



THE PRESS ASSOCIATION OF JAMAICA

NATIONAL JOURNALISM AWARDS 2012-13

GUIDELINES FOR ENTRY



JOURNALIST OF THE YEAR

- Nominee must be an employee of a Jamaican media broadcast or print media for more than one year. Employees of regional or international media houses based in Jamaica whose work is extensively about Jamaica are also eligible.
- He/she must have produced a body of work of consistently high quality between October 31, 2012 and October 1, 2013.
- The body of work must have created national impact or affected the well being of a significant number of people
- The body of work must have resulted in a resolution of the situation or an improvement in the circumstances of the people involved or,
- Additional consideration will be given to entries which resulted in a change of government/corporate policy or action.
- Nominations from individuals will not be accepted. All candidates MUST be nominated by the media house they are attached to.

THE PRESIDENT'S AWARD FOR INVESTIGATIVE JOURNALISM

- Stories must:**
- Contain original work
 - Reveal corruption, wrong doing or abuse of power
 - Explain complex social problems
 - Show a pattern of systemic problems, not just one isolated incident affecting one individual
 - Must show evidence of research and analytic skills in handling material
 - Must speak about something that is interesting for the readers, viewers or listeners and address some issues that concern them and their everyday life.
 - Should expose information that is being concealed

HECTOR BERNARD/ THEODORE SEALY AWARD FOR THE 'BEST NEWS JOURNALIST'

TWO AWARDS: Print and Electronic

- Candidates must submit at least two in-depth series and samples of no less than three pieces of work published or aired over the period under review.
- Stories should ...**
- Have their origins in some event or decision that affects or will affect the lives of a substantial number of people.
- Provide evidence of journalistic enterprise.
- Provide new information. The reporter should interpret, illuminate or delve below the obvious surface of the happening so that the story is more than an exercise in stenography or of sound or video recordings
- Be a minimum of 1,000 words for print, or three minutes for radio and television

ASTON RHODEN AWARD FOR NEWS PHOTOGRAPHY

- Photos should capture any of the following features:
- Life, action, beauty, prominence, achievement, romance, drama, excitement, adventure.
 - Photos should stir emotions, arouse curiosity, tell the high point of the story
 - Sharp, balanced composition
 - Evidence that photographer had the reader in mind when taking the picture

CARL WINT AWARD FOR BEST FEATURE

TWO AWARDS: Print and Electronic

- This award is open to journalists across all beats – sports, lifestyle, entertainment, news, tourism, environment, health etc.
- The feature must not simply be a report of an event or speech but one that seeks to tell the reader, listener or viewer what the event or speech means.
- Reporter should delve below the obvious surface of the happening so that the story is more than a simple record of the facts.
- The feature must provide new information
- Writing/presentation style must command the attention of readers/viewers/listeners
- Minimum 1,500 words for print or five minutes for radio and television.

HUGH CROSSKILL/RAYMOND SHARP AWARD FOR 'BEST SPORTS JOURNALIST'

TWO AWARDS: Print and Electronic

- Candidates must submit at least two in-depth series and samples of no less than three pieces of work.
- Stories must have their origin in some event or decision that impacts sports
- Reporter must demonstrate knowledge of the sport he or she is reporting on.
- Story must recreate the atmosphere of the play, identify notable achievements, and give readers, listeners or viewers a picture of the sports scene and what it felt like.
- Reporter must demonstrate excellence in writing/presentation, accuracy, storytelling and analysis.
- Submission must be between 800 and 1000 words for print media and between three and five minutes for radio and television

LIVINGSTON MCLAREN AWARD FOR CARTOONS

- Cartoon must show creativity, clarity and currency
- Should tell a story. Should demonstrate use of humour in the message communicated

ERROL HARVEY AWARD FOR HUMAN INTEREST

- Photos must:**
- Capture, emotions, action, excitement, romance, novelty etc.
 - Tell something about people
 - Have some evidence of initiative and imagination.
 - Have good technical quality. Submissions should depict a person or persons in an interactive and/or emotional way and present people and their problems, concerns, or achievements in a way that brings about interest or sympathy in the viewer.

