NEA
State Affiliate

Paid Media Assistance Program
Fiscal Year 2015-2016

Criteria & Guidelines

Round 1 Submission Deadline
April 17, 2015

Round 2 Submission Deadline
September 18, 2015

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The NEA State Affiliate Paid Media Assistance Program

About the Program:
In July 2000, the NEA Representative Assembly approved a special dues increase to be in place for five years to create and/or supplement Association support in several program areas. A portion of the special dues increase was dedicated for support of State Association advertising (paid media) efforts.

In July 2004, the NEA Representative Assembly voted to extend the special dues increase beyond the initial five years and to continue dedicating of a portion of those funds for support of State Association advertising (paid media).

In July 2011, the NEA Representative Assembly voted an additional special dues increase of $10, a portion of which will be used to support the State Association advertising (paid media).

The specific mandate from the NEA RA is that the State Association advertising (paid media) funds are intended:

“to advance the cause of public education and publicize the role of the Association and its affiliates in improving the quality of public education”

Specifically, these funds are to proactively advance the Association’s mission through image and reputation campaigns that strengthen the Association’s image among key audiences and the public. They are not to be used for the promotion of specific legislative or political objectives or the overt recruitment of members.

To administer the NEA State Affiliate Advertising Assistance Program, the Representative Assembly established an Advisory Group representing specific segments of the Association leadership from both the national and state level. The Advisory Group is charged with the responsibility of reviewing and approving all grant applications. These are competitive grants. It is paramount that each state affiliate submitting an application for consideration read and follow the criteria and guidelines in order to receive full consideration by the Advisory Group of their grant request.

Criteria
Each grant proposal must contain detailed information regarding the following criteria. (See attached proposal checklist for the specific information to be provided.)

Goals and Objectives
The grant proposal must present to the Advisory Group both the broader communication campaign’s goals and the specific advertising (paid media) objectives that support NEA’s goals.

Research
The proposal must provide a detailed explanation of research materials, polling data, focus groups, and other sources of information that will be used to make informed decisions regarding message development communication campaign planning. This might include already existing information, such as data from previous Association polling efforts, shared information from polling conducted by “partner” organizations, or information from some other database or information source. If baseline research has already been secured, applicants should provide an “executive summary” of the relevant data along with this grant proposal. If executing this proposal will require new baseline research, indicate how and when that will be done, the level of funding this research will require, and the anticipated source of that funding. Please note, your grant proposal may include a request for funds to conduct this baseline research.
**Audience & Message**

The grant proposal must clearly express the overall campaign messaging and the key messages to be communicated through the paid media. Identification and description of target audience(s) with rationale on why they were selected should be provided.

**Execution**

The proposal should include a plan of execution. That plan would include:

- an explanation of the media & market selection,
- the buy strategy (including Gross Rating Points and cost per point),
- how the polling, production, media buy, and measurement of success will take place (including outside firms that might be used),
- a detailed budget that includes creative, production and buy,
- other metrics that may support the proposal’s overall strategy.

**Measurement**

It is critically important that the proposal include the method by which the state affiliate will measure the success of the advertising effort. This could include polling, focus groups, panels, web traffic, social media measurements, and such devices that indicate effectiveness. Again, your grant request can include a request for the funds necessary to conduct the measurement strategies.

**Guidelines**

The purpose of the program is to supplement, not supplant, existing communication and advertising (paid media) efforts.

1. Based on the mandate of the NEA Representative Assembly, these funds are intended to proactively advance the Association’s mission through image and reputation campaigns that strengthen the Association’s image among the public. They are not to be used for the promotion of specific legislative or political objectives or the overt recruitment of members. The Advisory Group will not consider grant proposals that:
   - Are intended to make appeals for Association membership.
   - Call for passage of or support for a specific legislative proposal, ballot measure, or endorsed candidate.

2. Each grant will be for a specific length of time, preferably, not to exceed a single budget year. Resubmissions of proposals to gain additional funds to extend a previously funded grant will be considered. However, the Advisory Group makes no commitment that funding will be approved for such submissions.

3. The grant proposal must contain a budget. That budget should reflect the specific activities for which NEA funds will be used. It should also reflect any state Association funds and/or in-kind resources being committed to the program and how they will be used. The grant proposal should provide the connection of how advertising efforts made possible by the grant support other state affiliate goals, programs, and initiatives.

4. The Advisory Group retains the right to partially fund grant proposals and to specify specific elements within a proposal for which NEA funds will be made available.

5. NEA funds must be used only for the purposes outlined in the approved grant proposal. Failure to meet this guideline will result in the lack of consideration of future proposals submitted by the state affiliate.

