

## **NYSOA COMMUNICATIONS AWARD**

In addition to members of the optometric community, this award can be given to a newspaper, a radio or TV station, a magazine, or a journalist for outstanding contributions to the visual welfare of the public via communications media.

### **Past Recipients**

In 1973, the two recipients were Mr. John A. Corbett of Buffalo and Dr. George Candreva of Westchester. In 1974, Mr. Stephen Fitz of Albany and Ms. Mary Ann Pedersen of New York received the award. In 1975, the award was presented to Ellen Scott of the Albany Times Union; in 1976, to Mrs. Joyce Hauser, of Hauser and Associates; in 1977, to The Better Vision Institute; in 1978, to WABC-TV; and in 1979, to Dr. J. William Dein and Dr. Irving Shapiro.

In 1980, the award was presented to Marcia Kamien for "When a Bright Child Has Trouble Reading." There was no award was given in 1981. In 1982, the award was presented to Dr. Storm Elliot Field for his Special Report on Vision Care. In 1983, Mrs. Joyce Rubin, Editor of the *Nassau County Optometrist* received the award. In 1985, the award was presented to Byrne Dairy. In 1986, the recipient was Mark Fleisher, for his excellent reporting on contact lenses. In 1988, Dr. George Janofsky received the award for outstanding editorship of *The Western New York Optometrist*. In 1989, the New York State Consumer Protection Board was awarded in recognition of their consumer awareness communications.

In 1990, the award was presented to WCBS-TV for their TV series conveying the importance of vision and vision problems to the general public. In 1992, Max Gomez, PhD, received the award in recognition of his network reporting to enhance the public's knowledge of vision care, especially on learning disabilities and children. In 1993, NewsChannel 13 was presented with the award for their outstanding series, "For Your Eyes Only." In 1994, the award was presented to the NYSOA Contact Lens Project Team (Drs. Frank Pirozzolo, Ralph Gundel, Robert Silverman, Jay Rosen, Joseph Stamm and Mort Soroka) for the outstanding and comprehensive report defining the legal and professional aspects of a contact lens prescription, which enabled our members to better compete in a changing environment. In 1995, Cable Station WKL-TV24 received the award. In 1996, the award was presented to Dateline NBC for their segment entitled "Consumer Alert on Contact Lenses." In 1998, the award went to This Morning (CBS) for airing the results of a study of the adequacy of ophthalmic prescriptions. The 1998 award also went to Ms. Jean Hill, WKBW Channel 7, for the promotion of the Western New York Optometric Society's annual visit to the Buffalo City Mission where men, women and children received free eye examinations and glasses. Edward L. Goldstein, OD received the award in 1999 in recognition of his commitment to excellence in journalism as editor of the Nassau County Optometric Society newsletter.

In 2000, Alex Crinzi, OD received this award in recognition of his commitment to excellence in journalism as editor of the New York State Optometric Association's journal *Prospectus*. Mary Garofalo was presented with this award in 2001 for her award-winning report on the illicit sale of contact lenses in New York City. In 2003, this award was presented to producer Audrey Latman in recognition of her investigative report on the illegal and dangerous street selling of colored contact lenses. Dr. Joseph Stamm was presented this award in 2004 for his professionalism and outstanding service as the editor of *Prospectus*. In 2005, this award was presented to Dr. Denise Whittam in recognition of her monthly article "From the President" in *New York Insights*, the Newsletter of the Optometric Society of the City of New York. Dr. Denise Whittam was also presented this award in 2007 for her outstanding editorship of *Prospectus*. In 2008 the award went to Joe Bartlett for his advocacy of the importance of annual eye examinations on the *WOR Morning Show with Joe Bartlett and Donna Hanover*. 2009 saw the award presented to

various local optometric society newsletter editors for their use of e-newsletters as an effective way of communicating with members. Among those honored were Dr. Christopher Shiomos of the Central Society; Dr. Daniel Lack of the Hudson Valley Society; Dr. Neil Rubin of the Nassau Society; Dr. Mort Soroka of OSCONY, Dr. Alexander Crinzi of the Western Society, Drs. Steve Rubinstein and Wayne Gabel of the Westchester-Rockland-Putnam Society; and Paul Heeg of the Student Society.

The award was given to two individuals in 2010: Joanna Torreano, in recognition of her dedication to educate the general public through local television shows about vision problems in schools and the necessity of eye exams; and Jade Boice, in recognition of her contribution to the visual welfare of the public through her *Medical Update* segment. In 2011 the award was presented to Jane Brody, in recognition of her dedication to educating the general public about the importance of preventative eye care through her articles for *The New York Times*. In 2012, the award was presented to AllAboutVision.com in recognition of its commitment to educating the public on various eye health. In 2013 the award was presented to Cheryl Murphy, OD, in recognition of her efforts to enhance the public's interest and understanding of vision and how it relates to their emotions, environment and everyday lives through her various published articles. In 2014, the award was presented to Andrea Thau, OD, in recognition of her role as the spokesperson for the profession of optometry on a state and national level. In 2015, the award was presented to Justin Bazan, OD in recognition of his advocating, teaching and lecturing to optometrists and students about the use of social media as a marketing tool to help grow optometric practices. No award was given 2016-2018.

