



## 2<sup>nd</sup> International Journalism Award of the ESCF



### Contact details

ESCF - European Skin Cancer Foundation  
c/o Kaiserin-Friedrich-Haus  
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10115 Berlin, Germany

### Head

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### Foundation board

Univ.-Professor Dr. med. Eggert Stockfleth  
(Chairman)  
Univ.-Professor Dr. med. Wolfram Sterry  
Univ.-Professor Dr. med. Helmut Keri  
Dr. Markus Heuel  
Peter Schouten

[www.Facebook.com/ESCF.Network](https://www.facebook.com/ESCF.Network)

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Have you published an article on "skin cancer prevention, diagnosis and treatment" this year? If so, why not apply for the International Journalism Award of the European Skin Cancer Foundation (ESCF) 2012?

### Tender

Annually, skin cancer incidence has been continuously increasing by five percent during the past decade. Meanwhile, skin cancer is the most common cancer. The main reason is the intensive sunbath that can cause serious, chronic photo damage of the skin. The morbidity and the health burden associated with skin cancer is underestimated. It is essential that sun protection starts as early as possible because every sunburn in childhood can increase the risk of later developing skin cancer.

The European Skin Cancer Foundation aims to increase the awareness and the knowledge of skin cancer in the general population. For this reason, the ESCF will give an award to journalists for the first time. They will be honored for their outstanding commitment on representing the subject of skin cancer and skin cancer prevention to the general public in order to increase awareness.

### Candidates

Applications are open to journalists and editorial teams (giving all authors), and freelance writers in the two categories of media:

#### Print Category:

- Local and regional articles
- Regional and national articles
- Articles from weekly / monthly publications
- Magazines (other than customer magazines and pure subscription tracks)

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#### Account details

Account holder:  
Stiftungsverband für die  
Deutsche Wissenschaft

Bank: Deutsche Bank AG, Essen  
Bank code: 360 700 50

Account number:  
247 190 210

IBAN: 48 360 700 500 247 190 210  
BIC: DEUTDEDE



### **Television Category:**

- TV reports and broadcasts from 1'30 to 45 minutes
- Reports, documentaries and magazine reviews

### **Conditions**

Authors may apply with one contribution per media category. The application can also be done as an endorsement by third parties. The contribution must be in German or English, be published between **01.08. 2011** and **31.07.2012** and not been awarded before. Everyday politics and articles from professional journals, books, and series will not be considered.

### **Endowment**

The award is endowed with **5,000 Euro** for each media category.

### **Evaluation criteria**

The award recognizes outstanding and easily understandable publications of a year. The focus of reporting should be on the following topics:

- Is the review based on scientific approaches?
- Was the research conducted carefully?
- How well is the specified target group addressed?
- How well the the journalistic quality and originality of the contribution?
- Does the contribution use appropriate language, style and form?

### **Opportunities for Applying**

Submission of the contribution is possible by post or email

- Print review in PDF format (two documents)
- Video review in mpeg2 (Dvvd9 / mpeg4 format, including the manuscript, the interviews written out and the moderation)

### **Details**

- Name and address of the author or the editor
- Short biography of the author
- Short description of the contribution
- Title and Release Date
- Details to the target group

### **Deadline**

is the **07/31/2012**



Please send your application to:

[journalistenpreis@escf-network.eu](mailto:journalistenpreis@escf-network.eu)

or

**European Skin Cancer Foundation (ESCF)**  
**Kaiserin-Friedrich-Haus**  
**Keyword: Journalistenpreis**  
**Robert-Kochplatz 7**  
**10115 Berlin**  
**Germany**

### **Notes**

Incomplete applications or applications that do not fulfil the requirements will not be considered. Submitted papers remain at the ESCF. The winners will be informed in writing. The name will be published in professional journals and on the ESCF-website: <http://www.escf-network.eu>.

### **Jury**

The jury members are appointed by the ESCF and are independent in their judgments. Jury members are:

- Representatives from medicine: Prof. Dr. Eggert Stockfleth, Head of the Skin Cancer Center Charité (SCCC)
- Representatives of the ESCF (Birgit Hinrichs, Project Management ESCF; Stefanie Schnarr, PR ESCF)
- Representatives of the media: Sybille Seitz, rbb / ARD, Ralf Blumenthal, Professional Association of German Dermatologists

The decision is final. In particular, the jury is not required to define their decision with third parties.

**The award ceremony is on the 13. September 2012 at the "Non Melanoma Skin Cancer Day".**