

## Training and networking conference celebrates twenty-five years

Medical communications pioneer Timothy Johnson, MD, headlines an all-star lineup at the NAMC Awards Banquet April 16, 2005. Dr. Johnson will receive a lifetime achievement award from NAMC for his contribution to medical television, health communications and broadcast journalism with a speech entitled "25 Years in Medicine and Media: A Perspective."

For more than 30 years, Dr. Johnson has been providing medical reports for ABC News' "Good Morning America" as well as reporting for "World News Tonight," "Nightline" and "20/20." He has written and/or edited several books and is the founding editor of the *Harvard Medical School Health Letter*.

Dr. Johnson's lengthy and impressive history as a medical journalist distinguishes him as someone who is more than deserving of one of NAMC's highest honors. NAMC will also be announcing its newly elected officers at the awards banquet.



Dr. Tim Johnson

The NAMC Awards Banquet is held annually in conjunction with the American Medical Association's popular annual Medical Communications and Health Reporting Conference, with its 25th Anniversary. The conference is the longest running AMA event outside its annual interim and annual meetings. Year after year, this event has proven to be one of the most important to the medical reporting community. The opportunity to network with new faces, catch up with old ones and find out about all of the new developments and perspectives in a common field is priceless. The conference will run from April 14-16, 2005, in Washington, DC.

This year promises to be a blockbuster, with new educational sessions and panel discussions featuring two prominent keynote speakers Andrew C. von Eschenbach, MD, of the National Cancer Institute and Isadore Rosenfeld, MD, from *PARADE* magazine. Additionally, there will be slew of top com-

munications representatives from the National Institutes of Health, the Infectious Diseases Society of America, AARP and the American Diabetes Association. Two exciting panels are headlining the program: *Docs in Congress*, which will feature elected physicians talking about health care policy issues; and *On the Front Page: How National Health Organizations Talk to the Public*, which will gather top communications experts from several major news sources to discuss the daily challenges they face with the news, the media, the consumer, government and their message.

As always, NAMC appreciates the opportunity to work with such an impressive group of professionals as are found at the AMA. Without the support of NAMC members, these pivotal events would not happen. Mike Lynch at the AMA noted that "it is critical to the success of the Health Reporting Conference that we have the support of a prestigious organization with the kind of outreach and member base that NAMC commands."

For more information visit these Web sites: [www.namc.info](http://www.namc.info) or [www.ama-assn.org](http://www.ama-assn.org)

## MemberNews



**Marie Savard, MD,** examines women's health issues from the perspective of body shape in her new book, *Apples & Pears: The Body Shape Solution for Weight Loss and Wellness*. Whether women tend to store fat around their waists (an apple shape) or lower down around

their hips, thighs and buttocks (a pear shape), few understand the dramatic impact body shape has on their health. She explores how a woman's life is affected by her shape including weight loss, fertility, menopausal symptoms, response to birth control pills and hormone replacement, emotional volatility, body image, and risks of breast cancer, heart disease, diabetes, osteoporosis and other disorders. The book provides shape-specific diet plans, wellness tips, medication

recommendations and health maintenance strategies for women of all ages.

A downloadable media kit is available at [www.applesandpears.org](http://www.applesandpears.org), which includes a body-shape calculator, women's stories and health logs.

For more information and to review copies, contact Eileen Mackison at [eileen@drsavard.com](mailto:eileen@drsavard.com).

For more MemberNews, see page 3

## CALLING ALL ENTRIES

NAMC members wishing to showcase their on-air products and receive peer recognition should consider entering the NAMC Award of Excellence competition. Sponsored annually by NAMC, the award honors superb television or radio work. An application form

is part of this newsletter and will also be included in our March 2005 newsletter. The deadline for entry is April 7, 2005. All entries should be sent to NAMC, c/o Stewart Communications, Ltd., 325 W. Huron, Suite 711, Chicago, IL 60610.

## VOTE

Don't forget to cast your vote in this year's board election. Candidate backgrounds are included in this issue. For more information and to learn how to vote in our new on-line ballot, please visit [www.namc.info](http://www.namc.info).

