

## RTDNA CANADA - REGIONAL AWARDS SUMMARY - 2017

Award	Platform	Duration	Description	Judging Criteria
(Separate awards for market size, as indicated)	(Separate awards for each platform, as indicated)			
<b>Continuing Coverage</b> <i>(Ron Laidlaw)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max	Awarded to the station 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 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"> <li>• Editorial excellence</li> <li>• Creativity (using many different digital story-telling techniques &amp; tools)</li> <li>• Variety of content</li> <li>• Engagement (either interactivity or social)</li> </ul>
		Radio: 30 minutes max		
		TV: 30 minutes max		
<b>Creative Use of Sound</b> <i>(Dick Smyth)</i>	Radio ✓	Radio: 10 minutes max	Awarded to the radio station which displays an outstanding and creative use 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 but can be edited to meet time requirements.	<ul style="list-style-type: none"> <li>• Use of natural sound or voice clips</li> <li>• Quality of production</li> <li>• Creativity and originality</li> </ul>
<b>Creative Use of Video</b> <i>(Hugh Hauland)</i>	TV ✓	TV: 10 minutes max	Awarded to the TV station which shows an outstanding and creative use 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 local newsroom team.	<ul style="list-style-type: none"> <li>• Creativity &amp; originality</li> <li>• Technical quality</li> <li>• Effectiveness of pictures and natural sound</li> </ul>
<b>Digital Media Award</b>  • Small / Medium Award  • Large 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. <b>Note:</b> The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> <li>• Editorial excellence</li> <li>• Design and Navigation</li> <li>• Engagement (either interactivity or social)</li> </ul>
<b>Diversity</b> <i>(Adrienne Clarkson)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 5 urls max	Awarded to the story or series that best exemplifies or explores an issue of diversity.	<ul style="list-style-type: none"> <li>• Editorial excellence</li> <li>• Quality of Production</li> <li>• Explores an issue of relevance to a diverse society</li> </ul>
		Radio: 15 minutes max		
		TV: 15 minutes max		
<b>Spot News</b> <i>(Charlie Edwards)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 3 urls max	Awarded to the station which displays the most enterprise and creativity in reporting a major breaking news event. Judges will only consider entries in this category that includes the initial broadcast and no more than 2 additional reports that aired the same day.	<ul style="list-style-type: none"> <li>• Enterprise &amp; thoroughness (initiative)</li> <li>• Performance and Coordination of available staff and resources</li> <li>• Overall impression</li> </ul>
		Radio: 10 minutes max		
		TV: 10 minutes max		
<b>Data Storytelling</b>	Digital ✓	Digital: 5 urls max	Awarded to the news outlet 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"> <li>• Effectiveness in displaying the data in a useable, understandable way.</li> <li>• Creativity and originality in presentation.</li> <li>• Importance/quality of the story</li> </ul>
<b>Editorial Commentary</b> <i>(Sam Ross)</i>	Digital ✓ Radio ✓ TV ✓	Digital: 3 urls 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"> <li>• Originality of thought</li> <li>• Style</li> <li>• Overall impression</li> </ul>
		Radio: 10 minutes max		
		TV: 10 minutes max		
<b>Sports - Feature Reporting</b>  • Small / Medium Award  • Large Award	Digital ✓	Digital: 3 urls max	Awarded to the station 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"> <li>• Editorial Excellence</li> <li>• Variety of interviews and research</li> <li>• Overall impression</li> </ul>
		Radio: 10 minutes max		
<b>Sports - Feature Reporting</b>  • Small / Medium Award  • Large Award	Radio ✓	Radio: 10 minutes max	<b>Note:</b> The "Large" Award is not presented in the Atlantic region.	
		TV: 10 minutes max		
		TV: 10 minutes max		

## RTDNA CANADA - REGIONAL AWARDS SUMMARY - 2017

Award <small>(Separate awards for market size, as indicated)</small>	Platform <small>(Separate awards for each platform, as indicated)</small>	Duration	Description	Judging Criteria					
<b>News - Live Special Events</b> <i>(Gordon Sinclair)</i>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #f08080; padding: 5px; text-align: center;">*New* Digital Award ✓</div> <div style="background-color: #ccc; padding: 5px; text-align: center;">Radio ✓</div> <div style="background-color: #ccc; padding: 5px; text-align: center;">TV ✓</div> </div>	Digital: 5 urls max	Presented to the station which displays excellence in the coverage of a special event. Digital entries should include coverage unique to online, e.g. Tweets, ScribbleLive, live polling etc.)	<ul style="list-style-type: none"> <li>Enterprise and thoroughness</li> <li>Overall impression</li> <li>For <b>digital</b>: use and integration of online features/technology</li> <li>For <b>TV/radio</b>: coordination and use of resources</li> </ul>					
		Radio: 30 minutes max							
		TV: 30 minutes max							
<b>In-depth or Investigative</b> <i>(Dan McArthur)</i>	Multi Platform	Radio/TV: 30 minutes max (combined) plus Digital: 5 urls max	Awarded to the station which displays excellence in the coverage of hard news issues requiring extensive research, in-depth preparation, or investigative reporting. <b>NOTE:</b> 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).	<ul style="list-style-type: none"> <li>Effective use of two or more platforms to deliver a powerful story</li> <li>Editorial excellence and Enterprise</li> <li>Creativity including use of the digital and social tools</li> <li>Clear presentation</li> <li>Impact of the story or series</li> </ul>					
<b>Radio Newscast</b> <i>(Byron MacGregor)</i> <ul style="list-style-type: none"> <li>Small Award</li> <li>Medium Award</li> <li>Large Award</li> </ul>	Radio ✓	Radio: 30 minutes max	Awarded to the radio station which displays overall excellence in the presentation of a regularly scheduled news broadcast.  <b>Note:</b> The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> <li>Editorial excellence</li> <li>Enterprise and thoroughness (initiative)</li> <li>Delivery of anchor(s) and reporters</li> <li>Use of sound and video effects</li> </ul>					
<b>TV Newscast</b> <i>(Bert Cannings)</i> <ul style="list-style-type: none"> <li>Small Award</li> <li>Medium Award</li> <li>Large Award</li> </ul>					TV ✓	TV: 30 minutes max	Awarded to the television station which displays overall excellence in the presentation of a regularly scheduled news broadcast.  <b>Note:</b> The "Large" Award is not presented in the Atlantic region.	<ul style="list-style-type: none"> <li>Editorial excellence</li> <li>Enterprise and thoroughness (initiative)</li> <li>Delivery of anchor(s) and reporters</li> <li>Use of sound and video effects</li> </ul>	
<b>Short Feature</b> <i>(Dave Rogers)</i> <ul style="list-style-type: none"> <li>Small / Medium Award</li> <li>Large Award</li> </ul>									Radio ✓
<b>Long Feature</b> <i>(Dave Rogers)</i> <ul style="list-style-type: none"> <li>Small / Medium Award</li> <li>Large Award</li> </ul>	Radio: 5 to 30 minutes	TV: 5 to 30 minutes	<b>Note:</b> The "Large" Award is not presented in the Atlantic region.						
<b>Radio News Information Program</b> <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"> <li>Editorial excellence</li> <li>Relevance to the audience</li> <li>Quality of production</li> </ul>					
<b>TV News Information Program</b> <i>(Trina McQueen)</i>	TV ✓	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"> <li>Editorial excellence</li> <li>Relevance to the audience</li> <li>Quality of production</li> </ul>					