



MEDIA EXCELLENCE AWARD

This award is given to a member that has been consistently and actively involved in the promotion of evidenced-based nutrition through the media.

The winner will be invited to NYSAND's Annual Meeting and Exposition. Registration Fee will be waived.

The completed application must be submitted on the Awards Page of the NYSAND website by 11:59pm EST February 1. No late entries will be accepted. District or self-nominations are acceptable.

This award will only be given in a year when there is an outstanding candidate as defined by being awarded 75 points or more. The NYSAND Awards Committee will determine eligibility and a winner.

**NEW YORK STATE ACADEMY OF NUTRITION AND DIETETICS
MEDIA EXCELLENCE AWARD
SCORING INFORMATION FOR APPLICATION PACKET**

CATEGORY	CRITERIA	YES/NO (If "no" to any of the following, the applicant will be disqualified)	
		YES	NO
Eligibility (Cover letter submitted that demonstrates that all eligibility criteria is met).	Academy of Nutrition and Dietetics member	Member #:	
	Active Member of NYSAND and Member of a district affiliate	District:	
	Has not previously received this award		
	Current Resume/Vitae is attached		
	Application was received by 11:59 EST February 1st		
		Possible Points	Awarded Points
Narrative	<u>Two Page Maximum</u> <ul style="list-style-type: none"> Narrative describes candidate's involvement in media through using evidenced based research. 	20 points	
Letters of Support	A maximum of three letters of support (Max 5pts per letter) <ul style="list-style-type: none"> Letter of support needs to discuss the demonstration of the applicant's involvement in media (Scale of 1-5pts per letter). Suggested: One letter of support from a media expert (e.g. program manager, editor or director) 	15 points	
Media Work Examples	Provide up to 5 short summaries including link to media work. They must be labeled and dated within the last three years.	25 points	
CV/Resume	<u>Five Page Maximum</u> <ul style="list-style-type: none"> Professional Experience: Include area(s) of contribution throughout career in media Demonstrated Leadership: List all held offices related to public relations and media at district, state and national level both with dietetic and other professional associations Media Impact: Approximate number of 	5 points 5 points 25 points	

	<p>appearances/interviews for:</p> <ul style="list-style-type: none"> ○ Radio, TV, Video, Print, and Social Media ○ Average “reach of audience” <ul style="list-style-type: none"> ▪ For example – several thousand, 100,000 to 500,000 or 1 million and over ○ Quality of presentations ○ Covers current issues or concerns ○ Creative presentation ○ Demonstrates how current issues and concerns of NYSAND and its members are addressed through evidence-based research <p>• Other Accomplishments: Promotes dietetics profession and/or NYSAND Regularly quotes AND as the leading experts in nutrition Reaches a diverse audience</p>	5 points	
TOTAL		100 points	

Additional Notes: