

Official entry form

(Please type or print)

Category (print, broadcast or Internet)

Entrant's name

Name of newspaper/station/magazine/Website

URL (required for Internet entries)

Telephone number

Street address

City, state or province, zip code

Submitted by

Title of entry

Publication/Broadcast/Posting date

This form — or a copy — must be attached to each entry and mailed to:

Public Relations Director

American Society of Colon & Rectal Surgeons

85 West Algonquin Road, Suite 550

Arlington Heights, IL 60005

Phone: (847) 290-9184

Deadline for receipt of entries:

March 1, 2010

2009 Winners

BROADCAST:

Jonathan LaPook, M.D.

CBS Evening News

New York, NY

“The Dangers of Flat Polyps”

“Left-Side/Right-Side Polyps”

INTERNET:

Patient Power LLC

(www.patientpower.info)

Mercer Island, WA

Colon Cancer Education On-Demand

PRINT

Susan Jenks

Florida Today

Melbourne, FL

“Caveat with Colonoscopies”



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The American Society
of Colon & Rectal Surgeons

National Media Awards 2010

Call for Entries



Excellence in Communication

*Honoring excellence in
communicating a better understanding
of colon and rectal disease.*

Three Categories:

Print, Broadcast & Internet

Winners will receive:

- \$1,000 Award
- Personally engraved plaque
- Expense-paid trip to Minneapolis, MN, for the ASCRS Annual Meeting, May 15-19, 2010

Deadline for receipt of entries:

March 1, 2010

The American Society of Colon & Rectal Surgeons

2010 National Media Awards

The American Society of Colon and Rectal Surgeons (ASCRS) presents the National Media Awards to journalists who have excelled in communicating information about colon and rectal disease to the public.

ASCRS is a 2,600-member association representing colon and rectal surgeons in the United States, Canada and 51 other countries. ASCRS works to promote high-quality colon and rectal care, education and research. Colon and rectal surgeons, in addition to proficiency in general surgery, have acquired particular skills and knowledge in the medical and surgical management of diseases of the colon and rectum, intestinal tract, and anal and perianal canals.

These surgeons treat colorectal cancer, the second most deadly cancer in the U.S., and hemorrhoids, which occur in more than half the U.S. population, usually after age 30. Other diseases treated by colon and rectal surgeons include diverticulitis, Crohn's disease, ulcerative colitis, irritable bowel syndrome, pilonidal disease, anal fissures, abscesses, fistulas and rectal prolapse.

Categories

PRINT

Newspaper

For a news or feature story, comprehensive coverage or series.

General Interest Magazine

For an article or series.

BROADCAST

Television

For a comprehensive news report, series of reports, discussion program or documentary.

Radio

For a comprehensive news report, series of reports, discussion program or documentary.

INTERNET

For information created for a general audience and presented exclusively on the Internet (including news reports, features, discussion programs, documentaries or multimedia presentations).

Awards

Awards will be given for the best work in three major media categories: print, broadcast and Internet. Winners will receive a \$1,000 cash prize, personally engraved plaque and an expense-paid trip to Minneapolis, MN, for an awards ceremony at the ASCRS 2010 Annual Meeting, May 15-19.

Rules

- Entries must promote understanding of colon and rectal diseases and their treatment.
- Awards will not be given for work primarily directed at the medical and allied professions.
- Entries must have been published, posted or broadcast between March 1, 2009 and March 1, 2010.
- Two tear sheets validating date of publication must be submitted with newspaper and magazine entries.
- TV entries should be submitted on an NTSC-compatible DVD. Radio entries should be submitted on an audio cassette or CD. Each entry must be accompanied by two copies of a 200-word summary or two copies of a complete script. Materials will be returned only if requested.
- Internet entries must include printed pages of the entry as it appears online, the URL and a copy on CD.
- There is no limit to the number of entries that may be submitted by an individual. Completed entry forms — or copies — must accompany each entry.
- **Entry Deadline: March 1, 2010**

Judging

Entries will be judged by a panel of media professionals. They will be evaluated on the basis of quality of writing, excellence in production, amount of research, accuracy, impact of message, and originality.