

Canon Media Awards 2017

Criteria - general

Best artwork/graphics

Entry criteria

- Entrants must submit a portfolio of **FOUR** items of digital or print artwork, or a combination of both, (on any subject) published in New Zealand newspapers, magazines and/or websites during 2016.
- Artwork should be accompanied, where possible, by the stories they were created for.
- Artwork/graphics should be ai or eps format.
- Entrants may include a statement of support of up to 200 words.

Judging criteria

- Clarity/easy to follow and understand quickly - 50%
- Impact/attracts your attention - 30%
- Aesthetic appeal/ use of typography, colour, illustrations - 20%

Best coverage of a major news event

Entry criteria

- This may include work published in New Zealand newspapers, magazines and/or websites during 2016.
- Entries must demonstrate live or up-to-the minute coverage of a major news event, probably, but not necessarily across multiple platforms, and may include text, photography (including video), graphics and social media.
- Entrants may include a statement of support of up to 300 words.

Judging criteria

- Impact - compelling content including excellent writing, fresh angles and voices - 40%
- Storytelling - including clear information, strong photographs and video - 40%
- Design - including easy access to information, data and graphics - 20%

Best editorial campaign or project

Entry criteria

- This entry may include work published in New Zealand newspapers, magazines and/or websites during 2016.
- Entries will probably, but not necessarily, be across multiple platforms and may include stories, photographs, videos, opinion pieces and social media input.
- Entrants must include a statement of support of up to 400 words, explaining the purpose of the campaign or project. The statement should include results as measured by audience engagement and/or funds raised, community objectives realised and/or changes brought about.

Judging criteria

- Relevance or importance to the public/readers, audience engagement - 35%
- Outcome - including funds raised, resulting changes, increased awareness - 35%
- Compelling presentation of the series - including writing excellence, case studies/voices and images - 30%

Best headline

Entry criteria

- Entrants must submit a portfolio of FOUR headlines published in New Zealand newspapers, magazines and/or websites during 2016.
- Entrants may include a statement of support of up to 100 words.
- The headlines must be attached to their associated stories. Details of when and where they were published, and which headline on a page is to be judged, can be included in the statement of support.

Judging criteria

- Impact/delivers key message of the story - 50%
- Originality/clever use of words - 50%

Best trade/specialist publication and/or website

Entry criteria

- The category is defined as a magazine or website principally targeting a business or specific audience, with content focused on related topics, and significant directed circulation volume (80 percent). The print edition must be scheduled to appear at least twice a year. They must be non-commercial in nature.
- Entrants must submit either:
 - TWO identical sets of THREE editions of print editions published and originating in New Zealand during 2016 (two sets are needed because there will be two judges for this category);
 - or a link to their website;
 - or a combination of both
- Websites and website-only entries will be judged at the same time as printed copies.
- Entrants may include a statement of support of up to 300 words.
- Entrants of hard-copy publications must enter online but will NOT be required to upload soft-copy editions. Publications will not be available for return to entrants.
- Please also include TWO printouts of your entry pdf. You will find the (red) entry pdf button on the entry site, under “My entries”. The pdf button is on the far right of the page and there will be one pdf for every entry you make.
- Post trade/specialist publications and the entry pdfs to:

Canon Media Awards
 c/- News Works NZ
 PO Box 2941
 Shortland Street
 Auckland 1140

- Alternatively, courier or hand deliver trade/specialist publications and the entry pdfs to:

Canon Media Awards
 c/- News Works NZ
 39 Market Place
 Auckland Central
 Auckland 1010

Judging criteria

- Quality of content/writing excellence - 35%
- Usefulness to the industry, profession or targeted readers - 35%
- Design innovation, including illustrations, data and graphics - 30%

Business Journalist of the Year

Sponsored by EY

Entry criteria

- Entrants must submit a portfolio of FOUR business-related stories, including features or columns, published in New Zealand during 2016.
- This may include work published in newspapers, magazines and/or websites.
- Work entered in individual specialist reporting categories may be included in this portfolio.
- Entrants who wish to include a multi-part story should select no more than two parts of the series to be presented together as a single article. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 300 words.

