



Universities Australia Higher Education Media Awards 2010 National Press Club of Australia

Invitation to submit

Entries for the Universities Australia Higher Education media awards are open and **submissions due 12 February 2010** and should be mailed with the cover letter to

The Awards Co-ordinator
National Press Club of Australia
PO BOX 6184
Kingston ACT 2604

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

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 category per person/team.
- * You may enter more than one category but the story/portfolio entered must be different for each category – you cannot present same story in different categories.
- * Each entry may be a single story or a portfolio of up to 3 stories per entry.
- * Each entry must have a cover letter with all your contact details, the category you are entering and the name of the story.
- * Please provide 4 copies of each entry for distribution to the judges.
- * Work submitted should have been broadcast/printed from Jan – Dec 2009.
- * Where there are multiple entrants for one submission prize money will be divided among the entrants.
- * Submissions may be emailed. Please put Higher Education Awd – your name and category in the subject line. Email entries to marketing@npc.org.au

Categories

1. Award for excellence in communicating knowledge of the University sector

Awarded for knowledge of the university sector and ability to report and analyse content, demonstrated through the submitted entry. The entry demonstrates a significant contribution to awareness and understanding of the work of universities, their staff and students and the place of universities in Australia's social and economic profile. The winner will have written and researched a range of stories, including news reports, feature stories and comment/analysis.

Criteria:

- * high quality news reporting
- * feature writing/broadcasting that communicates achievements in teaching, research and university administration to a range of audiences
- * policy analysis that places issues facing universities in the context of Australia's overall economic, social and educational context
- * consistent coverage of issues affecting an individual university or higher education as a whole

2. Award for excellence in communicating research and innovation issues

Awarded to the individual, or team of media professionals, whose report(s) explains the work and significance of individuals or teams of researchers working in (or attached to, eg a medical research institute) an Australian university, across any discipline.

Criteria:

- * working with a researcher(s) to report a research project(s) in a way that is easily understood by a wide audience
- * explaining the purpose of the research and outlining its outcomes
- * placing the project in the broad context of research in the relevant discipline area, and in the context of national and international research achievement

3. Award for excellence in communicating teaching and learning issues

Awarded to the individual, or team of media professionals, whose report(s) best highlight the achievement of an outstanding university teacher(s) or university advance in teaching and learning, in any discipline, working in an Australian university.

Criteria:

- * describes the work and sets out the achievements of a teacher(s) in their chosen delivery mode
- * outlines innovative or worthwhile approaches to teaching in specific subjects
- * explains innovative education material using electronic or other technologies

4. Award for excellence in communicating equity and access, social inclusion or indigenous issues

Awarded to the individual, or team of media professionals, whose report(s) has made the strongest contribution to communicating issues around equity and access to university education in Australia for equity groups and/or Indigenous Australians.

Criteria:

- * reports on the challenges facing specific groups in enrolling and completing university courses
- * profiles students from disadvantaged backgrounds who are studying at university or have recently completed their studies
- * describes programs designed to improve participation by students from disadvantaged groups and/or assist enrolled students

5. Higher education journalist award of the year

Awarded to the entry deemed most outstanding of all entries.

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