**Lunch Bell Award**

***School Nutrition Association of North Carolina***

The North Carolina Lunch Bell Award for Radio and Television was established in June, 1980 and the North Carolina Lunch Bell Award for newspapers was established in May, 1995, by the School Nutrition Association of North Carolina. The awards are presented annually at the Annual meeting 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 School 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 Board of Directors.

**Radio & TV Categories**

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

1. Radio
2. Television

**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 may be given-one in each of the following categories:

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

**Entries**

1. Entries may be submitted by an SNA-NC local chapter, an SNA-NC member, or directly by the media.
2. Awards will be based upon coverage for one year from April 1 – March 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:
7. Category
8. Name, address, and telephone number of publication or station
9. Name of the editor or station manager
10. Name of staff member who prepared the article or program.
11. Name, address, telephone number, and email of person or group submitting entry
12. A statement outlining the influence and significance of the coverage and the date of presentation. The Radio and TV categories can be submitted with a link to the presentation or as a print-out of the coverage. The newspaper entry must be submitted as clipped articles. Electronic newspaper articles can be submitted with a link to the presentation or as a print-out of the coverage.
13. Entries will not be returned.
14. Entries must reach the Leadership/Develop-ment Awards Chair by **May 1**.

**Selection**

**Initial Screening**. The Leadership/Develop-ment 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 increasing public understanding of school food service and nutrition education.

**Final Selection**. The Leadership/Development Awards Committee will select the state winners using a rubric based on the award criteria. The SNA-NC President and Executive Director will serve as a consultant to this committee.

**Lunch Bell Award Cover Sheet**

***School Nutrition Association of North Carolina***

**Category of Entry - Please check one:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Radio & TV** | |  | **Newspaper** | | | |
|  | 1. Radio |  |  | 1. Metropolitan Dailies, over 50,000 population |  | 3. Weeklies or biweeklies |
|  | 2. TV |  |  | 2. Local Dailies |  | 4. Electronic Edition |

|  |  |
| --- | --- |
| Publication, Radio or TV Station: |  |
| Address: |  |
|  |  |
| Telephone #: |  |
| Editor, Station Manager: |  |
| Who prepared articles or program: |  |
| Submitted by: |  |
| Address: |  |
|  |  |
| Telephone #: |  |
| Email: |  |

**Statement Outlining Influence and Significance of the coverage and the date of Presentation**

(Attach additional sheet if necessary.)

**Entry Rules**

1. Attach scripts and/or other supporting evidence as described in the rules.
2. The awards will be based upon coverage for one year from April 1 – March 31.
3. Entries will not be returned.

You may apply for this award on our website, https://schoolnutrition‑nc.org/AwardsScholarships.aspx or you may complete the paperwork and mail to the Leadership Development/Awards Chair.

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

The Leadership Development/Awards Chair for 2024-2025 is:

Janet Johnson, Leadership Development/Awards Chair

468 Moss Pink Drive, Vass, NC 28394

Phone: 984.236.2912 (w)

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