

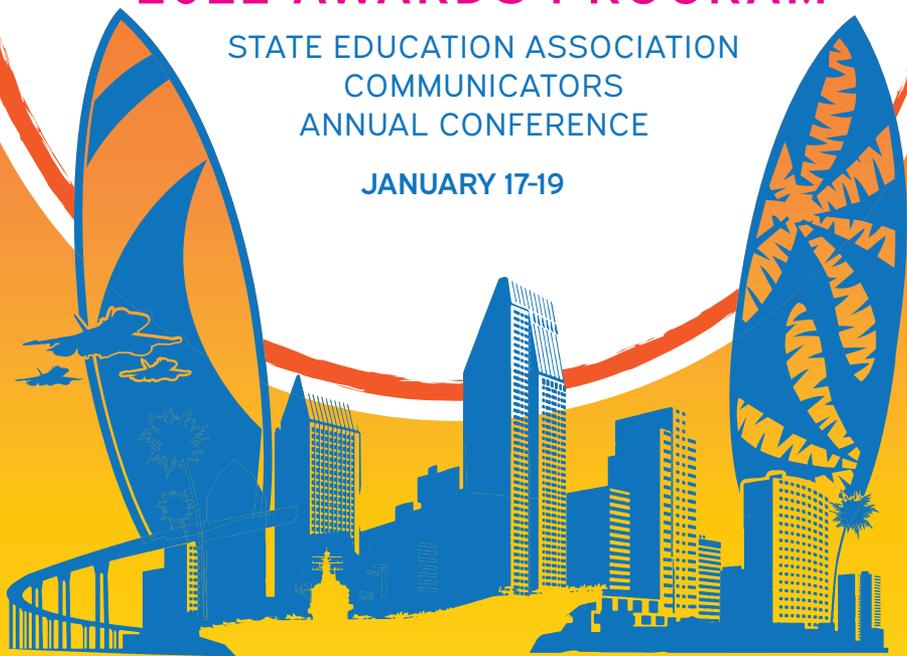
SEAC^{COMM} 2022

San Diego

2022 AWARDS PROGRAM

STATE EDUCATION ASSOCIATION
COMMUNICATORS
ANNUAL CONFERENCE

JANUARY 17-19



C A L I F O R N I A

2022 AWARDS

State Education Association Communicators Annual Conference | January 17-19

Kona Kai Resort San Diego

SEAComm Executive Committee

David Wright, President
Delaware State Education Association

Sarah Antonacci, President-Elect
Illinois Education Association-NEA

Sandra Waltman, Treasurer
South Dakota Education Association

Miriam Garcia, Secretary
Michigan Education Association

Keoki Kerr, Member-at-Large
Hawaii State Teachers Association

Doug Folks, Past President
Oklahoma Education Association

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GROUP ONE

Small State Affiliates

Advertising Campaign

Award of Excellence:
Everyday Superheroes
North Dakota United

Earned Media Campaign

Award of Excellence:
ND United Response on Critical
Race Theory
North Dakota United

Editorial Layout

Award of Excellence:
WVEA Executive Director David
Haney Leaves a Lasting Legacy
West Virginia Education Association

Feature Story

Award of Excellence:
The Last Strike
North Dakota United

Government/Political Affairs Campaign

Award of Excellence:
House Bill 100
Delaware State Education Association

Graphic Design

Award of Excellence:
Everyday Superheroes
North Dakota United

Investigative/Analytical Reporting

Award of Excellence:
Buying Arkansas's Schools
Arkansas Education Association

Magazine

Award of Excellence:
Arkansas Educator
Arkansas Education Association

Membership Materials

Award of Excellence:
Why Join Us
Arkansas Education Association

Award of Excellence:
2021-22 SDEA Certified
Membership flyer
South Dakota Education Association

Award of Distinction:
2021 WVEA Membership Materials
West Virginia Education Association

NEA-State Affiliate Collaboration

Award of Excellence:
#OneLRSD State Takeover Campaign
Arkansas Education Association

News Story

Award of Excellence:
The Dark Store Theory
Arkansas Education Association

Newsletter/Newspaper

Award of Excellence:
The Educators' Advocate
South Dakota Education Association

Award of Distinction:
WVEA TODAY EXTRA
West Virginia Education Association

Opinion/Editorial Writing

Award of Excellence:
Critical Race Theory and ND Schools
North Dakota United

Photography

Award of Excellence:
#OneLRSD Vigil
Arkansas Education Association

GROUP ONE

Small State Affiliates

Special Events Campaign

Award of Excellence:
AEA/ATA Merger 50th
Anniversary Gala
Arkansas Education Association

Special Publication

Award of Excellence:
Teaching the Truth Tool Kit
South Dakota Education Association

