



The 2009 Media Excellence Awards Submission Guidelines

Standardbred Canada is now seeking submissions for its Media Excellence Awards, to be handed out at the 2009 O'Brien Awards Ceremony. This media awards program, launched at the 2008 O'Brien Awards Ceremony, is designed to honour those who have, through a piece of exceptional work, covered Canadian harness racing in a manner that is extraordinary and of broad national appeal. Now in its second year, the program includes awards for Outstanding Written Work, Outstanding Film, Video, or Broadcast, and Outstanding Photography. The deadline for all submissions is Friday, December 4, 2009 at 5:00 p.m.



GENERAL GUIDELINES

Media Awards will be given out in three categories:

- Outstanding Written Work
- Outstanding Video, Film or Broadcast
- Outstanding Photograph

1. Submissions for award consideration must pertain to some aspect of the Canadian standardbred racing industry. Submissions for 2009 must have been published or broadcasted, for the first time, between November 1, 2008 and October 31, 2009.

2. Contestants in the media categories are limited to one submission per category. In the event that more than one submission is received in any category, the author, photographer or producer/director will be asked to choose the submission to be entered.

3. Submissions must have appeared in a publication (or through a broadcast medium) that is editorially supervised, and accessible to the industry and the public. Standardbred Canada marketing staff will be responsible for determining which mediums are considered 'editorially supervised' upon submission. Online mediums will be allowed, however, personal blogs and other self-publishing websites and distribution vehicles will not be considered.

4. Each award will be judged by an independent panel of individuals with an array of journalistic backgrounds. Judges will have experience in the discipline they are judging but varying knowledge of standardbred racing, representing a cross-section of media members. Anyone with a direct affiliation to an entrant (or working for an organization with a direct affiliation to an entrant or publication) will not be allowed to act as judge in that category.

5. Judges will evaluate works on their ability to engage the reader or viewer on a topic pertaining to Canadian standardbred racing:

For the **written** and **broadcast** categories, each judge will be asked to grade submissions based on the following criteria:

- i) **presentation** and *polish*;
- ii) **storytelling** ability and *impact*;
- iii) **accuracy**;
- iv) **newsworthiness** and *broad appeal*;
- v) **ability to educate and enrich** the audience on a subject, topic or topics pertaining to Canadian standardbred racing; and,
- vi) **importance of subject matter** and *relevance to the Canadian standardbred racing industry*.

For the **photography** category, each judge will be asked to grade submissions based on the following criteria:

- i) **technical merit** (*exposure, focus, quality of light, and resolution*);
- ii) **composition** (*backgrounds, foregrounds, balance, and perspective*);
- iii) **impact** (*ability to grab you instantly and hold your attention*);
- iv) **creativity** (*insight, originality, and uniqueness*); and,
- v) **subject matter** (*potential of the photograph to inspire excitement around, interest in, or intrigue about the standardbred horse or harness racing*).

6. Judges will be sent the submissions in the media categories by courier. The submissions in the aforementioned categories will bear no reference to author or the publication/medium in which those submissions appeared.



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7. Two nominees in each category will be selected as finalists (based on point totals, as determined by the judges), with the winners to be announced at the O'Brien Awards on January 30, 2010.

8. Entries must arrive at the Standardbred Canada office no later than 5pm EST on Friday December 4, 2009.

9. Ties will be adjudicated by returning works to the judges, who will rank their choices in order, with the most 1st place votes moving on. If a tie remains, the decision will go to 2nd and 3rds until a winner is determined. If a tie *still* exists, works of the tied participants will be sent to an independent adjudicator, who will determine the winner based on the award criteria.

SPECIFIC SUBMISSION DETAILS

All entries must be accompanied by a cover letter including the name & contact information of the entrant, as well as the location & date of publication/lairing of the submission.

Written entries may be submitted by mail OR email. Photography and video entries will be accepted via mail only.

Entries in the **written category** must be submitted as follows:

>> Entries must include a tear-sheet from the original publication as it appeared in print (or a screen-shot as it appeared online).

>> Entries must include a plain text document of the story with no identifying names, dates or indication of what publication the work appeared in.

>> NOTE: The text version document must be exactly as the article was published, and not edited in any manner.

Entries in the **broadcast category** must be submitted as follows:

>> Entries must be submitted on DVD.

>> Entrants must provide 3 DVD copies of their submission -- with no identifying names, dates or indication of where the work appeared.

>> NOTE: The submitted video must be exactly as originally broadcast, with no additional edits of any kind.

Entries in the **photography category** must be submitted as follows:

>> Entries must include a tear-sheet from the original publication as it appeared in print (or a screen-shot as it appeared online).

>> Entries must include a high resolution JPEG file of the image and THREE 8" x 10" prints of the photograph -- with no identifying names, dates or indication of where the work appeared.

>> NOTE: Tear-sheets from submissions published online should include a screen print with a letter from the editor confirming who submitted the photo as well as the date that it appeared online.

WHERE TO SUBMIT

The deadline for all submissions is Friday, December 4, 2009 at 5:00 p.m. All submissions and inquiries should be directed to:

Kathy Wade Vlaar

Industry Marketing

Standardbred Canada

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Mississauga, ON

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905-858-3077 (Ext. 207)

NOTE: Standardbred Canada reserves the right to display any submitted entries at the 2009 O'Brien Ceremony.

