



CALL FOR ENTRIES

Sanlam/MDDA Local Media Awards 2010

The **Sanlam/MDDA Local Media Awards** aim to encourage excellence and to reward meritorious work in community journalism.

The competition is run under the auspices of the Print Media of South Africa (PMSA).

The competition covers the period from 1 June 2009 to 30 June 2010.

Sanlam, the Forum of Community Journalists (FCJ) and the MDDA reserve the right to change the conditions, rules, sections and prize money of future competitions at their discretion.

Closing Date

The closing date is 31 August 2010

The Sanlam/MDDA Awards recognize the following subsectors/categories of local media:

- **Community media** – in terms of the MDDA Act, means any media project that is owned and controlled by a community where any financial surplus generated is reinvested in the media project; **and** “community” means a geographically founded community or any group of persons or sector of the public having a specific ascertainable common interest;
- **Small commercial media (SMME)** – in terms of the MDDA Act, means independent media enterprises or initiatives that are run for personal gain as micro, very small or small businesses as classified in the National Small Business Act, 1996 (Act No. 102 of 1996);
- **Big corporate owned local media** – local distributed media by corporate media owners like CAXTON, Media 24, etc.

Contact Details

MDDA:

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|---|---|
| Manana Stone Programme Manager 4 th Floor, 31 Princess of Wales Terrace Parktown 2193 Tel: 011 643 1125 Cell: 071 681 9269 Email: manana@mdda.org.za | Hariet Mhlanga Executive Secretary Tel: 011 643 1100 Cell: 078 800 8161 Fax: 011 643 1126 Email: hariet@mdda.org.za |
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Sanlam:

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| Hugo Redelinghuys Sanlam Group Communications 021 947-3393 082 440 6331 Fax: 021 947-4889 hugo.redelinghuys@sanlam.co.za | André Coetzee Sanlam Group Communications 021 947-2567 083 709 7065 Fax: 021 947-4889 andre.coetzee@sanlam.co.za |
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Sanlam/MDDA Local Media Awards 2010

Judging

The judges are all seasoned professionals, are not associated with Sanlam or the MDDA and have been appointed in consultation with the MDDA and the Forum of Community Press Journalists. Their decisions will be final and no written or verbal debate will be entered into.

The judges may co-opt additional judges.

Provided that entries of a sufficiently high standard are received, one prize will be awarded in each section, at the judges' discretion.

The adjudicators are free to recommend that additional awards be made.

Criteria

The entry forms, rules and judging criteria, determined by the MDDA and FCJ, are also outlined at www.sanlam.co.za (click More, Sponsorships, Media [on the left], and then **Sanlam/MDDA Local Media Awards**). Alternatively link to the MDDA website: www.mdda.org.za (on the left hand side of the Home Page, see "**Sanlam/MDDA Local Media Awards 2010**").

Acknowledgements

The criteria were partly taken from those used in previous Sanlam competitions.

Sanlam/MDDA Local Media Awards 2010

Categories & Sections

The competition covers the categories and sections set out below.

Unless merit or circumstances dictate otherwise, there will be only one winner per section.

Print Media

- **Category Newspapers**

The sections are:

- Corporate-owned **paid newspapers**
- Corporate-owned **freesheets**
- Small independent commercial **newspapers** (not owned by any of the major media groups) : **Emerging** (existing more than two (2) years but not yet five (5) years)
- Small independent commercial newspapers (not owned by any of the major media groups) : **Established** (existing for five (5) years or longer)
- Community media / grassroots

- **Category front pages**

The sections are:

- Corporate-owned **paid newspapers**
- Corporate-owned **freesheets**
- Small independent commercial **newspapers** (not owned by any of the major media groups) : **Emerging** (existing more than two (2) years but not yet five (5) years)
- Small independent commercial **newspapers** (not owned by any of the major media groups) : **Established** (existing for five (5) years or longer)
- Community media / grassroots

- **Category Writing**

The sections are (maximum articles in brackets):

