
NATIONAL PRESS CLUB OF AUSTRALIA

The National Press Club of Australia

Universities Australia Higher Education Media Awards

Submission Information 2018



UNIVERSITIES
AUSTRALIA

HIGHER EDUCATION MEDIA AWARDS OVERVIEW

The awards recognise **excellent journalism and communication** on key issues in higher education including **the economic and social benefits from Australia's universities to the nation, government, industry, the not-for-profit sector and the community.**

HIGHER EDUCATION MEDIA AWARDS OBJECTIVES

To recognise quality journalism and commentary that **informs deeper public understanding of the contribution that universities make** to our society and economy.

HIGHER EDUCATION MEDIA AWARDS JUDGING PANEL

The judging panel will comprise senior members of the National Press Club of Australia board, along with judges who have higher education policy expertise.

HIGHER EDUCATION MEDIA AWARDS ELIGIBILITY AND GUIDELINES

ELIGIBILITY

The awards are open to employed and freelance media professionals, or writing and production teams, who write or broadcast on higher education policy, university teaching and research, or on the work of individual academics and institutions.

The awards recognise quality media coverage of the Australian university sector, and work within universities, but do not cover university promotional material.

In each category, journalists are invited to submit entries in the following formats:

- print stories
- tapes, DVDs or pod/vodcasts of broadcast stories
- live links/ or DVD downloads of online stories

GUIDELINES

- One entry per person or team. Individuals or teams may enter only in one category. Entrants should submit what they consider to be their best work and enter in the most appropriate category.
- Each entry should comprise a single story with an option of presenting up to two additional follow-up stories expanding the theme of the original. Each entry must have a cover letter which includes:
 - the entrant's / team members' contact details;
 - the award category being entered;
 - the name of the story.
- Each entry should be accompanied by an explanation of why the entry is an example of excellence, including accuracy, context, technique, exclusivity, impact, influence of decision on opinion makers, or other outcomes.
- Five (5) copies of the entry must be provided for distribution to the judges.
- Work submitted should have been broadcast/printed in the 2017 calendar year

- (i.e. 1 January to 31 December 2017).
- Where there is more than one person nominated for one entry, if that is a winning entry, the prize money will be divided among the entrants.
 - If there is a tied result in any category, the prize money will be divided among the winners for that category.

Awards submissions must be received by Friday 19 January 2018.

Five copies of each submission including five copies of any videotapes, audiotapes of press clips should be posted or delivered to:

The Awards Coordinator
The National Press Club of Australia
PO Box 6184
Kingston, ACT, 2604

or delivered to:

The National Press Club of Australia
16 National Circuit
Barton ACT 2600

HIGHER EDUCATION MEDIA AWARDS PRESENTATION

The awards will be presented at a National Press Club Address in conjunction with the Universities Australia Higher Education Conference.

Universities Australia is the peak body representing Australia's universities.

UNIVERSITIES AUSTRALIA HIGHER EDUCATION MEDIA AWARD

AUSTRALIA HIGHER EDUCATION JOURNALIST OF THE YEAR

Awarded to the person or team who has submitted the most outstanding of all entries, as demonstrated through accuracy, significance, impact, influence, integrity, reach, and excellent writing (and production quality if applicable).

Prize: Study tour worth \$10,000

HIGHER EDUCATION MEDIA AWARDS CATEGORIES

The awards will include the following categories:

1. Award for excellence in reporting or commentary on higher education policy.

Awarded to the entry that best explains the potential or current impact of higher education policies through high quality reporting or commentary.

The entry should be **a significant contribution to broadening public awareness of the work of universities, their staff and students and the role that universities play in Australia's success.**

One award for print: \$1,000
One award for broadcast \$1,000
One award for online \$1,000

CRITERIA:

- quality news reporting or opinion/comment;
- communicates to a range of audiences (not only a specialised higher education sector audience);
- analyses how public policy settings or proposals would enhance or diminish the contribution that universities make to Australia's society and economy.

2. Award for excellence in communicating research and innovation, teaching and learning, equity and access, social inclusion or Indigenous education issues.

Awarded to the entry that best deepens the insight of a generalist audience into promising breakthroughs in university research and innovation, teaching and learning, equity and access, social inclusion or Indigenous education.

The winning entry should be a significant contribution to explain the work – and the significance, application or potential of that work – by researchers, teachers, employees or teams at an Australian university.

One award for print \$1,000
One award for broadcast \$1,000
One award for online \$1,000

CRITERIA:

- explains the purpose of the research, teaching or other initiatives or programs and its significance, application or potential;
- places the project or initiative in the broad context of advances in the relevant discipline area, and in the context of national and international advances;
- reports on the challenges facing the person or groups.