



Australian Government
Australian Sports Commission

2016 Media Awards

Recognising excellence
in sports journalism



Nominations booklet

Australian Sports Commission Media Awards 2016

The Australian Sports Commission (ASC) Media Awards recognise excellence in sports journalism and broadcasting. They focus on analytical and insightful reporting and the presentation of sport and sporting issues, with the ultimate aim of fostering improved coverage of key issues within sport.

The media awards are unique, given they are the only dedicated sports media awards in Australia. There are multiple categories that enable different media to compete on relative merits.

As well as recognising excellence, the awards provide media representatives with the opportunity to network with peers and key representatives of the sports industry.

Key dates

Nominations open – Monday 17 October 2016

Nominations close – Friday 18 November 2016

Finalists notified – Friday 16 December 2016

Media Awards presented – Thursday 16 February 2017



Judging

A panel comprising representatives from the media, sport and the ASC will judge the entries.

With the exception of the *Lifetime achievement award for contribution to sports journalism*, four finalists will be selected in each category. The winners will be announced at the ASC Media Awards presentation gala dinner on Thursday 16 February 2017, and published on the media awards website on Friday 17 February 2017.

Judges will make their decisions based solely on the material provided by entrants. Entrants should not expect feedback from the judging panel about their entry.

Many factors are taken into account, such as (in no specific order):

- use of medium
- news value
- research
- writing and/or editing
- technical excellence
- incisiveness
- impact
- public benefit
- ethics
- originality
- creative flair.

Finalists

Finalists will be announced and contacted by Friday 16 December 2016. Finalists living outside of Melbourne will be provided with travel and accommodation to attend the presentation gala dinner.

Presentation gala dinner

The ASC Media Awards presentation gala dinner will be held at Mural Hall, Elizabeth Street, Melbourne, on Thursday 16 February 2017. Guests will include: media award finalists; the ASC Board, executive and representatives; sport chief executive officers and other representatives of national sporting organisations; and representatives of the sports media industry.

Tickets for the awards may be purchased online, by emailing ascmediaawards@ausport.gov.au or calling **(02) 6214 1787**.

How to enter

Entries will only be accepted online.

- Complete the online entry form. Please submit a separate form for each entry (a series on the same topic is considered a single entry).
- Upload an electronic copy of the work that forms the basis of the nomination. All file formats are acceptable
- The online form allows for multiple file uploads simultaneously. Multiple file types are also supported.
- Entries do not have a file size limit. However the upload time will be dependent on your internet speed.

If you have issues uploading your nomination/s, contact Kyira Cox on **02 6214 1787** or email ascmediaawards@ausport.gov.au

The qualifying period for all nominations is between **4 September 2015** and **31 October 2016**. This period applies to all categories except the *Lifetime achievement award for contribution to sports journalism*.

Entries must be submitted to the ASC by **4pm on Friday 18 November 2016**.

Please refer to conditions of entry and award categories for more detailed information.

The Awards

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- 01 Lifetime achievement award for contribution to sports journalism
 - 02 Best reporting of an issue in sport
 - 03 Best coverage of sport by an individual – broadcast media
 - 04 Best coverage of sport by an individual – print media
 - 05 Best coverage of sport by an individual – digital media
 - 06 Best coverage of a sporting event by a media organisation
 - 07 Best coverage of sport for people with disability
 - 08 Best coverage of women in sport
 - 09 Best profiling of an athlete, team or coach – broadcast media
 - 10 Best profiling of an athlete, team or coach – print media
 - 11 Best sports journalism from rural, regional or suburban media
 - 12 Best sports photography
 - 13 Best depiction of the value of sport to Australians in a community setting
 - 14 Best contribution to sport by an organisation through digital media
 - 15 Best analysis of the business of sport

01

Lifetime achievement award for contribution to sports journalism

This award is for exceptional service to sports journalism over an extended period of time. The *Lifetime achievement award for contribution to sports journalism* is awarded by the ASC Board and is presented to an individual who has made a lengthy, significant and influential contribution to the reporting of Australian sport.

