



# THE QUEST FOR DISTINCTION

2016



Standard Bank



Print & Digital  
Media SA

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Standard Bank  
Sikuvile  
Journalism  
Awards



# THE QUEST FOR DISTINCTION

2016



We are living in an age where people following the news are no longer interested in just the truth.

Bare facts are becoming unimportant and the truth, accuracy or context sometimes seem less significant.

As journalists we have to consider that it not only how we conceive, research and produce news but also how it is received that is important.

The gathering of the facts must go beyond the routine drawing of information from press releases, computer data bases, analysis, public records and sources for information. It is the pursuit of compelling projects and stories that help audiences make sense of their lives that makes journalism matter.

This year's theme therefore focuses on the pursuit of great journalism.

The Quest for Distinction.

## PRIZES

The following prizes would be awarded:

A Standard Bank SIKUVILE Journalism Award of R15 000 cash, a trophy and a certificate.

Standard Bank SIKUVILE Journalism finalist Certificates

Commendation Certificates may be awarded at the judges' discretion.

**Closing Date for Entries is Friday 22<sup>nd</sup> April 2016.**

The Standard Bank SIKUVILE Journalism Awards will be presented at a prize-giving function on the 28<sup>th</sup> of July 2016, 18h00 for 18h30.

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## JUDGES

The Judging Panel consists of respected journalists, with deep expertise in the various categories of the competition.

Paula Fray (Convener Judge)

David Wightman

Dinesh Balliah

Gus Silber

Henry Jeffreys

Elizabeth Barratt

Lizeka Mda

Mike Siluma

Tyrone August

Angela Quintal

Mathatha Tsedu

Zubeida Jaffer

Pippa Green

Tim du Plessis

Neo Ntsoma

Liesl Louw-Vaudram

Thabo Leshilo

## CATEGORIES

All categories are open to newspaper print and online reporters. A maximum of three entries will be accepted. Entrants are discouraged from submitting the same entry in multiple categories. In photographic features, a series of photographs (published as such) will count as one entry.

### 1. HARD NEWS

Journalism that is urgent, breaking news, typically written to tight deadlines and under pressure. The writing should be fresh, comprehensive, accurate with high quality graphic description and pointed news salience.

### 2. COLUMNS/EDITORIAL

This category seeks to recognise distinguished editorial and column writing with a specific focus on clarity, consistent editorial style, factual accuracy, sound reasoning, persuasive writing and ability to engage and influence public opinion using ethical journalistic methods. Columns can include creative writing and humorous pieces which should be entertaining without becoming pure fiction. Attention will be given to the use of language, wit and cross-cultural sensitivity.

### 3. ENTERPRISE NEWS

This category entails news articles that are the result of proactive reporter enterprise. This category is distinct from breaking news, general feature articles and creative journalism and represents stories that are initiated from the newsroom. These can include data journalism projects which present “scoops” as a result of own-initiated projects.

### 4. FEATURE WRITING

This category recognises journalism that has entailed enterprise, investigation and persistence in gathering the information and which shows skill in telling the story. Feature writing may cover profiles, interviews, travel, trends etc. Quality of language, narrative skill, story structure and descriptive power of the features will also be considered in judging. Consideration will also be given to analysis and background.

### 5. INVESTIGATIVE JOURNALISM

This is generally in-depth journalism resulting in scoops. Consideration will be given to research, perseverance, courage and innovation.

# CATEGORIES

CONTINUED

## 6. EDITORIAL CARTOONS

These are assessed for graphic imagery, originality, cleverness and political or social punch. Simplicity, topicality and humour will be considered. Entrants should motivate why their work scores on these criteria, and a maximum of five entries may be submitted.

## 7. GRAPHIC JOURNALISM

Info-graphics and illustrations are eligible. They should add value to a story, conveying meaning in a way that photos or text alone do not. Creativity and originality in concept, and the quality of execution will be considered. Clarity, vividness and communicative power are also factors. A maximum of five entries may be submitted.

## 8. POPULAR JOURNALISM

The winning story will be presented in a style that is simultaneously accessible, informative and entertaining, and its content will be about, and for, readers of tabloid journalism.

## 9. NEWS PHOTOGRAPHS

Published pictures of fast-breaking or spot-news comprise this category. Excellence in composition, lighting, action and other photographic qualities will be considered. The judges will assess both the original image and how it lent itself to being presented, and will therefore require a copy of both the original and the page on which it appeared.

## 10. FEATURE PHOTOGRAPHS

Published feature pictures that tell a story and which demonstrate reporting initiative are assessed under this category. Excellence in composition, lighting, action and other photographic qualities will be considered. The judges will assess both the original image and how it lent itself to being presented, and will therefore require a copy of both the original and the page on which it appeared.

