American Latex Allergy Association

AAAAI Call For Enteries 2007 Annual Samter Journalism Award

October 18, 2007

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Subject line: CALL FOR ENTRIES: Have you written a story on allergic disease? Win $1000.
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Call for Entries
2007 Annual Samter Journalism Awards
Entry Deadline: October 31, 2007

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Win: Cash prize of $1000
Contact: Amber Johnson (**ajohnson@aaaai.org** [1])
Ph: (414) 272-6071

The American Academy of Allergy, Asthma & Immunology (AAAAI), the largest professional medical specialty organization in the United States representing allergists, asthma specialists, clinical immunologists, allied health professionals and others with a special interest in the research and treatment of allergic disease, is now accepting entries for the 2007 Annual Samter Journalism Awards.

The Samter Journalism Awards were developed by the AAAAI to celebrate and award outstanding medical/health reporting in allergic disease issues.

Winners in each category will receive a cash prize of $1000. The deadline for submissions is October 31, 2007. Entries must have been published or broadcast between September 1, 2006 and August 31, 2007. Allergic disorders including asthma, allergies, sinusitis and allergic skin disorders affect 20 percent of the United States population, and the prevalence continues to increase. As a result, the need for accurate, helpful and up-to-date information on these topics is in great demand. The Samter Journalism Award is given to those journalists who have made a positive impact on the general understanding of allergic diseases by the public.

Awards will be presented in the following categories:
? Consumer Print?Includes newspaper, magazines, and online publications written for the general public.
? Trade Print?Includes newspaper, magazines and online publications written for health care professionals.
? Radio & Television?Includes national and local pieces developed for the general public.

Entries will be judged on the quality with which each piece:
? Raises public awareness about some aspect of allergic disease.

? Recognizes the allergist/immunologist as the expert and most appropriate provider for the diagnosis and treatment of allergic and immunologic diseases.
? Directs the reader/listener to additional resources to further understand the issue.
? Is medically accurate.
? Is creative and the quality of writing/reporting is excellent.

All journalists are eligible to enter the Samter Awards program. THERE IS NO ENTRY FEE. For an entry form and more information on the Samter Journalism Award, visit the Media Center of the AAAAI Web site at **http://www.aaaai.org/media/samter_journalism_award** [2] or contact Amber Johnson, AAAAI Communications & Membership Coordinator at (414) 272-6071 or **ajohnson@aaaai.org** [1]

Established in 1943, the AAAAI has more than 6,500 members in the United States, Canada, and 60 other countries. The AAAAI serves as an advocate to the public by providing educational information through its Web site at **www.aaaai.org** [3]

For more information and an entry form, visit the Media Center of the AAAAI Web site,www.aaaai.org[3]
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Links:
[1] mailto:ajohnson@aaaai.org
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