Nominations for this award are made by a panel appointed by the ASC, which will then be presented to the Board. This award is only bestowed if, in the opinion of the Board, there is a single worthy recipient.

02

Best reporting of an issue in sport

This award for journalistic excellence recognises a story, or series of stories, on a single issue in sport. It seeks to promote responsible, well-researched and analytical coverage of issues affecting sport.

For the purposes of this award, 'issues' do not include match or event reports or previews, or injuries to individuals. All other matters relating to sport will be considered.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

A maximum of two entries per person applies to this category.

03

Best coverage of sport by an individual – broadcast media

This award recognises an individual who has delivered exceptional coverage of sport through broadcast media, most notably on the mediums of television and radio, during the nomination period. Entries should demonstrate responsible and well-researched coverage and provide a detailed and innovative insight into sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of sport and any other features, such as its impact, content and/or distribution.

Broadcasts should be no more than 10 minutes in length.

04

Best coverage of sport by an individual – print media

This award recognises an individual who has delivered exceptional coverage of sport in print media during the nomination period. Entries should demonstrate responsible and well-researched coverage and provide a detailed and innovative insight into sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of sport and any other features, such as its impact, content and/or distribution.

Entrants can provide entire publications (no more than three issues) or articles (no more than 10 in total).

05

Best coverage of sport by an individual – digital media

This award recognises an individual who has delivered exceptional coverage of sport through digital and online media during the nomination period. Entries should demonstrate responsible and well-researched coverage and provide a detailed and innovative insight into sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of sport and any other features, such as its impact, content and/or distribution.

Entrants can provide broadcast content (no more than 10 minutes in length). Entrants are also able to provide web links or website content no more than 10 pages in total.

06

Best coverage of a sporting event by a media organisation

This award recognises an organisation (including print, television, radio and online) that has delivered exceptional coverage of a sporting event during the nomination period. Entries should demonstrate responsible and well-researched coverage and provide a detailed and innovative insight into the sport and the event. Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of sport and any other features, such as its impact, content and/or distribution.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

07

Best coverage of sport for people with disability

This award recognises the best coverage of sport for people with disability. Entries for this award can focus on the participation of people with disability in sport, including as grassroots participants and volunteers, elite athletes, officials, coaches and administrators. The intent of this award is to recognise the overall promotion of sport for people with a disability and is not restricted to profile stories on individuals. Entries should demonstrate responsible and well-researched coverage and provide detailed and innovative insight into people with disability participating in sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of sport for people with disability and any other features, such as its impact, content and/or distribution.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

08

Best coverage of women in sport

This award recognises the best coverage of women in sport. Entries for this award should focus on the participation of women in sport, including as grassroots participants and volunteers, high performance athletes, officials, coaches and administrators. The intent of this award is to recognise the overall promotion of women in sport and is not restricted to profile stories on individuals. Entries should demonstrate responsible and well-researched coverage and provide detailed and innovative insight into women in sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement highlighting why the entry/entries demonstrates exceptional coverage of women in sport and any other features, such as its impact, content and/or distribution.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

09

Best profiling of an athlete, team or coach – broadcast media

This award recognises the best example of responsible and well-researched profiling of an individual athlete, team or coach by the broadcast media. Entries may focus on a number of issues, including unique training regimes, personal obstacles and triumphs or inspirational features.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Broadcasts should be no more than 10 minutes in length.

A maximum of two entries per person applies to this category.

10

Best profiling of an athlete, team or coach – print media

This award recognises the best example of responsible and well-researched profiling of an individual athlete, team or coach by the print media. Entries may focus on a number of issues, including unique training regimes, personal obstacles and triumphs or inspirational features.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Entrants can provide entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

11

Best sports journalism from rural, regional or suburban media

This award recognises the best example of responsible, well-researched and analytical coverage of issues affecting community sport in rural, regional or suburban Australia.

For the purposes of this award, 'issues' do not include match or event reports or previews or injuries to individuals. It is open to sports journalists from media outlets based outside capital cities.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

12

Best sports photography

This award recognises the published images that capture the passion, drama and colour of sport. Entries may be either a single photograph or a series on the same subject (limited to five images per series), provided all pictures were published.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for photographic excellence. You may wish to include other features such as its impact or context.