# Board of Directors

<b>President</b>	Bruce B. Dan, MD
<b>Vice President</b>	Col. Paul B. Little, MD
<b>Secretary/Treasurer</b>	Brian Doyle, MD
<b>Immediate Past President</b>	Helen Chickering
<b>Board Members</b>	Christine Dumas, DDS Dianne E. McCallister, MD Robin Miller, MD, MHS Scott Nelson, MD Kevin Soden, MD

## the NAMC office IS MANAGED BY & LOCATED AT:

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c/o NAMC

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## NAMC staff

<b>Publisher</b>	Jill O'Mahony Stewart
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<b>Writer/Researcher</b>	Michelle Weber
<b>Membership</b>	Michelle O'Connor
<b>Webmaster</b>	Helen Chickering
<b>Graphic Designer</b>	Larry I. Roth
<b>Proofreader</b>	Joan Gordon

## Write articles for NAMC

Attention NAMC members: we need your input! We would like to print your stories in upcoming newsletters. Articles must be less than 150 words, and the content should be about medical communications trends, career developments, personal experiences, research studies or communications news.

Send your submissions to Michelle O'Connor by email at: [michelleo@stewcommltd.com](mailto:michelleo@stewcommltd.com) or mail to the NAMC office. Members may also submit a photo with their story.



## NAMC MISSION STATEMENT

The mission of the National Association of Medical Communicators (NAMC) is to unite and support medical journalists and communicators as they provide accurate health information to consumers via various media including broadcast, print and the Internet. The National Association of Medical Communicators is a non-profit organization located in Chicago, IL.

# Letter from the President

*"My, people come and go so quickly here."*

*DOROTHY, THE WIZARD OF OZ*

Since my tenure as NAMC president ends in April, this column will be my last to you. As all exits seem to be, it will be bittersweet. Although I am saddened that my opportunity to work with you and serve the organization will soon be coming to an end, I am gladened by the fact that the position will be more than ably filled by President-elect Paul Little, who has served the association so well for so long.

I want to take this opportunity to thank him and all the NAMC officers and Board members for making my job so easy this past year. In addition, I'd like to extend my appreciation to Jill Stewart and Michelle K. O'Connor at Stewart Communications for making the administrative tasks this last year so much easier.

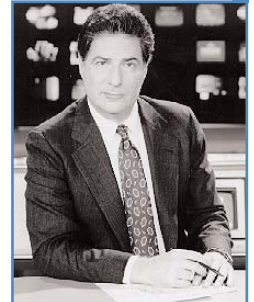
I also want to thank all of you who have volunteered your efforts, made suggestions and kept the association vibrant. NAMC exists for your benefit, and we look forward to your continued support. In this issue, you'll find the ballot for the election of officers and open board positions. This election will select the people who will lead the organization over the next several years, so please take the time to read over the biographies of the candidates and make your choices known.

We are now moving toward all-electronic voting; however, this year's elections will be

conducted both on our Web site and by fax. Sending in ballots by fax is an accommodation to those not used to our Web mechanics, but we will soon announce a revamped Web site with improvements in our day-to-day communications with members.

The announcement of the election results will be presented at the annual meeting April 14-16 in Washington, DC in conjunction with the AMA's 25th Annual Medical Communications and Health Reporting Conference. The meeting portends to be the best gathering in NAMC history, and Washington is absolutely gorgeous around cherry-blossom time. Don't miss this one.

Lastly, I would just like to say that I have enjoyed myself greatly serving as an NAMC officer and board member. Thank you for allowing me the privilege of being part of the association and having so much fun. My best wishes to all of you and for your future successes.



*Bruce B. Dan, MD*

## Bits & Bites

**Q** I have a large collection of my on-air segments on VHS videotape. I want to preserve them by transferring them over to DVD, but I'm not sure of the best way to go about it. Any suggestions?

*M.S., Philadelphia*

**A** Sony has recently announced that it is no longer manufacturing VHS VCRs, and no doubt their competitors will shortly follow suit. Like its cousins, the venerable 8-track cartridges, VHS tapes will soon lack any devices on which to play them. It's an end of an era, although you still have a few years left. It's a good time to start planning a more permanent archive so your children will know what you looked like when TV existed.

