

neaToday

Key Questions for NBIs Related to *NEA Today*

Do you have a proposed NBI related to *NEA Today*? Please take a few minutes to review the following information.

1. An NBI is unnecessary to submit a story idea to *NEA Today*. We welcome all story ideas from members. In most cases, story ideas submitted by members are the best ideas! Simply fill out the online form at: <https://www.nea.org/about-nea/contact-us>.
2. Before you submit your NBI, go to NEAToday.org and search your topic. If your story idea has appeared in any NEA Today property (print, online, mobile, tablet) in the past six months, and there is no new information, you do not need to submit an NBI.
3. Search NEA.org to see what is already available. If the information you are proposing already exists, and there is no additional information, you do not need to submit an NBI.
4. Is this topic already slated for the upcoming year's *NEA Today* magazine(s)? Check with Communications Center staff through the "World of Information."
5. Is NEA already addressing this topic as part of its existing strategic plan and budget? If so, you do not need to submit an NBI.
6. Who is the audience? If you want to reach the "general public" and "voters," *NEA Today* (a member publication) is not appropriate/best publication.
7. Can your goals/intent be accomplished by using another communications channel?
8. Since print space is already allocated, adding pages for an additional story will have a cost. Keep in mind that your story idea may be amenable to one of the *NEA Today* recurring sections as a shorter item.
9. Depending on the topic, you may consider local and state affiliate resources and communications platforms to reach the intended audience.

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NEA Today: NEA's Flagship Publication
Overview of NEA Today Platforms

NEA Today (print) magazine is published five times per year and is mailed to all (2.8 million) K-12 active members. (NOTE: as the editorial calendar for the coming year has been approved, additional articles will incur paper, ink, postage, and staff costs.)

NEA Today (digital app) magazine is free and available through Apple App Store and Google Play and features additional digital content from the print magazine. (NOTE: the editorial calendar is based on the print magazine and has been approved.)

NEAToday.org online is a free daily education news site that highlights recent news affecting NEA and its members. (NOTE: Approximately 3-5 stories run per week.)

NEA Today Express (e-newsletter) is a semi-monthly e-mail roundup of the most popular recent *NEA Today* stories online. It reaches 1.8 million members.

NEA Today (print) magazine for NEA-Retired members is published four times per year and includes additional content of interest to retired NEA members.

NEA Today magazine for Aspiring Educators is published once per year for students preparing to become educators and other aspiring educators.

NEA Higher Education e-Advocate is an e-newsletter for NEA Higher Education members. Archived copies are available at: <http://www.nea.org/home/1823.htm>