NEW YORK STATE DIETETIC ASSOCIATION
MEDIA EXCELLENCE AWARD CRITERIA

CANDIDATE NAME:_____ YEAR:_____
DISTRICT:_____

Preliminary Criteria Qualified	Yes	No
Packet Complete	Yes	No
Narrative	Yes	No
Accomplishments	Yes	No
Mentor	Yes	No
Involved in Legislative Initiative	Yes	No
Advocate of Dietetics Profession	Yes	No

TOTAL POINTS:_____

SELECTED: Yes No

1. Preliminary Criteria

Candidate must meet ALL of the following to be considered:	CHECK
Member of New York State Dietetic Association	_____
Packet includes two letters of support	_____
Packet includes letter of support from media expert	_____
Packet includes resume	_____
Packet includes media accomplishments	_____

2. Professional Activities Related to Media Expertise

A. Has shown consistent interest/involvement with media for at least three years?
Yes No

		Points	
B.	Number of appearances: Radio, TV, Video, Print Media		
	1- 5 Appearances	1	_____
	6-10 Appearances	2	_____
	11-15 Appearances	3	_____
	16-20 Appearances	4	_____
	21-25 Appearances	5	_____
	26-30 Appearances	6	_____
	31-35 Appearances	7	_____
	36-40 Appearances	8	_____
	41-45 Appearances	9	_____
	46-50 Appearances	10	_____
C.	Average "reach of audience"		
	Several Thousand	1	_____
	100,000 - 500,000	2	_____
	1 million or over	3	_____
D.	Covers current issues/concerns	3 (max)	_____
E.	Creative presentations	2 (max)	_____
F.	Promotes dietetics profession	3 (max)	_____

3. Letters of Support (maximum of 5 points) to include the following criteria

Subjective data from recommendations	5 (max)	_____