

RTDNA CANADA NATIONAL AWARDS SUMMARY 2021

Award (Separate awards for market size , as indicated)	Platforms (Separate awards for each platform , as indicated)			Duration / Format	Description	Judging Criteria AUDIO	Judging Criteria VIDEO	Judging Criteria DIGITAL
	AUDIO	VIDEO	DIGITAL					
Excellence in Innovation Sponsored by Dejero	Audio	Video	-	Maximum of 30 minutes of video or audio	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. The entry must include remote transmission of material live or in the gathering process. The successful recipient will demonstrate exceptional innovation and trouble shooting in the gathering of a story. A single entry may include audio or video examples from: functioning, active URLs; apps; social posts; 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 storytelling and innovative use of technology is required.	<ul style="list-style-type: none"> • Innovation • Editorial excellence • Story elements reflect diversity in the community • Technology enhanced storytelling and coverage of an event and/or story • Transmission of content live from field location • Challenges overcome to transmit content • Complexity of technical, environmental and deadline conditions • How technology enhanced storytelling and coverage of an event and/or story 	<ul style="list-style-type: none"> • Innovation • Editorial excellence • Story elements reflect diversity in the community • Technology enhanced storytelling and coverage of an event and/or story • Transmission of content live from field location • Challenges overcome to transmit content • Complexity of technical, environmental and deadline conditions • How technology enhanced storytelling and coverage of an event and/or story 	
Enterprise	Audio	Video	Digital	The entry may include video and/or sound as it was originally presented either over-air or online. The entry may also be strictly written word digital with any number of picture/graphic content.	Awarded to the news organization that displays excellence in the coverage of original (enterprise) journalism on a single topic or theme requiring extensive research or in-depth preparation.	<ul style="list-style-type: none"> • Unique exploration of an original topic or theme • Editorial excellence • Story elements reflect diversity in the community • Creativity • Overall impact of the story or series 	<ul style="list-style-type: none"> • Unique exploration of an original topic or theme • Editorial excellence • Story elements reflect diversity in the community • Creativity • Overall impact of the story or series 	<ul style="list-style-type: none"> • Unique exploration of an original topic or theme • Editorial excellence • Story elements reflect diversity in the community • Creativity including use of the digital and social tools • Overall impact of the story or series
Investigative	Audio	Video	Digital	The entry may be submitted as video, audio, article or interactive format as it was originally presented either on-air or on a digital platform. Maximum 10 minutes of video or audio. Maximum one URL for article or interactive.	Awarded to the news organization which displays excellence in investigative reporting. It is geared to journalism which has demonstrated impact including specific political, social or cultural change. A short, written description (1,000 characters max) how this investigative project affected specific political, social or cultural change.	<ul style="list-style-type: none"> • Unique investigation of an original topic or theme • Demonstrable impact including specific political, social or cultural change. • Story elements reflect diversity in the community • Editorial excellence • Creativity 	<ul style="list-style-type: none"> • Unique investigation of an original topic or theme • Demonstrable impact including specific political, social or cultural change. • Story elements reflect diversity in the community • Editorial excellence • Creativity 	<ul style="list-style-type: none"> • Unique investigation of an original topic or theme • Demonstrable impact including specific political, social or cultural change. • Story elements reflect diversity in the community • Editorial excellence • Creativity including use of the digital and social tools
Continuing Coverage	Audio	Video	Digital	The entry may be submitted as video, audio, article or interactive format as it was originally presented either on-air or on a digital platform. Maximum of 5 clips totalling no more than 30 minutes of video or audio Maximum 5 URLs for articles or interactive submissions	Awarded to the news organization that displays outstanding creativity in the continuing coverage of a beat or a major developing story. Entry should include the initial story 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 Covid Crisis or other national or local issues. Typically, this is NOT emergency coverage. For audio and video 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 • Coverage reflects diversity in the community • Coordination and use of resources • Overall impact 	<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 • Coverage reflects diversity in the community • Coordination and use of resources • Overall impact 	<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 • Coverage reflects diversity in the community • Use and integration of online features/technology • Overall impact

