Award Category/Title		(Sepa	Platforms rate awards		Duration / Format	Description	Judging Criteria AUDIO	Judging Criteria VIDEO	Judging Criteria DIGITAL	Judging Criteria MULTIPLATFORM
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NATIONAL	AUDIO	VIDEO	DIGITAL	MULTIPLATFORM						
Multiplatform										
Continuing Coverage	-	-	-	MULTIPLATFORM	Maximum 10 minutes of audio and/or video. Maximum 5 URLs for article or interactive submissions. The entry may be submitted as video, audio, article or interactive format as it was originally presented on two or more platforms; Audio, Digital, Video.	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.	Not applicable.	Not applicable.	Not applicable.	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
Enterprise Journalism	-	-	-	MULTIPLATFORM	Maximum 30 minutes of audio and/or video. Maximum 1 URL for article or interactive submissions. 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.	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. The entry may also be strictly written word digital with any number of picture/graphic content.	Not applicable.	Not applicable.	Not applicable.	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
Excellence in Innovation	-	-	-	MULTIPLATFORM	Maximum of 30 minutes of audio and/or video. Maximum 1 URL for article or interactive submissions. 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.	Submit a single entry that demonstrates an innovative use of content, engagement, technology and/or audience experience. 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 successful recipient will demonstrate exceptional innovation that enhances the quality of journalism and the audience's	Not applicable.	Not applicable.	Not applicable.	Innovation Gittorial excellence Story elements reflect diversity in the community Technology enhanced storytelling and coverage of an event and/or story Challenges overcome to transmit content Complexity of technical, environmental and deadline conditions How technology enhanced storytelling and coverage of an event and/or story
Investigative Excellence	-	-	-	MULTIPLATFORM	Maximum 30 minutes of audio and/or video. Maximum 1 URL for article or interactive submissions. 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.	Awarded to the news organization that 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 (100 words max) how this investigative project affected specific political, social or cultural change.	Not applicable.	Not applicable.	Not applicable.	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
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Best Podcast	AUDIO	-	•	•	Awarded to a single episode or a series. For a series you may submit a maximum of 3 episodes. Maximum submission duration for a single podcast or a series is 30 minutes total.	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.	Unique exploration of an original topic or theme Editorial excellence Story elements reflect diversity in the community Creative use of sound Quality of interviews Overall impact of the story or series	Not applicable.	Not applicable.	Not applicable.
Breaking News	-	VIDEO	DIGITAL		Maximum 15 minutes of video. Maximum of 5 URLs for article or interactive submissions. The entry may be submitted as video, article or interactive format as it was originally presented either on-air or on a digital platform.	Awarded to the news organization that displays the most enterprise and creativity in reporting a single, unscheduled, breaking news event. Judges will only consider entries in this category that include the initial broadcast and no more than 4 additional follow-up reports. 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.	Not applicable.	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	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.
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.	Not applicable.	Not applicable.	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.
Excellence in Newsletter	n/a	n/a	DIGITAL	п/а	Maximum 5 URLs for 5 editions of the same Newsletter. Screenshots of emailed newsletters are also valid submissions in place of the URL entries.	Awarded to the news organization that demonstrates excellence in use of newsletters. Each submission should be for a single newsletter rather than a mutitude of newsletter published by the same organization. The submission may include a wide variety of types of newsletters, including daily, weekly, or other regularly delivered digests including general news briefs, content curated around topical issues, writing capturing an individual commentator's opinion, or containing original journalism. Judges will take into account the frequency and length of the newsletters as well as the size of the teams producing them. Entries will be judged based on content, innovation, quality, visual design, user experience, and overall strategy and impact of the newsletters.	Not applicable.	Not applicable.	Editorial excellence including quality of writing Design and visual elements User experience Quality of content based on the subject matter Coverage reflects diversity in the community Overall impact	Not applicable.

Excellence in Social	-	,	DIGITAL			Awarded for use of social media to enhance the audience's understanding of a single news story or news event/project. Submission must 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 be from any social platform that demonstrates the best use of storytelling. A short written description (100 words 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	Not applicable.	Not applicable.	Engagement and interactivity Innovation Visual Design Functionality and user experience Content reflects diversity in the community Overall impact	Not applicable.
Excellence in Sports Reporting	AUDIO	VIDEO	DIGITAL		it was originally presented either on-air or	Awarded to the news organization which reflects excellence and creativity in sports reporting.	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	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	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 Video	-	VIDEO	-	-		Awarded to the news organization that shows outstanding video creativity 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. A short, written description (100 words max) explaining how the entry breaks the mold of traditional storytelling and innovative use of technology is required.	Not applicable.	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.
Feature News	AUDIO	VIDEO	DIGITAL	•		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	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	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	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.

News Information Program	AUDIO	VIDEO	-	-	Maximum of 3 audio or 3 video clips totalling no more than 30 minutes.	Awarded to the news organization that 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. 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.	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	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	Not applicable.	Not applicable.
News - Live Special Events		VIDEO	DIGITAL	-		Presented to the news organization that 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.	Not applicable.	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	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	-	Maximum of 10 minutes of audio or video as it was originally presented either on-air or online. Maximum of 1 URL for articles or interactive submissions. The entry may also be strictly written word, digital with any number of pictures and/or graphic content.	provides outstanding editorial comment on a single topic. The editorial or commentary may be	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	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	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.

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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. Entries will be judged on content, innovation, visual design, functionality and interactivity. 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 URL entries.	Not applicable.	Not applicable.	Editorial excellence Innovation Visual Design Interactivity Functionality and user experience Content reflects diversity in the community	Not applicable.
TV Newscast	-	VIDEO	-		Maximum 30 minutes of video.	Awarded to the news organization that displays overall excellence in the presentation of a regularly scheduled news broadcast. Must be submitted as it appeared on air or online but can be edited for time requirements. 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.	Not applicable.	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.
VJ Video	٠	VIDEO	-		Maximum 3 minutes of video.	Awarded to a video-journalist for a video story they conducted interviews for shot, wrote, and edited. The entry must be a news story done by one video-journalist working alone, and contain minimal elements from other sources (stx, etc.) Submission must demonstrate exceptional quality of journalism, and creativity in shooting and editing, include a short written description of how the entry was constructed by the VJ.	Not applicable.	Editorial excellence including quality of writing and reporting Creative use of visuals and sound Technical quality of production Quality of interviews and research Story elements reflect diversity in the community Overall impact and demonstrated initiative	Not applicable.	Not applicable.
NATIONAL = 18 total award titles Best Podcast	(plus platfor	ms within s	ome catego	ries)						
Breaking News										
Continuing Coverage - Multiplatform										
Multiplatform										

Excellence in Data Storytelling					
Excellence in Innovation - Multiplatform					
Excellence in Newsletters - NEW					
Excellence in Social			·		
Excellence in Sports Reporting					
Excellence in Video					
Feature News					
Investigative Excellence - Multiplatform					
News Information Program					
News – Live Special Events					
Opinion					
Overall Excellence in Digital					
TV Newscast					
VJ Video					