One method would be to purchase an analog-to-digital converter (A/D or ADC), plug the output from your VCR into the ADC, connect it to your PC with the right kind of cables, capture the digital signal with an

editing software suite and then burn the video to a DVD. Of course, you'll have to worry about whether you needed a Dual Slope Integrating Converter, Charge Balancing Converter or a Flash Converter, or whether you had to have 8-bit, 12-bit or 16-bit conversion, or if your computer had enough RAM to deal with it all. Complicated enough?

Or you can find a local video production house, which for a handsome fee, will be more than glad to do the dirty work for you. That is, if they copy only the stuff you want and don't lose your priceless tapes in the process. Fortunately, help is at hand. A raft of new combo VHS/DVD player-recorders have hit the market that allow you to simply insert your VHS tape in one side of the dual deck recorder, a blank DVD in the other, hit play and record, and voilà, you've built a bridge to the 21st century!

I know of at least seven that are currently available, the Panasonic DMR-E75V, RCA DRC8300N, Philips DVDR615, LITE-ON LVW-5005, Toshiba D-VR3, GoVideo VR2940 and the JVC DR-MV1S, priced between \$220-\$400. Each has its own

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# MemberNews

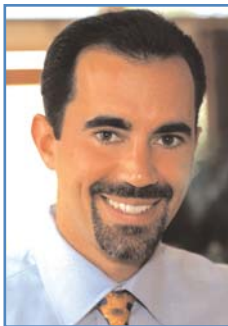
**Glenn Miya, MD**, has signed on as producer for PBS's "It's Your Call," a live call-in TV show airing on KVCR Inland Valley affiliate in California. The show tackles various medical topics as well as controversies in law, education and civic issues. Upcoming segments will include an ongoing



look at the needs of foster teens, attempting to capture the lives of foster youth on audio tape for one year.

**Jim Keany, MD**, and Bill Handel, have, for the second consecutive year, been recognized by the Communicator Awards. "Dr Jim" is a regular contributor and medical analyst for the top-rated "Bill Handel Show," airing mornings on KFI 640 AM, Los Angeles. The Communicator Awards granted its highest honor, the 2004 Award of Excellence, in the category of Medical News Radio, for the segment Dr. Keany and Mr. Handel completed titled *Marijuana Addiction, Teens, and ADD*, which also received an Honorable Mention.

**Tom Linden, MD**, former NAMC president, has contributed a chapter titled "Medical Reporting for the Electronic Media" for the newly published *Health Writer's Handbook*, Second Edition, written by Barbara Gastel, MD. This chapter traces the history of medical broadcasting from its origins in 1948 with the *Johns Hopkins Science Review* on WMAR-TV, Baltimore, through the rise and fall of Lifetime Medical Television, American Medical Television and the Medical News Network. The chapter also includes a primer on how to put together a medical television script, plus tips on voicing and writing for radio and the Web. Dr. Linden is Glaxo-Wellcome Distinguished Professor of Medical



Journalism and director of the medical journalism program at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill.

**Sandra R. Gordon** (*second from the right*), Director of Public Education and



Media Relations for the American Academy of Orthopedic Surgeons (AAOS), has been awarded the PR News Professional of the Year honor at its annual awards luncheon. Gordon won in the Nonprofit/Associations category. The *PR News*' Professional of the Year Award recognizes the outstanding communicators of the year; it focuses on those people who raised the bar in driving successful public relations campaigns and combining strategic planning with seamless execution. Gordon was recognized for her outstanding planning, direction and execution of the American Academy of Orthopedic Surgeons' various public relations initiatives, most notably the Legacy of Heroes program. This project included two traveling exhibitions, a book, video documentary and Web site.

**Michael A. Lenoir MD**, has recently produced and/or hosted several programs including: a one-hour talk show on KPFA radio called "About Health," which features guests in both traditional and nontraditional health; a 30-minute television program called "Ethnic Health America" for public television KMTP, San Francisco and The Black Family Channel; and a one-minute feature called "Abouthealthtime," covering various topics in health targeted at ethnic minority populations on urban radio in several cities across the country.

A ten-city media tour kicked off in February, designed to increase awareness on issues related to asthma in the African-American community. Dr. Lenoir will be working with George Strait, VP of corporate communications at the University of California at Berkeley, to develop

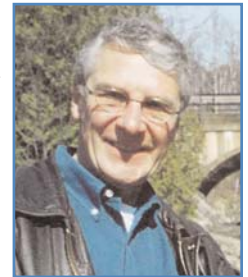


a long-range media strategy to enhance production of media that focus on how different health issues impact minority communities in health.