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	AUDIO	VIDEO	DIGITAL					
Breaking News	Audio	Video	Digital	The entry may be submitted as video, audio, article or interactive format as it was originally presented either on-air or on a digital platform. Maximum 15 minutes of video or audio Maximum of 5 URLs for article or interactive submissions	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. On the other hand, elections are scheduled and should not be submitted for this award.	<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 • Story elements reflect diversity in the community • Technical quality of production • Overall impact 	<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 • Story elements reflect diversity in the community • Technical quality of production • Overall impact 	<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 • Story elements reflect diversity in the community • Technical quality of content • Overall impact
News - Live Special Events	Audio	Video	Digital	The entry may include video and/or audio as it was originally presented either on-air or online. The entry may also be strictly written word digital with any number of pictures and/or graphic content. Maximum 30 minutes of video or audio Maximum 5 URLs	Presented to the news organization which displays excellence in the coverage of a special event. This may be coverage of a "scheduled" event like Canada Day, an Election, 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.)	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Enterprise and thoroughness • Coverage reflects diversity in the community • Overall impact • Coordination and use of resources 	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Enterprise and thoroughness • Coverage reflects diversity in the community • Overall impact • Coordination and use of resources 	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Enterprise and thoroughness • Coverage reflects diversity in the community • Overall impact • Creative use of visuals • Effective use and integration of online features/technology
Opinion	Audio	Video	Digital	The entry may include up to 10 minutes of video and/or audio as it was originally presented either on-air or online. The entry may also be strictly written word digital with any number of pictures and/or graphic content. Maximum of one URL for articles or interactive submissions.	Awarded to the news organization which provides outstanding editorial comment on a single topic. The editorial or commentary may be analytical or interpretive and need not necessarily express an opinion. Commentary may be by a news organization employee, professional journalist or a member of public who expressing an opinion, e.g. a refugee, homeless person, basketball player – in his/her own words. Do not submit an entry on behalf of a panel or a series of clips or streeters.	<ul style="list-style-type: none"> • Unique or original exploration of a topic or theme • Originality of thought • Variety of interviews and research • Story elements reflect diversity in the community • Engaging delivery • Overall impact 	<ul style="list-style-type: none"> • Unique or original exploration of a topic or theme • Originality of thought • Variety of interviews and research • Story elements reflect diversity in the community • Engaging delivery • Overall impact 	<ul style="list-style-type: none"> • Unique or original exploration of a topic or theme • Originality of thought • Variety of interviews and research • Story elements reflect diversity in the community • Engaging delivery • Overall impact
Excellence in Sports Reporting	Audio	Video	Digital	The entry may include up to 5 minutes of video and/or sound as it was originally presented either on-air or online. The entry may also be strictly written word digital with any number of pictures and/or graphic content. Maximum of one URL for articles or interactive submissions.	Awarded to the news organization which reflects excellence and creativity in sports reporting.	<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 • Story elements reflect diversity in the community • Overall impact • Creative use of sound to tell the story 	<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 • Story elements reflect diversity in the community • Overall impact • Creative use of sound and visuals to tell the story 	<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 • Story elements reflect diversity in the community • Overall impact • Use and integration of online features/technology/social to tell the story
Sports - Live Special Events	Audio	Video	Digital	The entry may include video and/or audio as it was originally presented either on-air or online. The entry may also be strictly written word digital with any number of pictures and/or graphic content. Maximum 30 minutes of video or audio Maximum of 5 URLs for digital submissions	Presented to the news organization which displays excellence in the coverage of a live sporting event.	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Coverage reflects diversity in the community • Enterprise and thoroughness • Creative use of sound to tell the story • Overall impact 	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Coverage reflects diversity in the community • Enterprise and thoroughness • Creative use of sound and visuals to tell the story • Overall impact 	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Insight and analysis • Coverage reflects diversity in the community • Enterprise and thoroughness • Creative use of visuals • Effective use and integration of online features/technology to tell the story • Overall impact

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	AUDIO	VIDEO	DIGITAL					
Best News App	-	-	DIGITAL	Up to 5 jpgs PLUS links to iTunes and Google Play	Awarded to an app developed to present the news in a timely and engaging manner. This may be a general news app or an app developed in conjunction with a specific or limited news event (e.g. an election campaign.) Note: The app should be developed and available for both iOS and Android.			<ul style="list-style-type: none"> • Engagement and interactivity • Innovation • Visual Design • Functionality and user experience • Overall impact • Interface and ease of use • Unique features
Best Sports App	-	-	DIGITAL	Up to 5 jpgs PLUS links to iTunes and Google Play	Awarded to an app developed to present the sports in a timely and engaging manner. This may be a general news app or an app developed in conjunction with a specific or limited sports event (e.g. The Olympics.) Note: The app should be developed and available for both iOS and Android.			<ul style="list-style-type: none"> • Engagement and interactivity • Innovation • Visual Design • Functionality and user experience • Overall impact • Interface and ease of use • Unique features
Excellence in Social	-	-	DIGITAL	Maximum of 5 active URLs	Awarded for use of social 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 as evidenced by the quality of journalism and the quantity and quality of user engagement. An entry may be from any social platform that demonstrates the best use storytelling. A short written description (1,000 characters max) explaining how the entry uses social 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 • Content reflects diversity in the community • Overall impact
Excellence in Data Storytelling	-	-	DIGITAL	Maximum of 5 URLs	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). 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 • Elements reflect diversity in the community
Overall Excellence in Digital	-	-	DIGITAL	Maximum of 5 URLs or screenshots	Awarded to the news organization that makes the best use of their content, product and technology in the exceptional presentation of its overall news coverage on digital. Journalism must deliver compelling storytelling that is impactful and creative. Platforms should demonstrate unparalleled user experience through useful functionality and innovative design. This award is for brands that have demonstrated excellence throughout the year to enhance its storytelling for Canadian audiences. Examples could include URLs to articles, interactives, homepages, sites and sections built for events or specific subject matter, apps, or social content. Screenshots of homepages or site sections are valid submissions in addition to the URL entries. Entries will be judged on content, innovation, visual design, functionality and interactivity.			<ul style="list-style-type: none"> • Editorial excellence • Innovation • Visual Design • Interactivity • Functionality and user experience • Content reflects diversity in the community

