

RTDNA CANADA

REGIONAL AWARDS SUMMARY - 2018

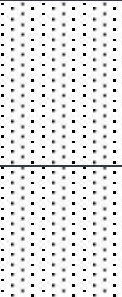

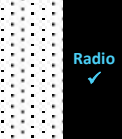



Award <small>(Separate awards for market size, as indicated)</small>	Platform <small>(Separate awards for each platform, as indicated)</small>	Duration	Description	Judging Criteria
New award Excellence in Innovation	Multi Platform	Multiplatform award including: Radio/TV: 30 minutes max (combined) plus Digital: 5 urls max; 1 app	Awarded to news organizations that innovate their product to enhance the quality of journalism and the audience's understanding of news. Submit a single entry that demonstrates an innovative use of content, engagement, technology and/or audience experience. A single entry may include audio or video examples; functioning, active URLs; apps; social feeds; or any other platform that demonstrates innovation in journalism. A short written description (1,000 characters max) explaining how the entry breaks the mold of traditional broadcast journalism is required.	<ul style="list-style-type: none"> • Innovation • Editorial excellence • Visual Design • Interactivity • Functionality and user experience
In-depth or Investigative <i>(Dan McArthur)</i>	Multi Platform	Radio/TV: 30 minutes max (combined) plus Digital: 5 urls max	Awarded to the news organization which displays excellence in the coverage of hard news issues requiring extensive research, in-depth preparation, or investigative reporting. NOTE: This is a multiplatform award. Related elements must be entered from at least two platforms (TV / Radio), (TV / Digital), (Radio / Digital) or a maximum of three platforms (TV / Radio / Digital). A short written description (1,000 characters max) explaining how the entry delivered change (e.g. change of legislation) is required.	<ul style="list-style-type: none"> • Unique investigation or exploration of an original topic or theme • Effective use of two or more platforms to deliver a powerful story • Editorial excellence • Creativity including use of the digital and social tools • Overall impact of the story or series
Diversity <i>(Adrienne Clarkson)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max Radio: 15 minutes max TV: 15 minutes max	Awarded to the story or series that best exemplifies or explores and issue of diversity.	<ul style="list-style-type: none"> • Unique or original exploration of an issue relevant to a diverse society • Editorial excellence • Technical quality of production • Overall impact
New title Breaking News <i>(Charlie Edwards)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max Radio: 30 minutes max TV: 30 minutes max	Awarded to the news organization which displays the most enterprise and creativity in reporting a single, unscheduled, breaking news event. Judges will only consider entries in this category that includes the initial broadcast and no more than 4 additional reports that aired the same day. Examples: The Ottawa Shooting, initial coverage of a fire or a flood.	<ul style="list-style-type: none"> • Ability to respond quickly to breaking news event • Enterprise and thoroughness (including initiative) of content delivered • Performance and coordination of available staff and resources • Technical quality of production • Overall impact
News - Live Special Events <i>(Gord Sinclair)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max Radio: 30 minutes max TV: 30 minutes max	Presented to the station which displays excellence in the coverage of a special event. This may be coverage of a "scheduled" event like Canada Day or Remembrance Day or coverage of an ongoing emergency like a fire or a flood (excluding Day One coverage of the emergency which should be entered as Breaking News.) Digital entries should include coverage unique to online, e.g. Tweets, ScribbleLive, live polling etc.	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Enterprise and thoroughness • Overall impact • For digital: use and integration of online features/technology • For TV/radio: coordination and use of resources
Continuing Coverage <i>(Ron Laidlaw)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max Radio: 30 minutes max TV: 30 minutes max	Awarded to the news organization which displays the most outstanding enterprise and creativity in the continuing coverage of a beat or a major developing story or theme. Entry should include the initial broadcast and selected follow-up coverage over the course of days, weeks or months and must follow the progression of initial developing story. For example, this may be coverage of the Fentanyl Crisis or other national or local issues. Typically, this is NOT emergency coverage. For radio and TV entries, you may submit up to 5 clips. Clips must not be edited but you may have late ins and early outs.	<ul style="list-style-type: none"> • Unique or original exploration of a topic or theme that renders a public service • Doggedly follow the topic and introduce novel elements over a period of time • For digital: use and integration of online features/technology • For TV/radio: coordination and use of resources • Overall impact
New title Opinion and Commentary <i>(Sam Ross)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 3 urls max Radio: 10 minutes max TV: 10 minutes max	Awarded to the news organization which provides outstanding editorial comment. The editorial or commentary may be analytical or interpretive and need not necessarily express an opinion. Commentary may be by station employee, professional journalist or member of public who expressing an opinion, e.g. a refugee, homeless person, basketball player – in his/her own words. Do not submit nomination on behalf of a panel.	<ul style="list-style-type: none"> • Unique or original exploration of a topic or theme • Originality of thought • Variety of interviews and research • Engaging delivery • Overall impact
Sports - Feature Reporting	Digital ✓ Radio ✓ TV ✓	Digital: 3 urls max Radio: 10 minutes max TV: 10 minutes max	Awarded to the news organization which reflects excellence and creativity in feature sports reporting. Entrants will be judged on elements including: story structure, production values, presentation, creative use of sound, excellence in camera work and editing for TV submissions. Use of sound and editing for Radio submissions. (Longer features may be entered in Dave Rogers Long Feature Category).	<ul style="list-style-type: none"> • Editorial excellence • Quality of storytelling to explore a unique or original topic or theme • Quality of interviews and research • Overall impact • For digital: use and integration of online features/technology to tell the story • For radio/TV: creative use of sound and visuals to tell the story