**Harvey Passes, DDS**, hosts a CableVision show entitled "Dr. Harvey Passes Presents..." which broadcasts ten times a week in Long Island. He recently finished two shows on gastroesophageal reflux disease (GERD), which explained a condition that many people experience but do not understand.

**Tom Toftey** has expanded his firm Toftey Consulting to include qualitative research. He has been certified by the RIVA Training Institute to serve as a moderator for focus groups and conduct one-on-one interviews for companies and organizations.

Mr. Toftey's 22-year background at the American Medical Association as director of communications and corporate relations, his consultative work for the American Academy of Family Physicians and his teaching experience have laid the groundwork for his next endeavor: moderating focus groups on health and medicine.



**Barbara Ficarra, RN, BSN, MPA**, is an administrative head nurse at Hackensack

University Medical Center. She has produced eight videos for HUMC as well as 30-second and 60-second commercial pieces. One of the videos, "Magnet Nurses @ HUMC," was a finalist in the 2004 Freddie Awards.

Ms. Ficarra recently published an article in *Nursing Spectrum* entitled "Speak to the Heart." She is beginning to attend broadcasting classes in an attempt to take her career in a new direction as a health reporter/broadcaster.

**Ari Brown, MD**, is one of NAMC's newest members. She is a pediatrician in Austin, TX, and the co-author of the parenting book, *Baby 411: Clear Answers and Smart Advice for Your Baby's First Year*.



*MemberNews continues on page 6*

IT'S ELECTION TIME AGAIN

# Candidates for NAMC Board

This year, NAMC is moving to an online ballot for the board elections. On March 1, 2005, NAMC members received an e-mail invitation to cast their vote by visiting the NAMC Web site ([www.namc.info](http://www.namc.info)). On the NAMC home page, click on VOTE to be linked to the online

ballot. This year's ballot is designed to provide links to candidate descriptions by clicking on the candidate's name. For your convenience, the ballot is also available to print and fax: just simply download the ballot by clicking [DOWNLOAD BALLOT HERE](#), print,

cast your vote and fax your vote to 312-751-1372, attn. Michelle. The results of the election will be announced at the NAMC Awards Banquet on Saturday, April 16, in Washington, DC. The following NAMC members are the candidates for the board positions.

**RUNNING FOR VP/PRES-ELECT:**

**Brian B. Doyle, MD**, is in private psychiatric practice in Washington, DC. For the past eight years he has hosted "Medical Answers," a medical interview TV program broadcast nationwide over Public Broadcasting System affiliates. He is clinical professor of psychiatry and of family and community medicine at Georgetown University Medical School.



His book, *Inside*

*Adult ADHD*, will be published by the American Psychiatric Press later this year. For fun, he directs and acts in plays for the Cosmos Club Theater in Washington, and he directs "The Cosmo-notes," a satirical singing group.

**RUNNING FOR SECRETARY-TREASURER:**

**Robin Miller, MD**, is a practicing internist and assistant professor in medical informatics at Oregon Health Sciences University. She is a medical reporter for KOB-TV (NBC) in southern Oregon.

She hosts a weekly call-in segment on the evening news. She also writes, produces and hosts the health series, "Is There a Doctor in the House?" The series is seen daily throughout southern Oregon and will soon be broadcast to other areas of the state. The series emphasizes prevention and offers information on health in a humorous format.



**BOARD CANDIDATES:**

**Dr. Keith A. Robinson, DDS**, was professionally trained as a fixed prosthodontist and dental oncologist (M.D. Anderson Cancer Hospital and Tumor Institute, Houston, Texas). He devotes his full time to television media as producer for "The Brutal Truth

Project." Health Media Network, LLC served as the platform for his initial foray into producing television documentaries, and that work succeeded in receiving three Emmy Awards ("The Brutal Truth: A violence documentary, 2002"). The current project in the fund-acquisition stage is titled "The Brutal Truth: Violence prevention," which will begin production in June 2005. Besides serving as producer with his partner Carrie Woliver, Dr. Keith will serve as host for what is being crafted as a new approach to public education and prevention awareness through the documentary format. As host to more than 500 nationally syndicated health radio talk shows ("America Talks Health with Dr. Keith Robinson") and multiple professional video features, he has enjoyed great diversity of opportunity in the delivery of health information to audiences of all sizes and backgrounds.