Use of Social Media

Award of Excellence:
WVEA Social Media Platforms
West Virginia Education Association

Award of Distinction:
Everyday Superheroes Facebook
Campaign
North Dakota United

Video (External)

Award of Excellence:
What They Didn't See
Delaware State Education Association

Video (Internal)

Award of Excellence:
Pine Bluff Educator Brings Love of
Art to Hometown High School
Arkansas Education Association

Website

Award of Excellence:
AEOnline.org/TEACH
Arkansas Education Association

GROUP TWO

Medium State Affiliates

Advertising Campaign

Award of Excellence:
Teaching Is Calling You
Connecticut Education Association

Constituent Newsletter

Award of Excellence:
In the Loop
Missouri NEA

Earned Media Campaign

Award of Excellence:
CEA Safe Learning Plan
Connecticut Education Association

Editorial Layout

Award of Excellence:
AEA Advocate Fall 2020
Arizona Education Association

Award of Excellence:
132 Years of Fighting for Public
Education
Oklahoma Education Association

Award of Distinction:
KNOW Magazine - Fall 2020 Issue
Georgia Association of Educators

Award of Distinction:
Outside and Outstanding
Maine Education Association

Award of Distinction:
Members Testify
*Nebraska State Education
Association*

Feature Story

Award of Excellence:
All in the family: Mother-daughter
duo earns Teacher of the Year
honors across different decades
*Nebraska State Education
Association*

Government/Political Affairs Campaign

Award of Excellence:
Stop Stealing Public Dollars for
Private Schools - Oppose LB364!
*Nebraska State Education
Association*

Graphic Design

Award of Excellence:
AEA Treasurers Training 2021
Arizona Education Association

Investigative/Analytical Reporting

Award of Excellence:
A case for classroom safety,
safety bill takes center stage
*Nebraska State Education
Association*

Magazine

Award of Excellence:
AEA Advocate Fall 2020 / Winter
2020 / Spring 2021
Arizona Education Association

Membership Materials

Award of Excellence:
2021 Oklahoma Membership
Magazine
Oklahoma Education Association

Award of Distinction:
Membership Matters
Maine Education Association

Award of Distinction:
The Voice #YouBelong
*Nebraska State Education
Association*

GROUP TWO

Medium State Affiliates

NEA-State Affiliate Collaboration

Award of Excellence:
AEA Website Redesign
Arizona Education Association

News Story

Award of Excellence:
Manipulated classroom video leads
to safety threats
*Nebraska State Education
Association*

Newsletter/Newspaper

Award of Excellence:
CEA Advisor
Connecticut Education Association

Opinion/Editorial Writing

Award of Excellence:
Time for change: Race-themed
mascots cast shadow on schools
*Nebraska State Education
Association*

Photography

Award of Excellence:
Nature Exploration
Maine Education Association

Social Media Campaign

Award of Excellence:
NSEA COVID Social Media Action
*Nebraska State Education
Association*

Special Events Campaign

Award of Excellence:
Red For Ed Action Day Rally
Indiana State Teachers Association

Award of Excellence:
Teacher TV
*Nebraska State Education
Association*

Special Publication

Award of Excellence:
Inspiring, Educating – From a
Distance Special Maine Educator
Maine Education Association

Award of Distinction:
NSEA COVID Info Mailer
*Nebraska State Education
Association*

Use of Social Media

Award of Excellence:
NSEA Social Media
*Nebraska State Education
Association*

Video (External)

Award of Excellence:
Stronger Than Ever
Connecticut Education Association

Video (Internal)

Award of Excellence:
Business of Caring for Kids
Oklahoma Education Association

Award of Distinction:
Read Across America Reading Bus
Tour
Connecticut Education Association

Website

Award of Excellence:
cea.org
Connecticut Education Association

Award of Distinction:
MaineEA.org
Maine Education Association

Award of Distinction:
WEAC Website Redesign
*Wisconsin Education Association
Council*

GROUP THREE

Large State Affiliates

Advertising Campaign

Award of Excellence:
Gratitude Campaign
Education Minnesota

Award of Distinction:
Thank You: Winter 2021 Campaign
Illinois Education Association-NEA

Constituent Newsletter

Award of Excellence:
Statement – Retired-PSEA Newsletter
Pennsylvania State Education Association

Award of Distinction:
PreK-12 Insider Newsletter
Illinois Education Association-NEA

Award of Distinction:
NJREA Newsletter
New Jersey Education Association

Earned Media Campaign

Award of Excellence:
Reforming Pennsylvania's Educator
Evaluation System
Pennsylvania State Education Association

