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TO: Delegates to the 2018 NEA Representative Assembly

FROM: Lily Eskelsen García, President
National Education Association

DATE: June 18, 2018

RE: NEA Media Campaign Fund

Attached is the annual report on the NEA Media Campaign Fund for the 2017 - 2018 NEA fiscal year as required in Bylaw 2-7n.

The annual membership dues of Active members of the association, as computed pursuant to Bylaw 2-7.a, includes \$20 which is allocated to the Ballot Measure/Legislative Crises and Media Campaign Fund. Sixty percent of the dues were allocated to the Ballot Measure/Legislative Crises Fund and are available to assist state affiliates in dealing with ballot measures and legislative crises, and 40 percent are available for national and state media campaigns.

The NEA Media Campaign Fund includes two components. The first provides funding for national campaigns to advance the cause of public education and publicize the role of the association and its affiliates in improving the quality of public education. The second provides funds for grants to NEA state affiliates for communication campaigns created and directed by state associations.

This report provides a summary of fund activity since the 2017 NEA Representative Assembly.

Attachment

NEA MEDIA CAMPAIGN FUND

ANNUAL REPORT

JUNE 2018

SUMMARY

The NEA Media Campaign Fund is allocated into two separate funds, a national campaign fund and a state affiliate campaign assistance fund. The promotional efforts supported by these funds have helped to positively position NEA and its affiliates as leaders in the cause of providing a high quality public education for every student, regardless of ZIP code. Administration of the funds falls under the responsibilities of the NEA Center for Communications (CFC).

NATIONAL PROMOTIONS

Pursuant to actions taken by the NEA Board of Directors, the majority of media campaign funds were reallocated to provide financial support for the Association's efforts to promote public education and public school educators' positive work. The remainder of the available funds have supported very specific and targeted promotional efforts.

Those expenditures included: ads driving traffic to the greatpublicschools.nea.org website as well as campaign design and launch of the NEA Red for Ed (#RedforEd) initiative. These efforts highlight the work of our great public schools and rally support for our members, the heroes who work in them each and every day.

GOAL 1- STRONG AFFILIATES

Public and Member Engagement and Advocacy

The CFC team partnered with the Center for Advocacy (C4A) on several projects to promote public education initiatives and defend against attempts on public schools.

We have used the National Media Fund for our SWAT program, where we partner with state affiliates to support strategic communications campaigns that align to the work of C4A. The SWAT program provides on the ground communications support through an expert campaign communicator. Opportunities to engage with states come in many forms, but our goal is to increase the short- and long-term capacity of an affiliate while providing strategic and tactical support. This past year, SWAT campaigns took place in Kentucky during the pension fight and the walkouts at the Capitol; in support of Jefferson County Teachers Association (JCTA) during the Jefferson County Public Schools state takeover campaign; in Arizona as part of the transition from the walkout to the ballot initiative campaign; and in Louisiana as part of a campaign to end tax exemptions for corporations that take funding away from schools. Consultants, working hand-in-hand with NEA and affiliate staff, provide strategic guidance and add general communications capacity through media and digital support.

As part of the partnership with JCTA in Kentucky, NEA launched a digital advocacy campaign targeting public constituencies to rally support against the state takeover of Jefferson County Public Schools.

In coordination with the CFC Message and Intel team, we helped research message and public engagement on how to address gun violence in schools and illustrated that educators oppose bringing more guns into schools and arming teachers in response to gun violence. This research has been an important and oft-cited resource by the media and allies.

National media funds supported prominent positioning for NEA in June at the 2018 Education Writers Association conference, the largest annual gathering of journalists on the education beat. This year's

conference featured NEA leaders and members who led a discussion of the future of education unions in a post-Janus world and teacher activism in the #RedforEd movement.

During the remaining months of the year leading into the fall, we plan to continue using media funds to support the #RedforEd push, as it relates to harnessing public activist energy and list-building, creating content for the redesigned Education Votes platform that engages members and the public, and producing ads that support the NEA brand campaign.

GOAL 2 - GREAT PUBLIC SCHOOLS

The Center for Communications' team supports our Goal 2: Great Public Schools work by expanding the breadth and format of content on neaToday.org/school-me to position NEA as a leading resource of professional supports for early career educators. We also support this goal by providing counsel and tips for new and early career educators, especially through having more experienced educators generate content for their less-experienced peers. We've promoted this content via digital and social media advertising and the creation and successful launch of a Pinterest board for educators in the first five years of their professions.

We've also used funds to update the MySchoolMyVoice web presence, drive traffic to the Opportunity Checklist, and create content to encourage ESSA activists to complete the Opportunity Checklist.

NEA continues to partner with ParentsTogether to engage and mobilize parents. We have successfully partnered with them to engage parents to sign petitions and contact leaders demanding: DeVos' resignation, sensible gun control legislation, and the DREAM Act and other immigration asks regarding ICE.

Public And Member Engagement And Organizing

The Center for Communications' team that supports the work of the Center for Organizing used the media fund to drive a variety of strategic organizing initiatives.

Ahead of the back-to-school period, and in coordination with the New Ed Campaign, we will be launching a targeted online advertising campaign that will introduce the association to prospective members and the public and begin to educate them on the value of the association.

The two most intensive projects run through the National Media Fund were part of our SWAT program, which works with state or local affiliates to run strategic campaigns while building capacity and knowledge within affiliates to run stronger communications campaigns in future efforts.

