



SWNA PREMIER AWARDS

OFFICIAL ENTRY FORM

Name of newspaper: _____

Phone number: _____ Fax: _____

Category: _____

Name of photographer, writer, etc.

Checklist:

- ✓ Are three tear-sheets attached?
- ✓ Is the entry form complete?
- ✓ Is a cheque attached?

AWARD CATEGORIES

Category 1A: Best Advertisement

Each newspaper entering this category must select a single ad for the same client. Each entry will be judged on the appearance, concept, content and effectiveness of the entered ad(s). Originality and uniqueness will also be important considerations in judging.

Category 1B: Series of Advertisements

Each newspaper entering this category must select a series of ads for the same client. Each entry will be judged on the appearance, concept, content and effectiveness of the entered ad(s). Originality and uniqueness will also be important considerations in judging.

Category 2: Best Special Section

Each Newspaper entering this category must select a special section, or locally produced advertising supplement. A special section is a stand-alone piece not produced regularly by the newspaper. Judging will be based on the originality of the idea, creativity, impact of the section, local editorial content relative to the idea, advertising design, layout and typography.

Category 3: Best Sports Photo

A sports photo must convey emotional impact of the moment to sum up a sports event, displaying foresight and ingenuity on the part of the photographer. One picture or single subject sequence only will be accepted for judging. Any image created or manipulated with computer software is not acceptable.

Category 4: Best Hard News Photo

Each newspaper entering this category must select a single photo, depicting an event or scene of a hard news occurrence. It must contain emotion, expression of interest, action or illusion of movement, with good exposure, composition and reproduction. One picture or single subject sequence only will be accepted for judging. Any image created or manipulated with computer software is not acceptable.

Category 5: Best Feature Photo

A feature photo must contain imagination, initiative and technical skill. One picture of single subject sequenced only will be accepted for judging. Any image created or manipulated with computer software is not acceptable.

Category 6: Best Agriculture Story Or Series of Stories

This award recognizes excellence in writing by an individual journalist, dealing with a community-oriented agricultural issue. An entry will consist of a single

news or feature story that focuses on issues facing agriculture in general, or an agricultural story specific to the newspaper's coverage area. Syndicated material will not be accepted. An explanatory letter from the editor or publisher may accompany the entry to provide background information.

Category 7: Editorial Writing Excellence

The intent of this award is to recognize excellence in dealing editorially with issues that are of purely local or regional interest. Entries should be stimulating, well research, clearly stated expressions of opinion on topics of local importance. Background material may be submitted to broaden the judges' understanding of the issue.

Category 8: Columnist of the Year

Entries will be from those who write a general interest column on a regular basis for an SWNA member paper of any circulation. Entries should be lively, original, tight and grammatical. They should show some courage regarding local issues. Covering more than one subject is good. Presentation counts. An entry will consist of columns from three consecutive weeks of your choosing during the 12-month period ending December 31 of the previous year.

Category 9: Best Sports Story Or Series of Stories

Each newspaper entering this category must submit a single story, or a series of stories with a single theme or topic, pertaining to sports in Saskatchewan. The story (or series) may be on individuals, teams, systems, products, innovations, history, etc. However, it must relate directly to sports activities in Saskatchewan. For the purpose of this competition, the following definition of "sport" will be used: "Sports is a physical activity involving disciplined use of muscle groups requiring mental preparations and strategic method and whose outcome is determined by skill, not chance. It occurs in an organized, structured and competitive environment in which a winner is declared. Physical activities are those activities in which bodily movements are valued, there is reason for making up games and contests where the movements have a central role and are valued in different physical activities. In some physical activities, speed is the feature valued, in others, accuracy; in others, the length of time the movements can be continued, and in others the feeling is the important factor."

Category 10 A □ Best Saskatchewan Cultural Story – Story, article or column

The (story/article/column) may be on individual organization, products innovations, history, etc.; however, it must relate directly to cultural expression, activities or experiences that are having an impact in Saskatchewan. Saskatchewan has many forms of cultural expression. When we refer to culture we are often speaking about the arts, heritage, multiculturalism and/or cultural industries. The arts include visual and literary arts, as well as dance, theatre,

media arts, music, debate, motion pictures and crafts. Heritage includes the many areas of preservation and education of our history and prehistoric knowledge, identity and artifacts, found in museums, archaeology, genealogy, folklore, libraries, natural environment, architecture, etc. Multiculturalism includes the ethno-cultural backgrounds, cultural and linguistic diversity and the ongoing work to build a society free from racism. Cultural industries refers to the business aspect of any form of culture that has an impact on Saskatchewan economy, such as craft-making, filmmaking, sound recording, publishing etc. Culture includes our languages, our heritage, our stories, our traditions, our rituals, our spirituality, our inventions, our products and our expressions. The people of Saskatchewan experience and reflect their culture daily, through a variety of cultural activities, such as creation, preservation, research, presentation, appreciation, participation, education, professional development and training.

Category 10 B □ Best Saskatchewan Cultural – Feature or Series

The (feature/series) may be on individuals organizations, products innovations, history, etc.; however, it must relate directly to cultural expression, activities or experiences that are having an impact in Saskatchewan (same definition of culture as above).

Category 11: Best Saskatchewan Recreation Story or Series of Stories

Each newspaper entering this category must select a single story, or a series of stories with a single theme or topic, pertaining to recreational activities in Saskatchewan. The story (or series) may be on individuals, organizations, products, innovations, history, etc. However, it must relate directly to recreational (non-sports, non-cultural) activity in Saskatchewan. For the purpose of this competition, “recreation” is defined as an event or experience in which an individual voluntarily participates during his/her leisure time because of the personal benefits and satisfaction he/she derives from participating and is not impelled by a delayed reward beyond itself or by any declaring of a winner.

