

HOW TO ENTER – THE JUDGING CRITERIA**1. Reporting Categories:**

The criteria that follows shall be relevant:

- 1.1 **Originality:** Has the entrant broken a story? Is it a “scoop?”
- 1.2 **Impact and Relevance:** Has the story itself contributed to changes in public (or private) policy?
- 1.3 **Quality and Depth of Writing.**
- 1.4 **Investigative Skills.** Displayed?
- 1.5 **Initiative.** A handout or not?
- 1.6 **Accuracy.**

2. Additional Considerations for Broadcasting Categories

The criteria that follows shall be relevant:

- 2.1 **Live Work.** A weighting for extra degree of difficulty involved in 'live' as opposed to pre-recorded work.
- 2.2 **Exemplary Use of the Medium.** Creative use of atmospheric sound to bring listeners/viewers closer to a story.
- 2.3 **Difficulty in Getting 'Talent to the Line'.** Degree of difficulty in getting exclusive footage or interviews

3. Photographic Categories:

The criteria that follows will be relevant:

- 3.1 **Success in Distilling.** The essence of breaking a news story or providing a new insight into a current one.
- 3.2 **Technical Excellence.**
- 3.3 **Creativity.**
- 3.4 **Degree of Difficulty.** (Particularly for photographic and cinematographic work.)
- 3.5 **Exclusivity of Images.** (Particularly for photographic and cinematographic work.)
- 3.6 **Impact.**

4. Best Illustration / Cartoon:

The criteria that follows will be relevant:

Cartoon:

- 4.1 **Amusement.** You cannot go past the amusement factor first.
- 4.2 **Encapsulation.** With an editorial cartoon, the artist is attempting to express in one picture what the editorial writer takes 100 words to do. Succinctly encapsulating an issue is the key to a successful cartoon.
- 4.3 **Relevance.** The topicality of the drawing. Its relevant to that day's events. Does it combine several issues?
- 4.4 **Metaphor.** The wit or use of creative visual metaphor.
- 4.5 **Draftsmanship.** Execution of the idea. The ability of the artist to completely lay their idea out on paper.

Illustration:

- 4.6 **Technique.** Areas for consideration:
 - (a) quality of execution;
 - (b) appropriateness of style or technique;
 - (c) comparative or surprising uses of new media (or old) techniques.
 - (d) conventional composition or unusual use of space context.
- 4.7 **Communication.** Areas for consideration:
 - (a) fidelity to the text;
 - (b) appropriately, or overly literal, or subtle and oblique;
 - (c) enrichment of, or perspective on the text;
 - (d) kind of viewer impact: quick, sharp, broad, shallow, etc.
- 4.8 **Aesthetics.** Areas for consideration:
 - (a) power;
 - (b) beauty;
 - (c) sweetness/bitterness;
 - (d) originality.

5. Best Columnist, Blogger or Commentator in any Medium

Defined as a column writer published at the rate of at least 10 times a year. Entries are restricted to a maximum of three columns.

Best columnist will be selected on criteria including but not limited to the following:

- 5.1 Originality of thought
- 5.2 Quality of Writing
- 5.3 Impact: Contribution to any official change or practice, reader response.
- 5.4 Initiative: Ability to identify issues on the pulse and raise public awareness

This award is also open to bloggers who have been wholly or mainly responsible for maintaining a blog site for all or a substantial part of a year. Up to three days' worth of blog postings may be submitted together with a supporting statement providing context as to the blog's aims and achievements (400 words maximum). Use of the medium and the level and quality of interaction with website users will be considered.

6. Best Designer n any medium

Areas for consideration:

- 6.1 Graphics
- 6.2 quality of execution.
- 6.3 appropriateness of style or technique.
- 6.4 comparative or surprising uses of new media (or old) techniques.
- 6.5 conventional composition or unusual use of space context

5. Gold Award:

Will be awarded to the most outstanding recipient of a Category prize. That decision will be entirely in the discretion of the judges.