



# Intercom

duke university medical center

VOLUME 19, NUMBER 19

MAY 19, 1972

DURHAM, NORTH CAROLINA



**SHE'S A (PRETTY) GOOD ARTIST**—The young woman getting the full attention of Hospital Director Dr. Stuart Sessoms is Leigh Ann Freeman, a 10th grader at Durham's Hillside High School who won first place in the N.C. Hospital Association's Health Careers Poster contest. Leigh Ann and her mother, Mrs. Elizabeth S. Freeman, came out to the Hospital where Dr. Sessoms presented her with a \$50 check from the Hospital Association and a special certificate of congratulations, which she is holding, from Duke Hospital.

## Business Section Of AAMC Meets Here Next Week

Business officers representing 30 medical schools in 15 states will meet here next Tuesday and Wednesday for a detailed look at various aspects of the Medical Center's operation.

The meeting will be of the Business Officers Section (Southern Region) of the Association of American Medical Colleges. It will represent the first time the section has met on a college or university campus.

In addition to those attending from 15 southern states, the meeting also will attract national officers of the Business Officers Section, representatives of the AAMC in Washington and visitors from regional sections in other parts of the country.

A Wednesday speaker will be Dr. Thomas G. Bowery, director of the Division of Research Resources of the Department of Health, Education and Welfare. All other presentations during the two-day conference will be by Duke people. All sessions will be in the Hospital Amphitheater.

Floyd L. Hagan, comptroller and assistant treasurer of the Medical University of South Carolina, is chairman of the Southern Section. James L. (Pete) Bennett, executive assistant to the vice president for health affairs, is vice chairman.

## Duke Wins National PR Award

The Medical Center's Office of Public Relations has been chosen to receive a national award in honors competition conducted by the American College Public Relations Association (ACPRA).

It will be a \$500 IBM Incentive Award to the institution. Joe Sigler, director of public relations, will accept the award for Duke at the national ACPRA awards banquet in Minneapolis in July.

Duke's entry was in the Public Relations Program Management category of competition, and was a detailed, documented description of the Medical Center's public relations program over the past year.

In other categories of judging, the

offices of University Editor Betty McGuire and Duke News Bureau Director Don Seaver were chosen to receive ACPRA Certificates of Special Merit.

Certificates will be awarded to the University Editor for five publications that office prepared, including the coloring book, "Jay and Johnny at Duke Hospital," which was prepared in cooperation with the Department of Pediatrics.

The certificate to the News Bureau will be for a cooperative effort with the Durham Herald in developing a series of stories on drug abuse, which included several interviews with Medical Center physicians.

### LEAVING DUKE?

If you are, take *Intercom* with you. The Public Relations Office will mail *Intercom* free of charge anywhere in the United States. Contact us at ext. 4148 or send a note to Box 3354, Hospital Mail.