- Journalist of the Year (10)
- Investigative reporting (**ONE** newsbreaking report, plus all its follow-up reports)
- Hard news / Local government (5)
- Focus on people - Human interest (5)
- Personal finance/ business consumer education (5)
- Columns (5)
- Sport (5)

- **Category Photography**

The sections are (maximum number of photos in brackets):

- Press Photographer of the Year (6)
- News (5)
- Feature, including portraits (faces) (5)
- Sport (5)
- General interest (**only for community / grassroots media**)

Broadcast Media:

Category Radio

The sections are:

- Best Community Radio Station
- Excellence in Broadcasting in Indigenous Languages
- Excellence in in-depth News Coverage and Current Affairs
- Excellence in Investigative Journalism

Category Television

- Section Best Community TV Station

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Print Media: Category Writing

To be considered for Journalist of the Year, entrants must submit a portfolio – not exceeding TEN (10) articles with ONE entry form.

Versatility is crucial. Entrants ranked in the top three in **three** of the other writing sections will automatically be entered into the Journalist of the Year section, and the judges will take this achievement into account.

For investigative journalism, only ONE newsbreaking report will suffice, but include your follow-up stories (maximum ten (10)) to strengthen your entry.

In all the other writing sections five (5) pieces will suffice - not more.

PLEASE NOTE: Entries exceeding the prescribed maximum per section will be disqualified.

Any article may be entered in more than one section, if appropriate.

The format of entries should preferably not exceed A4 size. Paste your cuttings, or copies thereof, onto A4 pages (or A3 for larger reports) and attach these to the entry form. Paste turnovers onto separate sheets. **Please don't bind entries in files.**

A separate entry form must be completed for each entry. If you enter five hard news stories, for instance, use ONE entry form. For sport another (one entry form) etc.

Alet Roux Medal

The Alet Roux Medal of Honour will be awarded to the most promising newcomer (less than three years' experience) who made it into the top twenty of the Journalist of the Year section.

Criteria

- **Journalist of the Year (100)**

Versatility: Skill in handling a variety of subjects? (20)
 Style and language: Easy to read? Grammar? Spelling? (10)
 Initiative: Ability to ferret out the news? (20)
 Tenacity, thoroughness and enterprise. (20)
 Reader impact: Human side to the story? Emotion? (20)
 Overall impression. (10)

- **Investigative reporting (100)**

Intros: Do they bring you in? Do they make you curious? (10)
 Style and language: Easy to read? Grammar? Spelling? (20)
 Relevance: Is it local? Likely to be of interest to readers? (10)
 Research: How much went into it? (20)
 Fairness: Is there balance/both sides represented? (10)
 Perseverance and courage. (5)
 Innovation/initiative. (5)
 The end result: Evidence of impact – changes/reforms/actions resulting from the work? (20)

- **Hard news and Local Government (100)**

Intros: Do they bring you in? Do they get your attention? Laboured and long? (20)
 Newsworthiness: Timely and of interest and concern to the reader? (20)
 Style and language: Well constructed? Easy to read? Grammar? Spelling? (20)
 Fairness: Is there balance/both sides represented? (10)
 Sources: Are sources reliable/are they identified? (10)
 Versatility: Skill in handling a variety of subjects? (10)

- **Human interest (100)**

Intros: Do they bring you in? Do they make you curious? (10)
 Humanity: Are there human sides to the story? (20)
 Emotion: Can you feel any emotion while reading the story? (20)
 Style and language: Easy to read? Grammar? Spelling? (20)
 Versatility: Skill in handling a variety of subjects? (10)
 Relevance. Is it local and/or likely of interest to readers? (10)
 Overall impression. (10)

- **Personal finance and Business News (100)**

Newsworthiness: Of interest/concern to reader? (20)
 Intros: Do they bring you in? Get your attention? (20)
 Style and language: Easy to read? Grammar? Spelling? (20)
 Versatility: Skill in handling a variety of subjects? (20)
 Initiative. (10)
 Overall impression. (10)