The Pikes Peak Education Association (PPEA) SWAT deployment helped the association receive its first positive press coverage in recent memory, by forging relationships with reporters and media outlets that had disdained unions in the past. These news stories had a powerful impact on educators and the public. Additionally, listening tours have allowed PPEA to publicly engage with community members in a meaningful way.

The Mississippi Association of Educators (MAE) SWAT deployment played a significant role in the successful prevention of the Mississippi Department of Education (MDE) takeover of Jackson Public Schools. The Association led the victory and worked to communicate the role MAE played in the process.

To help arm districts with the knowledge the association gained during the Jackson Public Schools process, a "playbook" was created for use across the state when the MDE makes similar takeover pushes in other districts. That playbook is now being used in other states or locals dealing with similar fights.

For the 2017 - 2018 **NEA's Read Across America program**, national media funds were used to produce a resource calendar, free to all NEA members and the public, to promote the program and "Celebrate a Nation of Diverse Readers" with reading resources.

The National Media Fund also supports the association's efforts to **rebrand the Read Across America program** to be more inclusive and not tied to one specific partner. The rebranding will visually demonstrate the association's emphasis on the need for diverse books by diverse authors in public schools nationwide.

Center For Social Justice

NEA's Center for Communications worked to support our priority work in Racial Justice in Education through **"Visually Speaking,"** a photographic conversation between educators and students on race and the role it plays in teaching a diverse student body. The user experience will include powerful imagery and quotes read aloud by students and educators. Short video vignettes will give viewers a more up-close and personal understanding of students' and educators' perspectives on racial justice.

In response to the Trump administration's position on immigration and the DREAM Act, NEA and partners projected an animation of butterflies, the Dreamers' symbol, onto the side of the NEA building. We shared this with our partners and allies via Facebook stream and on other social media properties to show our solidarity with Dreamers.

State Affiliate Advertising Assistance Program

When the NEA Representative Assembly established the NEA Media Campaign Fund, 20 percent of the available funds were earmarked for grants to state associations for advertising initiatives and/or expanding the reach and activities of existing state advertising efforts.

The NEA Representative Assembly also established a broad-based advisory group to decide how funds are spent and to create guidelines and criteria for making those decisions.

State Affiliate Advertising Assistance Advisory Group

- Hanna Vaandering, NEA Executive Committee member, Oregon
- Rudolph Burrus, NEA Board of Directors, Pennsylvania
- Sandra Walker, NEA Board of Directors, Kansas
- Martha Allen, president, Vermont
- Maddie Fennell, executive director, Nebraska
- Mike Wiser, communications consultant, Oklahoma
- Doug Folks, president-elect, SEAComm, Oklahoma
- Kym Randolph, communications director, West Virginia
- Michele Prater, communications consultant, Ohio

Criteria, guidelines, and application forms are distributed annually to state association presidents, executive directors, NEA Board members, and state Association communications directors. At the request of NEA state affiliates, the NEA State Media Advisory Group considers and approves grants in the NEA fiscal year in which the grant will be provided.

In the 2017 - 2018 NEA fiscal year, the Advisory Group reviewed 19 competitive grant applications submitted by 18 NEA state affiliates. Fund requests totaled \$4.148 million; \$3.483 million was available.

After careful review and a full debate, the Advisory Group fully or partially funded 16 proposals, totaling \$3.378 million. These funds were made available to state affiliates during the 2017 - 2018 NEA fiscal year. The remaining balance will carry over to next year.

NEA state affiliates that have received funding during the 2017 - 2018 budget year are:

COLORADO EDUCATION ASSOCIATION	\$170,000
DELAWARE STATE EDUCATION ASSOCIATION	\$257,690
FLORIDA EDUCATION ASSOCIATION	\$250,000
ILLINOIS EDUCATION ASSOCIATION	\$320,000
INDIANA STATE TEACHERS ASSOCIATION	\$130,000
LOUISIANA ASSOCIATIONS OF EDUCATORS	\$176,295
MAINE EDUCATION ASSOCIATION	\$329,500
MARYLAND STATE EDUCATION ASSOCIATION	\$500,000
MISSOURI NEA	\$165,000
NEA-NEW MEXICO	\$80,000
NORTH DAKOTA UNITED	\$180,000
PENNSYLVANIA STATE EDUCATION ASSOCIATION	\$275,000
SOUTH CAROLINA EDUCATION ASSOCIATION	\$84,910
VERMONT NEA	\$166,880
WISCONSIN EDUCATION ASSOCIATION COUNCIL	\$240,500
WYOMING EDUCATION ASSOCIATION	\$52,000
TOTAL APPROVED for FY2017 - 2018	\$3,377,775.00

After the 2017 report was printed, 13 applications, with requests totaling \$3.726 million, were reviewed for the 2016 - 2017 budget year. The following nine states received \$2.548 million in partial or full funding:

NEA ALASKA	\$300,000.00
CONNECTICUT EDUCATION ASSOCIATION	\$350,000.00
ILLINOIS EDUCATION ASSOCIATION	\$635,000.00
IOWA STATE EDUCATION ASSOCIATION	\$300,000.00
NEW JERSEY EDUCATION ASSOCIATION	\$45,000.00
NORTH DAKOTA UNITED	\$165,000.00
PENNSYLVANIA STATE EDUCATION ASSOCIATION	\$300,000.00
UTAH EDUCATION ASSOCIATION	\$210,000.00
WISCONSIN EDUCATION ASSOCIATION COUNCIL	\$242,500.00
TOTAL APPROVED FOR 2016 - 2017 ROUND 2	\$2,547,500.00



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