

“Excellence in Journalism Relating to Pathology” Media Awards Open

Australasia’s leading medical diagnostic body, The Royal College of Pathologists of Australasia (RCPA), has opened nominations for its fifth annual media awards for “Excellence in Journalism Relating to Pathology”.

The RCPA seeks to recognise journalists who best represent the essential role of pathology in medicine, in stories that illustrate the breadth, depth or importance of Pathology to the wider community.

Two \$2000 prizes will be awarded, one each for Print/Digital and Electronic Media categories, for the media professional who is judged to have best portrayed issues within the field of pathology.

Work published, broadcast or televised between 1 March 2009 and 12 February 2010 will be eligible to win the Australasian awards.

The CEO of the RCPA, Dr Debra Graves, says pathology plays a critical role across all areas of medicine.

“Pathologists are indispensable to medicine,” says Dr Graves, “they are highly trained doctors who play a vital role in medical diagnosis, patient management and research.”

“However, the fact that Pathology provides the scientific foundation for all medical practice is not well understood. The role of the editorial media in helping unravel the complexities of science and medicine for the public, and assisting in providing a greater understanding of pathology, is critical.

“With these annual awards, we are again seeking to recognise those professionals who excel at achieving that.”

Past winners of the Awards have included Julie Robotham (Sydney Morning Herald); Jill Margo (Australian Financial Review); Adam Cresswell (The Australian); Sophie Scott (ABC TV); Janelle Miles (Courier Mail); Martin Johnston (New Zealand Herald); Louise Hall (Sun Herald) and Gabrielle Boyle (Network Ten).

Members of the public, media and healthcare professionals are welcome to submit nominations for the best article or story relating to pathology, to rcpa@rcpa.edu.au, by C.O.B. 12 February 2010.

The winners will be announced on Friday, 26th February at the RCPA’s Pathology Update / World Association of Societies of Pathology and Laboratory Medicine (WASPALM), being held in Melbourne February 26th – 28th 2010.

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Media Enquiries

Dr Debra Graves
RCPA
(02) 8356 5858

or

Ingrid Just
S2i Communications
(02) 9251 8222