

6. School Bell Award:

The purpose of the School Bell Award is to recognize the media for significant contributions to the promotion of school and community welfare.

Criteria: The nominee must meet one or more of the following:

- a. Demonstrated strong and comprehensive 12-month coverage of public education.
- b. Presented outstanding features and/or editorials on specific school problems, educational trends, innovations in school programs, etc.
- c. Sought to broaden the public's understanding of education and educational issues through positive radio broadcasts, TV programming, or newspaper articles.
- d. Made positive contributions in reporting and interpreting issues facing public schools in order to advance community understanding of education.

Procedures:

- a. Nominations along with supportive documentation must be submitted to the NEA-Alaska President no later than *November 1st*.
- b. Any local may submit nominees from the following categories:
 - 1) Radio.
 - 2) Television.
 - 3) Newspaper/Magazines.
 - 4) Special award (for contributions through use of public news media which helped to advance the cause of education.
- c. Entries for radio and TV stations should include evidence such as tape recordings and/or scripts of programs or series along with a comprehensive statement regarding the scope, significance, and value of the broadcast/program, etc., to education. Entries for newspapers should include clippings, along with a statement summarizing the significance of the continuing coverage, features or editorials. One complete copy of the newspaper/magazine should accompany the issue. The clippings should be mounted in a neat, well-organized scrapbook.
- d. Entries submitted will be based on the previous year.
- e. The NEA-Alaska Board of Directors shall select the School Bell Award. This committee may select recipients from one or more categories, or no recipients.

Award:

- a. The recipient(s) shall receive a plaque.
- b. Recipients shall be invited to Delegate Assembly to receive the award.
- c. Winners of the School Bell Award will become NEA-Alaska's nominee(s) for national media recognition awards.