals and groups outside the teaching profession may be nominated.

Examples include teachers or community members who go the extra mile to support students’ participation in national competitions, oversee extracurricular activities that encourage and motivate students, create a wall of honor or organize an awards ceremony recognizing individuals and organizations that support public education, or conduct activities that directly benefit schools that are underresourced.

**SUPPORTING STATEMENT**

State the reasons this person/organization is being nominated for a CEA Salutes Award.

**GUIDELINES**

1. The award will be made to a CEA member or other individual and/or organization for outstanding contributions to education. (Nominees who are teachers must be CEA members.)

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

3. A maximum of three CEA Salutes awards per year will be given to individuals or groups within the same local Association.

All judging will be done by the Public Relations Commission, and 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. The PR Commission also reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

Award entries must be completed at [cea.org/about/grants-awards/salutes](http://cea.org/about/grants-awards/salutes). Application deadline is 5 p.m. on Friday, February 28, 2020.


**HOW TO APPLY**

Nomination forms must be completed online at [cea.org/about/grants-awards/salutes](http://cea.org/about/grants-awards/salutes).

**Application deadline:**

5 p.m. Friday, February 28, 2020
2019-2020 CHARLES B. KELLY LOCAL MEDIA AWARD

Named in honor of the person who served as CEA Communications Director for nearly a decade (1982-1991), 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.

Examples include local TV and radio personalities committed to CEA/CEF causes and activities and media professionals who regularly advance stories or commentaries that reflect positively on public schools and teachers.

SUPPORTING STATEMENT AND MATERIALS

State the reasons this person/organization is being nominated for the CEA Charles B. Kelly Local Media Award. Other materials (news articles, photographs, awards, and testimonials) must also be included as supporting evidence.

The CEA Public Relations Commission reserves the right to seek additional information in considering a nomination; however, the information requested with this nomination must accompany each application. The PR Commission also reserves the right not to present an award in any given year as well as to recognize nominees in award categories other than those for which they were nominated, as appropriate. All recommendations of the commission will be forwarded to the CEA President and CEA Board of Directors for final approval.

Award entries must be completed at cea.org/about/grants-awards/mondani-kelly/#mondani. Application deadline is 5 p.m. on Friday, February 28, 2020.

HOW TO APPLY

Nomination forms must be completed online at cea.org/about/grants-awards/mondani-kelly/#mondani.

Application deadline:
5 p.m. Friday, February 28, 2020.
Named after the man who served as CEA Public Relations Director from 1956 until his death in 1981, these grants, which range from $50 to $1,000, are awarded annually to individual Associations for NEW public relations projects within the community. Grants will be awarded for projects created between January 1, 2019, and December 31, 2019, not to exceed a total of $1,000 per year. The deadline for applications to be received at CEA is Friday, February 28, 2020, at 5 p.m.

Examples of projects that have earned funding include an after-school communitywide STEM program; a literacy night for families, complete with free books for every child; and a table showcasing the good work of teachers and public education and increasing union visibility at a townwide fair.

HOW TO APPLY
To be considered for a Norman E. Delisle Public Relations Grant, a project must meet these goals:

• Promote education as a local priority
• Improve the public’s image of teachers
• Enhance teachers’ image of themselves
• Increase Association visibility

Each Association entering must submit a form online, including theme or project title, at cea.org/about/grants-awards/delisle-public-relations. An estimated cost for the project as well as a written description of how it will work 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
An effort will be made to award individual grants for worthwhile public relations projects to Associations throughout the state.

All applications will be reviewed by the CEA Public Relations Commission, which will determine the amounts to award and will then forward its recommendations to the CEA President and CEA Board of Directors for final approval. The PR Commission reserves the right not to award a grant in any given year.

Revised by the CEA Public Relations Commission, June 2007; May 2019.
The deadline for all 2019-2020 CEA PR awards and grants is February 28, 2020.