Judging criteria

- Impact/exclusive content - 40%
- Investigative element/agenda setting - 30%
- Writing excellence/connection with reader - 30%

Cartoonist of the Year

Entry criteria

- Entrants must submit a portfolio of SIX cartoons, published in New Zealand newspapers, magazines and/or websites during 2016. The entry may include caricatures.
- Entrants may include a statement of support of up to 100 words.
- The winner will receive the Sir Gordon Minhinnick trophy.
- Cartoons should be submitted in jpg, pdf or gif format.

Judging criteria

- Originality/cleverness of idea or message - 40%
- Humour (in its widest definition, i.e. black or bleak, wryness, irony, satire) - 40%
- Penmanship/artistic skill - 20%

Community Journalist of the Year

Entry criteria

- Entrants must submit a portfolio of FOUR examples of their work on any subject published in New Zealand during 2016.
- This may include news reports, features, opinion writing and/or campaigns published in community newspapers, community magazines and/or websites.
- Entrants who wish to include a multi-part story should select no more than two parts of the series to be presented together as a single article. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 300 words.

Judging criteria

- Newsworthiness/original content - 40%
- Writing excellence/connection to reader - 30%
- Use of contacts/initiative - 30%

Editorial Executive of the Year

Sponsored by ASB

This award is to recognise dynamic and innovative leadership at a senior level in journalism and the media. The winner will receive the ASB Editorial Executive of the Year cup.

Entry criteria

- Nominations and entry for Editorial Executive of the Year must be made by a senior supervisor or manager. The candidate must have been employed in a leadership role by a New Zealand-based media organisation during 2016. Publishers may nominate up to three candidates. In the case of multiple candidates, separate entries will need to be submitted.
- Entries should consist of a statement, of up to 500 words, written by the supervisor or manager, outlining how the candidate's leadership benefited staff, the company and its objectives, the audience and any other stakeholders.
- The statement should explain the candidate's leadership achievements in 2016, how this benefited his/her department, division, publication or organisation as a whole. Details could include efforts to create a new product or products; work to rejuvenate a struggling product or increase readership; efforts to bring about change or achieve a vision; work to build a cohesive team; examples of going the extra mile to achieve a common goal; work to foster journalism and build audiences across multiple platforms; leadership that benefited colleagues, peers and other staff.
- Supporting statements should include specific examples of how some or all of the above were achieved.

nib Health Journalism Scholarship – Junior

Sponsored by nib

The winner of this category will be entitled to a health journalism scholarship to a maximum value of NZ\$4000 (excl gst) funded by nib health funds ltd. This can be applied to travel, accommodation and/or other legitimate costs associated with the research and/or writing of the resulting articles(s).

Entry criteria

- Entrants must supply a written proposal (maximum 600 words) outlining a research topic, or series of topics, on a health or health-related subject. In addition, they must submit an estimated budget (indicative only) of how the scholarship money will be spent.
- Entrants should provide confirmation from potential publishers that the resulting work will be published, within 18 months of receipt of the scholarship, subject to it meeting acceptable editorial standards.
- To qualify, entrants must be aged 26 or under or, if older, have no more than **three** years' experience (which does not include time studying journalism at a tertiary institution) on a New Zealand newspaper, magazine or credible website.
- Entrants must be a reporter, feature writer or opinion writer employed full-time or part-time by, or as a regular contributor to a daily, weekend, weekly or community newspaper (or its website); NZ-based news agency or service; magazine published weekly, monthly or at least twice a year (or its website); NZ-based news or health-oriented website.
- Entrants must submit **THREE** health-related stories published in New Zealand during 2016. This may include news stories, features or comments published in New Zealand newspapers, magazines and/or websites.
- The winner may be required to attend a post-award meeting with nib to discuss the proposal and receive the scholarship money.
- The winner will be required to provide receipts of all scholarship-related expenses to nib.
- Work entered in feature writing, opinion writing or reporting categories may be included in the portfolio for this category.

Judging

- Applications will be considered by a panel of judges selected by the NPA in association with nib. If considered necessary, the panel will contact applicants for further information during the selection process.

nib Health Journalism Scholarship – Senior

Sponsored by nib

The winner of this category will be entitled to a health journalism scholarship to a maximum value of NZ\$6000 (excl gst) funded by nib health funds ltd. This can be applied to travel, accommodation and/or other legitimate costs associated with the research and/or writing of the resulting articles(s).

