

## BETTY ROPER PUBLIC RELATIONS AWARD

*Betty Roper lived only a short time after her arrival in Idaho in 1979. But in that short time, she created a legacy that endures to this day. Betty cared passionately about the members of the IEA. Her particular passion was public relations. The Betty Roper Public Relations Award is awarded to a local or region organization that carries on Betty's commitment to furthering the cause of public education and the work of the association through public relations activities.*

### Guidelines for Selection:

1. The award shall go to a local or region that has made a special and unique contribution to the cause of furthering communications and public relations internally and/or externally over an extended period of time and particularly in the last year. Items for consideration may include newsletter, presentations, press releases, or social media activity.
2. The award shall be limited to one award annually.
3. Each recipient shall be an active or retired Local or Region organization.
4. Nominations may come for the local or region level.
5. Not more than one nominee will be accepted from any one source.
6. The Awards Subcommittee of the Board of Directors will screen nominations submitted to the Board. The Awards Subcommittee shall make a recommendation to the Board of Directors at its winter meeting. The Board of Directors shall act upon the recommendation at that meeting.
7. The award shall be given annually at the Delegate Assembly.
8. The award shall be given only if an acceptable nominee is selected.
9. Information about the Betty Roper Public Relations Award shall be published at least once every year.
10. The award shall consist of an appropriate plaque on which the name of the recipient shall be engraved. In addition, the name shall be engraved on a perpetual plaque on display in the headquarters office of the Idaho Education Association. The Betty Roper Award shall also include one stipend of \$250 to be given to the Local or Region for communications and public relations efforts.
11. Travel shall be allotted to one award recipient per current IEA per diem to attend the IEA Award Ceremony at Delegate Assembly. (07,17)

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Nominee: \_\_\_\_\_

In the space below, please answer the following questions in no more than 300 words total.

1. Describe the special and unique contributions made to communications and public relations by the nominee.
2. Describe how these contributions have fostered relationships either internally or externally.
3. Describe the impact of these contributions on public education and the association.
4. Please attach three supporting documents which may include newsletters, presentations, press releases, or social media activity.