

Aesthetic Society Awards Journalists' Commitment To Patient Education

The American Society for Aesthetic Plastic Surgery Announces 2009 Journalistic Achievement Award Winners

New York, NY (Vocus) May 3, 2009 -- Journalists representing Vogue magazine, CNN and ABC News 20/20 are among winners receiving top honors in the 2009 Journalistic Achievement Awards sponsored by the American Society for Aesthetic Plastic Surgery (ASAPS). Selected from over 125 entries, this year's winners will be presented a certificate of merit and a downloadable presentation featured on the ASAPS' website. The Aesthetic Society, founded in 1967, is the leading national organization of board-certified plastic surgeons specializing in cosmetic surgery of the face and body.

"There's so much public interest in cosmetic plastic surgery," says ASAPS Communications Commissioner Mark Codner, MD, a plastic surgeon in Atlanta, GA, "but it's a complex subject. The Aesthetic Society looks for journalists who 'translate' difficult concepts into understandable ones, and who convey necessary information to the public - about realistic expectations, safety, and surgeons' qualifications."

"There were so many articles this year that really highlighted the importance of patient safety. We had articles on everything from medical tourism to the increased complications that can arise when performing plastic surgery on people who smoke, and we really feel like these journalists are helping us with our mission to educate the public," says Aesthetic Society President, Alan Gold, MD, a plastic surgeon in Great Neck, NY.

Each year, the American Society for Aesthetic Plastic Surgery honors journalists for their reporting on cosmetic plastic surgery. Entries are accepted in six categories: Television News, Television Feature, Newspaper, Magazine, Internet, and Patient Safety.

Top 2009 honors in the Magazine category go to Jenny Bailly for her article, Risky Business, which appeared in the May 2008 issue of Vogue Magazine. The article discusses the pros and cons of various cosmetic procedures. First place in the Patient Safety category goes to Pam Zekman of CBS 2 Chicago who is recognized for her segment, Medical Spa Leaves Woman with Severe Tissue Damage, which investigates medi-spas and warns about their deceptive practices.

Deborah Roberts of ABC News 20/20 is the winner in the Television Feature category for the segment on Lipodissolve, which describes risks of lipodissolve treatments and interviews women that have had complications from this procedure. First place in the TV News category goes to Stephanie Smith of CNN, for her piece Plastic Surgery and Smoking with Sanjay Gupta, which included an interview with the Society's President, Alan Gold, M.D., who discussed the complications and dangers performing cosmetic surgery on a smoker.

Anna Jo Bratton, of the Associated Press, takes top honors for her Newspaper article, Lunchtime Lipo Promises to Melt Fat, But Safety Questioned, which addresses the safety of the controversial "fat melting" injections. First place in the Internet category is awarded to Beth Duff (www.newimage.com) for her article, Medical Tourism:



Pros and Cons of Having Cosmetic Surgery Abroad, which gives information about going abroad for plastic surgery and warns of its danger.

A panel of plastic surgeons and communications professionals evaluated each entry for accuracy of information, balanced reporting, educational value, interest, originality, and journalistic style. Winners receive a personal certificate of merit and an awards presentation honoring the winners will be presented on the ASAPS website and accessible for download.

For more information on the Aesthetic Society's Journalistic Achievement Awards, visit the Press Center on the Aesthetic Society web site at www.surgery.org.

Journalistic Achievement Awards Presentation
Thursday, May 7th, 8:00am

About ASAPS

The 2400-member American Society for Aesthetic Plastic Surgery (ASAPS), founded in 1967, is the leading organization of ABMS-certified plastic surgeons who specialize in cosmetic plastic surgery. With ASAPS active members certified by the American Board of Plastic Surgery, Canadian active members certified by the Royal College of Physicians and Surgeons of Canada, and International members certified in their countries of origin, ASAPS is at the forefront of innovation in aesthetic plastic surgery.

Toll-free referral line: 888.ASAPS.11 (272.7711). Web site: www.surgery.org

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