



2008 Aesculapius Award Entry Form

Please complete and return this form with your entry!

Please use a separate form for each entry. This form may be duplicated. Please type or print.

WWW site address or title of PSA entry:

Producer (to appear on award):

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____ Phone: _____

Fax: _____ Email: _____

WWW site

TV PSA (VHS or DVD)

Radio PSA (cassette or CD)

WWW site: Approximate number of pages _____

Length of PSA (seconds) _____

Category of organization primarily responsible for WWW site or PSA (check one)

Community group (non-profit)

Corporation (commercial company)

Educational institution

Educational organization or foundation (non-profit)

Government agency

Hospital or medical institution

Media (agency, PR firm, etc.)

Production company

Trade or professional association

Other, specify _____

Description: Please attach 1-page description of the WWW site/PSA to include the following:

- Objective of the WWW site or PSA, including target audience(s); steps in message development
- Name, title and organization of all those responsible for the creation and production of the WWW site or PSA
- Video, audio and/or graphic production facilities used. Explain which production stages were done in house; if from an outsource, name contractor
- For WWW sites, number of hits in 2007 and/or 2008; for PSAs, number of TV/radio station airings
- For PSAs, TV/radio stations, dates and approximate time of at least five airings in 2007 and/or 2008
- Budget; for in house productions, please estimate what it would have cost to produce the WWW sites or PSA outside
- Describe how the impact of the WWW site or PSA was evaluated and the results of the evaluation.

Entry fee: \$100 per entry: Please make checks payable to the "Health Improvement Institute."

Entry deadline: Entries and accompanying materials are due by September 5, 2008.

Dedicated to improving the quality and productivity of America's health care

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