

GEORGIA SCHOOL NUTRITION MEDIA AWARD

(50 points is the maximum perfect score when judging)

CRITERIA

The Georgia School Nutrition Association Media Award is designed for a member of the media (newspaper, radio or television) or employee of a school system, who has been a support to our program/profession in one or more of the following areas:

- I. Publicized Program Excellence (Up to 20 points total)
Possible descriptors:
 1. Quality Food
 2. Students' Acceptance
 3. Sanitation and Safety
 4. Wellness Activities
 5. Fulfills current nutrition guidelines

- II. Media Coverage of Events (Up to 30 points total)
Examples of:
 1. NSLW
 2. NSBW
 3. Heart Week
 4. National Nutrition Month
 5. Promotion of local, district, state or national meeting
 6. NAC activities
 7. Legislative Issues
 8. Wellness Activities
 9. Safety & Sanitation efforts
 10. Use of "Georgia Grown" products and ingredients.

Criteria

The minimum criteria shall be coverage to include the following:

1. Shall publicize program excellence and positively promote the SNP in a public setting.
2. Candidate's contributions shall include media coverage (radio, newspaper, television, social media or school system publications) of school nutrition program related events.
3. Emphasis shall be placed on compliance with the USDA regulations, student participation in the implementation of food pattern guidelines, and teacher emphasis of nutrition education.

The candidate must be supported by a letter of recommendation from a GSNA member which shall be submitted to the **State Headquarters office by March 1, 2022**, along with copies of media coverage. (A printed copy of coverage, a script from radio or television coverage.) ***Do not send video. - Must BE IN the GSNA office by March 1, 2023.***

Nominees meeting two or more of the above stated criteria will be judged using the score sheet and the winner will receive a plaque.

Deadline: March 1, 2022

Send to GSNA Headquarters - Must be IN the GSNA office on or BEFORE March 1, 2023.
2372 Main St.
Tucker, GA 30084

***Preference will be given to first-time nominees.**

If you have any questions, please call GSNA headquarters office - 770-934-8890

GSNA Media Award

Cover Sheet Please submit with nominations

This nomination for the GSNA Media Award is from:

District _____ and / or Local Chapter _____
Number Name

Person submitting nomination:	
Name	
Phone #	
Address	
Email	

The Nominee:

** Note: If you are nominating a newspaper, please give the name of the reporter or editor, as appropriate, as well as the newspaper's name. If you are nominating a radio or television station, please give a contact person's name and address. GSNA MUST have a contact name and address for each Media Award nominee.	
Name and Title	
Company Name	
Address	
Phone #	

Attach articles or audio script to letter of recommendation and nomination form.

Send to GSNA Headquarters - 2372 Main St., Tucker, GA 30084
Must be IN the GSNA office on or BEFORE March 1, 2023.

Media Award Score Sheet (50 points is a perfect score)

Criteria	Possible Points	Points Earned <i>(judges only)</i>
I. Publicized program excellence Possible Examples: Quality food, students' acceptance of food, sanitation, cleanliness and wellness activities.	<u>20</u>	_____
II. Media Coverage of Events Possible Examples: National School Lunch Week, National School Breakfast Week, Heart Week, National Nutrition Month, promotion of local, district or national meetings, NAC activities, legislative issues and others.	<u>30</u>	_____
Total Points	50	_____

Applicants Name: _____

Applicant's Company: _____

Judge's Name or # : _____

Date: _____