

## **Announcement of the Best European Publication Award in Renal Cancer**

### **Preamble**

The announcement of the Advances in Renal Cancer Journalists' Award is intended to reflect the significance of medical news reporting in Europe. In this age of globalization, rapid scientific and medical progress, and with the countries belonging to Europe moving closer together, keeping up with contemporary developments is of utmost importance.

KCA (Kidney Cancer Association) and Bayer HealthCare as scientific sponsor together with the partnering medical specialists hope the Award will stimulate journalists to contribute publishing knowledge and understanding of renal carcinoma (RCC), its epidemiology and risk factors. Renal cancer is one of the most common cancers worldwide with a significant unmet medical need.

The Best European Publication Award in Renal Cancer is sponsored by Bayer HealthCare AG, Leverkusen, and the Division Bayer Schering Pharma AG.

1. The prize will be awarded for what the jury deems to be the year's most outstanding medical journalistic publication or program in Europe in RCC.

Authors must have their main residence in Europe.

2. Applications/suggestions can be submitted by:

- The author him-/herself
- The editorial service responsible for the publication
- Any readers of healthcare magazines or patient-associations involved in related topics

The submitted work should be characterized by the contemporary nature of its topic, factual correctness and the use of various means of representation.

The carefully researched work must take a critical, easily comprehensible and objective approach to a medical or health-related subject.

3. The prize will be announced for medical journalistic work published in one of the following categories in Europe:

- Printed media
- Radio
- Television/Film

4. The work must be submitted to the

Kidney Cancer Association  
Project Office  
P.O. Box 90 06 48  
51116 Cologne  
Germany

by April 1, 2010. The work must have been published between May 15, 2009, and March 30, 2010, and must not have received any other awards beforehand.

5. The work should be submitted in the following form:

- Printed media: two printed copies
- Radio: one CD or audio cassette
- Television/Film: one DVD or VHS cassette

6. Work published during the time-frame in question may be submitted in the language of the country in which it appeared along with an English translation. The submitted work must be intended for the public.
7. Only one piece of work may be submitted per author. If several pieces of work are submitted, the entire application will be rejected. In the case of series, the author must select one episode from the series for submission. Any complete series submitted will be rejected, books as well.
8. The application must specify:
  - Name/address
  - Date/place of birth
  - Brief CV
  - Title/date of publication
  - Details of the publishing body (newspaper, journal, broadcaster)

Incomplete applications and applications which do not comply with the requirements and stated criteria will be rejected.

9. The prize is endowed with EUR 7,500.
10. The sponsor of the prize is:

Bayer HealthCare AG, Leverkusen
11. The prize will be awarded by:

Kidney Cancer Association (KCA)
12. The prize will be announced to:
  - The European press agencies
  - The organs of the journalistic associations in European countries
  - The working group of medical publicists
  - Appropriate European professional organizations
13. The jury comprises:
  - Up to four persons from journalistic organizations in the EU, including one from VMDJ
  - One urologist and one oncologist
  - One representative from KCA
  - One representative of the sponsor as a non-voting member of the jury.
14. The jury's decision must be made in a joint meeting in April 2010. The award-winner must declare within four weeks whether he/she will accept the prize. It is planned to hold the Award ceremony at the KCA Meeting 2010 (May 7 to 8) in London, UK.
15. The jury's decision is final.