



NEA-Retired State E-newsletter Awards Overview

The NEA-Retired Local/State E-newsletter Award identifies, recognizes and amplifies electronic NEA-Retired E-newsletters that exhibit good journalism and show broad and effective coverage of issues relevant to members (i.e., COLAs, insurance, health care, pensions and community service). The E-newsletters should be well written in a 12 point font, with visually appealing content; offer a combination of organizational and consumer-oriented information; showcase the members and leaders; and act as an effective organizing tool.

New Award Category for State Retired E-newsletter

Award Criteria and Required Documents remain the same, however only State affiliates of 2,500 members OR LESS can apply in this category. Affiliate membership numbers must be acquired from NEA or the affiliate's Membership Department/Chair by January 15 of each year.

Award Criteria (1st Place, 2nd Place, Honorable Mention)

- Awards will be given for each of the following categories:
 - Established State Retired e-Newsletter (published three or more years)
 - State Retired e-Newsletter (published less than three years)
- The e-newsletters will be evaluated on the following criteria: writing; design; message development; and effectiveness in showcasing members, their interests, and issues.
- The same newsletter cannot be sent in as an application for more than one award category in the same year – Example an application for an e-newsletter award cannot also be entered in the same year in the print newsletter category.
- The submission deadline is April 15.

Submission Requirements:

- Links to **two** different editions of the e-newsletter in the submission year
- Completion of the online submission form



Selection of the Award:

Members of the NEA-Retired Executive Council Communications Committee will ensure that the applications meet the eligibility requirements and will select the recipients.

Communications Hall of Fame Winners:

An e-newsletter that has earned the NEA-Retired e-Newsletter Award three times in the same category becomes a member of the NEA-Retired Hall of Fame. Once an e-newsletter receives a Hall of Fame designation, the e-newsletter is not



eligible to be submitted in that same category for three years thereafter. The years do not have to be consecutive to receive this honor.

*Adopted by the NEA-Retired Council: October 2019, February 2022
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