

RTDNA CANADA
REGIONAL AWARDS 2022
SUMMARY

Award Category (Separate awards for market size, as indicated)	Platforms (Separate awards for each platform, as indicated)				Duration / Format	Description	Judging Criteria <u>AUDIO</u>	Judging Criteria <u>VIDEO</u>	Judging Criteria <u>DIGITAL</u>	Judging Criteria <u>MULTIPLATFORM</u>
	AUDIO	VIDEO	DIGITAL	MULTIPLATFORM						
REGIONAL										
Excellence in Innovation Sponsored by Dejero	-	-	-	MULTIPLATFORM	<p>Maximum of 30 minutes of audio or video.</p> <p>Maximum 1 URL for article or interactive submissions.</p> <p>The entry may be submitted as audio, video, article or interactive format as it was originally presented on two or more platforms; Audio, Digital, Video</p>	<p>Submit a single entry that demonstrates an innovative use of content, engagement, technology and/or audience experience.</p> <p>A single entry may include audio, digital or video examples from active URLs; apps; social posts; or any other platform that demonstrates innovation in journalism. The entry must include remote transmission of material live or in the gathering process.</p> <p>Awarded to news organizations that innovate their product to enhance the quality of journalism and the audience's understanding of news. The successful recipient will demonstrate exceptional innovation and trouble shooting in the gathering of a story.</p> <p>A short, written description (250 words max) explaining how the entry breaks the mold of traditional storytelling and innovative use of technology is required.</p>	Not applicable.	Not applicable.	Not applicable.	<ul style="list-style-type: none"> Innovation Editorial excellence Functionality and user experience 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	-	-	-	MULTIPLATFORM	<p>Maximum 30 minutes of audio or video.</p> <p>Maximum 1 URL for article or interactive submissions.</p> <p>The entry may be submitted as audio, video article or interactive format as it was originally presented on two or more platforms; Audio, Digital, Video.</p>	<p>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.</p> <p>The entry may also be strictly written word digital with any number of picture/graphic content.</p>	Not applicable.	Not applicable.	Not applicable.	<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	-	-	-	MULTIPLATFORM	<p>Maximum 10 minutes of audio or video.</p> <p>Maximum 1 URL for article or interactive submissions.</p> <p>The entry may be submitted as audio, video, article or interactive format as it was originally presented on two or more platforms; Audio, Digital, Video.</p>	<p>Awarded to the news organization that displays excellence in investigative reporting.</p> <p>It is geared to journalism which has demonstrated impact including specific political, social or cultural change.</p> <p>A short, written description (250 words max) how this investigative project affected specific political, social or cultural change.</p>	Not applicable.	Not applicable.	Not applicable.	<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	-	-	-	MULTIPLATFORM	<p>Maximum 10 minutes of video or audio.</p> <p>Maximum 5 URL's for article or interactive submissions.</p> <p>The entry may be submitted as audio, video, article or interactive format as it was originally presented on two or more platforms; Audio, Digital, Video.</p>	<p>Awarded to the news organization that displays outstanding creativity in the continuing coverage of a beat or a major developing story.</p> <p>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.</p> <p>For example, this may be coverage of the COVID Crisis or other national or local issues. Typically, this is NOT emergency coverage.</p>	Not applicable.	Not applicable.	Not applicable.	<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 Use and integration of online features/technology Overall impact
Breaking News <ul style="list-style-type: none"> Small / Medium Market Large Market 	AUDIO	VIDEO	DIGITAL	-	<p>Maximum 15 minutes of audio or video.</p> <p>Maximum of 5 URLs for article or interactive submissions.</p> <p>The entry may be submitted as audio, video, article or interactive format as it was originally presented on-air or online.</p>	<p>Awarded to the news organization that displays the most enterprise and creativity in reporting a single, unscheduled, breaking news event.</p> <p>Judges will only consider entries in this category that include the initial broadcast and no more than 4 additional reports that aired the same day.</p> <p>Examples: The Ottawa Shooting, initial coverage of a fire or a flood.</p> <p>On the other hand, elections are scheduled and should not be submitted for this award.</p>	<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 	Not applicable.

