

Association of German Medical Journalists [Verband Deutscher Medizinjournalisten]

Business address: Verband Deutscher
Medizinjournalisten (VDMJ) Chemnitzer Str. 21
D-70597 Stuttgart Germany



Announcement of the European Journalists' Prize

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Preamble

The announcement of the European Journalists' Prize is intended to reflect the significance of medical news reporting both within the borders of Germany and beyond. In this age of globalization, and as the countries belonging to Europe move closer together, it is important to keep up with contemporary developments.

The Association of German Medical Journalists (VDMJ) hopes that this prize will act as a signal. In the race to carry out fundamental medical research, Europe would long since have lost touch with the field if national interests had taken priority over knowledge and professionalism.

The European Journalists' Prize is sponsored by Bayer HealthCare AG, Leverkusen, and was awarded by the Association of German Medical Journalists (VDMJ) for the first time in 2003.

1. The European Journalists' Prize will be awarded for what the jury deems to be the year's most outstanding medical journalistic publication or program. Authors must have their main residence in Europe.
2. Applications/suggestions can be submitted by:
 - the author him-/herself
 - the editorial service responsible for the publication
 - medical journalists who are members of the Association of German Medical Journalists (VDMJ).

The submitted work should be characterized by the contemporary nature of its topic, factual correctness and the use of various means of representation.

The carefully researched work must take a critical, easily comprehensible and objective approach to a medical or health-related subject.

3. The prize will be announced annually for medical journalistic work published in one of the following categories in Europe:
 - Printed media
 - Radio
 - Television/film

4. The work must be submitted to the

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Chemnitzer Strasse 21 70597 Stuttgart

by 31.01.2012. The work must have been published between January 1 and December 31 of the year in question and must not have received any other awards beforehand.

5. The work should be submitted in the following form:
 - Printed media two printed copies
 - Radio one CD (please submit a script)
 - Television/film one DVD (please submit a script)

6. Work published during the year in question may be submitted in German or in the language of the country in which it appeared with an English translation. The submitted work must be intended for the public.

7. Only one piece of work may be submitted per author. If several pieces of work are submitted, the entire application will be rejected. In the case of series, the author must select one episode from the series for submission. Any complete series submitted will be rejected, books as well.

8. The application must specify:

- Name/address
- Date/place of birth
- Brief CV
- Title/date of publication
- Details of the publishing body (newspaper, journal, broadcaster)

Incomplete applications and applications which do not comply with the requirements and stated criteria will be rejected.

9. The prize is endowed with EUR 7,500 and may be split.

10. The sponsor of the prize is:

Bayer HealthCare AG, Leverkusen.

11. The prize was initiated by and will be awarded by:

The Association of German Medical Journalists (VDMJ).

12. The prize will be announced to:

- The European press agencies
- The organs of the journalistic associations
- The working group of medical publicists/Klub der Wissenschaftsjournalisten e.V.
- The Vereinigung der Deutschen Medizinischen Fach- und Landespresse e. V.
- The Kollegium der Medizinjournalisten

13. The jury comprises:

- one person from each of the three associations which form the VDMJ
- up to three persons from other European countries
- up to two further persons who are not from the associations which form the VDMJ
- one representative of the sponsor as a non-voting member of the jury.

14. The jurors will perform their selection work on a voluntary basis.

15. The jury's decision must be made in a joint meeting by March 30 of the following year. The award-winner must declare within four weeks whether he/she will accept the prize.

16. The jury's decision is final.