

MONEY AND AWARDS!

OR...HOW YOUR LOCAL CAN WIN THE PR GAME

NEOEA AWARDS AND RECOGNITIONS

- NEOEA has many programs for assisting locals to enhance their image in the community and among their members



NEOEA PUBLIC RELATIONS COMMITTEE

Five-Star Local Award

PR Mini-Grants

Positive Image Award

Communications Contest



FIVE STAR LOCAL AWARD

- Send delegate(s) to NEOEA and OEA Representative assemblies
 - Send a member to at least one NEOEA workshop besides NEOEA Day
 - Send a Representative to at least half of your Leadership Council meetings
 - 25% of members contribute to FCPE
 - Apply for at least one NEOEA PR Award
- If your local meets the criteria:
 - Recognized at NEOEA Fall RA and in *News and views*
 - \$50 and a Press Release for local media
 - No application required



PUBLIC RELATIONS MINI-GRANTS



- Local Public Relations Project
 - Promote positive image of your Association within the community
 - Benefits the community and/or the Association
- Simple one-page application due in January
 - Complete project by December 1st
 - Can receive up to \$250

POSITIVE IMAGE AWARD

- Given for projects that enhance the image of your members, your schools, your district, or public education to the community
- Recognizes activities your members have developed or are involved in
- Projects conducted between February of each year and the following February
- Applications are made by nomination letters and **MUST** include copies of media coverage of the project/event



COMMUNICATIONS CONTEST



- Honors printed or electronic newsletters distributed to members on a regular basis
- Special emphasis on local news, but must also show a balance of news from NEA, OEA, and NEOEA
- Application form available at neoea.org/Education-Union/Awards-and-Grants
- Include copies of three different editions of your newsletter distributed between July 1st and June 30th

FOR COMPLETE DETAILS

- Check the NEOEA website, neoea.org
- Or call the NEOEA office, (216) 518-0200