BEST HUMAN INTEREST TELEVISION FEATURE

- This must be at least 10 minutes and not more than 30 minutes produced locally and shown on local television (Longer features should be edited down to 30 minutes for submission)
- The story must be uplifting and have a positive outcome
- The story must take a below the surface look at the issues
- The story must be of high technical quality
- NB.** The submission must indicate the names of the full production team: presenter, producer, editor.

CARLTON ALEXANDER AWARD FOR THE 'BEST BUSINESS & FINANCE JOURNALIST'

TWO AWARDS: Print and Electronic

- The story must:
- Demonstrate some initiative, enterprise and diligence on the part of the reporter, other than simply acting as a conduit for the recording of the facts or event being reported.
 - Show evidence of research
 - Show analytical skill in the handling of material
 - Focus on economics and business or finance
 - Candidate must provide three pieces of work
 - Be 500 to 1,000 words for print and three to five minutes for radio and television

JUNIOR DOWIE AWARD FOR SPORTS PHOTOGRAPHY

- Photos must be about a sports related event or issue and should capture the following features:
- Action, life, excitement, achievement, disappointment, etc.
 - Stir emotions and tell the high point of the story
 - Good technical quality

EXCELLENCE IN ONLINE JOURNALISM

- This award is designed to recognize outstanding efforts of online media houses
- Entries will be judge for both content and the technical component.
- In the area of content, marks will be awarded:
- Breaking news and timeliness
 - Accuracy
 - Impact
 - Fairness
- In terms of technical component, marks will be awarded for:
- User friendliness
 - Use of audio/visual
 - Attention to details
- Entrants must submit no more than five URL of works published online between October 31, 2012 and October 1, 2013.
- The entries must include dates of publication and headline of works being submitted for consideration. Entries are to be emailed to the pressassociationjamaica@gmail.com.

MORRIS CARGILL AWARD FOR OPINION JOURNALISM

- Emphasis should be on the quality, with focus on research and presentation of facts.
- Writer must be consistent and not just an occasional contributor.
- Work must have credibility and reliability and not just be loose opinions.
- Work must also have currency and proximity
- Not more than 1,500 words for print or between three and five minutes for radio and television

THE MAURICE GARRISON AWARD FOR SMALL PUBLICATIONS

- The publication must:**
- Be a tabloid size or magazine (but not part of a daily/weekly newspaper)
 - Be printed at least weekly, fortnightly or monthly
 - Serve a particular interest or community
 - Should have cultural relevance
 - Appearance/design should be professional

BEST ENTERTAINMENT JOURNALIST

TWO AWARDS: Print and Electronic

- Candidates must submit at least two in-depth series and samples of no less than three pieces of work.
- Stories must have their origin in some event or decision that impacts the field of entertainment
- Reporter must demonstrate knowledge of the performing art he or she is reporting on.
- Story must convey to readers/listeners/viewers the colour and tone of the performance/event and their impact on the audience.
- Reporter must demonstrate excellence in writing/presentation, accuracy, storytelling and analysis.
- Submission must be between 500 and 1,000 words for print media and between three and five minutes for radio and television

KEN DAWSON AWARD FOR VIDEOGRAPHY

- Evidence of creativity, initiative and imagination.
- Technical skills
- Submissions should tell a story
- Should have impact and must have currency

BEST COVER DESIGN – NEWSPAPER

- This award is aimed at recognizing sub-editors/paginatons for outstanding design of national newspaper covers. One sample is being invited from each nominee.
- The entry will be judged on:
- Creativity
 - Use of colours
 - Grabbing headline
 - Graphic/art interplay with text

BEST COVER DESIGN – NEWSPAPER MAGAZINES

- This award is aimed at rewarding sub-editors/paginatons for outstanding design of covers of magazines that appear weekly or more in national newspapers. One sample is being invited from each nominee.
- The entry will be judged on:
- Creativity
 - Use of colours
 - Grabbing headline
 - Graphic/art interplay with text

NHT AWARD FOR EXCELLENCE IN JOURNALISM: HOUSING AND SUSTAINABLE DEVELOPMENT

TWO AWARDS: Print and Electronic

- This award is for a practising local journalist, columnist or commentator in the media who is committed to excellence and the highest standards of professional ethics.
- The award will recognize excellence in journalism of works 'published' in the mass media, which focus on issues pertaining to the sustainable urban and rural development, the outcome of Vision 2030, and in particular its related strategy of ensuring "safe, sanitary and affordable shelter for all".
- The work must evidence research and sound analysis, and should provoke responsible public dialogue and/or actions in furtherance of successful achievement of the strategy. Candidates must submit at least three in-depth pieces on housing and sustainable development.
- Please visit the website: <http://www.nht.gov.jm/journalism-award/criteria> for a detailed look at the entry requirements for the award.

