The California Teachers Association exists to protect and promote the well-being of its members; to improve the conditions of teaching and learning; to advance the cause of free, universal, and quality public education; to ensure that the human dignity and civil rights of all children and youth are protected; and to secure a more just, equitable, and democratic society.

The Communications Awards Program is designed to:
- Encourage CTA chapters, Service Centers and UniServs to communicate with their members; and to
- Recognize and honor those CTA chapters, Service Centers and UniServs which communicate regularly and effectively.

Entries are solicited each summer from the previous school year. The entries are judged by members of the Communications Committee of CTA’s State Council of Education. The awards are conferred at local Service Center Councils. Entry forms are prepared and distributed by CTA’s Communications Committee.
Communications

Awards

Social media provides the ability to communicate in “real time.” To recognize individuals, local chapters, and service centers for engaging membership and communities through social media, this award will honor their exemplary efforts to engage in and maintain an active social media presence.

This category is designed to recognize outstanding efforts by CTA affiliates to create engaging content and maintain an active social media presence to connect members and community.

Awards for this category will be given in the following three areas:

• Outstanding Social Media Chapter Page: Maintains an active, engaging, fun and informative Facebook, Twitter and/or Instagram chapter page. Encourages questions and conversations, provides important resources, and shares accomplishments and jumps on national education conversations.
• Outstanding Social Media Individual Account: Utilizes their own Facebook, Twitter and/or Instagram account to spread awareness about CTA and CTA events, promotes their chapter, the teaching profession, or education issues. Participates in national conversations.
• Best Social Media Campaign (Special Purpose—addressing an education issue, specific issue at a school, or Member Engagement): Uses social media for a video, storytelling, photo contest, etc. to address an issue or to connect with members.

Please submit five (5) samples posts (screenshots or links) that give an impression of your social media presence. If you include more than one platform in your entry, be sure your sample posts include each platform (i.e., two tweets, one Facebook post, two Instagram photos).

General Requirements

Entries should reflect the philosophy and principles of the chapter, Service Center or UniServ and of CTA and NEA.

Nominations should include, but are not limited to:

• Devotion to equal education opportunity and to raising the quality of education for all students;
• A parallel allegiance to elevating the status of the teaching profession and advancing the well-being of its members;
• A commitment to reflecting the state’s cultural and ethnic diversity and to promoting mutual understanding and respect among all Californians; and
• Affiliation with CTA and NEA.

Those preparing the entry form are asked to identify:

• Number of members in their chapters and bargaining units;
• Name and position (teacher, association staff member, etc.) of the person(s) responsible for producing the communication; and
• Method(s) employed in producing it.

Locals may submit entries into as many different categories as they choose, however, locals may not submit multiple entries in one category.

Recognizing the diversity among CTA affiliates, especially in their size and resources, the Communications Awards Program allows for the granting of more than one award in each category. Each entry judged deserving of an award receives an inscribed plaque.

In addition, Merit certificates are conferred for entries that are of very high quality, but not viewed as qualifying for an award.

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Locals may submit entries into as many different categories as they choose, however, locals may not submit multiple entries in one category.
Ralph J. Flynn was Executive Director of CTA from 1976 to 1995. Under his visionary leadership, CTA grew into one of our nation’s most progressive, effective advocacy organizations. Mr. Flynn’s leadership truly made the CTA great as he helped it develop many programs including our multi-faceted communications program. These awards are meant to recognize efforts by CTA locals to use modern technology to communicate with its membership and the public through digital media.

Categories shall be:

**Category A:**
Ongoing member engagement (equivalent to chapter newsletters/newspapers), broken down by size of local;

**Category B:**
Special Purpose (use of digital media for a specific purpose or project).

Websites shall be evaluated on a basis of 1-10 points per category, 10 being outstanding. Points shall be totaled with awards given on a basis or rankings of scores.

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**NEWSLETTERS AND NEWSPAPERS**

- Small locals with 1—499 members
- Medium locals with 500—2,999 members
- Large locals with 3,000 members or more

Newsletters and newspapers may be of any size and shape. The date of the publication and the address of the CTA chapter, Service Center or UniServ must be indicated on each newsletter or newspaper. Additionally, publications must include reference to or logos of CTA/NEA affiliation. At least three (3) samples of different issues of the publication must accompany the entry form.

**SPECIAL MEMBERSHIP COMMUNICATIONS**

The list of Special Membership Communications is a long one. CTA chapters and Service Centers have used t-shirts, buttons, and door signs to build morale and strengthen campaigns. They have also produced videos, bumper stickers, e-newsletters, and a myriad of other items.

