

RCPA Media Awards 2011

'Excellence in Journalism Relating to Pathology'

Information for entrants

Australasia's leading medical diagnostic body, The Royal College of Pathologists of Australasia (RCPA), has opened nominations for its sixth annual "Excellence in Journalism Relating to Pathology" awards. Two awards, each worth \$2000, will be awarded to journalists or broadcasters who best report on 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 28 February 2011 will be eligible to win the Australasian awards.

There are two categories, Print / Online Media and Broadcast media (TV & Radio). In each category, there is a \$2000 prize for the media professional who is judged to have best portrayed issues within the field of pathology.

Work published, broadcast or televised in Australia, New Zealand, Hong Kong, Singapore or Malaysia between 1 March 2010 and 28 February 2011 will be eligible to win the awards.

Members and employees of the College, its public affairs advisers and their immediate family members are not eligible to enter.

Articles published in College publications are not eligible.

The judges' decision will be final. The prizes may be divided where entrants are given equal ratings by the judges. In addition, the judges have the right to not make an award in any category when, in their opinion, the entries in that category are not of a sufficient standard to merit an award.

Judging Panel

The prize winners will be selected by a panel of judges which will include:

- Two members of the editorial committee of *PathWay* or the College's Public Relations advisors
- The CEO of the RCPA
- Two Fellows from Advisory/ Executive Committee

Judging Criteria

Entries will be judged on the following criteria, in order of importance:

- Effectiveness in giving readers / listeners / viewers a greater awareness and understanding of the importance and value to the community of the work of Pathologists
- Audience Appeal and Relevance

- Accuracy and Objectivity
- Presentation

Presentation of the Awards

The winners, to be announced during Pathology Week, will be the guests of the College at the College's Annual Pathology Update Dinner/Cocktail Party where the presentation will take place.

Entries

Entries can be nominated by a journalist/media professional or a Fellow/member of the public.

Public/ Fellow nomination – How to enter?

Complete the attached entry form, and send it with the following:

- A statement of 200 words (maximum) outlining why the entry should be considered.
- Where possible:
 - **Print / Online:** a copy of the article in its original form
 - **Radio:** a CD of the item(s) as broadcast
 - **Television:** a high quality DVD of the story/stories, as televised or an indication of the date and outlet where the story/article appeared.

Media Professional – How to enter

Complete the attached entry form and send it with the following:

- A statement of 200 words (maximum) outlining the circumstances in which the entry was prepared and the research undertaken.
- a copy of the entry/entries, which must be:
 - **Print / Online:** a copy of the article in its original form
 - **Radio:** a CD of the item(s) as broadcast
 - **Television:** a high quality DVD of the story / stories, as televised or an indication of the date and outlet where the story/article appeared.

Entries should be sent to:

Executive Assistant to the CEO
 RCPA
 207 Albion Street
 Surry Hills NSW 2010
 Australia

Email: elsag@rcpa.edu.au

Fax: +61 2 8356 5828

More information: Executive Assistant to the CEO:
 Elsa Genovese (ph: +61 2 8356 5807)