

The AEA School Public Relations Partnership Award

For school district public relations professionals

ABOUT THE AWARD:

In the campaign to share news about schools with parents, community leaders and the public, the local association can have no better ally than a skilled public relations professional. Strong links between the communications personnel at the school district and the local association can pay off in joint community outreach activities and improved public understanding and perceptions about public schools. That is why AEA offers local association presidents the opportunity to honor an exceptional school public relations professional.

*Note: This award is **not** for AEA members. Local association public relations efforts are honored through the internal AEA School Bell Awards.*

ELIGIBILITY:

The public relations practitioner selected for this honor must have demonstrated a strong commitment to working with the local association to develop and implement strategies for communicating news from a public school district to the community.

Your district may not have a communications department. School public relations personnel have a variety of titles and roles in school districts throughout the state. They may be called community relations directors, communications directors or coordinators, or public affairs officers. They may not be employed full time.

If the communications department at your district has more than one staff person, you may want to consider honoring a team or just the director, alone, on behalf of the school district. The winner will be honored with a special plaque at the AEA Foundation's Salute to Excellence ceremony.

GUIDELINES:

Public relations professionals from Arizona school districts who have demonstrated extraordinary effort in:

- working with the local association to promote district schools or public schools in general;
- involving district teachers and support professionals in school district public relations efforts;
- maintaining and improving communications with staff, parents, students and the community.



Arizona
Education
Association

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Nomination Form (Please Print)

Public Relations Professional to be honored:

School District: _____

Address: _____

Phone: _____

Name of Local Association President: _____
(please print)

Phone: (w) _____ (h) _____

Local Association President signature: _____

DESCRIPTION

Explain the activities or accomplishments that demonstrate a commitment to working with local associations to promote the district and involve district teachers and support professionals in school district public relations efforts. Please include samples as an attachment to the nomination form.

DEADLINE: MARCH 1

MAIL

AEA School PR Award

Arizona Education Association
345 East Palm Lane
Phoenix, AZ 85004

EMAIL

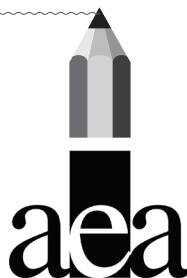
Foundation@ArizonaEA.org

CALL

602-407-2321

FAX

602-407-2371



Arizona Education Association