

Lunch Bell Award

School Nutrition Association of North Carolina

The North Carolina Lunch Bell Award for newspapers was established in May, 1995, by the School Nutrition Association of North Carolina. The Lunch Bell Award for Radio and Television was established in June, 1980. The awards are presented annually at the AC for outstanding service in interpretation of nutrition education and/or school food services.

They recognize the tremendous impact of the news media on public awareness and understanding of the need for good nutrition and nutrition education and the role of Child Nutrition Programs and the public schools in meeting this need.

The Leadership Development/Awards Chair of SNA-NC will administer the award according to criteria established by the Executive Board.

Newspaper

Categories

Outstanding photography, an outstanding article or series of articles, an outstanding editorial or series of editorials, and/or continuous comprehensive education coverage may be submitted. Four awards will be given--one in each of the following categories:

1. Metropolitan Dailies--over 50,000 pop.
2. Local Dailies
3. Weeklies or biweeklies
4. Electronic Edition of Newspapers

Radio & TV

Categories

Outstanding programs or series of programs, and/or continuous comprehensive education coverage may be submitted. Two awards will be given--one in each of the following categories;

1. Radio
2. Television

Entries

1. Entries may be submitted by an SNA-NC local chapter, a SNA-NC member, or directly by the media.
2. Awards will be based upon coverage from January 1 to December 31.
3. Each entry must be supported by scripts, and/or other supporting evidence.
4. Each entry should include chronological documentation of spot announcements,

interviews, news features, programs, etc.

5. Creativity will be considered.

6. The entry cover sheet will include:

A. Category

B. Name address, and telephone number or publication or station

C. Name of the editor or station manager

D. Name of staff member who prepared the article or program

E. Name and address of person or group submitting entry

F. A statement outlining the influence and significance of the coverage and the date of presentation. The entry must be submitted as "tear sheets" (whole pages) with relevant items completely encircled with grease pencil.

Do not clip articles. Electronic newspaper articles should be printed from the web with relevant items completely encircled with grease pencil. CDs or DVDs are to be submitted in the Radio and TV categories.

G. Entries will not be returned

H. Entries must reach the Leadership Development/Awards Chair by **May 1**.

Selection

Initial Screening. The Leadership Development/Awards Chair will screen all entries to determine that they are eligible to be considered for awards. They will consider the continuing coverage, the impact and influence of material, the excellence and accuracy of reporting and interpreting, and the contribution toward increases public understanding of school food service and nutrition education.

Final Selection. The Lunch Bell Awards Committee, comprised of representatives of business, industry, the press, radio, TV, and public relations specialists will select the state winners. The Membership Committee and SNA-NC President will serve as consultants to the Awards Committee.

Lunch Bell Award Cover Sheet
School Nutrition Association of North Carolina

Category of Entry: _____

Publication, Radio or TV Station: _____

Address: _____

Telephone #: _____

Editor, Station Manager: _____

Who prepared articles or program: _____

Submitted by: _____

Address: _____

Telephone #: _____

E-mail: _____

Statement Outlining Influence and Significance of the coverage and the date of Presentation
(attach additional sheet if necessary).

Attach:

Scripts and/or other supporting evidence as described in the rules.

Deadline for Entries:

Entries must reach the Awards/Nominations Chair by **May 1**.

The Leadership Development/Awards Chair for 2017-2018 is:

Sharon Kinion,
SNA-NC Leadership Development/Awards Chair
300 N. Watts Street
Williamston, NC 27892
Phone: 252-809-4171
Email: skinion@martin.k12.nc.us

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