**Sandra Gordon** is director of public education and media relations at the American Academy of Orthopaedic Surgeons. The programs she has created and developed include public service announcement campaigns, Prevent Injuries America!®, Safe, Accessible Playground Builds, eMotion Pictures: An Exhibition of Orthopaedics in Art, Patient Safety Is No Accident, Community Orthopaedic Awareness Program, comprehensive media relations and Legacy of Heroes. She is the creator of more than 300 award-winning national public service campaigns for nonprofit organizations, including the American Academy of Dermatology and Easter Seals, where she won an Emmy for the national TV ad, "Give Ability a Chance." In the five years since it was formed, the Public Education and Media Relations



Department has won more than 80 awards for programs promoting orthopaedics. Gordon has received national and international recognition for creativity and innovation including the Publicity Club of Chicago's Elynore D. Meserow Creativity Award, three Freddie Awards, two Emmy finalists and four Best of Shows in international competitions. Gordon was recently named the PR Professional of the Year for nonprofit/associations by *PR News* Platinum PR Awards. Gordon serves on the board of directors of the Multiple Sclerosis Society of Greater Illinois and is a volunteer at the Palliative Care Center and Hospice of the North Shore in Illinois.

**Tanya Remer Altmann, MD, FAAP**, is a board certified pediatrician in private practice, clinical instructor at UCLA and author. As an active Fellow of the American Academy of Pediatrics (AAP), she is on the executive board of the section on media and co-chairman of the media resource team. Committed to family, Dr. Tanya is on the editorial board of the AAP's best-selling parenting book, *Caring for Your Baby and Young Child: Birth to Age 5*, a columnist for *Los Angeles Family* magazine and parenting workshop instructor. Dr. Tanya has regularly appeared as a medical expert on numerous television programs including KEYT (ABC affiliate) Santa Barbara morning news and Lifetime's "What Should You Do?" She is currently a regular guest on the PBS parenting show "A Place of Our Own" and on the Food Network program, "Take It Off!" As a spokesperson for the AAP, the Evenflo Safe Baby and Toddler Council and Ross Pediatric Nutrition, she has been featured in several educational videos. Both independently and through her work with the AAP Media Resource Team, Dr. Tanya has advised many television shows, including "ER," "Family Law" and "Citizen Baines." She and her husband live in the Los Angeles area and are expecting their first child in June.



PREVENTING THE PREVENTABLE

# States' initiatives to eliminate cervical cancer fall short

*This article is the third in a series about the fight to eliminate cervical cancer and how women can better prepare themselves for their annual doctor visit.*

By Susan Crosby

For the first time in history, the ability to eliminate cervical cancer exists. Medical experts now know what causes this deadly disease – the human papillomavirus (HPV) – and a test for the culprit can now be administered along with the traditional Pap smear. And yet, according to a national report issued by Women In Government, none of the states are where they should be in the fight against cervical cancer – underscoring the fact that even those that fare best have significant room to improve.

A crucial step toward eliminating this fatal disease is for journalists to help educate legislators and physicians about the link between cervical cancer and HPV as well as about the importance of regular screening for the virus and the abnormal cells it can cause. Experts agree that the best way to prevent cervical cancer is for women to be screened regularly, enabling abnormal cells to be caught and

treated early – before they can develop into cancer. And yet, Women In Government's report – *A Call to Action: The "State" of Cervical Cancer in America* – shows that many women are not screened at the recommended intervals.

In addition, the report found that too many screening programs rely only on the Pap test, despite the fact that new technology – a test for high-risk types of HPV – is available that can better identify women needing early intervention. When used alone, the Pap fails to identify women at risk for cervical cancer an average of 15 to 49 percent of the time. When the Pap is combined with the HPV test in women 30 and older (those most at risk), the ability to identify women who need early intervention increases to almost 100 percent. However, while 46 states and the District of Columbia cover the cost of HPV testing through Medicaid when medically necessary, many physicians are not yet routinely offering this advanced technology as a standard of care.

