



May 2004

## Memorandum

TO: Delegates to the 2004 NEA  
Representative Assembly

FROM: Reg Weaver, President, National Education Association

RE: NEA Media Campaign Fund

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The 2000 NEA Representative Assembly approved a special dues increase to create the NEA Media Campaign Fund. The purpose of the Fund is to support national and state media 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 following is the annual RA report on the NEA Media Campaign Fund, as required in Bylaw 2-7.n.

Attachment

**NEA MEDIA CAMPAIGN FUND  
ANNUAL REPORT  
May 2004**

**SUMMARY**

The NEA Media Campaign Fund is allocated into two separate funds, a national campaign fund and a state affiliate campaign assistance fund. The advertising efforts supported by these funds have helped boost the image of NEA and its affiliates as leaders in the cause of quality public education.

**FUND GUIDELINES**

A National Media Advisory Group and a State Media Advisory Group were established by RA delegates to oversee the development of both the national and state programs. The advisory groups include representatives of the NEA Board of Directors, NEA Executive Committee, NEA state affiliate presidents, state Association communications directors, and representatives of NEA departments.

National Media Advisory Group:

Andrew Linebaugh – NEA Director of Public Relations – Chairperson  
Lily Eskelsen – NEA Secretary-Treasurer – NEA Officers Representative  
Michael Marks – Mississippi – NEA Executive Committee Representative  
Jackie Henry – Georgia – NEA Board of Directors Representative  
Barbara Kerr – California – State Affiliate President Representative  
Michael Graves – Michigan – Education Support Professional Representative  
William Johnson – Pennsylvania – State communication staff – large affiliate representative  
Kathy Wheeler – Tennessee – State communication staff – mid-sized affiliate representative  
Pamela Nichols – Delaware – State communication staff – small affiliate representative  
NEA liaisons from: Human and Civil Rights; Public, Parental, and Business Support;  
Membership and Organizing; Government Relations; Research

State Affiliate Advertising Assistance Advisory Group:

Andrew Linebaugh – NEA Director of Public Relations – Chairperson  
Lily Eskelsen – NEA Secretary-Treasurer – NEA Officers Representative  
Michael Marks – Mississippi – NEA Executive Committee Representative  
Susan Vigilante – New Jersey – NEA Board of Directors Representative  
Janet McIntire – Oregon – Education Support Professional Representative  
Judy Schaubach – Minnesota – State Association President Representative  
Al Mance – Tennessee – State Association Executive Director Representative  
Debra Carnes – Washington – State communication staff – large affiliate representative  
Cynthia Menzel – Kansas – State communication staff – mid-sized affiliate representative  
Karen Comiskey Jenkins – Rhode Island – State communication staff – small affiliate representative

## National Advertising

(These funds have been designated for the public education effort on the so-called No Child Left Behind law by America Learns, the 501(c)4 organization founded for that purpose with the assistance of the National Education Association.)

## State Affiliate Advertising Assistance Program

A percentage of that portion of the special dues increase adopted by the NEA Representative Assembly in July 2000 for advertising was earmarked specifically to support state affiliate advertising initiatives.

Meeting on December 15, 2003, the State Media Advisory Group reviewed 30 funding requests totaling almost \$4 million for the 2004-2005 NEA budget year. With \$950,000 available to address these requests, the Advisory Group was able to fully or partially fund nine grant proposals. The state affiliates approved for funding in 2004-2005 are:

Florida	\$150,000
Louisiana	\$80,000
Nebraska	\$165,000
New York	\$51,400
North Carolina	\$80,000
North Dakota	\$107,000
Ohio	\$107,600
South Dakota	\$114,000
West Virginia	\$95,000
<b>Total</b>	<b>\$950,000</b>

The following is a list of state affiliates that have received funding assistance through the program since its inception.

### Grants by year:

#### 2000-2001 Budget Year

11 state affiliates – 9 grants – \$ 552,000

Connecticut Education Association

Delaware State Education Association

Iowa State Education Association

Kentucky Education Association

MEA-MFT

New Jersey Education Association

Oklahoma Education Association

Pennsylvania State Education Association

Tennessee Education Association

MEA-MFT  
Nevada State Education Association  
NEA-New Hampshire  
North Carolina Association of Educators  
Oklahoma Education Association  
Vermont-NEA  
Wyoming Education Association  
NEA Western Region  
    Arizona Education Association  
    Colorado Education Association  
    Kansas-NEA  
    Nebraska State Education Association  
    NEA-New Mexico  
    Oklahoma Education Association  
    Texas State Teachers Association  
    Utah Education Association  
    Wyoming Education Association

**2003-2004 Budget Year**

9 state affiliates – 8 grants – \$ 934,820  
California Teachers Association  
Delaware State Education Association  
Kansas-NEA  
Maryland State Teachers Association  
Missouri NEA  
Ohio Education Association  
NEA-Rhode Island  
South Dakota Education Association  
Wisconsin Association Education Council