- **Columns (100)**

Intros: Do they bring you in? Do they make you curious? (10)
 Style and language: Is it easy to read? How's the grammar? Spelling? (20)
 Ability to reflect his/her own opinion. (20)
 Relevance: Is it local and/or likely to be of interest to readers? (10)
 Versatility: Limited in their scope? (10)
 Conclusion: Say what? So what? What did you say after reading the story? (20)
 Overall impression. (10)

- **Sport (100)**

Intros: Do they bring you in? Do they get your attention? Long and laboured? (20)
 Newsworthiness: Timely and of interest/concern to the reader? (10)
 Style and language: Well constructed? Easy to read? Grammar? Spelling? (20)
 Relevance: Is it local? Likely to be of interest to readers? (10)
 Depth of insight: Knowledge of the sport? Interpretation to the reader. (10)
 Liveliness of writing: Does the reader feel he was there? Feel the emotion? (20)
 Versatility: Skill in handling a variety of subjects? (10)

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Print Media: Category Photography

The winner of Best Portfolio will be designated Press Photographer of the Year. To be considered for Press Photographer of the Year, entrants must submit a versatile portfolio of six (6) photographs. Entrants ranked in the top-two in **two** of the other sections will automatically be entered into the Photographer of the Year section.

Each photographer may enter only ONE portfolio. Please indicate clearly which photographs you are entering for Best Portfolio.

Apart from being judged as a portfolio, each of these photographs will automatically qualify for awards in the other sections.

A maximum of FIVE (5) photos per entrant may be submitted for each of the other sections.

PLEASE NOTE: Entries exceeding the prescribed maximum per section will be disqualified.

Black-and-white or colour prints – but not transparencies – may be entered. Only original photographs (not photostats) will be allowed. Prints of digital photos will be accepted. Bad prints will be penalised.

All photographs must be identified clearly, with the entrant's name and the section printed on the back of each photo (identification slips will download as part of entry form). Please also paste a cutting of the original caption, as it was published, on the back of each photo and indicate the date.

The size of prints should preferably not be larger than 20 cm x 25 cm (8" x 10") – A4 size is ideal.

ANY PHOTO LARGER THAN A4 WILL BE DISQUALIFIED.

PHOTOGRAPHS SHOULD NOT BE MOUNTED.

Sanlam will take reasonable care of entries submitted, but cannot accept any responsibility for non-receipt, loss or any damage.

Sanlam reserves the right to retain the winning photographs and any of the other photographs submitted for exhibition purposes.

A separate entry form must be completed for **each section entered** (one each for sport or for news etc.)

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Category Broadcast Media

Apart from a completed entry form for every entry (see Entry forms), the following material is required to facilitate the adjudication process of Radio and Television entries:

Section : Best Community Radio or Television Station

- Constitution and/or Legal documents
- Provide a certified copy of a valid broadcast license issued by ICASA
 - Proof of community participation – mechanism enshrined in the Constitution
 - Strategic and Business Plan
 - Audited Annual Financial Report
 - ICASA Monitoring Report
 - Audience Research information / Listenership or viewership information
 - Profile of station – a video in a DVD format

Sections for Radio ONLY:

- **Excellence Broadcasting in Indigenous Languages,**
- **Excellence in In-depth News Coverage and Current Affairs, and**
- **Excellence in Investigative Journalism**
- One (1) copy of proof material on Radio CD
- A synopsis (description) of the work submitted including the date that the work was done (maximum 100 words)
- Two (2) colour photographs and a ten (10) line autobiography

Criteria

The context of judging will broadly be guided by the extent to which the winners:

- Prove excellence
- Contribute to relevant programming that meets the needs of the community they serve.
- Contribute to the empowerment of the community they serve in respect of information, participation, etc.
- Contribute to the growth of the broadcast station in respect of listenership and viewership.

