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# NATIONAL PRESS CLUB OF AUSTRALIA

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The National Press Club of Australia

Universities Australia Higher Education Media Awards

Submission Information 2020



**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:

- PDFs or word files of print stories
- video files (MP4/AVI) or links to broadcast stories
- links or downloads of online stories

### GUIDELINES

- Individuals or teams may submit applications into one or both categories, however, can not submit the same content into both. Entrants should submit what they consider to be their best work and enter their submission/s 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.
- Work submitted should have been broadcast/printed in the 2019 calendar year

- (i.e. 1 January to 31 December 2019).
- 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 Wednesday 29 January 2020.**

Submissions should be emailed with relevant links and attachments to the awards coordinator at [coordinator@npc.org.au](mailto:coordinator@npc.org.au)

If you wish to mail copies of your submission, five copies of your entry must be provided in hard copy to:

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

## 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 news reporting or analysis in higher education journalism this year, as demonstrated through the highest standards of accuracy, insight, fairness and balance, impact, integrity, and excellent writing (and production quality, if applicable).

CRITERIA:

- Awarded to the entry that best explains the 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 prosperity.**

*Prize: Study tour worth \$10,000*

## THE KEEP IT CLEVER UNIVERSITY RESEARCH IN MEDIA AWARD

### THE KEEP IT CLEVER AWARD FOR EXCELLENCE IN UNIVERSITY RESEARCH REPORTING

Awarded to the entry that best deepens the insight of a lay audience about promising breakthroughs in university research.

Open to generalist as well as sector journalists, the winning entry should be a significant contribution to explain the work of university researchers – including the significance, application or potential of a particular piece of university research.

*One award for print, broadcast or online: \$2,000*

#### CRITERIA:

- A story or series that clearly and accurately communicates the technical detail of a piece of university research, discovery or breakthrough — its significance, application or potential — in a way that a lay audience can understand;
- places the university research or breakthrough in a broader context, including the value of the research to the Australian economy and/or community.