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	AUDIO	VIDEO	DIGITAL	MULTIPLATFORM						
REGIONAL										
News - Live Special Events	AUDIO	VIDEO	DIGITAL	-	<p>Maximum 30 minutes of audio or video.</p> <p>Maximum 5 URLs.</p> <p>The entry may include audio and/or video as it was originally presented either on-air or online.</p> <p>The entry may also be strictly written word digital with any number of pictures and/or graphic content.</p>	<p>Presented to the news organization that displays excellence in coverage of a special event.</p> <p>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.)</p>	<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 	Not applicable.
Opinion	AUDIO	VIDEO	DIGITAL	-	<p>Maximum of 10 minutes of audio and/or video as it was originally presented either on-air or online.</p> <p>Maximum of 1 URL for articles or interactive submissions.</p> <p>The entry may also be strictly written word digital with any number of pictures and/or graphic content.</p>	<p>Awarded to the news organization that provides outstanding editorial comment on a single topic.</p> <p>The editorial or commentary may be analytical or interpretive and need not necessarily express an opinion.</p> <p>Commentary may be by a news organization employee, a professional journalist or a member of public who is expressing an opinion, e.g. a refugee, homeless person, basketball player – in his/her own words.</p> <p>Do not submit an entry on behalf of a panel or a series of clips or streeters.</p>	<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 	Not applicable.
Excellence in Sports Reporting	AUDIO	VIDEO	DIGITAL	-	<p>Maximum of 1 URL for articles or interactive submissions.</p> <p>Maximum of 5 minutes of audio and/or video as it was originally presented either on-air or online.</p> <p>The entry may also be strictly written word digital with any number of pictures and/or graphic content.</p>	<p>Awarded to the news organization that reflects excellence and creativity in sports reporting.</p>	<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 	Not applicable.
Excellence in Social	-	-	DIGITAL	-	<p>Maximum 5 URLs.</p>	<p>Awarded for use of social media to enhance the audience's understanding of a single news story or news event/project.</p> <p>Submit a maximum of 5 examples of 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.</p> <p>An entry may be from any social media platform that demonstrates the best use of storytelling.</p> <p>A short written description (250 words 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.</p>	Not applicable.	Not applicable.	<ul style="list-style-type: none"> • Engagement and interactivity • Innovation • Visual Design • Functionality and user experience • Content reflects diversity in the community • Overall impact 	Not applicable.
Excellence in Data Storytelling	-	-	DIGITAL	-	<p>Maximum 5 URLs.</p>	<p>Awarded to the news organization that publishes the most creative data storytelling of the year.</p> <p>Particular attention will be given to how the data is presented, the creativity and clarity given to the treatment of the numbers through presentation (graphics and/or interactivity).</p> <p>Entry should outline how the data was obtained and used to uncover the story.</p>	Not applicable.	Not applicable.	<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 	Not applicable.