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	AUDIO	VIDEO	DIGITAL					
Best Podcast	AUDIO	-	-	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. (In other words, if you have a 12-episode podcast series, you can enter 1, 2 or 3 of those episodes as long total does not exceed 30 minutes.) 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 exploration of an original topic or theme • Editorial excellence • Story elements reflect diversity in the community • Creative use of sound • Quality of interviews • Story elements reflect diversity in the community • Overall impact of the story or series 		
Excellence in Sound	AUDIO	VIDEO	-	Maximum of 10 minutes of video or audio	Awarded to the news organization 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 or online and all sound must have been produced by a member of the organization (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 sound • Technical quality of production • Editorial excellence • Story elements reflect diversity in the community • Overall impact 	<ul style="list-style-type: none"> • Creative and original use of sound • Technical quality of production • Editorial excellence • Story elements reflect diversity in the community • Overall impact 	
Radio Newscast	AUDIO	-	-	Maximum 30 minutes of audio	Awarded to the radio station which displays overall excellence in the presentation of a regularly scheduled news broadcast. Editing note: Up to three clips may be entered from a same-day program. Each clip may have a late in and early out but there should not be any editing within the clip itself. Total may not exceed 30 minutes.	<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Enterprise and thoroughness (initiative) • Newscast elements reflect diversity in the community • Delivery of anchor(s) and reporters • Creative use of sound • Overall impact 		
Excellence in Video	-	VIDEO	-	Maximum 10 minutes of video	Awarded to the news organization 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 or online, and all visuals must have been shot by a member of the news organization (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 • Story elements reflect diversity in the community • Overall impact 	
TV Newscast	-	VIDEO	-	Maximum 30 minutes of video	Awarded to the television station which displays overall excellence in the presentation of a regularly scheduled news broadcast. Editing is allowed as described below for TV News Information Program.		<ul style="list-style-type: none"> • Editorial excellence including quality of writing and reporting • Enterprise and thoroughness (initiative) • Story elements reflect diversity in the community • Delivery of anchor(s) and reporters • Creative use of visuals and sound • Overall impact 	

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	AUDIO	VIDEO	DIGITAL					
News Information Program	AUDIO	VIDEO	-	Maximum of 3 video or audio clips totalling no more than 30 minutes	Awarded to the news organization which displays excellent content and presentation in a regularly scheduled or posted news information program/segment which is not a daily newscast. Must be submitted as it appeared on air or online but can be edited for time requirements, as follows. Editing note: Up to three clips may be entered from a same-day program. Each clip may have a late in and early out but there should not be any editing within the clip itself. Total may not exceed 30 minutes.	<ul style="list-style-type: none"> • Editorial excellence • Relevance to the audience • Coverage reflects diversity in the community • Quality of insight and analysis • Quality of production including creative use of sound • Overall impact 	<ul style="list-style-type: none"> • Editorial excellence • Relevance to the audience • Coverage reflects diversity in the community • Quality of insight and analysis • Quality of production including creative use of visuals and sound • Overall impact 	
Feature News	AUDIO	VIDEO	DIGITAL	Maximum of 10 minutes of video or audio One URL for digital submissions	Awarded to the news organization which reflects excellence and creativity in the presentation of a feature or human-interest story. The submission must be from a single item. You may not submit multiple items from a series. (A multi-part series should be entered into the "Continuing Coverage", "Original / Enterprise" or the "Investigative" categories, as long as the items meet those categories' other criteria.)	<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 • Story elements reflect diversity in the community • Creative use of sound to tell the story • Overall impact 	<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 • Story elements reflect diversity in the community • Creative use of sound and visuals to tell the story • Overall impact 	<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 • Story elements reflect diversity in the community • Visual design • Functionality, interactivity and user experience • Overall impact