



**Clinical
Oncological
Society of
Australia**

Lilly

Answers That Matter.

Enlightened, Intelligent & Inspiring Cancer Reporting

**Luminous
Award
Australia™**

Oncology Journalism Award Luminous Award Australia 2009

Enlightened, Intelligent and Inspiring Cancer Reporting

The Luminous Award Australia recognises outstanding journalism in the field of oncology. Hosted by the Clinical Oncological Society of Australia, the Luminous Award Australia honours journalists who serve their readers/viewers by providing responsible, accurate and timely information on advances in cancer prevention, research, treatment and patient support.

The Luminous Award Australia offers a cash prize of AU\$5,000 in each of two categories – print and broadcast.

The Luminous Award is proudly supported by Eli Lilly Australia.



About the award

The Luminous Award honours journalists who serve their readers/ viewers by providing responsible, accurate and timely information on advances in cancer prevention, research, treatment and patient support.

Why oncology?

Cancer is the leading cause of death in Australia with more than 39,000 people dying from cancer each year.

The good news is that we are seeing important advances in treatment, prevention and patient care.

The Luminous Award recognises those who help raise awareness, provide accurate and balanced information and keep consumers informed about these potentially life saving advances. With the enormous burden cancer places on the Australian community we want to acknowledge the vital role of journalists in keeping the public informed.

Judging panel

The Luminous Award Australia is judged by an independent panel represented by the following organisations:

- Asbestos Diseases Foundation of Australia
- Australian Medical Writers Association
- Brain Foundation
- Cancer Council Australia
- Cancer Voices Australia
- Clinical Oncological Society of Australia
- Leukaemia Foundation Australia
- National Breast & Ovarian Cancer Centre
- National Breast Cancer Foundation
- Prostate Cancer Foundation of Australia
- The Australian Lung Foundation

Award criteria

The judging panel will use the following criteria to judge all entries:

1. News value (significance of the information presented)
2. Ability to stimulate awareness about advances in oncology and cancer control (prevention, treatment, patient care etc)
3. Presentation of new data, research and treatments
4. Clarity, accuracy and balance in describing the science behind the story
5. Communicating effectively for a lay audience
6. Creative journalistic approach

Prizes

The winner of the Luminous Award Australia will receive:

- Cash prize of AU\$5000 in each of two categories (print and broadcast)
- Commemorative plaque
- Congratulatory letter to the winner's editor



Conditions of entry

1. Nominations will be accepted from practising journalists who submit a completed nomination form by 31 July 2009. All nominations must reach the address below by 5.00pm (EST) on 31 July 2009. The winner will be announced during the Clinical Oncological Society of Australia (COSA) conference on the Gold Coast on 17-19 November 2009. More information about the awards ceremony can be found at www.cosa.org.au.
2. All nomination forms must be scanned and submitted by email to cosa@cancer.org.au with the scanned print article. Broadcast nomination forms should be emailed and the DVD posted to the COSA office.
3. The nomination form must be completed in English.
4. All entries must be completed with a justification, not exceeding 500 words (see back of nomination form). Any entries without a justification will not be accepted.
5. Incomplete nomination forms or those faxed will not be accepted.
6. Print articles can be up to 2000 words.
7. Journalists are permitted to submit no more than two editorial items. A separate nomination form with justification must be attached to each entry.
8. All entries submitted must be original pieces of work.
9. All articles must have been published or broadcast between November 2007 and May 2009.
10. Web entries may be submitted using a scan of a printout of the web pages, and a live link to the web page containing the article.
11. Broadcast submissions can be up to 15 minutes and must be supplied on a clearly labelled DVD, including the journalist's name, title of work, and contact details. The nomination form should be completed, scanned and emailed to cosa@cancer.org.au
12. A series will not be accepted, however, an article that forms part of a series may be submitted.
13. If you are nominating someone else, that person should consent to the nomination.
14. Nomination forms or accompanying articles will not be returned.

Further information

If you have any questions about the Luminous Award, please email cosa@cancer.org.au.

Nomination form

Download your nomination form at www.cosa.org.au.

Remember, completed forms must be scanned and returned electronically to cosa@cancer.org.au

It is important you complete all questions on the form, including the justification question on the last page. Incomplete nomination forms will not be accepted.

Each submission requires a separate nomination form.

Please note: Journalists can submit no more than two entries to the Luminous Award Australia competition.

Entry deadline

Entries open for the 2009 Luminous Award on 1 June 2009. The closing date for entries is 31 July 2009. All nomination forms and articles or DVDs must be received by 5:00pm (EST) on Friday 31 July 2009.

How to submit your entry

CHECKLIST FOR PRINT ARTICLES

- Nomination forms should be completed, then scanned and emailed to cosa@cancer.org.au
- Your article should be scanned and sent as a PDF to cosa@cancer.org.au with your completed nomination form.
- Each submission requires a separate nomination form.

CHECKLIST FOR BROADCAST ARTICLES

- Nomination forms should be completed, then scanned and emailed to cosa@cancer.org.au
- A clearly labelled DVD with your broadcast piece should be posted to:
The Clinical Oncological Society of Australia
Attn: Luminous Award Australia
120 Chalmers St
Surry Hills NSW 2010
- Each submission requires a separate nomination form

Winning entries

Winners in two categories (print and broadcast) will be announced at the Clinical Oncological Society of Australia conference in November. Information about the COSA conference can be found at www.cosa.org.au.

Feedback

We welcome your feedback about the Luminous Award program or the entry process. Please send any comments to cosa@cancer.org.au.