

***Announcing a Call for Entries for the  
2010 Frances Larson Memorial Award  
For Excellence in Writing a Medical Article Published in 2009***

The annual Frances Larson Memorial Award given by the Pacific Southwest chapter is intended to recognize medical writing of the quality represented by Ms. Larson's work. A long-time member of AMWA, Ms. Larson held many positions in the Pacific Southwest chapter, including president. She served as managing editor of *Hospital Topics* magazine and as medical editor of *Audio-Digest*.

The winner of the Frances Larson Memorial Award receives a \$100 honorarium and a plaque. The winner will be announced on the Pacific Southwest chapter's Web site ([www.amwa-pacsw.org](http://www.amwa-pacsw.org)).

***Criteria***

- The competition is open to all members of AMWA.
- The entry must be written by an AMWA member.
- Entries must be a medical article or essay written for either a lay or a professional audience. Research articles (journal format) will **not** be considered.
- Entries must have been published during 2009.
- Submissions are limited to 1 entry (article or essay) per writer.
- **Four** copies of each entry must be submitted.
- Entries must be postmarked by May 1, 2010.

To download an entry form go to: <http://www.amwa-pacsw.org>. For additional information, contact Heather S. Oliff, PhD at [holiff@scicongroup.com](mailto:holiff@scicongroup.com).

***Past Winners***

- 1990 Gene White, "What's Wrong With the Sleepy People"
- 1991 William Hewitt (posthumous) for his lifetime commitment to medical writing
- 1992 H. Michael Zal, DO, FACN, "When Fatigue Is Chronic"
- 1993 Janice Hopkins Tanne, "Free at Last"
- 1994 Rennie Drummond, MD and Annette Flanagan, "Authorship! Authorship! Guests, Ghosts, Grafters, and the Two-Sided Coin"
- 1995 Seth Torregiani, "Diabetes On-line," and Beverly P. Giordana, "Action Alert: Old and New Villains Are Threatening our Right to Practice"
- 1996 Nancy Price Graff, "To the Outer Banks of the Soul"
- 1997 Gretchen Henkel, "1997 Employment Picture for People With Cancer"
- 1998 Gabrielle Weiner, "Clinical Depression: An Illness That Is Underdiagnosed, Undertreated, and Yet Highly Curable"
- 1999 Neil Osterweil, "Out of One, Many: Stem Cells Ignite Scientific Inquiry, Controversy in 1999"
- 2000 Laura M. Schmidt, "Redefining End-of-Life Care for People With Dementia"
- 2001 Gary E. Pakes, PharmD, "Writing Manuscripts Describing Clinical Trials: A Guide for Pharmacotherapeutic Researchers"
- 2003 Ann E. Ferentz, PhD, "Pharmacogenetics and the Development of Anticancer Agents"
- 2005 Michael A. Veronin & Bi-Botti C. Youan, "Magic Bullet Gone Astray: Medications and the Internet"

- 2006 Arnold Melnick, DO, “Dog Bites Man is News—How Pediatricians can Spread the Word to Parents and Patients.”
- 2008 Sarah Aldridge, MS, “All in the Family: The True Story of the Castor Family’s Experience with von Willebrand Disease.”
- 2009 Rebecca Anderson, “Shell Shock: An Old Injury with New Weapons.”