

June 13, 1978

News

The University of Texas Health Science Center at Dallas
5323 Harry Hines Boulevard Dallas, Texas 75235 (214) 688-3404

CONTACT: Bob Fenley
Office: 214/688-3404
Home: 214/352-2502

*****Health Science Center Writers
To Receive National Award.

DALLAS--The Office of Medical Information at The University of Texas Health Science Center here has been named Grand Award winner in the 1978 Newsweek/Council for the Advancement and Support of Education News and Information writing competition.

The \$500 award, which recognizes exceptional writing, editing and distribution of news stories intended for public news media, will be presented July 17 at a CASE national assembly in Hollywood, Fla.

The health science center was among 430 colleges and universities which submitted nearly 3,000 contest entries this year. Nearly 200 judges participated in the event.

The Dallas group won on a set of ten news releases, six written by Christopher Land, two by Ann Harrell and two by Ann Williams.

"Our judges were also impressed by your successful efforts at translating medical jargon into layman's language without violating the integrity of your stories. The piece on jogging (by Land) was singled out as especially imaginative and well done," commented George H. Simpson, public affairs manager of Newsweek.

Institutions cited for exceptional achievement (second highest) in the News and Information category include the News and Information Service of The University of Texas at Austin, the University of Oklahoma Health Science Center, the University of Illinois at Urbana-Champaign and the University of California at San Diego.

The Dallas office's submission to the Newsweek contest consisted of news and feature stories about the work and people of the three institutions in the health science center--Southwestern Medical School, the School of Allied Health Sciences and the Graduate School of Biomedical Sciences.

Screening judges who picked the final ten contestants were Carol Young (chair person), education writer for the Providence Journal-Bulletin; William Salganik, education writer for the Baltimore Sun; Harry Zane, director of public information at Tufts University; Brian Jones, Newport Bureau chief at the Providence Journal-Bulletin; Joseph McAleer, director of public information at Providence College; and Roger Vaughan, former youth editor at LIFE and author of "The Grand Gesture" (1976).

--more--

first add award

Judging of the final entries was by a Newsweek panel.

Of the winning writers in the Dallas office, Land is a graduate of Trinity University with a bachelors degree in biology. He will complete his requirements this fall for a masters degree in science writing.

Harrell was a public relations representative for the YMCA and an English teacher before joining the health science center office as electronic media representative.

Williams is a former laboratory technician at Southwestern Medical School and more recently an editor of the literary magazine, "Goatleg," at Eastfield College.

These writers and others in the Medical Information Office won a total of 16 awards at the regional meeting of CASE in Albuquerque in April.

The CASE 1978 national recognition program selected the best work in 36 categories, ranging from alumni relations to publications and sponsored by the Ford Motor Company, Time, Inc., The Chronicle of Higher Education, and Harper's Magazine, in addition to Newsweek.

CASE represents approximately 1,800 colleges, universities, two-year colleges and independent schools and some 7,000 of their employees as individual members.

##

DISTRIBUTION: A,SA,B,D,E,F,G,