



HCMS
Harris County Medical Society



Houston
Academy of
Medicine

Francis C. Moore, MD

Medical Journalism Award

Call for Entries

Deadline: 5 p.m., Friday, March 18, 2011

The Award

The Harris County Medical Society and Houston Academy of Medicine annually present the Francis C. Moore, MD, Medical Journalism Award for excellent local reporting that increases medical and/or health awareness and knowledge. The **Award of Excellence** winners are presented with **\$200 and a trophy**. **Citation of Merit** winners receive a **trophy**. **There is no entry fee.**

Francis C. Moore, MD

Francis C. Moore, MD, a founding member of HCMS, was the editor for one of Houston's first newspapers, *The Houston Telegraph*, which preceded *The Houston Post*. Dr. Moore also served three years as mayor of Houston. This award is named in his honor.

Recognition

Winners will be honored at the 2011 Francis C. Moore, MD, Awards luncheon in the spring. Time and date to be announced.

Eligibility

- Only entries published or broadcast between Jan. 1, 2010 and Dec. 31, 2010 are eligible.
- An entry may be the work of an individual or the collective effort of a publication or station; however, the cash prize for each category will not exceed \$200.
- Entries that relay health information primarily to the medical and allied professions will not be accepted.
- Entries from members of the medical profession, medical associations and their employees, and other health-related organizations are ineligible.
- News organization must be located in Harris County.

Deadline

Entries must be received no later than **5 p.m., Friday, March 18, 2011.**

Rules

- Each entrant may submit up to two entries in each category.
- An entry can be submitted under one category only.
- If an individual is part of a group entry and wishes to submit other work, the group entry qualifies as one of the allowed two.

Entry Packets

Each entry packet must include:

1. Entry must be in correct format (see entry format);
 2. Completed entry form (original or photocopy); and
 3. One page rationale, giving basis for story development.
- ** Spanish entries must include an English transcript.

The one page rationale should include:

- Goals and objectives (What was the need? Why did you do this? What were you trying to accomplish?);
- Exceptional circumstances and limitations (tight deadlines, etc.); and
- Impact (How did you measure the results?).

Judging

Entries are judged on the basis of:

- **Significance** of medical/health information provided - Does the story convey important medical or health information?
- **Quality and accuracy** – How is the writing/production quality? Is it easy to understand? Are there unanswered questions? Is the information accurate? Is the story balanced?
- **Impact** – Does the story demonstrate the impact on the audience? Did it initiate change or reaction from the public?

Judges will name one winner and up to two Citation of Merit winners per category. If determined by the judges, no award will be given in a category.

The judging panel will consist of respected representatives from the communications and health fields. The Harris County Medical Society and judges reserve the right to move an entry to a more appropriate category.

Entry Format

Newspapers and Periodicals

- No larger than 11 X 14 inches (Entire periodicals containing work to be judged may be submitted, if the work is clearly marked and easy to locate.)
- A rationale sheet must be included with each entry.
- A Spanish entry must include English transcript.

Television

- A television entry may be submitted on DVD.
- The DVD must be labeled with the name of entrant, entry category and title.
- A rationale sheet must be included with each entry.
- ***Use a separate DVD for each entry.***
- A Spanish TV entry must include English transcript.

Radio

- A radio entry may be submitted on CD.
- The CD must be labeled with the name of entrant, entry category and title.
- A rationale sheet must be included with each entry.
- ***Use a separate CD for each entry.***
- A Spanish radio entry must include English transcript.

Incomplete entries will be returned for additional information. Final entries will not be returned.

There is no entry fee.

**Harris County Medical Society and Houston Academy of Medicine
Francis C. Moore, MD, Medical Journalism Award
Entry Form**

Use a separate form for each entry.

Entry Title (headline/story/series title)

Published or broadcast by (publication or station name)

Date of publication or broadcast

Story Length (if broadcast)

Name of entrant/entrants

Entrant's phone

Entrant's e-mail address

Entrant's Mailing Address

City

State

Zip

Entry Category-Please Check One

Medical Economics

Print, TV, or Radio Story
(Print and broadcast news stories regarding access to cost, payment, legislation, delivery of health care, Medicaid, Medicare, or other economically related topics should be entered in this category.)

Daily Newspapers

Medical/Health News Story
 Medical/Health Series

Periodicals

(Weekly, Biweekly, Monthly)
 Medical/Health News Story
 Medical/Health Series

Radio

Medical/Health News Story
 Medical/Health Series

Television

Medical/Health News Story
 Medical/Health Series

Submitting an Entry

Submit entries to:
Francis C. Moore, MD, Award
Harris County Medical Society
1515 Hermann Drive
Houston, Texas 77004-7126

Did you include?

- ✓ Rationale
- ✓ Completed entry form
- ✓ Copy of entry
- ✓ Entry category
- ✓ English transcript for Spanish entry

For More Information

Contact the Harris County Medical Society at
713-524-4267, ext. 244, or
e-mail Jennifer_Snyder@hcms.org