

## American Statistical Association Accepting Nominations for 2012 Excellence in Statistical Reporting Award

**ALEXANDRIA, VA (PRWEB) NOVEMBER 10, 2011** -- The American Statistical Association (ASA) is seeking nominations for its annual Excellence in Statistical Reporting Award (ESRA). Nominations for the 2012 award are due by April 2<sup>nd</sup>, 2012. The winner will be announced in July 2012, and the award will be presented at the 2012 Joint Statistical Meetings in San Diego July 28 to August 2nd.

The ESRA was created in 2004 to encourage and recognize members of the communications media who have best displayed an informed interest in the science of statistics and its role in public life. The award can be given for a single statistical article or for a body of work. In selecting the recipient, consideration is given to:

- Correctness, clarity, fairness, brevity, and professionalism of the communication
- Importance, relevance and overall effectiveness in impacting the intended audience
- Impact on the growth and national or regional exposure of statistics
- Appreciation and emphasis of the statistical aspects of a particular issue or event
- Excellent coverage of research on statistics or statistical issues

The award is a traveling cup that resides with the winner until the next winner is selected. If the winner is unable to take responsibility for the cup, the ASA will display the award at its Alexandria headquarters.

### Submitting a nomination

Nominations may be made by editors, writers themselves, fellow writers, ASA members, statisticians and scientists. A nomination form, nominating letter and supporting documents are required for each nominee. The nominating letter should provide a detailed statement of the nominee's contributions to outstanding, innovative, and influential communications on statistics and the reasons for the nomination. Include copies (articles, books, videos) of the contributions of the nominee that serve as the basis of the nomination.

The nomination form is available for download from the ASA web site at this link:

<http://www.amstat.org/awards/pdfs/ESRANominationForm.doc>. All documents should be mailed to Pamela Craven, American Statistical Association, 732 North Washington Street, Alexandria, VA 22314 or emailed to [pamela@amstat.org](mailto:pamela@amstat.org).

### Former winners

Former winners of the award include: Felix Salmon, financial blogger, 2010; Sharon Begley, *Newsweek*, 2009; Mark Buchanan, *New York Times*, 2008; John Berry, *Bloomberg News*, 2005; and Gina Kolata, *New York Times*, 2004.

### About the American Statistical Association

The American Statistical Association (ASA), a scientific and educational society founded in Boston in 1839, is the second oldest continuously operating professional society in the United States. For more than 160 years, ASA has been providing its 18,000 members serving in academia, government, and industry and the public with up-to-date, useful information about statistics. The ASA has a proud tradition of service to statisticians, quantitative scientists, and users of statistics across a wealth of academic areas and applications. For additional information about the American Statistical Association, please visit the association's web site at <http://www.amstat.org> or call 703.684.1221.

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For more information:

Rosanne Desmone  
703.302.1861 (direct)  
703.946.3820 (mobile)  
[Rosanne@amstat.org](mailto:Rosanne@amstat.org)