Editorial Layout

Award of Excellence:
Teacher Evaluation in Michigan
Michigan Education Association

Feature Story

Award of Excellence:
Destiny's Journey: From "Dead Road"
to the Classroom
Pennsylvania State Education Association

Feature Story *continued*

Award of Excellence:
MEA Economist Starting New Life
as Educator
Michigan Education Association

Award of Distinction:
The Union Renaissance
California Teachers Association

Government/Political Affairs Campaign

Award of Excellence:
FMLA Expansion for Education
Support Professionals
Illinois Education Association-NEA

Graphic Design

Award of Excellence:
New PreK-12 certified logo for
2021-22 membership year
Illinois Education Association-NEA

Award of Excellence:
VOTE-COPE poster for 2021 campaign: Wear a mask, wash your hands, social distance. Give to VOTE-COPE.
New York State United Teachers

Investigative/Analytical Reporting

Award of Excellence:
Crisis in our classrooms: Immigrant
students focus on education while
frightened and anxious
California Teachers Association

Magazine

Award of Excellence:
Voice
Pennsylvania State Education Association

GROUP THREE

Large State Affiliates

Magazine *continued*

Award of Distinction:
Minnesota Educator
Education Minnesota

Award of Distinction:
NYSUT United
New York State United Teachers

Membership Materials

Award of Excellence:
IEA Dues Dollar Breakdown Postcard
Illinois Education Association-NEA

Award of Distinction:
Summer Leadership Academy
Ohio Education Association

Award of Distinction:
2021 PSEA Membership Materials
Pennsylvania State Education Association

NEA-State Affiliate Collaboration

Award of Excellence:
"I live down the street from
Betsy DeVos"
Michigan Education Association

News Story

Award of Excellence:
Tales From the Trenches: Teaching
during a pandemic
California Teachers Association

Award of Excellence:
¡Sí Se Puede!
California Teachers Association

Award of Distinction:
Local Actions Combat Bullying
Behavior at Board Meetings
Michigan Education Association

News Story *continued*

Award of Distinction:
Ohio Educators Prioritized in State's
COVID-19 Vaccine Rollout
Ohio Education Association

Newsletter/Newspaper

Award of Excellence:
We2.0
Washington Education Association

Opinion/Editorial Writing

Award of Excellence:
Michigan v. DeVos is more than
just a lawsuit
Michigan Education Association

Award of Excellence:
Why Vote?
Pennsylvania State Education Association

Photography

Award of Excellence:
Place-Based Education: One Chapter
at a Time
Michigan Education Association

Social Media Campaign

Award of Excellence:
Say Yes to Less: Bourbonnais
Crisis 2021
Illinois Education Association-NEA

Special Events Campaign

Award of Excellence:
GOTV Volunteer Extravaganza:
Election Day 2020
Illinois Education Association-NEA

Special Publication

Award of Excellence:
Teaching Through Trauma
California Teachers Association

GROUP THREE

Large State Affiliates

Special Publication *continued*

Award of Excellence:
2020 Voter Guide: NYSUT's guide to
union-endorsed candidates in the
general election
New York State United Teachers

Use of Social Media

Award of Excellence:
IEA Social Media Impact
Illinois Education Association-NEA

Award of Distinction:
Soapbox - Facebook
*Pennsylvania State Education
Association*

Video (External)

Award of Excellence:
Illinois Educators in Action:
Mission Meydi
Illinois Education Association-NEA

Award of Excellence:
Don't Close Chester Upland
*Pennsylvania State Education
Association*

Award of Distinction:
Michigan Educator Project
Michigan Education Association

Video (Internal)

Award of Excellence:
We're Here With You
Washington Education Association

Award of Distinction:
2022 Teacher of the Year
Carly Santangelo
New York State United Teachers

Website

Award of Excellence:
CTA.org
California Teachers Association

Award of Excellence:
JoinIEA.org
Illinois Education Association-NEA

Award of Excellence:
Map Your Future
*Pennsylvania State Education
Association*

BEST IN SHOW

Campaigns

Everyday Superheroes

North Dakota United

Publications

2020 Voter Guide: NYSUT's guide to union-endorsed candidates in the general election

New York State United Teachers

Writing

Crisis in our classrooms: Immigrant students focus on education while frightened and anxious

California Teachers Association

PEOPLE OF THE YEAR

Designer of the Year

Eric Widi

Education Minnesota

Public Relations Person of the Year

Darren Allen

Vermont NEA

Editor of the Year

None submitted

SEAComm 2022 Logo Design

Mark Sharer - New York State United Teachers

Awards Program Design and Layout

Jordan Hammer/Bambi Rohr - Illinois Education Association-NEA

Awards Program Printing

Illinois Education Association Print Shop

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