



American Society for Nutrition
Excellence in Nutrition Research and Practice
www.nutrition.org

ASN Meeting Blogger/Video Blogger Overview

The American Society for Nutrition (ASN) [blog](#) is an integral part of the Society's web presence and an important vehicle to reach members, web visitors, and other interested individuals. The blog increases the visibility of ASN in web search results and among the nutrition education community as a resource for commentary and insight. ASN also maintains an active video presence on [YouTube](#), where EB-related videos are organized in annual playlists ([2014](#)). All blog and video posts fall under the ASN [terms of service](#).

During ASN's Scientific Sessions & Annual Meeting at EB, the Society's blog and social media outlets are very active with live updates on symposia, awards, and networking events. To complement the efforts of Society staff, we seek official meeting bloggers to report on the science and the events. Bloggers are required to submit at least one blog per day, with a minimum of 4, and to send his/her posts to ASN staff for review.

ASN also seeks official meeting videographers, who will produce short (1-4 minute) videos. For example, on-camera interviews with conference speakers, ASN leaders, and others; or B-roll footage of events with narrative. Interviews should be conducted in a quiet area. The video blogger will be provided with a flip-cam if needed, as well as the ability to upload to the ASN YouTube channel. The requirement is 2 videos per day, with a minimum of 6 total.

All blogger(s) and videographer(s) will have access to the EB press room, which will be open Saturday, March 28, through Wednesday, April 1. A press kit with highlights of scientific research will be available on an embargoed basis prior to the meeting.

Applications for both positions are due on Monday, Feb. 9 at 11:59 PM EST. Applicants will be notified by Feb. 28 regarding their application status. Please send completed applications to sprice@nutrition.org.

An honorarium is given to all selected bloggers and video bloggers.



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EB 2015 Blogger/Video Blogger Application

Please read the [Terms of Service](#) and familiarize yourself with the content on the ASN blog and YouTube channel prior to applying.

Email your submission to sprice@nutrition.org by February 9.

Name: _____

Applying for: ☐ Blogger ☐ Videographer

Title and/or Career Stage: (Masters, Doctoral Student, Postdoc, Early-Career, Professional):

Employer/University: _____

Email: _____

Cell Phone #: _____

Have you reported on EB via ASN's blog or YouTube in the past? ☐ Yes ☐ No

Have you reported on other ASN conferences (ACCN, etc.) via ASN's blog or YouTube in the past? ☐ Yes ☐ No

Links to personal website, blog, writing samples, and/or videos:

Please submit a 150-250 word statement outlining why you would like the opportunity to support ASN communication efforts at EB 2015.