



# CALL FOR ENTRIES

## 2007 LUMINOUS AWARD

### ENTRY FORM

The Luminous Award recognises outstanding journalism, specifically in the field of oncology. Sponsored by Eli Lilly and Company, the Luminous Award honours journalists who serve their readers and viewers by providing responsible, accurate and timely information on advances in cancer prevention, research, development and treatment.

### PRIZES

#### Winner will receive:

The opportunity to be enlightened by the work of a leading oncologist or cancer researcher in either Boston, London, New York, Paris or Sydney\* via a seven-day trip for two

OR

A cash donation of 10,000 Euro will be made in the form of a scholarship, in the winner's name, to help a student continue his/her studies to become a journalist and enlighten others through his/her work

#### Runner-up will receive:

The opportunity to be enlightened by the work of a leading oncologist or cancer researcher in either New York or London\* via a five-day trip for two

OR

A cash donation of 5,000 Euro will be made in the form of a scholarship, in the runner-up's name, to help a student continue his/her studies to become a journalist and enlighten others through his/her work

\* Please note, the winner and the runner-up will be solely responsible for obtaining any visas or entry permits that they may require in order to travel to their chosen destination.

### ENTRY DEADLINE

Journalists may enter between 30 March 2007 – 1 September 2007.

Entries received after 1 September 2007 will not be included in the judging process.

Journalists are permitted to submit more than one article. Entries will not be returned.

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*Lilly*

Answers That Matter.

## WHO CAN ENTER?

Business reporters or general/consumer journalists writing for daily newspapers, magazines, newsletters and Internet web sites, as well as medical journalists writing for health, pharmaceutical and medical trade publications are eligible to enter. This includes freelance journalists writing for publications or web sites. Broadcast journalists are also invited to participate.

## ELIGIBILITY\*

Any and all employees or agents of Eli Lilly and Company and its affiliates are not eligible to enter this award.

\*Certain local restrictions may apply regarding this Journalism Award and the Award is only available where not prohibited or restricted by local laws and regulations.

## AWARD COMMITTEE CRITERIA

An independent panel will judge entries based on the following criteria.

1. News value (significance of the information presented)
2. Ability to stimulate awareness about advances in oncology prevention and treatment
3. Presentation of new data, research and treatments
4. Clarity and accuracy in describing the science behind the story
5. Effectiveness in communicating the story
6. Creative journalistic approach

## ARTICLE SUBMISSION PROCESS

Please check your entry includes:



Nomination form



Justification in ENGLISH



For foreign articles, at least the first 200 words of the article must be translated into ENGLISH

## AWARD RULES

1. Nominations will be accepted from all those who submit a completed nomination form by **1 September 2007**. All nominations must reach the address below by 5:00pm (GMT) on **1 September 2007**. Examples of the journalist's work should accompany the nomination form. The winner will be announced during the European Conference on Clinical Oncology (ECCO), 23–27 September 2007.
2. The nomination form must be completed in **ENGLISH**.
3. Articles may be submitted in foreign languages; **however, at least the first 200 words of the article must be translated into ENGLISH and must accompany the article and submission form.**
4. **ALL** entries **MUST BE** completed with a justification in **ENGLISH not exceeding 500 words** (see back of nomination form). Any entries without a justification will not be accepted.
5. Incomplete nomination forms or those faxed or emailed will not be accepted.
6. **Journalists are permitted to submit more than one article, provided that a separate nomination form with justification and translation, is attached to each entry.**
7. All entries submitted must be original pieces of work.
8. All articles must have been published/broadcast **after 1 January 2005**.
9. Web entries may be submitted using a printout of the web page(s), and if possible include a live link to the web page containing the article.
10. Broadcast submissions must not exceed 15 minutes and must be supplied on a DVD with nomination form and justification in **ENGLISH**. Foreign broadcast submissions must also be accompanied by a transcript in **ENGLISH**.
11. Documentaries and articles that are part of a series will not be accepted.
12. If you are nominating someone else, please ensure that their consent is provided.
13. Nomination forms or accompanying articles will not be returned.

Entries should be sent to:

**Luminous Award Secretariat  
CPR Worldwide, 40 Long Acre,  
London, WC2E 9LG,  
UK**

For further information about the Luminous Award, please email [LuminousAward@cprworldwide.com](mailto:LuminousAward@cprworldwide.com). Please do not e-mail or fax entries. Copies of this entry form can be found on the OncoLink web site at: [www.oncolink.org](http://www.oncolink.org)



## NOMINATION FORM

THE FOLLOWING FORM MUST BE RECEIVED BY 1 SEPTEMBER 2007 WITH EACH AWARD ENTRY AND MAILED TO: Luminous Award Secretariat, CPR Worldwide, 40 Long Acre, London, WC2E 9LG, UK

For further information please contact: [LuminousAward@cprworldwide.com](mailto:LuminousAward@cprworldwide.com)

*Please type or print legibly. Provide all the information requested.*

Name of journalist: _____	Language in which article(s) is/are published: _____
Phone: _____ Fax: _____	_____
E-mail: _____	_____
Address: _____	Publication name/date: _____
City, State, Postal Code: _____	_____
Country: _____	_____
Title of article(s): _____	Person nominating journalist for award (if relevant): _____
_____	_____
_____	Phone: _____ Fax: _____
_____	E-mail: _____

*By submitting your entry, you acknowledge that the submission is your original work and does not violate another party's copyright, intellectual property rights, right of privacy, right of publicity or any other rights. Each signed entry gives Eli Lilly and Company royalty-free permission to reproduce, publish and translate the submission alone or as part of other works in any form or media. Lilly will give appropriate copyright and publication credit. If the person submitting the entry form does not hold copyright on the article, the publisher's name and signature is required.*

*Signature of journalist:* \_\_\_\_\_

*Date:* \_\_\_\_\_

I have copyright of the article(s)       I do **not** have copyright of article(s)

*If you do not have the copyright, please ask your publisher/copyright owner to sign below, giving Lilly permission to use the article, as described on the otherside of the page.*

*Publisher's/copyright owner's name:* \_\_\_\_\_

*Publisher's/copyright owner's signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

## **JUSTIFICATION FOR NOMINATION**

Please justify below (in no more than 500 words), or attach on a separate sheet why you/the nominee should be considered for the Luminous Award: **(to be completed in English)**