



**New York State**  
Academy of Nutrition and Dietetics

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**eat right.** an affiliate of the  
Academy of Nutrition and Dietetics

## **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
<b>Eligibility</b>	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		
		<b>Possible Points</b>	<b>Awarded Points</b>
<b>Letters of Support</b>	A maximum of three letters of support (Max 5pts per letter) <ul style="list-style-type: none"> <li>Letter of support needs to discuss the demonstration of the applicant's involvement in media (Scale of 1-5pts per letter).</li> <li>Suggested: One letter of support from a media expert (e.g. program manager, editor or director)</li> </ul>	15 points	
<b>Media Work Examples</b>	Provide up to 5 short summaries including link to media work. They must be labeled and dated within the last three years.	25 points	
<b>Narrative</b>	<b><u>Two Page Maximum</u></b> <ul style="list-style-type: none"> <li>Narrative describes candidate's involvement in media through using evidenced based research.</li> </ul>	20 points	
<b>CV/Resume</b>	<b><u>Five Page Maximum</u></b> <ul style="list-style-type: none"> <li><b>Professional Experience:</b> Include area(s) of contribution throughout career in media</li> <li><b>Demonstrated Leadership:</b> List all held offices related to public relations and media at district, state and national level both with dietetic and other professional associations</li> <li><b>Media Impact:</b> Approximate number of appearances/interviews for:</li> </ul>	5 points  5 points  25 points	

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

**Additional Notes:**