

**The 2017  
Louis Schmidt Laureate**



**Richard A. McNeely**

# The Louis Schmidt Award

**T**his Award – the highest given in the BCA – is named for our second President. It is awarded annually for outstanding contributions to the progress of biological communications. The selection of the recipient each year is made by a committee composed of the nine most recent winners. This selection is subject to the approval of the Board of Governors.

Mr. Schmidt was in charge of photography at the Rockefeller Institute in New York City and was a founding member of the BPA (Biological Photographic Association, later to be renamed the BioCommunications Association) in 1931. He had an abiding interest in sharing his photographic knowledge with his students and in promoting the highest technical standards in our association.

In 1943, on the occasion of his death, the BPA Journal commented, In many ways, the BPA is a monument to Louis Schmidt.

To give special distinction to the Award, those who receive it are known as Louis Schmidt Laureates.

The Louis Schmidt Award had its beginnings in photography in biology and medicine. With progress of communication technologies it has grown to recognize the expanded and expanding fields of communication.

This Award is an honor bestowed for outstanding contributions made during an extended career and over a period of time that still may be ongoing. The Louis Schmidt Award is presented for evidence of the four core criteria listed below:

- Recognition of outstanding contributions to the progress of communications within the life sciences
- Promotion of understanding and cooperation within the field of biocommunication
- Maintenance of ethical approach to professional relationships
- Willingness to freely share technical information

Symbols of the Louis Schmidt Award include an engraved BCA key with a diamond inset personalized with the Laureate's name. A framed certificate is also presented to the newly elected Laureate and one year custodianship of the BCA gold-headed cane, a traditional symbol in medicine of high achievement and honor.



# Richard A. McNeely

## 2017 Louis Schmidt Laureate

Richard McNeely, born in Paducah, Kentucky and raised in Dayton, Ohio, earned a Fine Arts Degree (1969) and then a Master's degree in Educational Communications (1974) from The Ohio State University. In 1974, he was hired by the University of Arizona College of Medicine in Tucson to the position of Chief, Instructional Materials Development for Medical Audiovisual Services.

When the College merged the audiovisual, television and cinematography services into one Division of Biomedical Communications in 1977, Rick was named Assistant Director of this newly created department. In 1986, he became Associate Director and in 1989 was promoted to Director.

In the early 1990's Rick served a key role in connecting the College of Medicine in Tucson with the Phoenix campus via microwave services available through an existing statewide network. This connection initiated videoconferencing of health sciences courses and administrative meetings between the two campuses as well as with the public health and nursing programs at Northern Arizona University and Arizona State University.

In 1996, Rick McNeely worked with College of Medicine deans, administrators, and key Arizona legislators to establish a pilot project demonstrating the efficacy of telemedicine in delivering better health care to Arizona's medically underserved rural areas. The Arizona Telemedicine Program rapidly grew from an eight-site pilot project to a self-sustaining program that today reaches more than 170 sites. Rick was named founding co-director of the program and directed all technical matters. The growth and success of the program was significantly enhanced through the skills of Rick's Biomedical Communications Division where medical photographers advised on the use of early digital cameras and the television production section supported early teleconference activities. The older microwave system was quickly replaced by a modern T1/DS3 network operated by the Arizona Telemedicine Program. The resulting connectivity facilitated the Phoenix campus becoming a full-fledged College of Medicine in 2007.

Rick McNeely served as president of the Association of Biomedical Communications Directors in 1997, as chair of the *Journal of Biocommunication* Management Board from 1992-1997 and in 2000 he received the Health Sciences Communications Association's Golden Raster Award for "...distinguished leadership in the field of biomedical communications, outstanding contributions to health sciences information (and) long and dedicated service..." Too numerous to mention are the many committees Rick has served on within the University of Arizona and several professional societies. His listing of presentations, posters, articles, book chapters, abstracts, workshops and consultancies number several hundred. Rick's work with the Arizona Telemedicine Program was acknowledged through multiple awards from the US Distance Learning Association, HeSCA, ABCD and the American Telemedicine Association. Rick retired in 2010 from the University of Arizona.