Category 12: Best Educational Coverage

This award recognizes excellence in the coverage of K-12 education as exhibited in a single feature article or news story, or in a series of two or more articles or stories clearly linked to the same topic. Writing style, originality, depth and subject material will be considered by the judges.

Category 13: Best Tourism Story or Series of Stories

Each newspaper entering this category must submit a single story, or a series of stories with a single theme or topic, pertaining to tourism in Saskatchewan. The story (or series) may be on individuals, organizations, products, events, attractions, innovations, destinations, history, etc., but it must relate directly to tourism in Saskatchewan.

Category 14 - Best Business Writing Award (sponsored by CN)

This award recognizes the newspaper judged to have written and presented the best business writing dealing with a community-oriented business or industry issue. An entry will consist of a story or series of stories written by a journalist employed by the newspaper. Entries may be in the form of feature or news stories, editorials or special sections. Syndicated material will not be accepted.

Category 15: Best Overall Coverage of K-12 Education

This award recognizes excellence in the overall coverage of K-12 education as exhibited in news stories, feature articles, editorials, columns and other items published throughout the year. Entries will be judged on the breadth of coverage as well as the quality of all pertinent items must be submitted with those ideas clearly marked and the datelines visible.

Category 16: Best First Nations Coverage

Each newspaper entering this category must select a single story, column editorial or a series of stories, with a single theme or topic, pertaining to First Nations in Saskatchewan. The story (or series) may be on individuals, special events, history, culture, spirituality, business ventures or contemporary issues relating to First Nations in Saskatchewan. Submissions will be evaluated primarily on their capacity to enhance the public understanding and awareness of First Nation people and their issues. For the purpose of this competition, the following definitions of First Nations and First Nation individuals will be used: First Nation Band: A group of First Nations declared by the Governor-in-Council to be a band for the purposes of the Indian Act, Aboriginal issues in Saskatchewan. The story (or series) may be on individuals, organizations, products, innovations, history, etc. however, it must relate directly to aboriginal activities or issues in Saskatchewan.

Category 17: Best News Story of the Year

An entry will consist of a story or related stories dealing with a local event of some newsworthy importance. An explanatory letter may accompany the entry to provide background information. Please attach it securely to the entry. Syndicated material will not be accepted.

Category 18: Best Feature Story

Each newspaper entering this category must select one story published in one edition about one specific subject of local interest. Judging will be based on approach, quality of writing, clarity of presentation and uniqueness.

Category 19: Best Health/Health Care Coverage

Each newspaper entering this category must submit a single story or series of stories, clearly linked to a single topic or theme, pertaining to health care or the

health and well-being of Saskatchewan residents. The piece(s) may be on individuals, organizations, innovations, history, and/or population health and well-being. Judges will consider subject material in terms of its accuracy, style, clarity, depth and originality.

Category 20: Best Post-Secondary Education Story or Series of Stories

This award recognizes excellence in the coverage of post-secondary education as exhibited in a single feature article or news story, or in a series of two or more articles or stories clearly linked to the same topic. Writing style, originality, depth and subject material will be considered by the judges.

Category 21: Best Research Story Or Series of Stories

Each newspaper entering this category must select a single story, or a series of stories with a single theme or topic, pertaining to research in Saskatchewan. The story (or series) may be on events, individuals, organizations, innovations, history, etc. linked with research in the province.

Category 22: Best Habitat Conservation Writing (sponsored by Ducks Unlimited)

This award is available to SWNA newspapers, their writing staff and/or freelancers commissioned by the paper for locally generated, first run stories. Stories must provide environmentally-focused information and provoke discussion related to: wetlands and their associated uplands habitats, water and watershed management, water quality and quantity issues relating to habitat conservation, Agricultural crops and practices that contribute to habitat conservation, native grassland conservation and management, research leading to better conservation practices, individuals and organizations contributing to wetlands and associated habitat conservation, wildlife habitat conservation, conservation education.

Category 23: Photographer of the Year

A photographer who consistently shows a high degree of quality in their photographs, is willing to go beyond the average to get the photo that will tell the story. Entries must consist of a minimum of three and a maximum of six photographs of different events and times that exhibit the talent of the photographer with a brief outline of each photograph and an explanation of what qualifies the photographer as exceptional.

Category 24: Salesperson of the Year

An individual who exhibits a strong work ethic combined with the drive and creativity to assist his/her clients with campaigns that succeed. This salesperson will also exceed expectations for lineage on a continual basis and show leadership qualities. Entries must contain examples of work with clients that display the creativity and drive that go beyond expectations. Provide lineage

increases and/or anecdotal examples of clients who have been rehabilitated, significant incremental sales and the reasons for the increase(s).

Category 25: Service to the Community Award

An entry will consist of a report on a single project which extends beyond the normal community service mission of the newspaper, such as a community event sponsored or originated by the newspaper. A 1 to 2 page explanatory letter summarizing the community service project must accompany the entry. The presentation should convey to judges examples of the involvement of the newspaper in this community service. The report may cover several years but must have concluded in the year previous.

Category 26: Best Photo Essay of the Year

A well-presented storytelling photographic essay is an important communicator. This award recognizes photographic excellence, attention to composition, communication, quality of pictures, presentation, graphic display and completeness of the message. An entry will consist of a series of two or more photos. Any image created or manipulated with computer software is not acceptable.