

APPLICATION FORM



The Boehringer Ingelheim
COPD Communication Award



Recognising journalists who extend
public awareness and understanding of
Chronic Obstructive Pulmonary Disease

www.eloquium.org

Journalists from the United States are not eligible for participation.

Introduction

The Boehringer Ingelheim COPD Communication Award **“Eloquium”** is an initiative to recognise journalists who extend public awareness and understanding of Chronic Obstructive Pulmonary Disease (COPD), predicted to be the world’s third leading cause of death by 2020.

“Eloquium” is open to journalists from any media: print, broadcast or on-line. The award presents a unique opportunity for journalists, whether specialist healthcare or consumer, to demonstrate responsible, informative and effective journalism.

Entries will be accepted on all topics relating to the causes, prevalence, management and impact of COPD, such as:

- COPD prevalence
- The socio-economic burden of COPD
- Symptoms of COPD
- Diagnosing COPD
- Living with COPD
- Pharmacological treatments for COPD
- COPD and its complications (e.g. exacerbations)
- COPD prevention

Prizes

A travel voucher will be awarded to the winning journalists from the following categories:

Consumer print/online media: €5,000 travel voucher

Medical print/online media: €5,000 travel voucher

Broadcast media: €5,000 travel voucher

The voucher can be used to a destination of the winner’s choice.

Award Criteria

Although Boehringer Ingelheim is sponsoring the awards, each entry will be reviewed by an independent group comprising leading journalists and international medical experts.

Judges will look for outstanding examples of educational, innovative and responsible reporting in the field of COPD.

Award entries will be judged primarily on:

- Interest
- Research
- Impact
- Stylistic excellence
- Accuracy

The closing date for all submissions is 21 September 2008.

If you have any questions or queries please contact:

The **“Eloquium”** Award Secretariat

Phone: +44 (0) 20 7108 6500 Ext.6519 Fax: +44 (0) 20 7108 6501 Email: eloquium@ohpr.com

Submission Guidelines

Print and online media submissions must be provided with a completed application form, two copies of the publication/web page with the relevant article highlighted, and an electronic copy of the article on disk or CD-Rom. Please provide an English language translation.

Broadcast (television and radio) submissions must be provided with a completed application form, two VHS/CD copies of the whole broadcast with the relevant section noted and an English language transcript of the relevant section. Please provide the transcript as a printed version and also an electronic version on disk or CD-Rom.

Submissions must be sent to:

The “Eloquium” Award Secretariat, Ogilvy HealthPR, 121-141 Westbourne Terrace, London, W2 6JR, United Kingdom.

Applicant			
Title:	<table border="1"> <tr> <td>First name:</td> <td>Last name:</td> </tr> </table>	First name:	Last name:
First name:	Last name:		
Country:			
Company name (if applicable):			
Telephone (include country and area code):			
Address:			
	Postcode:		
E-mail address:			
Entry			
In which category will this entry be submitted:			
<input type="checkbox"/> Consumer print/online media	<input type="checkbox"/> Medical print/online media		
<input type="checkbox"/> Broadcast media			
Title of article / entry:			
Title of publication / broadcast programme	Date that the article was published / broadcast: / /		
Collaborator/s name, role and signature (if applicable)			
Title:	<table border="1"> <tr> <td>First name:</td> <td>Last name:</td> </tr> </table>	First name:	Last name:
First name:	Last name:		
Role:			
Signature:	Date: / /		
Additional information			
Comment on impact or success of entry (optional):			
Declaration: I confirm that all of the information contained in the above application form is correct			
Signature:	Date: / /		

Rules

- 1 Entries for The Boehringer Ingelheim COPD Communication Award “*Eloquium*” will be accepted from the following media: print, online and broadcast (radio and television).
- 2 Entries must have been published or broadcast between 22 September 2007 and 21 September 2008.
- 3 Entries must be received at the Award Secretariat by 21 September 2008.
- 4 Entries must be relevant to one of the following three categories:
 - i) Consumer print/online media
 - ii) Medical print/online media
 - iii) Broadcast media
- 5 Every entry must be accompanied by a completed application form, which can be downloaded at www.eloquium.org.
- 6 Entries are invited from all countries, except the United States where journalists are not eligible for participation. Please provide an English translation with non-English entries where possible.
- 7 Multiple entries from journalists may be submitted providing an application form is enclosed for each entry.
- 8 Any collaborators, and their role, must be stated on the application form. Collaborators must consent to submission of the entry by signing the form.
- 9 The judging panel’s decision is final and no correspondence will be entered into.
- 10 The organisers may seek permission to display entries.
- 11 The winners will be announced on 19 November 2008 (World COPD Day).