



## AUSTRALIAN DENTAL ASSOCIATION AWARDS FOR EXCELLENCE IN DENTAL JOURNALISM

### **About the Awards**

Awards will be available in respect of Dental Journalism through public print, television or radio published in Australia. They are not open to journalism through any specialist or dental specific publications. There will be a limit of two entries per individual.

Members and employees of the Association are not eligible to enter.

Awards will be available in two categories being electronic media and print media in the sum of \$5000 each. They will be granted each second year-in the odd year - in conjunction with the Association's Congress. Recipients of Awards are required to attend the ADA Congress to receive the Awards.

Awards will be in respect of publications issued in the period of two years preceding 31 December of the even year prior to granting of the Awards. The inaugural award was granted in March 2009 in respect of material published in the 2 year period prior to 31 December 2008. The next award is due to be awarded in April 2011 at the Australian Dental Congress in Brisbane.

The judges' decision will be final.

Awards may be divided where entrants are given equal ratings by the judges. In addition, the judges have the right to not make an award when, in their opinion, the entries are not of a sufficient standard to merit an award.

### **Judging Panel**

The prize winners will be selected by a panel of judges which will include:

- The Editor of the Australian Dental Journal.
- The Editor of the ADA News Bulletin.
- The President of the Australian Dental Association Inc.
- A Dental Dean or Head of Dental School of Australia as appointed by ACOSS.
- A senior representative of the Australasian Medical Writers Association.
- A senior representative of the Australian Science Communicators Network.

### **Judging Criteria**

Entries will be judged on the following criteria, in order of importance:

1. Effectiveness in giving readers/listeners/viewers a greater awareness and understanding of the importance and value to the community of dental health issues and delivery in Australia.
2. Audience Appeal and Relevance.
3. Accuracy and Objectivity.
4. Presentation.

### **Presentation of the Awards**

The winners will be the guests of the Association at its Congress and will be presented with their Awards at the Opening Ceremony of the Congress. The 2011 ADA Congress will be held in Brisbane in April 2011.

### **How to enter**

Complete the attached entry form and send it with:

- a statement of 150 words (maximum) outlining the circumstances in which the entry was prepared and the research undertaken;
- a copy of the entry/entries, which must be
  - Print: a copy of the article in its original printed form
  - Radio: a CD of the item(s) as broadcast; or
  - Television: a DVD/CD of the story/stories, as televised.

Entries should be sent by 31<sup>st</sup> December 2010 to:

Chief Executive Officer  
Australian Dental Association Inc.  
14-16 Chandos Street, St Leonards NSW 2065

Postal Address:  
PO Box 520 St Leonards NSW 1590  
Telephone: (612) 9906 4412  
Facsimile: (612) 9906 4736  
Email: [adainc@ada.org.au](mailto:adainc@ada.org.au)



AUSTRALIAN DENTAL  
ASSOCIATION INC.

**AUSTRALIAN DENTAL ASSOCIATION  
AWARD  
FOR EXCELLENCE IN DENTAL JOURNALISM**

**THE 2011 ADA MEDIA AWARD**

**ENTRY FORM**

**Note:** A separate form must accompany each entry

**PUBLICATION IN WHICH THE ENTRY APPEARED OR RADIO/TELEVISION  
STATION ON WHICH IT WAS BROADCAST:**

**PUBLICATION:** \_\_\_\_\_

**DATE APPEARED:** \_\_\_\_\_

**TITLE OF ENTRY:** \_\_\_\_\_

**DURATION OF ENTRY:** (for radio and TV entries)\_\_\_\_\_

**\*Please attach a copy of the Entry**

**Details of entrant:**

**NAME:** \_\_\_\_\_

**POSITION :** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CONTACT DETAILS:**    WORK: ( ) \_\_\_\_\_    HOME:    ( ) \_\_\_\_\_  
FAX:    ( ) \_\_\_\_\_  
MOBILE \_\_\_\_\_  
EMAIL: \_\_\_\_\_

**Declaration by entrant:**

I hereby declare that my entry is my original work, apart from normal sub editorial treatment.

Further, I acknowledge that it is a prerequisite for receipt of the Award to attend the ADA Congress to personally accept the Award.

**Signature of entrant:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please post entry form and copy of entry by 31 December 2010 to:

Chief Executive Officer  
Australian Dental Association Inc.  
PO Box 520  
St Leonards NSW 1590