NEA-Retired State e-Newsletter Awards Overview

The NEA-Retired 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.

Award Criteria:

• Awards will be given for each of the following categories:
  o Established State Retired e-Newsletter (published three or more years)
  o 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.
• Only one nomination per application will be accepted.
• 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
Administratively Amended: May 2019, October 2019, March 2023