

## **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:
  - 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.
- 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*