

2010

—
**Media
Awards
for
Health
Reporting**
—

Stories
about life.
The award
of a lifetime.

Award Criteria and Categories

What you need to know.

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Awards Criteria

The following guidelines and criteria will be the basis for judging submissions in each award category. Please note that CNA and the CMA reserve the right to withhold an award in any category if the judges determine that submissions are not of a sufficiently high standard in meeting the established criteria.

Media Awards

The primary focus of any submission must be health or health care. All entries will be judged on how well they tell a health-related story based on the following specific criteria:

1. Fairness and balance (capturing multiple viewpoints, quality and depth of research, accuracy)
2. Timeliness (first on the story, immediacy, relevance to audience)
3. Insight (imparting clear perceptions of a complex situation; creativity in approach; human context or implications)
4. Impact (contribution to society and to public understanding of issue)
5. Quality of the writing and/or production (clear, compelling and interesting narrative; conciseness; accessibility; use of visuals and sound)

Judging of news categories will be weighted toward news values, such as timeliness and conciseness, while that of feature categories will be weighted toward feature values, such as depth of research and creativity.

Award Categories

Excellence in Print Reporting (newspaper or magazine)

- **Excellence in print reporting – In-depth feature series**
Submit a collection of stand-alone articles intended to explore a health-related issue in depth. The articles may be published on the same date (e.g., in a special section) or on different dates. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals.
- **Excellence in print reporting – In-depth feature article**
Hosted by The Royal College of Physicians and Surgeons of Canada
Submit one feature article exploring a health-related issue in depth. The feature may contain additional editorial elements (i.e., sidebars, graphics, photos, etc.) that are not intended to stand alone and that support the main body of work. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals.
- **Excellence in print reporting – News**
Submit up to three items to demonstrate coverage of a single health-related issue or development as it unfolds. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals.

Excellence in Radio Reporting

- **Excellence in radio reporting – News**

Submit up to two items to demonstrate coverage of a single health-related issue or development as it unfolds. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals. Maximum length of each piece: six minutes.

- **Excellence in radio reporting – In-depth**

Generally a longer radio feature or series exploring a health-related issue in depth. Submissions should influence policy development, contribute to public awareness of a health issue or increase understanding of the role of health professionals. Regardless of the length of the piece, the reporting should remain clear and concise.

Excellence in Television Reporting

- **Excellence in television reporting – News**

Submit up to two items to demonstrate coverage of a single health-related issue or development as it unfolds. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals. Maximum length of each piece: six minutes.

- **Excellence in television reporting – In-depth**

Generally a longer television feature or series exploring a health-related issue in depth. Submissions should influence policy development, contribute to public awareness or understanding of a health issue or increase understanding of the role of health professionals. Regardless of the length of the piece, the reporting should remain clear and concise.

Excellence in Local Reporting

Submit stories that explore local health-care issues, bring national and regional health issues to the community level or use local information to provide additional insight into a topic affecting health care in Canada. Entries should be composed of a single in-depth piece or up to three news items that demonstrate coverage of a single health-related issue or development as it unfolds. Judges will use the same criteria and degree of rigour to judge these two awards that are used for all of the other awards.

- **Excellence in local print reporting**

To qualify for this award, an entry must have been developed for publication in a newspaper, magazine or other print outlet with an average circulation per issue of 30,000 or less. The story may have subsequently received broader dissemination but was originally generated and developed using local resources.

- **Excellence in local broadcast reporting**

This award is intended for radio and television pieces that were developed for local broadcast (not network). These stories may have subsequently been broadcast on a network news or public affairs show but were generated and developed at the station level using local resources.

General Rules and Eligibility

The competition is open to journalists working for Canadian newspapers, magazines, television stations, radio stations, wire services and networks with the exception of specialty/trade publications. The competition is also open to freelance journalists whose submitted work has been published or broadcast in Canada.