The criteria will also take into account the following, guided by the respective category:

- Professionalism
- Leadership
- Vision
- Productivity
- Quality programming
- Credible, accurate, reliable and responsible reporting
- Adherence to the Code of conduct for Broadcasting services
- Financial management
- Administration (existence of policies, systems and procedures)
- Accountability
- Community participation (workable mechanisms encouraging community ownership and control enshrined in the respective legal documents)
- Sound legal documents
- Compliance with license terms and conditions
- Marketing and financial strategies

How to Enter

Different entry forms apply to the various categories.

Each entry/portfolio must have a separate entry form. If you enter five short stories, for example, only ONE entry form is required.

Entrants may submit entries in any of the sections – even in all of them. However, only one entry/portfolio per participant per section is allowed.

An entry/portfolio will consist of an entry form with supporting material (e.g. newspapers, front pages, selections of articles and columns, or photos, subject to the maximum for each section, or other specified requirements, published/broadcast during the period 1 June 2009 to 30 June 2010.

PLEASE NOTE: Entrants exceeding the prescribed maximum per section will be disqualified.

In each case, the editor/manager/publisher (whoever is appropriate) must verify that the entry is the entrant's own work.

Entries can be submitted in any indigenous language.

Please mark entries/wrapping "**Sanlam/MDDA Local Media Awards 2010**"

Send all entries for the **Writing, Photography, Front Pages and Newspaper categories** to:

| Postal address | Street address (for courier or personal deliveries) |
|---|--|
| Hugo Redelinghuys Sanlam Group Communications PO Box 1 SANLAMHOF 7535 | Hugo Redelinghuys Sanlam Group Communications 2 Strand Road BELLVILLE 7530 |

Entries for the **Radio and Television categories** must be sent to

| Postal address | Street address (for courier or personal deliveries) |
|---|--|
| Manana Stone Programme manager: MDDA PO Box 4846 FORDSBURG 2193 | Manana Stone Programme manager: MDDA 4 th Floor 31 Princess of Wales Terrace PARKTOWN |

Enquiries

| | |
|--|--|
| 021 947-3393 082 440 6331 hugo.redelinghuys@sanlam.co.za | 021 947-2567 083 709 7065 andre.coetzee@sanlam.co.za |
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Entry Form: **Category Newspapers**

Entrant: _____
(name and surname)

Newspaper: _____

Dialing code & telephone number: (w) _____

Own e-mail address: _____

(Mark section entered with X in the first column and attach complete copies of any THREE (3) issues you wish to enter.)

| | |
|--|---|
| | Corporate-owned paid newspapers |
| | Corporate-owned free sheets |
| | Small independent commercial newspapers (not owned by any of the major media groups) : Emerging (existing more than two (2) years but not yet five (5) years) |
| | Small independent commercial newspapers (not owned by any of the major media groups) : Established (existing for five (5) years or longer) |
| | Community media / grassroots |

RULES:

1. Pick any THREE (3) newspapers published between 1 June 2009 and 30 June 2010.
2. Send in THREE complete copies only. We need the ORIGINAL newspapers, not photocopies.
3. Complete only ONE entry form.
4. Do not mount the newspapers onto cardboard or bind them in a file.

I hereby declare that the above information is true and correct and that the material submitted is the entrant's own work.

Editor/Manager: _____ Date: _____

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Entry Form: **Category Front Pages**

Entrant: _____
(name and surname)

Newspaper: _____

Dialing code & telephone number: (w) _____

Own e-mail address: _____

(Mark section entered with X in the first column below and attach THREE (3) complete copies of the front pages you wish to enter.)

| | |
|--|---|
| | Corporate-owned paid newspapers |
| | Corporate-owned freesheets |
| | Small independent commercial newspapers (not owned by any of the major media groups) : Emerging (existing more than two (2) years but not yet five (5) years) |
| | Small independent commercial newspapers (not owned by any of the major media groups) : Established (existing for five (5) years or longer) |
| | Community media / grassroots |

RULES:

1. Pick THREE front pages published between 1 June 2009 and 30 June 2010.
2. Please enter the ORIGINAL front pages.
3. Use only ONE entry form for the three front pages.
4. Do not trim the sides of the pages.
5. Do not mount the pages onto a piece of cardboard or A3 paper.