6. Applications must, at a minimum, be submitted jointly by the state association president, executive director, and communications staff coordinator (or appropriate staff person).
7. If additional “partners” are to be a part of the effort, they must be identified along with a brief description of their involvement, including financial support.

8. Upon completion of advertising programs utilizing the funds requested from NEA, a written report outlining the program and measurements of its effectiveness must be provided to the Advisory Group. Along with this written report, state Associations must include samples of the paid media that was produced - including any scripts that were developed, audio or video files, and sample ads. The Advisory Group will not consider future funding requests from a previously funded state Affiliate until this requirement is met.

9. A completed “application form” must accompany each grant proposal. The application must be completed electronically at www.nea.org/partnerships by using the form http://pf.nea.org/forms/fr/rpic/state-media-assistance/new. With this electronic submission, you would only need to send five (5) complete sets of your application to NEA Communications, ATTN: Heather Griffin, 1201 16th St. NW #712, Washington, DC  20036. Heather can be reached at 202-822-7221.

10. The state affiliate will make every effort to assure compliance with all local and state laws that might be applicable to implementation of the grant request.

11. State affiliates submitting funding requests under this program are required to notify members of the NEA Board of Directors from their state that such an application has been made.

**Resources**

NEA may be able to provide technical assistance in the development and implementation of state affiliate proposals. This assistance can include expert creative and media counseling, access to media buying firms, production services firms, and polling firms. NEA staff will not be available to write or review proposals.

**Appeals Process**

Should the Advisory Group decide not to fund or partially fund any request, the affected NEA state affiliate may access an appeals process. A letter from the State Association President and/or State Association Executive Director must be mailed to the NEA President and/or NEA Executive Director. The letter should outline the affiliate’s concerns regarding the Advisory Group’s decision and recommend a proposed solution to resolve those concerns. The appeal will be heard/considered by the NEA Executive Committee at its next regularly scheduled meeting after receipt of the affiliate’s letter of appeal. All Executive Committee decisions regarding the state affiliate’s appeal will be considered final and binding.

**Timelines**

The application must be completed electronically at www.nea.org/partnerships by using the form http://pf.nea.org/forms/fr/rpic/state-media-assistance/new. With this electronic submission, you would only need to send five (5) complete sets of your application to NEA Communications, ATTN: Heather Griffin, 1201 16th St. NW #712, Washington, DC  20036. Heather can be reached at 202-822-7221.

The State Media Advisory Group will meet to discuss the proposals on May 13 or 20, 2015. State Affiliates will be notified of the Advisory Group’s decisions by May 30. Proposals will be limited to activities that will be executed between August 2015 and July 2016.
NEA State Affiliate Paid Media Assistance Program 2015-16

Application

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<th>State Affiliate Name</th>
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<td>Address:</td>
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<td>City, State, Zip Code</td>
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<td>Contact Person(s):</td>
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Amount of funding being requested:  

List any partner organizations or other participating NEA state affiliates:

It is understood and agreed, as evidenced by the affixed signatures, that the funds being requested shall be used solely for the purposes outlined in the attached proposal, and that all NEA funds expended in this effort shall be accounted for upon request of NEA. At a minimum, the proposal submitted provides the information listed on the proposal checklist (see attached).

State Association President  
State Assoc. Exec. Director  
Coordinating Staff Person

An authorizing signature in the space provided below signifies that NEA Communications may share this application with leaders and staff of other NEA state affiliates. The lack of a signature will be understood as an indication that the state affiliate making this application desires that it not be shared with other NEA state affiliates.

Authorizing Signature / Position / Date
Grant Proposal Checklist

Your paid media grant proposal should include the following information:

Objective

☐ An explanation of the communication objectives
☐ An explanation of how the proposed paid media will support the Association’s strategic goals.

Research

☐ Explanation of existing research data being used to inform communication strategies.
☐ Executive summary of research, if available

OR

☐ Explanation of how new baseline research will be conducted
  ☐ Who will conduct research
  ☐ How the research will be conducted
  ☐ When the research will be conducted
  ☐ Cost of the research
  ☐ Who pays for the research

Message & Audience

☐ Target audience(s)
☐ Key message(s)

Execution

☐ Explanation of communication strategy and recommended tactics
☐ Explanation of proposed paid media selection and where it is to be placed
☐ Paid media production and placement plan and budget

Measurement

☐ A plan for measurement of success, including measures and timing

Additional items that accompany my proposal include:

☐ Timelines for the overall communications campaign to include proposed paid media
☐ Detailed budget
☐ Names of any “partners” in the advertising program
☐ Completed application form, including required signatures.