Awards for this category will be given in the following three areas:
- Publications - printed material such as flyers, surveys, handbook, etc.
- Audio-visual media, videos, CDs or DVDs, etc.
- Other forms of communications.

Number of copies produced, the target audience(s), and the distribution must be indicated, as well as the person(s) who produced the entry.

**COMMUNICATIONS TO PARENTS OR COMMUNITY**

This category is designed to recognize outstanding efforts by CTA affiliates in reaching out or informing parents or other members of the community.

Awards for this category will be given in the following three areas:
- Publications - printed material such as flyers, surveys, handbook, etc.
- Audio-visual media, videos, CDs or DVDs, etc.
- Other forms of communications.

**MEMORIAL AWARD IN HONOR OF JOSE COLMENARES**

Jose Colmenares (1930-84) was manager of CTA’s Communications Department from 1977 until his death. This award was established, in his honor, in 1985.

The Colmenares Award recognizes outstanding overall contributions to communications with members and with the community.

**DIGITAL MEDIA AWARD IN HONOR OF RALPH J. FLYNN**

Ralph J. Flynn was Executive Director of CTA from 1976 to 1995. Under his visionary leadership, CTA grew into one of our nation’s most progressive, effective advocacy organizations. Mr. Flynn’s leadership truly made the CTA great as he helped it develop many programs including our multi-faceted communications program. These awards are meant to recognize efforts by CTA locals to use modern technology to communicate with its membership and the public through digital media.

Categories shall be:

**Category A:**
Ongoing member engagement (equivalent to chapter newsletters/newspapers), broken down by size of local;

**Category B:**
Special Purpose (use of digital media for a specific purpose or project).

Websites shall be evaluated on a basis of 1-10 points per category, 10 being outstanding. Points shall be totaled with awards given on a basis or rankings of scores.
Nomination Form

This form must be completed and submitted, together with supporting materials, to the CTA Communications Committee, P.O. Box 921, Burlingame, CA 94011-0921, no later than October 17, 2019. Questions about eligibility, the categories or other specifics of the CTA Communications Awards program should be addressed to Manager, Communications, California Teachers Association, P.O. Box 921, Burlingame, CA 94011-0921 or by telephone at 650-697-1400 ext: 5316. The nomination form can be submitted online at the attached link: www.cta.org/comawards. Supporting documents can be scanned and sent to Christina Barbieri at cbarbieri@cta.org, or faxed to 650-552-5002, or mailed to Communications Department, California Teachers Association, P.O. Box 921, Burlingame, CA 94011-0921.

* The Communications Committee of CTA’s State Council of Education judges entries and forwards its recommendations for awards to the Board of Directors for final selection.

Awards Category

Please Check One:

☐ Newsletters and Newspapers
☐ Memorial Award in Honor of Jose Colmenares
☐ Special Membership Communications
☐ Digital Media Award in Honor of Ralph J. Flynn
☐ Communications to Parents or Community
☐ Social Media Engagement

Application

Name of Nominee: ________________________________________________________________________________________________________

(Chapter, UniServ Unit, or Service Center Council - DO NOT ABBREVIATE)

Name of publication/website: ______________________________________________________________________________________________

Name(s) of editor(s)/webmaster(s) (if applicable): ____________________________________________________________________________

Is website designed and/or maintained by member or professional company? _______________________________________________________

Name of Chapter: (DO NOT ABBREVIATE) _________________________________________________________________________________

Number of members: (as of June 2018) ______________________________________________________________________________________

Number of copies produced, circulation, or number of people reached: ____________________________________________________________

Method(s) employed in producing entry: ______________________________________________________________________________________

Target audience: (members, parents, community, etc.) _________________________________________________________________________

Distribution: (by mail, by hand, or other) ____________________________________________________________________________________

Comments: (attach additional sheet(s) if desired) ____________________________________________________________________________

Nominated by: (signature) _________________________________________________________________________________________________

Name of nominator: (please print) __________________________________________________________________________________________

Position in Chapter/Unit: (if any) ____________________________________________________________________________________________

Full Chapter address of nominator: ____________________________________________________________ (ADDRESS, CITY, ZIP)

Email: ________________________________________________________________________________________________

Daytime telephone number: ____________________________________________  Cell: ______________________________

Name of CTA Board Representative: ________________________________________________________________________________

Name of Service Center Council: ________________________________________________________________________________________