



TEXAS PUBLIC HEALTH ASSOCIATION ANNUAL MEDIA AWARDS COMPETITION

Deadline
Feb 1,
2012

Texas media have significantly advanced community understanding and support for public health through their interpretation of issues affecting public health programs and problems in our state. The Texas Public Health Association (TPHA) and its membership represent a multi-disciplinary approach to health which includes engineers, health educators, nurses, dietitians, social workers, statisticians, veterinarians, dentists, physicians, epidemiologists and sanitarians, to name a few. Working together, these professionals monitor, promote and maintain the health of the population and thereby improve the quality of life for all. If you have written or produced such communications about public health, you are eligible for one of two types of awards. Established in 1976, these awards are presented at our annual convention (March 21-23, 2012 in Arlington, Texas) and recognize outstanding media contributions.

The Awards (The Honor, The Glory, The PHAME!)

For the outstanding communication efforts, we award a plaque, a certificate of merit and a cash prize (\$200). Appropriately, we call the award PHAME, the Public Health Award for Media Excellence. PHAME is presented in only two categories: the best each from the print and electronic media. After selecting the two PHAME awards, all other entries are automatically eligible for the remaining awards. Winners will be selected from each of the eight categories listed below and will receive an engraved plaque and a certificate of merit. All awards carry with them the collective gratitude of the 800 member association.

Categories:

NEWSPAPERS

1. General Coverage of original feature stories or spot news in daily newspapers of any size. Entry should consist of two or more unrelated articles.
2. General Coverage of original feature stories, spot news or original series of articles in a newspaper published weekly, bi-weekly or semi-weekly.
3. Original Series of related articles in daily newspaper of any size. Entry should consist of two or more related articles.
4. Single Feature Article in daily newspapers of any size.

RADIO

1. General Coverage of original stories or spot news, single feature broadcast or original series of broadcasts on radio stations of any market size.
2. Public Affairs Programming of extended duration (not including spot news) on radio stations of any market size.

TELEVISION

1. General Coverage of original stories or spot news, single feature broadcast or original series of broadcasts on television stations of any market size.
2. Public Affairs Programming of extended duration (not including spot news) on television stations of any market size.

The Rules:

Contestants should mail or deliver their entries to **Awards Committee , Texas Public Health Association, P.O. Box 201540, Austin, Texas 78720-1540 (see overnight address below). Entries may also be submitted electronically to txpha@aol.com**

1. Entries must be accompanied by an entry form below (or a copy) and must be postmarked **NOT LATER THAN February 1, 2012.**
2. Entries must have been published or broadcast between January 1 and December 31, 2011.
3. Newspaper and magazine entries which consist of a large number of pages should be submitted in a scrapbook or mounted and bound in a manner suitable for presentation at the awards exhibit at the TPHA Annual Conference **AND** in electronic format for distribution to the review committee.
4. Radio and television entries should include the complete script (if a script was used) and a brief summary of the script or an outline of the program’s content. Radio entries must be accompanied by a transcription and/or audio CD. Television entries should be submitted on a DVD.
5. Only published or broadcast material will be judged.
6. Entrants may submit no more than two entries. Only one award per entrant may be received.
7. Winners will be announced on or about **March 1st.** Entries will not be returned.

Judging:

Entries are judged on the basis of public health interest, accuracy, clarity, style and impact. Judging may be done by instructors or professors of communication in accredited Texas schools, members of the publishing and broadcasting fields who are not currently employed by the Texas media, public health employees, and/or members of the TPHA AwardsCommittee. Awards might not be given in all categories at the discretion of the judges.

Name of
Station/Newspaper _____

Writer/Producer & Title _____

Title of Entry _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-Mail _____

Category you are entering (all entries automatically eligible for PHAME) _____

Describe the impact your article/coverage had on public health in your community:

Please mail your entry to:

Awards Committee/ Texas Public Health Association
P.O. Box 201540, Austin, Texas 78720-1540
(512)336-2520 phone (512)336-0533 Fax E-mail: Txpha@aol.com
website: www.texaspha.org

Overnight Mail:
10404 Spicewood Mesa
Austin, Texas 78759-6930

Awards will be presented during the President’s Reception held Thursday, March 22, 2012 from 5:30 pm-7:30 p.m. (awards presentation begins 6:30 p.m.), Sheraton Arlington Hotel, 1500 Convention Center Drive, Arlington, Texas 76011.