EXCELLENCE IN TOURISM AND THE ENVIRONMENT REPORTING

- Candidates must submit at least two in-depth series on environmental or tourism related issues published or aired over the period under review. Stories should ...
- Have their origins in some event or decision that affects or will affect the lives of a substantial number of people.
 - Provide evidence of journalistic enterprise, rather than stories that originate out of speeches or out of organized or spontaneous events.
 - Provide new information. The reporter should interpret, illuminate or delve below the obvious surface of the happening so that the story is more than an exercise in stenography or of sound or video recordings
 - Be a minimum of 1,000 words for print, or three minutes for radio and television

UNICEF MEDIA AWARD FOR EXCELLENCE IN REPORTING ON CHILDREN'S RIGHTS

- Submissions for the 2013 UNICEF award must focus on at least one of the major developmental issues affecting children, including violations of children's rights as enshrined in the Convention on the Rights of the Child (CRC).
- Submitted works must adhere to the highest standards of journalism, including clarity of expression, accuracy, fairness and strict observance of International Federation of Journalists' ethical guidelines on reporting on children's issues and respect for the CRC.
- All submissions must include the voices of children in order to be considered.
- Additionally, the criteria for judging will include, but not be limited to; relevance; content; balance (objectivity and impartiality); level of analysis; originality; timeliness; quality and impact. Radio and TV submissions will also be judged on sound and technical quality.

YOUNG JOURNALIST OF THE YEAR AWARD

- Nominated by the media houses and chosen by the PAJ Executive

SPECIAL AWARDS 2013

DIGICEL AWARD FOR TECHNOLOGY

- Digicel will award the best news and feature stories in both the print and electronic media on ICT to include cloud computing, mobile technology, telecommunications, related innovations and their impact on the Jamaican society.

- Rules**
- All print entries should not be fewer than 500 words
 - Electronic features or interviews should be not exceed: - 3 minutes for news - 60 minutes for features

THE SAGICOR MEDIA AWARD FOR EXCELLENCE IN REPORTING ON HEALTH AND WELLNESS

- Submissions for the inaugural 2013 Sagicor award must focus on at least one of the major developmental issues affecting health and safety.
- Entries must be between 500-1,000 words for print/online media and two to five minutes for radio and TV. Submitted works must adhere to the highest standards of journalism, including clarity of expression, accuracy, fairness and strict observance of ethical guidelines on reporting.
- The criteria for judging will include, but not be limited to the following: relevance; content; balance (objectivity and impartiality); level of analysis; originality; timeliness; quality and impact. Radio and TV submissions will also be judged on sound and technical quality.

ENTRY PROCEDURES FOR ALL AWARDS

- ✓ **\$3,000 entry fee**
Paid-up members of the PAJ are not required to pay a fee with entries, however persons who are not paid-up members of the PAJ must pay an entry fee of \$3,000 before any of their entries will be considered.

- ✓ **Basic journalistic principles**
All awards will be judged on the basic journalistic principles of fairness and balance.

- ✓ **CDs and DVDs**
Audio and video productions must be submitted via CDs or DVDs.

- ✓ **Submissions in triplicate**
Submissions must be done in triplicate and must be properly labelled with nominees' names, media houses and award category. Entry submissions must be work done between October 31, 2012 and October 1, 2013. **Applications must be delivered to the PAJ Headquarters on or before October 25, 2013.**

- ✓ **No entry returns**
NB: The PAJ does not take responsibility for returning entries to nominees. We require only copies of stories/productions, which we reserve the right to keep for reference. For direct enquiries: 631-6390.