- The work must have been published or aired between November 7, 2008, and November 10, 2009, inclusive.
- The work must have been published, distributed, produced or aired by a Canadian media outlet.
- The subject matter of entries must be focused on health or health care.
- Entries originally written, broadcast or produced in languages other than French or English are welcome. A transcript in either official language must accompany the submission.
- Work appearing in CMA and CNA publications is not eligible for submission.
- Work appearing in specialty or trade publications is not eligible for submission.
- Work must be aimed at the general public.
- Teams or individuals may submit work.
- The organizers reserve the right to change the category under which a submission is being considered if it is clear that a different category is more appropriate for that submission.
- The organizers reserve the right to disqualify any submission that is incomplete or that constitutes a real or apparent conflict of interest. Please contact us by e-mail at info@mediaawards.ca if you require more information on this point.
- Material submitted must be received by **Tuesday, November 10, 2009**. Submissions received after that date will not be accepted.
- Material should be sent to:
Media Awards
c/o Paul Watson
Canadian Nurses Association
50 Driveway
Ottawa, Ontario K2P 1E2

Selection Committees

Independent, volunteer selection committees will evaluate the entries.

Criteria

The submissions are judged on fairness and balance, timeliness, insight, impact and quality of the writing/production. All entries will be judged against the stated purpose of the competition.

Deadline

Material submitted must be received by **Tuesday, November 10, 2009**. Material received after that date will not be accepted.

Return of Materials

All submissions to the Media Awards for Health Reporting will become the property of CNA and the CMA. The materials will not be returned. By entering the awards, you grant CNA and the CMA the rights, titles and interest to reproduce your work in CNA and CMA print and electronic publications.

Frequently Asked Questions

Q - How are entries judged?

Selection committees are composed of at least five volunteer professionals from across Canada. These committees consist of:

- a representative from the nursing profession
- a representative from the medical profession
- two representatives from the journalism profession
- a representative from the health sector

Judging will take place by teleconference in December 2009 and January 2010.

Q - When will I be notified about the status of my entry?

You will be notified by e-mail that your entry has been received within 10 working days. At that time, you will also be informed whether or not your entry meets all of the basic requirements to qualify for judging.

Q - When will I hear if my entry has been selected to receive an award?

The selection committees will complete their work by early January 2010. CNA and the CMA will issue a news release announcing the recipients, which will be posted at www.mediaawards.ca. Award recipients will be notified directly.

Q - When will the awards be presented?

The awards will be presented at a gala celebration on Tuesday, March 2, 2010, at the Canadian Museum of Civilization, in Gatineau. Tickets will be available starting late fall 2009. For more information, visit www.mediaawards.ca.

Q - How do I submit my entry?

Full instructions for submission can be found on the awards entry form at www.mediaawards.ca.

Q - May I submit an entry if I am a freelancer?

Yes, submissions are welcome from freelance journalists as long as their work was not published or aired by a sponsor of the awards. However, if you do not hold the copyright for your submission, you must obtain permission from the copyright holder.

Q - Will elements of the production be evaluated by the judges?

Yes, the quality of production such as use of visuals, page layout and sound will be evaluated by the judges. However, the judges' evaluation is weighted more on quality of reporting rather than on quality of production.

Q - If my organization is a sponsor of the awards, may I submit an entry?

No. To minimize the risk of conflict of interest, sponsoring organizations and their employees are not eligible to submit entries to the awards. Likewise, freelancers may not submit work that was published or aired by a sponsor.

Q - How do I become a sponsor, and what are the benefits?

We welcome sponsorship enquiries. Please call the CMA at 613-731-8610 and speak with Heike Hemlin (ext. 1703) or Lesly Bauer (ext. 2288) or review the sponsorship information online.

Q - Is attendance at the gala ceremony open to everyone?

Yes, everyone is welcome. However, the event is very popular and can sell out quickly. **We encourage you to reserve early by going to our online ticket purchase at www.mediaawards.com.**

Q - May I submit a piece in a language other than English or French?

Entries originally written, broadcast or produced in languages other than French or English are welcome. A transcript in either official language must accompany the submission.

Q - Is there a fee for entering?

There is no entry fee this year.

Q - How many entries may I submit?

You may submit as many entries as you wish.

Q - May I submit in more than one category?

You may submit entries in as many categories as you wish; however, each entry may be submitted in only one category.