



## **RCPA Media Awards 2012**

**'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 \$2,000, will be granted to journalists or broadcasters who have best reported on the essential role of pathology in medicine and the issues related to the field.

There are two categories for the awards: one in written media (print & online) and the other in broadcast media (TV & radio). Work published or broadcasted in Australia, New Zealand, Hong Kong, Singapore or Malaysia between 1 March 2011 and 24 February 2012 will be eligible to win the Australasian 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 for entry.

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:

- The CEO of the RCPA
- Two Fellows from the 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](mailto:elsag@rcpa.edu.au)

**Fax:** +61 2 8356 5828

**More information:** Executive Assistant to the CEO:

Elsa Genovese (ph: +61 2 8356 5807)

Closing date for entries – COB 24 February 2012