I hereby declare that the above information is true and correct and that the material submitted is the entrant's own work.

Editor/Manager: _____ Date: _____

Sanlam/MDDA Local Media Awards 2010

Entry Form: **Category Writing**

Entrant: _____
(name and surname)

Newspaper: _____

Dialing code & telephone number: (w) _____

Own e-mail address: _____

(Mark section entered with X in the first column and attach cuttings/copies of the reports you wish to enter. The figure between brackets is the maximum reports that are allowed for that section.)

| | |
|--|---|
| | Journalist of the Year (10) |
| | Investigative reporting (ONE) newsbreaking report, plus all its follow-up reports) |
| | Hard news / Local government (5) |
| | Focus on people - Human interest (5) |
| | Personal finance / business consumer education (5) |
| | Columns (5) |
| | Sport (5) |

RULES:

1. Only enter work published between 1 June 2009 and 30 June 2010.
2. You may enter as many sections as you like, but each section requires a separate entry form.
3. Do not send a separate entry form for each report/article! **PLEASE!!!**
4. You can use cuttings of articles or make photostats of them.
5. Paste/glue them onto an A3 or A4 piece of paper (white photostat paper normally works quite well).
6. **DO NOT REDUCE** the size of the copy to make it fit onto an A4 paper. Let it run over onto a next page.
7. Use one side only of the A3 or A4 paper.

I hereby declare that the above information is true and correct and that the material submitted is the entrant's own work.

Editor/Manager: _____ Date: _____

Sanlam/MDDA Local Media Awards 2010

Entry Form: **Category Photography**

Entrant: _____
(name and surname)

Newspaper: _____

Dialing code & telephone number: (w) _____

Own e-mail address: _____

(Mark section entered with X in the first column and attach to the photos you wish to enter. The figure between brackets is the maximum photos that are allowed for that section.)

| | |
|--|---|
| | Press Photographer of the Year (6) |
| | News (5) |
| | Feature, including portraits (faces) (5) |
| | Sport (5) |
| | General interest (only for community / grassroots media) |

RULES:

1. Only enter photos published between 1 June 2009 and 30 June 2010.
2. You may enter as many sections as you like, but each section requires a separate entry form
3. Use **ONE** entry form per section (sports pictures, for instance, whether you enter one or five, need only **ONE** entry form).
4. Send in only original prints, not photocopies of the originals.
5. Do not mount the photos onto pieces of paper or cardboard.
6. Identify each photo properly – see rules. Strips download with entry form

I hereby declare that the above information is true and correct and that the material submitted is the entrant's own work.

Editor/Manager: _____ Date: _____

(Please print and paste one to the back of each photo entered)

| | |
|---|---|
| Entrant:..... Newspaper:..... Date of publication:..... Title for photo:..... Section..... | Entrant:..... Newspaper:..... Date of publication:..... Title for photo:..... Section..... |
| Entrant:..... Newspaper:..... Date of publication:..... Title for photo:..... Section..... | Entrant:..... Newspaper:..... Date of publication:..... Title for photo:..... Section..... |
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Entry Form: **Category Broadcast Media**

Please fill in your personal particulars. Mark the appropriate section, one per entry form, for each section you enter.

Entrant: _____
(name and surname)

Radio/ Television Station: _____

Dialing code & telephone number: (w) _____

Own e-mail address: _____

(Mark section entered with X in the first column and attach the required material for your entry form.)

| | |
|--|--|
| | Best Community Radio Station |
| | Radio: Excellence in Broadcasting in Indigenous Languages |
| | Radio: Excellence in in-depth News Coverage and Current Affairs |
| | Radio: Excellence in Investigative Journalism |
| | Best Community TV Station |

RULES/REQUIREMENTS:

1. For requirements see page Category Broadcast Media
2. Only enter material broadcast between 1 June 2009 and 30 June 2010.
3. Use **ONE** entry form for every section entered.

I hereby declare that the information submitted is correct and that the material is the entrant's own work.

Editor/Manager: _____ Date: _____