

Louisiana State Medical Society Announces 2009 Awards for

# Excellence in Medical Journalism

## Official Call for Entries and Nominations

Entries Due: Wednesday, October 28, 2009

Each year Louisiana State Medical Society recognizes individuals whose journalistic efforts contributed to a better understanding of medicine and health care in Louisiana.

### JUDGING

Entries will be judged on the basis of accuracy, overall quality, public interest, and educational value in the fields of medicine and health care in Louisiana. Special consideration will be given to those entries that use one or more Louisiana physicians as the subject, a source, or for a quote. An award will not be given in a category if the judges determine that no entry represents excellence.

### AWARD

An award of \$500 and an engraved plaque are presented to winners in each of three categories: print, radio, and television. Winners will be presented their awards at a special luncheon on Wednesday, December 9, 2009, during the LSMS Board of Governors quarterly meeting in Baton Rouge, LA, at the LSMS Headquarters Building at 6767 Perkins Road.

### PRESENTATION FORMAT

Submit only material that has been published or broadcast. For print media, all entries must be mounted on white paper no larger than 8.5 by 11 inches. Material may be reduced to fit, but must be readable. For electronic media, radio entrants should submit entries on CD; Television entrants should submit entries on DVD. Entry forms should be typed.

### ENTRY INFORMATION

All entries must be received by the LSMS no later than Wednesday, October 28, 2009. Entries will be accepted for the following categories: print, radio and television. All entries must have been published or broadcast between August 15, 2008, and October 28, 2009.

Subject matter should:

- be limited to medicine, health care, physicians, medical technology or the socioeconomics of health care in Louisiana; and
- be in a format designed to inform or educate the general public.

Entries that primarily relay information to the medical community will not be accepted. Entries that are promotional or public relations related will be disqualified. Individual entrants are limited to three entries. A series counts as one entry. Syndicated material or rewritten stories from a source other than the contestant are not eligible. Each entry must include a completed copy of the attached cover sheet form.

Please mail or fax completed entry form and submission materials to:

Linda Jones  
Department of Public Affairs  
Louisiana State Medical Society  
6767 Perkins Road  
Baton Rouge, Louisiana, 70808  
Phone 225.763.8500  
Fax 225.763.2332  
Email [linda@lsms.org](mailto:linda@lsms.org)

If you have further questions, please contact Linda Jones or Sadie Wilks in the Department of Public Affairs at Louisiana State Medical Society at 225.763.8500 or [publicaffairs@lsms.org](mailto:publicaffairs@lsms.org).

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Print ♦ Television ♦ Radio

Louisiana State Medical Society's 2009 Awards for  
**Excellence in Medical Journalism**

## Entry Form

Each year the LSMS recognizes individuals whose journalistic efforts have contributed to a better understanding of medicine and health care in Louisiana. A copy of this form must be completed for EACH entry, and there is a limit of three entries per reporter. Due to the high volume of submissions, entries cannot be returned. The deadline to receive entries is WEDNESDAY, OCTOBER 28, 2009.

**Reporter's Name:**

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**Name of Newspaper, Magazine, Television Station  
or Radio Station:**

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**Today's Date:** \_\_\_\_\_

**Reporter's Contact Information:**

**Category: (Please check one)**

Phone: \_\_\_\_\_

- Print
- Television
- Radio

Email: \_\_\_\_\_

**Entry Date:** \_\_\_\_\_  
**(Date Broadcast or Published)**

Mailing Address: \_\_\_\_\_

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**Length of Entry:** \_\_\_\_\_  
**(TV or Radio: # of minutes/ Print: # of words)**

**Title or Topic of Entry:**

**Give a supporting statement explaining how the entry made an impact on its audience: *(optional)***

Please return completed entry form and submission materials to: Linda Jones, Louisiana State Medical Society, Department of Public Affairs, 6767 Perkins Road, Baton Rouge, Louisiana 70808.

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**Print ♦ Television ♦ Radio**