13

Best depiction of the value of sport to Australians in a community setting

This award recognises the best example of journalism that depicts the value of sport to the people of Australia in a community setting. Entries may include stories that demonstrate the role of sport in building more inclusive communities and breaking down social barriers. Issues covered may include sport for Indigenous Australians, people with disability, women, youth, multicultural groups and/or the role of volunteers in sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than three issues), articles (no more than 10 in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

14

Best contribution to sport by an organisation through digital media

This award is for journalistic excellence by an organisation through any form of digital media. The entry can focus on the coverage of a single issue or event or a series of events or issues. Entries should demonstrate responsible, well-researched and analytical coverage, while providing a detailed and innovative insight into sport.

The judges may take into consideration innovative techniques in news gathering and presentation. This may include interactive graphics, multimedia, audio, animation and live interaction, crowd-sourcing and models of distribution.

Entries must have been initially featured or published online. Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Entrants can provide broadcasts such as YouTube videos (no more than 10 minutes in length) or publications such as Tweets, posts and blogs (no more than five examples).

15

Best analysis of the business of sport

This award is for excellence in journalism that best analyses the business side of sport. Entries may include stories that explore the role of good governance, sponsorship and commercialisation, and technological innovations in sport.

Entries will be assessed on the quality and comprehensiveness of coverage during the qualifying period and should include:

- a completed entry form
- one copy of the nominated item/s (please refer to 'How to enter')
- a brief, 150-word statement to support the entry/entries, outlining its relevance to the category and why it should be considered for journalistic excellence. You may wish to include other features such as its impact or context.

Entrants can provide broadcasts (no more than 10 minutes in length), entire publications (no more than two issues), articles (no more than two in total) or websites (no more than 10 pages).

A maximum of two entries per person applies to this category.

Conditions of entry

- Entrants must be at least 18 years of age.
- The Australian Sports Commission Media Awards are open to all Australian media reporting on sport, sport affairs or issues in sport.
- Content must be original and created by a permanent Australian resident.
- All entries must have been published or broadcast in domestic media for the first time between 4 September 2015 and 31 October 2016. This qualifying period applies to all categories excluding the *Lifetime achievement award for contribution to sports journalism*.
- Entrants in all categories are required to establish their bona fides as a journalist/photographer.
- All entrants must certify that the entry is their original work and, apart from normal subeditorial/production treatment, they have adhered to the Media Alliance Code of Ethics in its preparation and complied with all copyright requirements.
- Entry may be by the author or nominated by a third party (for example, an editor or producer), providing the originator accepts the nomination in writing.
- An entry may be submitted by more than one person (for example, a producer and presenter).
- Where the entry is a collaborative effort, all major contributors (producers, researchers, journalists and editors) should be included on the entry form and any supporting documentation. A team entry may comprise up to three individuals. If there are more than three major contributors, the entry will be attributed to the section of the newspaper or magazine, the organisation or program.
- The Australian Sports Commission reserves the right to verify the entry using the editor/producer contact details provided on the entry form.
- Journalists/organisations entering a different nomination for more than one category must complete a separate entry form for each category.
- If it meets the eligibility criteria, the same item can be entered in more than one category provided a separate entry and entry form is submitted for each category.
- All entries should be factually correct and must be the author's own work.
- Each entry should be uploaded separately.
- The judges have the right to reject an entry which, in their opinion, does not comply with the requirements of the media awards, including but not limited to, category suitability and entry requirements.
- The judges have the right to place a nomination in another category if, in their opinion, it fits better into that category.
- The judges' decision is final. No discussion or correspondence will be entered into.
- The Australian Sports Commission reserves the right to use all material submitted and to reproduce it solely for the purpose of promoting the media awards.
- The Australian Sports Commission reserves the right to withdraw an entry and/or award winner if it finds out at a later date that the entrant did not comply with the entry conditions.

Further information

For additional information visit the Australian Sports Commission Media Awards website, email ascmediaawards@ausport.gov.au or telephone **(02) 6214 1787**.