



American Academy of Orthopaedic Surgeons

MORE
AWARDS

Media Orthopaedic Reporting Excellence

CALL FOR ENTRIES

2010

Recognizing excellence in reporting accurate musculoskeletal health and issues and encouraging healthy behaviors in the care of bones, joints and muscles.

CALL FOR ENTRIES

2010 MORE Awards

The fifth-annual MORE Awards – conducted by the American Academy of Orthopaedic Surgeons – (AAOS) recognizes and honors efforts by journalists that further the public's understanding of musculoskeletal health issues and encourages healthy behaviors in the care of bones, joints and muscles.

MORE Awards will be given this year to media in the following categories:

- **National Consumer Print Journalism:** newspapers, magazines
- **Local Consumer Print Journalism:** newspapers, magazines
- **National Broadcast Journalism:** television, radio
- **Local Broadcast Journalism:** television, radio
- **Advocacy Journalism:** newspaper, magazines, Internet, television, radio
 - The Advocacy category will accept entries that recognize excellence in reporting musculoskeletal health programs at the federal, state and local levels as well as emphasizing the importance of research funding for the advancement of orthopaedics.

NEW for the 2010 competition:

- **Internet-specific Consumer Journalism:** stories created exclusively for an online audience

ELIGIBILITY

To qualify for a MORE Award all entrants must be journalists or freelance writers/editors/producers in either print, broadcast or online journalism. Entries must have either been published or broadcast between October 1, 2008 and October 1, 2009.

SUBMISSION OF ENTRIES

An official entry form or photocopy must accompany each submission. Designate on the entry form the one category that most closely fits your work.

A downloadable entry form is available online at: aaos.org/moreawards

Send submission, supporting materials and entry form to:

American Academy of Orthopaedic Surgeons

Lauren Pearson

Public Relations Department

6300 N. River Road

Rosemont, IL 60018

Phone: 847-384-4031

Fax: 847-823-7268

Online work and press-ready PDF's can be sent electronically to: lpearson@aaos.org

AAOS is not responsible for lost, stolen or damaged entries.

ENTRY DEADLINE

Entries must be received on or before Friday, October 30, 2009.

JUDGING CRITERIA AND TIMING

Each entry for the MORE Awards will be evaluated by a panel comprised of journalists and orthopaedic surgeons based on the following criteria:

- Accurately report on new trends, procedures, technologies or news as they relate to orthopaedics or the musculoskeletal system – bones, joints and muscles
- Medical and technical accuracy and completeness
- Clarity and style

If, in the opinion of the judges, an entry is submitted in the wrong category, the AAOS reserves the right to transfer the submission to another more appropriate category.

All winners will be notified in mid to late March 2010.

AWARDS PRESENTATION

The winner in each category will receive their award at the American Academy of Orthopaedic Surgeons' National Orthopaedic Leadership Conference in Washington, DC, in May 2010.

RETENTION OF ENTRIES

All entries become the property of AAOS and will not be returned.

THE CATEGORIES

National Consumer Print Journalism

PJ1. Newspaper

PJ2. Magazine

Local Consumer Print Journalism

PJ3. Newspaper

PJ4. Magazine

Entry must include:

- One (1) original tearsheet of article OR One (1) press ready PDF

National Broadcast Journalism

BJ1. Radio (News, Feature)

BJ2. Television (News, Feature)

Local Broadcast Journalism

BJ3. Radio (News, Feature)

BJ4. Television (News, Feature)

Radio

Entry must include:

- One (1) audio CD of radio spot, segment or program
- Each entry must be submitted on a separate CD, clearly labeled with category name and number, entry name, station, running time, contact name and phone number

Television

Entry must include:

- One (1) DVD of television spot, segment or program airing on commercial, public or cable television.
- Each entry must be submitted on a separate DVD, clearly labeled with category name and number, entry name, station, running time, contact name and phone number

Internet-specific Consumer Journalism

IJ1. Internet Only (News, Feature)

Advocacy Journalism (Federal, State and Local)

AA1. Print

AA2. Broadcast

AA3. Internet

Entry must include:

- One (1) original tearsheet of print article **or** one (1) audio CD of radio program **or** one (1) DVD of television spot

ABOUT THE AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

With more than 35,000 members, the American Academy of Orthopaedic Surgeons (www.aaos.org) or (www.orthoinfo.org) is the premier not-for-profit organization that provides education programs for orthopaedic surgeons and allied health professionals, champions the interests of patients and advances the highest quality musculoskeletal health. Orthopaedic surgeons and the Academy are the authoritative sources of information for patients and the general public on musculoskeletal conditions, treatments and related issues. An advocate for improved patient care, the Academy is participating in the Bone and Joint Decade (www.usbjd.org) – the global initiative in the years 2002-2011 – to raise awareness of musculoskeletal health, stimulate research and improve people's quality of life.

ENTRY FORM

2010 MORE Awards

Deadline: October 30, 2009

Use one entry form for each entry.

Please type, do not abbreviate and proofread carefully.

BACKGROUND INFORMATION

Name of entrant

Title of entry

Company

Street Address

City/State/Zip

Daytime phone

Email

Contact (if different from entrant)

Title

Organization

Street Address

City/State/Zip

Daytime phone

Email

Signature of entrant or contact _____

Printed name of entrant or contact

Date

Date entry first appeared

MUST Choose One and Indicate Result:

Television viewership

Radio audience

Print circulation

Unique Web site visitors

CATEGORY SELECTION

Please check only one category on this form. Use a separate form for each submission. This form may be duplicated.

Consumer Print Journalism (National)

PJ1. Newspaper

PJ2. Magazine

Consumer Print Journalism (Local)

PJ3. Newspaper

PJ4. Magazine

Broadcast Journalism (National)

BJ1. Radio (News, Feature)

BJ2. Television (News, Feature)

Broadcast Journalism (Local)

BJ3. Radio (News, Feature, Talk)

BJ4. Television (News, Feature, Talk)

Internet-specific Consumer Journalism

IJ1. Internet Only (News, Feature)

Advocacy Journalism (Federal, State and Local)

AA1. Print

AA2. Broadcast (television or radio)

AA3. Internet