



## 2010 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)

Hospital or medical institution

Corporation (commercial company)

Media (agency, PR firm, etc.)

Educational institution

Production company

Educational organization or foundation (non-profit)

Trade or professional association

Government agency

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 2009 and/or 2010; for PSAs, number of TV/radio station airings
- For PSAs, TV/radio stations, dates and approximate time of at least five airings in 2009 and/or 2010
- 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 10, 2010.**

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

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