## 11. SPORTS PHOTOGRAPHS

Published pictures taken at sports events constitute the distinctive subject matter here. The winning entries should show excellence in producing images that convey human drama and achievement, through techniques such as composition, the use of available lighting and the capturing of moments of action. The judges will assess both the original image and how it lent itself to being presented, and therefore require a copy of both the original and the page on which it appeared.

## CATEGORIES

CONTINUED

### 12. PRESENTATION - (Layout and design)

Content and headline treatment, the use of photographs and graphics and overall design will be assessed for clarity, readability and aesthetic attractiveness. The treatment as a whole will be assessed as journalism.

### 13. MULTI-PLATFORM STORIES

Writing for an online audience requires more than merely re-purposing print content. This category seeks to honour reporters who present content for their online audience in a manner that recognises the medium's essential characteristics. The stories can be presented across various platforms including social media. Judges will review the effective use of the medium and platform, interactivity and user interface. The category therefore recognises publications which maximise their use of digital tools and platforms.

### 14. MULTIMEDIA STORIES

Beyond words, the online reporter seeks to tell the story with the various new media tools at their disposal to ensure an holistic storytelling experience. Special focus is paid to the quality of the multimedia presentation, its storytelling narrative and the appropriate use of the media to engage and inform audiences.

### 15. SOUTH AFRICAN STORY OF THE YEAR

No entries are accepted for this category; instead the judges will select a winner from the range of entries in the other categories. This agenda-setting and original journalism contributes to society by giving new insight into the changing character of South Africa. Evidence of impact - such as changes and reforms resulting from the work - will be taken into account. The winning entry may be drawn from the winners of the other categories.

### 16. UPCOMING/RISING STAR OF THE YEAR

No entries are accepted for this category; instead the judges will select a winner from the range of entries in the other categories. To be considered, reporters should indicate whether they have less than three years experience. Judges will consider, among others, the potential shown for excellence, accuracy, story development and storytelling.

### 17. JOURNALIST OF THE YEAR

No entries are accepted for this category; instead the judges will select a winner from the range of entries in the other categories. Judges will consider the quality of work, originality, accuracy, ethical reporting and storytelling.



**ENTRIES MAY BE SENT BY REGISTERED POST,  
COURIER OR HAND-DELIVERED TO:**

The Standard Bank Sikuvile Journalism Awards  
Attention: Lionel Jeffries, Print & Digital Media SA

**Address:**  
PDMSA, Burnside Island Office Park,  
Building 8, First Floor, 410 Jan Smuts Avenue,  
Craighall, Randburg

Telephone 011 326 4041 or  
E-mail [lionel@pdmedia.org.za](mailto:lionel@pdmedia.org.za)

## ALLAN KIRKLAND SOGA ACHIEVEMENT AWARD

The honour recognises a sustained and extraordinary contribution to newspaper journalism on the part of an individual. The winner will have demonstrated impeccable ethics and craft excellence. The results will have enriched South African public life. Where the person's accomplishment has been achieved in the face of obstacles, this will add to the nominee's ratings.

This award is named after the historical journalistic figure Allan Kirkland Soga. Born in the early 1860s, he served as editor of Izwi Labantu (Voice of the People) between 1898 - 1908. Soga also helped found the South African Native Press Association in 1902 - the first African news service in Africa. He also wrote a regular column in Umteteli wa Bantu in the early 1920s. Historian Les Switzer describes the man as "undoubtedly one of the leading intellectuals of his generation". Soga is remembered for the journalistic credo which he promoted: "Gainst the wrong that needs resistance; For the good that lacks assistance."

### RULES

1. The individual's accomplishment should have been over a career of at least 20 years in journalism.
2. Judges are not eligible for nomination.

### PRIZE

The winner will receive the Allan Kirkland Soga Achievement Award Trophy and Certificate.

### NOMINATION PROCEDURE

The nomination should be in the form of a written letter (or letters) of recommendation. The information should address the reasons why the nominee is deserving of this recognition. Additional supporting materials (testimonials/press cuttings) are welcomed. No entry fee or entry form is required for this award.



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# CRITERIA FOR ALL ENTRANTS

Entries must consist of material originated in South African daily or weekly newspapers and online publications between 1 January 2015 up to 1 January 2016. All categories could be submitted for Print or online.

The deadline for entries is 22<sup>nd</sup> April 2016.

Entrants may submit entries in any number of categories.

A separate entry form must be submitted for each category entered.