The Women In Government report is based on current data in each state for cervical cancer incidence and mortality rates, women's access to screening using the most up-to-date techniques and the legislative action around

the issue. Among the findings:

- No state received an "excellent" grade.
- Massachusetts scored highest, with 75 percent (12 out of 16 possible points), followed by Illinois, Maryland and North Carolina (69 percent or 11 out of 16 points each).
- Tennessee and Texas scored lowest (25 percent or 4 out of 16 points), followed by Wyoming and Nevada (31 percent or 5 out of 16 points).

Cervical cancer strikes 10,520 women in the United States each year and is second only to breast cancer in the number of women it affects worldwide. Given that cervical cancer is one of the most preventable of all cancers, Women In Government has made eliminating the disease over the next 10 years one of the organization's top priorities. We are calling on state legislators, public health officials, advocates and others to renew efforts to prevent cervical cancer by ensuring that all women have access to screening using the most advanced techniques available – regardless of their socioeconomic status.

For a copy of the full report or for more information on Women In Government, visit [www.womeningovernment.org/prevention](http://www.womeningovernment.org/prevention).

*Susan Crosby is the acting executive director for Women In Government.*

# A DAY IN THE LIFE

by Scott Nelson, MD

I suppose there is a tendency amongst some of us in medical broadcasting to dream of being in a large market or at the network level. However, one must then choose topics to suit a vast array of viewers, often a daunting task! It is for this reason I feel there is a critical need for us to be active in our local markets, particularly small ones (WARNING: very little income can be expected!). I have enjoyed my affiliation with WABG-TV (ABC) in Greenville, Mississippi, for two reasons.

First, you fly by the seat of your pants. There are no makeup people, no floor directors, no one to run the teleprompter, and usually you have to shoot your own stories in the field. Such activity was really a bummer during the days of the heavy 3/4" format cameras, which WABG had until just a few years ago! The station has a remote studio in my hometown of Cleveland, Mississippi. I am truly a one-man operation with live shots. We have two field cameras set up with field spotlights tied into a mixer board. I also have a small DVC-PRO edit bay. When I go live

from Cleveland on the news, I call the engineer to get the authorization code for the microwave link, then call the control room to bring up the shot. I then lay my white lab coat (I usually come to the studio straight from the clinic) over the chair to white-balance the camera. Then I have to run back and forth to the control/mixer board to set my video and audio just right. Teleprompters?? Nah, don't need them. I simply take my scripts and enlarge them on the office copier and tape them above and below the lens. It works well unless the air conditioner comes on and the vent blows the paper over. I have found that extra cellophane tape helps. All this may sound like a hassle to those in larger markets, but it sure is fun for me to get experience in different facets of broadcasting including editing and shooting my own stories.

Second, being in a rural area with a physician shortage, I may well be the only source of physician advice a person gets that day. It is well known that we lead the nation in the incidence of diabetes, high blood pressure and obesity. Naturally we tend to focus more on these topics. It is critically important to

write copy that avoids "medspeak." A large proportion of our audience lacks education and disease awareness. Therefore, the terms hypertension, diabetes and cardiovascular disease often have to be replaced with high blood pressure (sometimes even known as "the high blood"), high blood sugar, or "the sugar," and telling people they just have too much fat on them. Certainly I don't get into slang terms, but there is clearly a balance to be struck in order to get your point across in an understandable fashion. It is really gratifying to get stopped at the grocery store or the mall and have someone thank me for a particular story.

I always try to keep in mind the importance of our mission as medical broadcasters. I feel that our realm of the media world has the most potential for a positive impact on people. I encourage all present and future NAMC members to become active with their local media, no matter how small. Trust me, you will make a positive difference in someone's life.

*Dr. Nelson is the health reporter for WABG-TV, the ABC affiliate in Greenville, MS.*

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Dr. Brown is a spokesperson for both the American Academy of Pediatrics and Texas Medical Association and has appeared on the NBC "Today Show" and CNN "Accent Health," as well as being quoted in numerous publications including the *Wall Street Journal*, *Washington Post*, *Better Homes and Gardens*, *Real Simple*, *Parenting*, and *Parents Magazine*. Her most recent project is a new book, tentatively titled, *Baby 411: The Grandparent Edition*, due for publication in September 2005. Dr. Brown hopes that this book will bridge the communication gap between parents and their own parents when it comes to raising a baby. The author encourages NAMC members to contact her to share advice or personal anecdotes about your mother-in-law at [baby411doc@yahoo.com](mailto:baby411doc@yahoo.com) or at 512-762-6362.