Entry criteria

- Entrants must supply a written proposal (maximum 600 words) outlining a research topic, or series of topics, on a health or health-related subject. In addition, they must submit an estimated budget (indicative only) of how the scholarship money will be spent.
- Entrants should provide confirmation from potential publishers confirming the resulting work will be published, within 18 months of receipt of the scholarship, subject to it meeting acceptable editorial standards.
- Entrants must be a reporter, feature writer or opinion writer employed full-time or part-time by, or as a regular contributor to a New Zealand daily, weekend, weekly or community newspaper (or its website); NZ-based news agency or service; magazine published weekly, monthly or at least twice a year (or its website); NZ-based news or health-oriented website.
- Entrants must submit THREE health-related stories published in New Zealand during 2016. This may include news stories, features or comments published in New Zealand newspapers, magazines and/or websites.
- The winner may be required to attend a post-award meeting with nib to discuss the proposal and receive the scholarship money.
- The winner will be required to provide receipts of all scholarship-related expenses to nib.
- Work entered in feature writing, opinion writing or reporting categories may be included in the portfolio for this category.

Judging

- Applications will be considered by a panel of judges selected by the NPA in association with nib. If considered necessary, the panel will contact applicants for further information during the selection process.

Regional Journalist of the Year

Entry criteria

- Entrants must submit a portfolio of FOUR examples of their work on any subject published in New Zealand during 2016.
- This may include news reports, features, opinion writing and/or campaigns published in regional daily newspapers, regional magazines or supplements and/or websites.
- Entrants who wish to include a multi-part story should select no more than two parts of the series to be presented together as a single article. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 300 words.

Judging criteria

- Newsworthiness/original content - 40%
- Writing excellence/connection to reader - 30%
- Use of contacts/initiative - 30%

Reviewer of the Year

Entry criteria

- Entrants must submit a portfolio of FOUR reviews on any subject published in New Zealand newspapers, magazines and/or websites during 2016.
- Entrants may include a statement of support of up to 100 words.

Judging criteria

- Ability to engage and inform the reader - 40%
- Writing excellence/connection to the reader - 40%
- Depth of knowledge and how that is conveyed - 20%

Science and Technology Award

Sponsored by Science Media Centre

Entry criteria

- Entrants must submit a portfolio of THREE stories, including features or columns, on science and/or technology subjects published in New Zealand during 2016.
- This may include work published in newspapers, magazines and/or websites.
- Work entered in specialist reporting or feature-writing categories may be included in this portfolio.
- Entrants who wish to include a multi-part story should select no more than two parts of the series to be presented together as a single article. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 300 words.

Judging criteria

- Ability to engage and inform the reader - 40%
- Writing excellence/clarity - 30%
- Depth of knowledge and how that is conveyed - 30%

Sports Journalist of the Year

Entry criteria

- Entrants must submit a portfolio of FOUR sports-related stories, including features or columns, published in New Zealand newspapers, magazines and/or websites during 2016.
- Work entered in specialist reporting or feature-writing categories may be included in this portfolio.
- Entrants who wish to include a multi-part story should select no more than two parts of the series to be presented together as a single article. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 300 words.
- The winner of this award will be presented with the T.P. McLean Trophy.

Judging criteria

- Newsworthiness/exclusive content - 40%
- Writing excellence/connection to reader - 30%
- Use of contacts/insight - 30%

Student Journalist of the Year

Entry criteria

- Entrants must have been enrolled as a journalism student during 2016 (or 2015/2016 or 2016/2017 for year-long programmes starting mid-year).
- Entrants must submit a portfolio of THREE stories on any subject published in New Zealand newspapers, magazines and/or websites during 2016.
- Entrants who wish to include a multi-part story in their portfolio should select no more than two parts of the series to be presented together as a single article in the portfolio. These two parts should be cross-referenced.
- Entrants may include a statement of support of up to 200 words.

Judging criteria

- Newsworthiness/exclusive content - 40%
- Story structure/clarity - 40%
- Writing excellence/connection to reader - 20%

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