RTDNA CANADA

REGIONAL AWARDS SUMMARY - 2018

Award <small>(Separate awards for market size, as indicated)</small>	Platform <small>(Separate awards for each platform, as indicated)</small>	Duration	Description	Judging Criteria
New award Excellence in Social Media	Digital ✓	Digital: 5 urls max	Awarded for use of social media to enhance the audience's understanding of a single news story or news event/project. Submit up to 5 examples of functioning, active URLs that demonstrate the exceptional use of social media as evidenced by the quality of journalism and the quantity and quality of user engagement. An entry may include apps or any other platform that demonstrates the best use of social media in journalism. A short written description (1,000 characters max) explaining how the entry uses social media to further the audience's understanding of the single news story, news event or news project is required.	<ul style="list-style-type: none"> Engagement and interactivity Innovation Visual Design Functionality and user experience Overall impact
Data Storytelling	Digital ✓	Digital: 5 urls max	Awarded to the news organization that publishes the most creative digital data story of the year. Particular attention will be given to how the data is presented in the digital space, the creativity and clarity given to the treatment of the numbers through presentation (graphics and/or interactivity). The entry can include one main story plus three supporting pieces of content (other stories, interactive, social campaigns etc.) The main story must have appeared on digital first. Entry should outline how the data was obtained and used to uncover the story.	<ul style="list-style-type: none"> Unique or original exploration of a topic or theme Effectiveness in displaying the data in a useable, understandable way. Creativity and originality in presentation. Innovation Functionality and user experience
Digital Media Award	Digital	Digital 5 urls max	Awarded to the news organization that makes the best use of new media technology in the presentation of its news coverage. Examples could include a regular website, blog, or chat forum or the specific use of existing social networking sites (i.e. Twitter or Facebook) to develop or enhance coverage. Entries must include a website's URL, or archived web pages relating to the specific coverage along with a brief written description of how new media was used. Entries will be judged on content, innovation, visual design, functionality and interactivity. Note: The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> Editorial excellence Innovation Visual Design Interactivity Functionality and user experience
• Small / Medium Award				
• Large Award				
New award Best Podcast	Radio ✓	Radio: Single episode or series (up to 3 episodes) 30 minutes max	Awarded to a single podcast or a podcast series (up to 3 episodes) which displays an outstanding use of the aural medium. Content should produced especially for the podcast and not merely repackaging of material which was created for broadcast.	<ul style="list-style-type: none"> Unique or original exploration of a topic or theme Creativity and originality of storytelling Use of sound or voice clips Quality of production Overall impact
New title Excellence in Sound <i>(Dick Smyth)</i>	Radio ✓	Radio: 10 minutes max	Awarded to the radio station which displays an outstanding and creative multiple examples of sound to tell a single news story or feature. Particular attention will be given to production elements and creative presentation. The story must be presented as it appeared on air and all sound must have been produced by a member of the station (in other words, no third-party commercial audio. Audio obtained through social media is acceptable but will not be considered.) If item exceeds 10 minutes, first 10 minutes will be judged. "Year-ender" packages are not allowed.	<ul style="list-style-type: none"> Creative and original use of audio Technical quality of production Editorial excellence Overall impact
