



Montefiore

From the OFFICE OF THE DEAN



Dear Einstein Community:

It is always nice to share good news. This is one of those times.

Last week, the Group on Institutional Advancement (GIA) of the Association of American Medical Colleges (AAMC) announced its Awards for Excellence in Communications. I'm pleased to share with you that our departments of communications and public affairs (DCPA) and of medicine, and our office of development all received honors—taking a Gold, a Silver, and a Bronze, respectively—for work they've done this past year.

The GIA established its Awards for Excellence program to honor the most creative and effective approaches used to promote academic medicine.

- DCPA received the **Gold Award for Excellence** in The Robert G. Fenley Writing Awards—Solicited Articles category for its *Einstein* magazine Summer/Fall 2019 cover story "[The Search for Autism Therapies](#)," written by Gary Goldenberg and edited by Larry Katzenstein. Judges noted that the article offered "an intricate and lengthy look into ASD that is extremely well written and researched" and said, "It was both comprehensive and engaging; layout and illustrations added a lot." This last comment is a nod to the outstanding work of our creative services team.
- The department of medicine earned the **Silver Award for Excellence** in the Print and Digital Publishing—Internal Audience category for its [Department of Medicine COVID-19 Daily Update](#), produced by Amy Sacks, Yaron Tomer, M.D., Shivani Agarwal, M.D., and Elizabeth Kitsis, M.D. The team published 68 issues of these newsletters daily from March through June, and weekly throughout July. One judge noted "What a tremendous amount of broad-ranging information you published under such stressful circumstances. Clearly, based on the great open and engagement metrics, you were filling a critical need. Impressive effort!"

And another observed, "The breadth and volume of information is truly impressive."

- Our Montefiore and Einstein office of development and alumni relations received the **Bronze Award for Excellence** in the Print and Digital Publishing—Single or Special Issue Publications category for its entry, [Ethos 2020](#), published under the direction of Kathy Kearns, Rachelle Sanders, and Rachel Eddey. Judges noted "You demonstrate the breadth and depth of your organization's impact on the community;" "Very strong strategy and resulting approach for donor stewardship and cultivation;" and "I really love this approach to donor communication...I think this is so much more effective than a traditional report. Beautifully done!"

These honors are the latest among a variety of accolades our communications professionals have received in recent years as they promote the excellence of our education and research at Einstein and communicate internally with our campus community. In fact, the DCPA has received more than 20 awards over the past several years—ranging from first place to honorable mentions—for its *Einstein* magazine articles and design (both print and online), video production, blog, internal communications, and web design through the AAMC GIA, Folio Prize Eddie/Ozzie Awards, and other professional organizations.

Please join me in congratulating the DCPA, our department of medicine, and our development office on these latest accomplishments that demonstrate excellence at Einstein and Montefiore.

Sincerely,



Gordon F. Tomaselli, M.D.

The Marilyn and Stanley M. Katz Dean

Albert Einstein College of Medicine

Executive Vice President and Chief Academic Officer

Montefiore Medicine