



Call for Entries opens:
1 November 2004

Deadline:
1 March 2005

Entry fee:
US \$40

Projects may be entered as many categories as desired. An online entry form and fee is required for each submission.

Submission guidelines:
Award entries must be submitted via the online submission system. Guidelines and instructions are available at www.nursingsociety.org/programs

Judging:
Qualified judging panels representing strong talent and expertise are appointed.

Notification:
Nominees and recipients will be notified of the judges' decision by 1 July 2005.

Presentation:
All awards will be presented at the Honor Society of Nursing, Sigma Theta Tau International 38th Biennial Convention in Indianapolis, Indiana on 12-16 November 2005.

Contact us:
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www.nursingsociety.org/programs

Media Awards

PURPOSE

The Media Awards recognize and salute those communicators, information specialists, photo journalists, and creative individuals and groups who have pursued excellence in communicating nursing's rich and diverse stories and in sharing nursing's knowledge with the nursing community or general public.

Media Awards recognize both the public and nursing in the following areas:

PUBLIC MEDIA

- Print (published materials)
- Electronic (TV, radio, video, audio)
- Photography (published, displayed, printed, on video or on slides)
- Art (published, displayed, printed, on video or on slides)

NURSING MEDIA

- Print (published materials)
- Electronic (TV, radio, video, audio)
- Photography (published, displayed, printed, on video or on slides)
- Art (published, displayed, printed, on video or on slides)

ELIGIBILITY

- All materials produced from April 1, 2003, to March 1, 2005 are eligible.
- The designated target audience determines the overall category of eligibility.
- Target audience is defined as follows:
 - Nursing – All nurses, nursing organizations, institutions, or other groups that produce and issue information for nurses and the nursing profession.
 - Public – Information on nursing issued through traditional channels of communication that service the public.
- Chapter Newsletters are not eligible for Media Awards.

CRITERIA

Media Awards will be judged on the following criteria:

- Portrayal of a positive image of nursing
- Treatment of subject matter as it relates to nursing excellence, overall impact, effectiveness, clarity, imagination, and creativity
- Furtherance of the goals of the Honor Society of Nursing and heightened public awareness of nursing's societal contributions
- Subject matter presented in a clear, creative, and effective manner

(Cont.)



Sigma Theta Tau International
Honor Society of Nursing

SUBMISSION REQUIREMENTS

A complete nomination consists of:

- Online entry form and payment
- Projects that cannot be uploaded through the online process according to the submission guidelines, such as posters, displays, creative artwork, video cassettes and/or DVDs should:
 - Provide a brief description of the project through the online process
 - Mail the following to headquarters:
 - Five (5) copies of completed online entry form
 - Five (5) copies of project submission

Projects may be entered in as many categories as desired. **An online entry form and fee is required for each submission.**

CONTACT INFORMATION

For further information, please contact the following staff liaisons at +1.317.634.8171, 1.888.634.7575 (U.S. or Canada toll-free):

Public Media Awards – Print and Electronic
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*Public Media Awards – Photography and Art and
Nursing Media Awards – Print, Electronic, Photography and Art*
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Sigma Theta Tau International

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