Any entry in any category will consist of not more than your top three (3) writing and / or graphical entries. However, entries into the investigative journalism categories must submit the full series of articles.

Categories are open to individual, team or institutional entries.

A fee of R150 (VAT inclusive) per entry will be charged. Please pay / transfer the money into the PMSA Account:

Print Media Association of SA  
Standard Bank, Rosebank  
Account number: 002001322  
Branch Code: 004305

Please put as reference on the deposit slip: Awards and your name. Cheques must be made payable to the Print Media Association of SA. Proof of payment must accompany the entry or it will not be accepted.

The competition is now open to non-PDMSA members. A fee of R550 per entry will be charged for each entry for non-members. It is imperative that your editor or, in the case of freelancers, the editor who has commissioned your services, signs and approves your entry, or your entry will not be accepted.

All story entries should be submitted on an A3 page with the entry form pasted behind. Multiple pages need to be stapled together. There is no need to paste story entries onto a board. Each entry should be clearly marked in the top right hand corner with the entrant's name, the page number (e.g. "pg. 1 of 5") and the category name and number.

Entry forms (originals or photocopies thereof), as well as letters of motivation for journalism entries, should be pasted flat on the reverse side of the first mounted page of the entry.

To be considered for the Young Journalist of the Year, reporters must confirm that they have less than three years' experience in the media - including non-print platforms.

Please supply a PDF or tiff of your entry.



# CRITERIA FOR ALL ENTRANTS

CONTINUED

1. Entry forms must be completed in full and signed by the person entering.  
If the form is not signed, your entry will be rejected.
2. Articles must be fully displayed and not in plastic sleeves, etc.
3. The judges' decision is final and no correspondence will be entered into.
4. Entries become the property of the Print Media SA and are not returnable.  
They may be utilised for display and publicity purposes for the awards, and deposited in a library archive.
5. The winning entries will be made available on the Print & Digital Media SA website at [www.pdmedia.org.za](http://www.pdmedia.org.za)
6. An electronic entry kit is available on the Print & Digital Media Website at [www.pdmedia.org.za](http://www.pdmedia.org.za)

## ADDITIONAL CRITERIA FOR GRAPHIC AND PRESENTATION ENTRANTS

Entries must consist of work in final published form.

## ADDITIONAL CRITERIA FOR PHOTOGRAPHIC ENTRANTS

1. Entries must consist of work in final published form.
2. Photographic entries must include a copy of BOTH the original image (in color or black-and-white) and the published version. The copies of the original image should be between A5 and A4 in size.
3. There should be a maximum of 5 photographs.

## ADDITIONAL CRITERIA FOR MULTIMEDIA ENTRANTS

1. Open to South African journalists only, applicable only to work conceived in South Africa.
2. The work should have originally appeared on an online publication.
3. Multimedia entries such as video and audio should be presented on flash-disk in an mp4 format.
4. Multi-platform entries, such as a web series or other digital media presentation, should be presented in a self-running presentation form that does not require an internet connection. Where possible, entries can indicate if the entire package has been archived on a website

## ENTRY FORM

Title of Entry .....

Category No. ....

Surname First name(s) .....

Newspaper .....

Postal Address .....

Code .....

Tel (w) (h) .....

Cell no. Fax no. ....

Email address .....

Less than three years' in the Industry / Media ?  Yes  No  
*Mark box that applies to you*

Please note:   
Entry fee R150 per entry

I certify that this entry is either my own work or, if this entry includes the work of others, that I am their nominee for the prize if it is successful.

Signature of Entrant .....

Date .....

I certify that this entry was produced as original work for my newspaper and that I support its entry into this competition.

Signature of Editor .....

Date .....



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or e-mail: [lionel@pdmedia.org.za](mailto:lionel@pdmedia.org.za)

**Please note:** All cheques made payable to the  
Print Media Association of SA.  
Direct transfer to: Standard Bank branch  
Rosebank code 004305, Account number  
002001322

Entry Forms may be duplicated.

Get your entries in by 22<sup>nd</sup> April 2016.



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## ENTRY FORM NON MEMBERS

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Surname First name(s) .....

Newspaper .....

Postal Address .....

Code .....

Tel (w) (h) .....

Cell no. Fax no. ....

Email address .....

Less than three years' in the Industry / Media ?  Yes  No  
*Mark box that applies to you*

Please note:   
Entry fee R550 per entry

I certify that this entry is either my own work or, if this entry includes the work of others, that I am their nominee for the prize if it is successful.

Signature of Entrant .....

Date .....

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Signature of Editor .....

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Email address .....

Less than three years' in the Industry / Media ?  Yes  No  
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