



Indiana State Teachers Association

N. ROBERT MONTFORT

COMMUNICATIONS AWARD

Honoring Outstanding Local Association Communication Efforts

This award is in memoriam of an ISTA communications director.

Policy

The purpose of the ISTA N. Robert Montfort Communications Award shall be to recognize outstanding communications efforts of local affiliates (not by professional staff). The awards shall be presented at an ISTA event. Where meritorious entries are submitted, the publication dates of **March 1**, except for Legislative Bulletins/Newsletters, of the previous year will be used. There shall be only one entry per category per local association. Any entry that is miscategorized will be declared disqualified.

All entries, with the exception of editorials, must include printed reference to the local's affiliation with the ISTA and NEA or must include the United Education Profession (Local, State, and National), (UEP) Logo. The minimum criteria are listed below with the understanding that the subcommittee encourages innovative entries.

All nominations need to be:

- a) Clearly labeled as to category
- b) In separate packets
- c) Not a part of any other nomination

The following awards may be made:

I. Newsletters/Newspapers

A. Classifications:

1. Local associations with more than 400 members
2. Local associations with 201 to 400 members
3. Local associations with 100 to 200 members
4. Local associations with fewer than 100 members

B. Awards: Printed publications with one award in each classification.

C. Submit one copy of only three different dated issues.

D. Awards will be based on:

1. Content
2. Layout/format

3. Typography
4. Quality of writing
5. Use of artwork
6. Education and/or association advocacy

II. Editorials

- A. One award in each of the two categories, regardless of size classification may be made.
- B. Awards:
 1. Internal communications editorials (an article addressed to local members)
 2. External communications editorials (an article addressed to outside individuals)
- C. Submit a copy, of the editorial noting the publication date and venue.
- D. Awards will be based on:
 1. Significance of the issue
 2. Degree of education advocacy
 3. Quality of writing

III. Legislative Bulletins/Newsletters

- A. Legislative bulletins/newsletters are publications designed to update the local membership on legislative issues.
- B. One award may be made, regardless of size classification.
- C. Submit one copy of three different dated issues from the prior 12 months of January to December.
- D. Awards will be based on:
 1. Content
 2. Layout/format
 3. Typography
 4. Quality of writing
 5. Use of artwork
 6. Education and/or association advocacy

IV. PAC Newsletter

- A. A PAC newsletter is a publication designed to encourage PAC participation and support of endorsed candidates.
- B. One award may be made, regardless of size classification.
- C. Submit one copy of the publication to be judged.
- D. Awards will be based on:
 1. Content
 2. Layout/format
 3. Typography
 4. Quality of writing
 5. Use of artwork
 6. Education advocacy

V. Bulletins

- A. Bulletins or news flashes are designed for instant communication of single or limited topics.
- B. One award may be made, regardless of size classification.
- C. Submit one copy of the publication to be judged.
- D. Awards will be based on:
 - 1. Visual appeal
 - 2. Selection of content
 - 3. Layout/format
 - 4. Quality of writing
 - 5. Education and/or association advocacy

VI. Total Communications Program

- A. Classifications
 - 1. Local associations with more than 200 members
 - 2. Local associations with 200 or fewer members
- B. The exhibit must contain a variety of communications efforts by the local association to inform members of national/state/local news.
- C. Each exhibit shall include issues of any newspapers, newsletters, bulletins, flyers, posters and any other communication device used by the local association.
- D. Total communications awards will be based on:
 - 1. Content
 - 2. Layout/format
 - 3. Typography
 - 4. Quality of writing
 - 5. Use of art and/or photography
 - 6. Education and association advocacy
 - 7. A variety of content

VII. Innovative Communications

- A. The entry should demonstrate an original approach to communications.
- B. Awards may be made regardless of size classification.
- C. Awards will be based on:
 - 1. Content
 - 2. Creativity
 - 3. Education and/or association advocacy
 - 4. Presentation

See page 4 for nomination form.

Nomination Form

The N. Robert Montfort Communications Award is designed to recognize outstanding communications efforts of members and local affiliates

I, _____,

nominate _____ for the N. Robert Montfort Communications Award.

Nominator's Address _____

Nominator's Phone _____

Nominator's Email _____

Award Category _____

Nominee Information

Please print the nominee's name exactly as the nominee would want it to appear on the certificate and the plaque, if successful.

Nominee's Name _____

Nominee's Home Address _____

Nominee's Worksite _____

Nominee's Worksite Address (if applicable)

Nominee's Phone _____

Nominee's Email _____

Send to: Indiana State Teachers Association
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