

RCPA media awards recognise pathology coverage

Australia and New Zealand's leading medical diagnostic body, The Royal College of Pathologists of Australasia (RCPA), is accepting nominations for its sixth annual "Excellence in Journalism Relating to Pathology" awards. Two awards, each worth \$2000, will be awarded to journalists or broadcasters whose reports have highlighted the essential role of pathology in medicine.

One prize will be presented for print and online media while another will be presented for radio and television. Work published or broadcast between 1 March 2010 and Monday 28 February 2011 will be eligible to win the Australasian awards.

CEO of the RCPA, Dr Debra Graves, said pathology plays an essential role in every aspect of medicine.

"Pathologists are indispensable to medicine. They are highly trained doctors who play a vital role in medical diagnosis, patient management and research. Without pathologists, modern medicine would not exist," said Dr Graves.

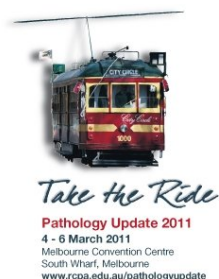
The 2011 media awards come at time when the RCPA prepares a public awareness campaign about the vital role that pathologists play in medicine.

"Pathology provides the scientific foundation for all medicine but it happens behind the scenes, so it's easy to take pathology for granted. That's why the media becomes the messenger. Journalists and broadcasters are in the perfect position to unravel the scientific and medical complexities and we want to recognise that," said Dr Graves.

Previous winners have come from Australian and New Zealand media. In 2010, the winners of the [awards](#) were Kirrilly Burton from the Medical Observer for 'Who Owns Your Genes' and Karen Brown from Radio NZ for 'Testing Time'. Winners in other years include: Julie Robotham (Sydney Morning Herald); Jill Margo (Australian Financial Review); Adam Cresswell (The Australian); Sophie Scott (ABC TV); Janelle Miles (Courier Mail); Martin Johnston (New Zealand Herald); Louise Hall (Sun Herald) and Gabrielle Boyle (Network Ten).

The winners of the 2011 awards will be announced on Friday 4 March at the RCPA's [Pathology Update Conference](#) held in Melbourne from 4 – 6 March 2011.

Members of the public, media and healthcare professionals are welcome to submit nominations for the best article or story relating to pathology, to elsag@rcpa.edu.au (fax +61 2 8356 5828), by COB 28 February 2011. For more information about the awards, call Elsa Genovese, Executive Assistant to the CEO, on +61 2 8356 5807.



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