**Erika Schwartz, MD**, serves a large community of women of all ages, providing education, information and guidance in the world of health with her Web site, [www.drerika.com](http://www.drerika.com). Dr. Schwartz's goal is to increase awareness, provide support and empower women to take control of their health care and live



life to its fullest. Through the links to amazon.com, e-diets and government agencies, women are given access to legitimate information only; this site is not sponsored by any outside organization, and Dr. Schwartz admits that it does present her own personal bias toward good health, kindness and common sense.

*Bits & Bites • continued from page 2*  
advantages/disadvantages, from cable connections at the rear to the digital format they record on (DVD-R or DVD+R disks). The format really doesn't matter in this case since you can buy whatever disks they require.

Now your end result will be just a bunch of videos butted up against each other, so one day you'll still have to swing for that editing software to take out the outtakes and lay down a table of contents. That's a task for a rainy afternoon, but at least until then you have a way to preserve all that great work.

*If you have a question you'd like answered, send it to [support@namc.info](mailto:support@namc.info), and list Bits & Bites in the subject line.*

## NEW Members

<b>Ari Brown</b> <i>Austin, TX</i>	<b>Carol Kornmehl</b> <i>Morganville, NJ</i>
<b>Randy Easterling</b> <i>Vicksburg, MS</i>	<b>Mary E. Thorne, MD</b> <i>East Lansing, MI</i>
<b>Michelle Gourdine</b> <i>Baltimore, MD</i>	

welcome

FOR CALENDAR EVENTS  
check out the NAMC Web site at:  
[www.namc.info](http://www.namc.info)

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- Member News
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## National Association of Medical Communicators

c/o Stewart Communications, Ltd.  
325 West Huron, Suite 711



# NAMC AWARDS EXCELLENCE IN BROADCAST HEALTH COMMUNICATIONS

GAIN RECOGNITION FOR YOUR TALENT AND ACHIEVEMENT

## Award for Excellence 2005 COMPETITION

### THE AWARD

The National Association of Medical Communicators established the NAMC Award for Excellence to acknowledge outstanding achievement in broadcast health communications. Each year, the award goes to the NAMC member who most successfully combines instructional design, production and performance to create a video program that positively impacts public health. The award presentation takes place at the NAMC banquet during the American Medical Association's Medical Communications and Health Reporting Conference.

### ELIGIBILITY

To be eligible, a candidate must be an NAMC member (judging board members are excluded, while previous winners are eligible), complete an official application and submit it with a VHS tape or DVD. The tape/DVD must be labeled with applicant's name, address, phone number and the title of the entry.

### CRITERIA

Programs are evaluated based on:

**Instructional Design** (45%)  
including topic selection, research and educational objectives

**Production** (35%)  
including videography, sound, editing and graphics

**Performance** (20%)  
including relationship with audience, appearance, communications skills, style, presentation in a manner the audience can easily understand, and believability

### DEADLINE

Tapes and original entry forms must be received **no later than 5:00 p.m. CT, Friday, April 1, 2005.**

All tapes/DVDs and entry forms should be sent to:  
NAMC  
c/o Stewart Communications, Ltd.  
325 West Huron Street, Suite 711  
Chicago, IL 60610

Entry forms may be faxed to:  
**312-751-1372.**

### NOTIFICATION

Winners will be notified at the NAMC Awards Dinner on Saturday, April 16, 2005.

## 2005 NAMC Award APPLICATION

Name

Address

Title

Phone

Fax

E-mail

Station aired

Network (if applicable)

NAMC

**PURPOSE**

A general statement of the focal point of the program

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**BEHAVIORAL OBJECTIVES**

What you hoped to accomplish

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**AUDIENCE PROFILE**

Demographics of anticipated audience

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**AUXILIARY PROGRAMMING**

Mailbacks, integrated programming, organizational partnerships

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**FEEDBACK/RESULTS**

Attach additional page if needed

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