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# Schmidt Laureates

- 1948 – Leo C. Massopust, FBPA  
1949 – Anne Shiras, FBPA  
1950 – Stella Zimmer, FBPA  
1951 – Ralph P. Creer, FBPA  
1952 – Leonard A. Julin, RBP, FBPA  
1953 – Oscar W. Richards, PhD, FBPA  
1954 – Ferdinand R. Harding, RBP, FBPA  
1955 – C. Graham Eddy, FBPA  
1956 – Mervin W. LaRue, Sr., FBPA  
1957 – Lloyd E. Varden, RBP, FBPA  
1958 – Albert Levin, RBP, FBPA  
1959 – Paul H. Holinger, MD, FBPA  
1960 – H. Lou Gibson, RBP, FBPA  
1961 – Warren Sturgis, RBP, FBPA  
1962 – Stanley J. McComb, RBP, FBPA  
1963 – Maria E. Ikenberg, RBP, FBPA  
1964 – Peter Hansell, MD, RBP, FBPA  
1965 – Howard E. Tribe, RBP, FBPA  
1966 – John V. Butterfield, FBPA  
1967 – not awarded  
1968 – Chester F. Reather, RBP, FBPA  
1969 – Laurence B. Brown, RBP, FBPA  
1970 – Verlin Y. Yamamoto, RBP, FBPA  
1971 – Stephen P. Dittman, RBP, FBPA  
1972 – Clifford L. Freeche, RBP, FBPA  
1973 – Stanley Klosevych, RBP, FBPA  
1974 – Roger P. Loveland, FBPA  
1975 – E. Lynn Baldwin, RBP, FBPA  
1976 – Charles P. Hodge, RBP, FBPA  
1977 – Lardner A. Coffey, RBP, FBPA  
1978 – John P. Vetter, RBP, FBPA  
1979 – Donald H. Fritts, RBP, FBPA  
1980 – Fritz Goro, RBP, FBPA  
1981 – I. Lloyd Matlovsky, RBP, FBPA  
1982 – Leslie Bowcock, MD, AIMBI  
1983 – H. Paul Newman, RBP, FBPA  
1984 – Percy Brooks, RBP, FBPA  
1985 – Leon J. LeBeau, FBPA  
1986 – Nile Root, RBP, FBPA  
1987 – Martin L. Scott, FBPA  
1988 – Ralph J. Marshall, PhD  
1989 – Thomas P. Hurtgen, FBPA  
1990 – Raymond E. Lund, RBP, FBPA  
1991 – Robert F. Sisson, RBP, FBPA  
1992 – Nicholas M. Graver, RBP, FBPA  
1993 – A. Robin Williams, FBPA  
1994 – Will E. Renner, RBP, FBPA  
1995 – Dan Patton, RBP, FBPA  
1996 – Kenneth V. Michaels, FBPA  
1997 – Ronald F. Irvine, RBP, FBPA  
1998 – Heather Angel, FRPS, FBIPP  
1999 – Richard M. Williams, FBPA  
2000 – Herbert R. Smith, Jr., FBPA  
2001 – William J. Stenstrom, FBPA  
2002 – W. David Tredinnick, FBPA  
2003 – Joseph Ogradnick, FBPA  
2004 – Robert C. Turner, RBP, FBPA  
2005 – Samuel Giannavola, RBP, FBPA  
2006 – Gigi Williams, FBPA  
2007 – Michael R. Peres, RBP, FBPA  
2008 – Norman J. Barker, RBP, FBPA  
2009 – Steven J. Harrison, FBPA  
2010 – Andrew Davidhazy  
2011 – Gale E. Spring, FBPA  
2012 – James E. Hayden, RBP, FBPA  
2013 – John B. Hendrix, RBP, FBPA  
2014 – Paul Crompton, FBPA  
2015 – James M. Fosse, RBP, FBPA  
2016 – Charles A. Hedgcock, RBP, FBPA  
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