

(OPEN TO PRINT, BROADCAST AND ELECTRONIC MEDIA ORGANIZATIONS ONLY)

To enter the **Media Award** category, please fill out and submit the following items:

- 1. 2010 Clean Air Campaign Awards Official Nomination Form**
- 2. Media Award – Additional Submission Criteria** (*Attach separate sheet.*)
- 3. One work sample.**

Media Award – Additional Submission Criteria

Description: Valley Metro and its Clean Air partners rely on the fair and balanced reporting of Print, Broadcast and Electronic media organizations to inform Valley residents about the detrimental health and environmental impacts caused by pollution. This award honors local media who affect public awareness and action through timely and impactful news reports that encourage the public to reduce single occupant trips, avoid wood-burning, use public transportation, carpool, telecommute and more.

From July 1, 2009 to June 30, 2010, did you or your organization exhibit the following to be considered for the Media award?

- 1. Provide health watches and/or High Pollution Advisory (HPA) notifications.**

a. How many? _____

b. How frequent? _____

- 2. Provide in-depth reporting on regional air quality.**

a. Yes or No

b. If yes, please explain:

- 3. How do you feel your air quality reporting achieved the following?:** (*please provide brief explanation*)

a. Balanced _____

b. Fair _____

c. Accurate _____

d. Broad _____

e. Insightful _____

Special comments for judging consideration:

Please provide at least one sample of work.