

# THE 2019 SKIN CANCER FOUNDATION MEDIA AWARD

## *Rules and Regulations*

### *Eligibility and Judging*

- ▶ Entries will only be accepted from individuals who work in-house at the submitting media outlet. Freelancers must work with assigning (in-house) editor/producer to submit a piece.
- ▶ Initial run date or air date of submitted piece(s) must fall within 9/1/2018 – 8/31/2019.
- ▶ Print, digital and broadcast (television, radio or podcast) submissions will be accepted.
- ▶ Entries will be judged by a panel including expert dermatologists and Foundation staff.

### *Submission Guidelines*

Entries will only be accepted via email and must include:

- ▶ Completed entry form, including payment section for entry fee.
- ▶ A written statement (250-500 words) explaining the reasons the entry merits the award, using the following as criteria:
  - How well does the coverage address skin cancer prevention, early detection or treatment?
  - Is all the information medically accurate?
  - Have social media vehicles been used to further the message communicated in the article? How many additional people were reached as a result? What was the “quality” of the online conversation started because of the coverage and related social media efforts?
  - Were visuals effectively used to convey the article’s message?
- ▶ For print submissions, a full color PDF of piece.
- ▶ For digital submissions, a full color PDF or active link to content.
- ▶ For broadcast submissions, an active link to published content or downloadable file.
- ▶ Optional: Screenshots of social media activity related to article.

**\*Please note: Incomplete submissions will be disqualified.**

### *Important Dates/Deadlines*

- ▶ Entries must be emailed by 9/16/2019.
- ▶ Late entries will be accepted for an additional fee and must be emailed by 9/20/2019.
- ▶ Finalists will be notified on 9/26/2019 and asked to submit the name of the individual who will be in attendance to accept recognition at The Skin Cancer Foundation’s Champions for Change Gala, taking place October 17 in New York City. Event attendance is not mandatory.

### *Fees*

- ▶ A media outlet may enter more than one article for consideration. The fee is \$50 for the first entry. Two entries are \$75.  
\*\*Entries submitted via email after the 9/16/2019 deadline require an entry fee of \$75.\*\*

### *Prizes/Recognition*

Award recipient will be the media outlet and the individual who wrote, assigned or produced the piece. Three finalists will be recognized at The Skin Cancer Foundation’s Champions for Change Gala, where the Media Award will be presented to one winner in front of an audience of the Foundation’s donors, industry and physician allies and celebrity supporters. Finalists will be publicly recognized via Gala media outreach, on SkinCancer.org and in The Skin Cancer Foundation Journal. In addition to the award and a certificate of recognition, all finalists and the winner will receive a specially designed digital emblem for promotional use online, on-air, in-book and in PR and marketing initiatives.



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## Entry Form

***This form must be submitted with your entry.***

Date / /

Media Outlet \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Title of Piece \_\_\_\_\_

Reporter \_\_\_\_\_ Editor \_\_\_\_\_

Producer, if applicable \_\_\_\_\_ Run Date / /

Web link to submission (optional) \_\_\_\_\_

### ***Payment***

Billing Address \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Number of Entries \_\_\_\_\_ Total Payment \_\_\_\_\_

### ***Payment Method***

Visa  MasterCard  American Express

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date / / CW \_\_\_\_\_

Checks are also accepted; please contact [mediaaward@skincancer.org](mailto:mediaaward@skincancer.org) for instructions.



Submit entries to: [mediaaward@skincancer.org](mailto:mediaaward@skincancer.org)