



GENERAL ACUPUNCTURE

AT Columnist Wins Major Award

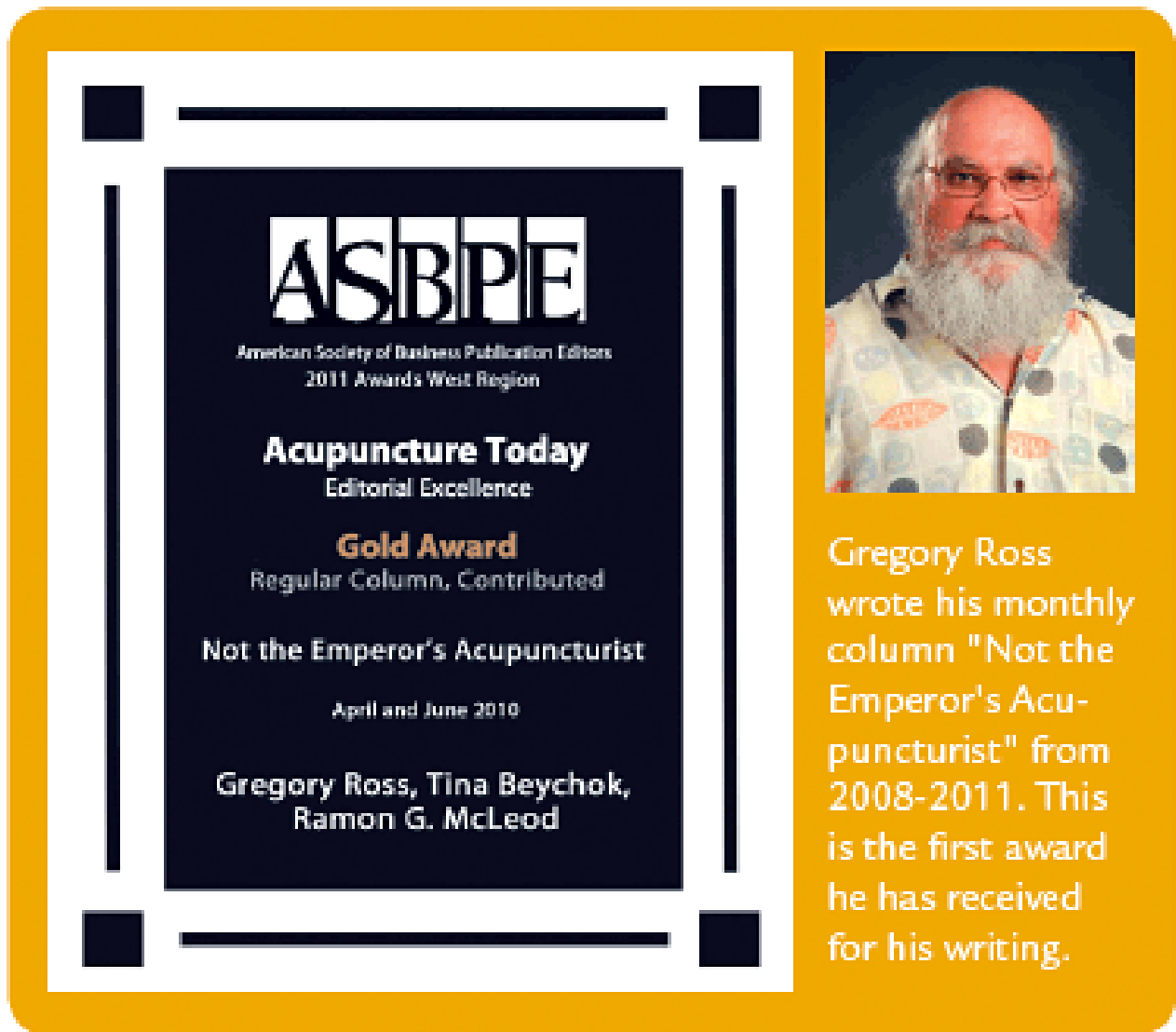
Acupuncture Today columnist Gregory Ross has been named the 2011 Gold Medalist for Best Contributed Column in the prestigious Western Regional Azbee Awards of Excellence competition by the American Society of Business Publication Editors (ASBPE).

ASBPE is the nation's largest organization for business-to-business publications and drew hundreds of entries in both editorial and graphics categories.

The award was for Ross' "[Not The Emperor's Acupuncturist](#)" columns. Also named in the award were Associate Editor Tina Beychok and Editor-in-Chief Ramon G. McLeod.

Ross' columns focused on his work as a public health acupuncturist who he treated indigent substance abuse patients at one of the toughest hospitals in the U.S. "Greg's columns were wrenching, heartwarming, personal and, always, authentic accounts of his work with this very difficult clientele," McLeod said. "Always professional in his approach, Greg has a rare ability to make real a world that is alien to most people...all the while respecting both the patients he describes and the peers who read his accounts.

"Unfortunately, changes in Greg's life have made it impossible to continue with us for now, and he is sorely missed. We look forward to his return," McLeod said.



Gregory Ross wrote his monthly column "Not the Emperor's Acupuncturist" from 2008-2011. This is the first award he has received for his writing.

Besides the award to Ross, MPA Media's *Massage Today* has been named the Silver Medalist for Investigative Reporting in the National Azbee Awards. The national award was for reporting on the political machinations and questionable data that went into a California anti-prostitution law targeting massage therapists.

As a direct result of the series of stories on the now infamous AB1822, the law was [effectively gutted](#) and [rewritten](#). The articles were edited and written by Associate Editor Christie Bondurant and Editor-in-Chief Ramon G. McLeod.

Massage Today also won a Silver Medal in ASBPE's Western Regional Azbees for Investigative Reporting on the [collapse of the International Massage Association](#), a major player in the massage insurance industry. Those stories were also written and edited by Bondurant and McLeod.

The regional awards were announced at the end of July. The national awards were announced in early August 2011.

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