Radio Newscast <i>(Byron MacGregor)</i>	Radio	Radio: 30 minutes max	Awarded to the radio station which displays overall excellence in the presentation of a regularly scheduled news broadcast. Note: The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> Editorial excellence including quality of writing and reporting Enterprise and thoroughness (initiative) Delivery of anchor(s) and reporters Creative use of sound Overall impact
• Small Award				
• Medium Award				
• Large Award				
Radio News Information Program <i>(Peter Gzowski)</i>	Radio ✓	Radio: 30 minutes max	Awarded to the radio station which displays overall excellence in the content and presentation of a regularly scheduled news information program which is not a daily newscast. Must be submitted as it was broadcast on air but can be edited for time requirements.	<ul style="list-style-type: none"> Editorial excellence Relevance to the audience Quality of insight and analysis Quality of production including creative use of sound Overall impact
New title Excellence in Video <i>(Hugh Hauland)</i>	TV ✓	TV: 10 minutes max	Awarded to the TV station which shows an outstanding and creative multiple examples of video to tell a single news story. The story must be submitted as it appeared on air, and all visuals must have been shot by a member of the TV station (in other words, no third-party commercial video. Video obtained through social media is acceptable but will not be considered.) If item exceeds 10 minutes, first 10 minutes will be judged. "Year-ender" packages are not allowed.	<ul style="list-style-type: none"> Creative and original use of video Technical quality of production Editorial excellence Overall impact

RTDNA CANADA REGIONAL AWARDS SUMMARY - 2018

Award <small>(Separate awards for market size, as indicated)</small>	Platform <small>(Separate awards for each platform, as indicated)</small>	Duration	Description	Judging Criteria						
TV Newscast <i>(Bert Cannings)</i> <ul style="list-style-type: none"> • Small Award • Medium Award • Large Award 			TV: 30 minutes max	Awarded to the television station which displays overall excellence in the presentation of a regularly scheduled news broadcast. Note: The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Enterprise and thoroughness (initiative) • Delivery of anchor(s) and reporters • Creative use of visuals and sound • Overall impact 					
TV News Information Program <i>(Trina McQueen)</i>								TV: 30 minutes max	Awarded to the television station which displays excellent content and presentation in a regularly scheduled news information program which is not a daily newscast. Must be submitted as it appeared on air but can be edited for time requirements.	<ul style="list-style-type: none"> • Editorial excellence • Relevance to the audience • Quality of insight and analysis • Quality of production including creative use of visuals and sound • Overall impact
Short Feature <i>(Dave Rogers)</i> <ul style="list-style-type: none"> • Small / Medium Award • Large Award 										
Long Feature <i>(Dave Rogers)</i> <ul style="list-style-type: none"> • Small / Medium Award • Large Award 			Radio: 5 to 30 minutes TV: 5 to 30 minutes	Note: The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Unique or original exploration of a topic or theme • Quality of interviews and research • Creative use of sound and visuals to tell the story • Overall impact 					