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	AUDIO	VIDEO	DIGITAL	MULTIPLATFORM						
REGIONAL										
Overall Excellence in Digital	-	-	DIGITAL	-	Maximum 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. Platform 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 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.	Not applicable.	Not applicable.	<ul style="list-style-type: none"> • Editorial excellence • Innovation • Visual Design • Interactivity • Functionality and user experience • Content reflects diversity in the community 	Not applicable.
Best Podcast	AUDIO	-	-	-	Maximum submission duration for a single podcast or a series is 30 minutes total . Awarded to a single episode or a series. For a series you may submit a maximum of 3 episodes.	Awarded to a single podcast or a podcast series that displays an outstanding use of the aural medium. If you have a 12 episode podcast series, you can enter up to 3 different episodes from the series to a maximum of 30 minutes . Content should be produced specifically for the podcast and not merely repackaging of material 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 	Not applicable.	Not applicable.	Not applicable.
Excellence in Sound	AUDIO	VIDEO	-	-	Maximum 10 minutes of audio or video.	Awarded to the news organization that 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. No third-party commercial audio. Audio obtained through social media is acceptable but will not be considered. "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 	Not applicable.	Not applicable.
Radio Newscast • Small / Medium Market • Large Market	AUDIO	-	-	-	Maximum 30 minutes of audio.	Awarded to the news organization that displays overall excellence in the presentation of a regularly scheduled news broadcast. Editing note: Maximum of 3 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.	<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 	Not applicable.	Not applicable.	Not applicable.
Excellence in Video	-	VIDEO	-	-	Maximum 10 minutes of video.	Awarded to the news organization that shows multiple, outstanding and creative 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. No third-party commercial video. Video obtained through social media is acceptable but will not be considered. "Year-ender" packages are not allowed.	Not applicable.	<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 	Not applicable.	Not applicable.

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	AUDIO	VIDEO	DIGITAL	MULTIPLATFORM						
REGIONAL										
TV Newscast • Small / Medium Market • Large Market *Not presented in EAST Region.	-	VIDEO	-	-	Maximum 30 minutes of video.	Awarded to the news organization that displays overall excellence in the presentation of a regularly scheduled news broadcast. Editing note: Maximum of 3 clips may be entered from a same-day program to a maximum of 30 minutes. Each clip may have a late in and early out but there should not be any editing within the clip itself. Note: The "Large Market" Award is not presented in the East Region.	Not applicable.	<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 	Not applicable.	Not applicable.
Feature News • Small / Medium Market • Large Market	AUDIO	VIDEO	DIGITAL	-	Maximum 10 minutes of audio or video. Maximum 1 URL.	Awarded to the news organization that reflects excellence and creativity in the presentation of a feature or human-interest story. 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' 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 	Not applicable.
Excellence in Editing • Small / Medium Market • Large Market	AUDIO	VIDEO	-	-	Maximum 10 minutes of audio or video.	Awarded to the news organization that shows creativity in editing video and/or audio to enhance storytelling for the ear and eye. Story will be in original version as it appeared on-air or online.	<ul style="list-style-type: none"> Creative use of editing to tell the story Technical innovation Elements reflect diversity in the community Overall impact 	<ul style="list-style-type: none"> Creative use of editing to tell the story Technical innovation Elements reflect diversity in the community Overall impact 	Not applicable.	Not applicable.
Graphics • Small / Medium Market • Large Market	-	VIDEO	DIGITAL	-	Limited to a single story. Maximum 10 minutes video or 1 URL.	Awarded to the news organization that best uses graphics to enhance storytelling on-air or online. Graphics must be created specifically for a local story and not part of a national story campaign. Example: nationally built graphics for elections.	Not applicable.	<ul style="list-style-type: none"> Creative use of graphic visuals Quality of graphic visuals Effectiveness of visuals to help the viewer understand the story Elements reflect diversity in the community Overall impact 	<ul style="list-style-type: none"> Creative use of graphic visuals Quality of graphic visuals Effectiveness of visuals to help the user understand the story Story elements reflect diversity in the community Overall impact 	Not applicable.
Audio-Visual Storytelling • Small / Medium Market • Large Market	-	VIDEO	-	-	Maximum 5 minutes of video or 1 URL.	Awarded to a news organization that shows creativity using only video and audio to tell a story. Entry can be on any platform and include soundscapes, text over video, and sound-on-tape pieces etc. Entry may include interview clips but cannot have a reporter voice track.	Not applicable.	<ul style="list-style-type: none"> Editorial excellence Quality of storytelling to explore a unique or original topic or theme Quality of interviews Elements reflect diversity in the community Quality of video elements Creative use of sound Creative editing Overall impact 	Not applicable.	Not applicable.