



CATEGORIES

1. HARD NEWS

Journalism that is about an unfolding or recent event, typically written to tight deadlines and under pressure, including follow-ups and news scoops. The writing should be fresh, comprehensive, accurate and have high quality graphic description and pointed news salience.

2. ANALYSIS & COMMENTARY

This category entails articles that take a deeper look at a current news issue. They are distinct from breaking news, general feature articles and creative journalism. Enterprise news and backgrounder articles may be considered here. Characteristics such as multi-sourcing and multi-perspectival views will be considered. Logical structure, depth of insight and quality of writing are also important.

3. FEATURE WRITING

Journalism that has entailed enterprise, investigation and persistence in gathering the information and which shows skill in telling the story. Feature writing may cover profiles, interviews, travel, trends etc. Quality of language, narrative skill, story structure and descriptive power of the features will also be considered in judging.

4. INVESTIGATIVE JOURNALISM

This is generally in-depth journalism resulting in scoops. Consideration will be given to research, perseverance, courage and innovation.

5. CREATIVE JOURNALISM

This journalism covers columns, creative writing and humorous pieces. Columns should be clear, engaging, persuasive - arguing a cogent case. Readability, interpretation and relevance to readers will be considered. Creative and humorous writing is entertaining without becoming pure fiction. Attention will be given to the use of language, wit and cross-cultural sensitivity.

6. EDITORIAL CARTOONS

These are assessed for graphic imagery, originality, cleverness and political or social punch. Simplicity, topicality and humour will be considered. Entrants should motivate why their work scores on these criteria, and a maximum of five entries may be submitted.

7. GRAPHIC JOURNALISM

Info-graphics and illustrations are eligible here. They should add value to a story, conveying meaning in a way that photos or text alone do not. Creativity and originality in concept, and the quality of execution will be considered. Clarity, vividness and communicative power are also factors. A maximum of five entries may be submitted.

8. POPULAR JOURNALISM

The winning story will be presented in a style that is simultaneously accessible, informative and entertaining, and its content will be about, and for, readers of tabloid journalism.

9. NEWS PHOTOGRAPHS

Published pictures of fast-breaking or spot-news comprise this category. Excellence in composition, lighting, action and other photographic qualities will be considered. The judges will assess both the original image and how it lent itself to being presented, and will therefore require a copy of both the original and the page on which it appeared.

10. FEATURE PHOTOGRAPHS

Published feature pictures that tell a story and which demonstrate reporting initiative are assessed under this category. Excellence in composition, lighting, action and other photographic qualities will be considered. The judges will assess both the original image and how it lent itself to being presented, and will therefore require a copy of both the original and the page on which it appeared.

11. SPORTS PHOTOGRAPHS

Published pictures taken at sports events constitute the distinctive subject matter here. The winning entries should show excellence in producing images that convey human drama and achievement, through techniques such as composition, the use of available lighting and the capturing of moments of action. The judges will assess both the original image and how it lent itself to being presented, and therefore require a copy of both the original and the page on which it appeared.

12. PRESENTATION - (Layout and design)

Content and headline treatment, the use of photographs and graphics and overall design will be assessed for clarity, readability and aesthetic attractiveness. The treatment as a whole will be assessed as journalism.

13. SOUTH AFRICAN STORY OF THE YEAR

No entries are accepted for this category; instead the judges will select a winner from the range of entries in the other categories. This agenda-setting and original journalism contributes to society by giving new insight into the changing character of South Africa. Evidence of impact - such as changes and reforms resulting from the work - will be taken into account. The winning entry may be drawn from the winners of the other categories.

14. JOURNALISM TWENTY-TEN

This category marks the importance of the Soccer World Cup being staged in South Africa in 2010. The award is for a journalist who is able to "own" the story, through first-rate coverage of its many angles. Coverage may range from relevant matters around the games and players themselves, through to access issues, infrastructure and development, politics, environment, tourism, culture, sponsorship, money and intellectual property, amongst other aspects. The category will cover journalism during 2009, and be repeated again for work in 2010. A maximum of five articles may be submitted by any single entrant.



CRITERIA FOR ALL ENTRANTS

1. Entrants may submit entries in any number of categories.
2. The same work may be submitted for different categories, although separate copies of the work must then be included.
3. A separate entry form must be submitted for each category entered.
4. Any entry in any category will consist of not more than your top three (3) writing and/or graphical entries or five (5) in the case of photos. However, entries into the investigative journalism categories must submit the full series of articles.
5. Categories are open to individual, team or institutional entries.
6. Team entries will be limited to three individuals per entry.
7. A fee of R30 (Vat Inclusive) per entry will be charged. Please pay/transfer the money on NASA account: Standard Bank Rosebank, Account number: 002026414 Branch Code: (004305) Please put as a reference on the deposit slip: Mondi and your name. Cheques must be made payable to the Newspaper Association must accompany the entry kit or it will not be accepted.
8. It is imperative that your Editor or, in the case of freelancers, the Editor who has commissioned your services, signs and approves your entry, or your entry will not be accepted.
9. Entries must consist of material originated and published in South African daily or weekly newspapers between: 1 January 2008 up to 1 January 2009. Closing date for all entries is February 5, 2010.
10. All entries should be mounted on minimum A3 or maximum A2 size, black or white cardboard. The mounting should be such that the board is suitable for display purposes. If the entry comprises more than one A3 page, the pages should be presented on different boards.
11. Each board should be clearly marked in the top right hand corner with the entrant's name, the page number (e.g. "pg 1 of 5") and the category name and number. It should be noted that individual stories will be seen as individual entries and should therefore be numbered as "Page 1 of 1".
12. Entry forms (originals or photocopies thereof), as well as letters of motivation for journalism entries, should be pasted flat on the reverse side of the first mounted page of the entry.
13. Entry forms must be completed in full and signed by the person entering. If the form is not signed, your entry will be rejected.
14. Articles must be fully displayed and not in plastic sleeves, etc.
15. The judges' decision is final and no correspondence will be entered into.
16. Entries become the property of the Newspaper Association and are not returnable. They may be utilised for display and publicity purposes for the awards, and deposited in a library archive.
17. The winning entries will be made available on Print Media SA website at www.printmedia.org.za and The Media website at www.themedia.co.za
18. An electronic entry kit is available on the Mondi website at www.mondishanduka.co.za and Print Media SA website at www.printmedia.org.za

