

Canadian Science Writers' Association

Science In Society Journalism Award guidelines

The awards

The Canadian Science Writers' Association offers awards annually to honour outstanding contributions to journalism in Canadian print and broadcast media. Competitors must be Canadian citizens or residents of Canada.

Print entries must have appeared in a Canadian publication aimed at the general public. Electronic entries must have been aired on a cable or broadcast system licensed in Canada.

These awards are presented for original material disseminated – in French or English print or broadcast – during the 2011 calendar year. The awards will be presented at the upcoming CSWA annual conference.

Judging

Entries in each of the categories may deal with research and development, regulatory trends or social issues. They are judged generally on the basis of initiative, originality, clarity of interpretation and value in promoting a better understanding of science by the public and on the following specific criteria:

PRESENTATION AND CLARITY Is it understandable without being overly simplistic? Is the medical or scientific terminology clarified? Have the facts or hypotheses been marshalled in an orderly and progressive fashion? Has the importance, or purpose, of the subject matter been clearly stated relative to its value? Is the grammar good? Is the material in good, logical order? Does the presentation flow easily?

EFFORT Has the entrant expended more than standard time and effort in soliciting and preparing the entry? For example, this would rule out straight reporting of speakers and papers at scientific meetings, regardless of excellence, unless the entrant has pursued the topic in greater depth or obtained other expert validation, beyond the initial presentation.

SUBJECT MATTER Is it relevant to the majority of the audience or does it have a narrow interest appeal? Does it lead to a higher degree of awareness or practical understanding of the importance of science in society today? It may be either educational or informative.

CREATIVITY The subject matter does not necessarily have to be new. However, if a familiar topic or review is presented, it should offer more than another presentation of the facts. It should reinforce current understanding of the topic, or

create a new awareness by offering a new perspective or innovative concept.

ALL WINNING ENTRIES MUST PASS A TECHNICAL REVIEW FOR SCIENTIFIC ACCURACY.

Rules for submission

- Include a fully completed entry form and entry fee with each submission• Submit a brief curriculum vitae• One entry per writer/team may be submitted in each category• Entries must be received by March 15, 2012

PRINT

Includes articles appearing in newspapers, magazines, trade publications, health bulletins, corporate, and university publications.

Four copies are required: one original exactly as it appeared in the publication, showing name and date of publication; three copies of the text on 8 1/2" x 11" paper, with pages numbered consecutively, with headlines, bylines, and the name and date of the publication deleted to ensure anonymity

Include photographs and other graphic elements if they are vital to the understanding of the story.

Photocopies are acceptable but no size reduction please.

See "Labelling instructions" below.

RADIO

Three separate CDs/DVDs of each entry are required.

A fully completed entry form must be included with each entry package.

DVDs/CDs must be clearly identified with the name(s) of those competing for the award. See "Labelling instructions" below.

TELEVISION

Three DVDs of each entry are required.

A fully completed entry form must be included with each entry package.

DVDs must be clearly identified with the name(s) of those competing for the award. See "Labelling instructions" below.

Labelling instructions

For TV or radio entries:

• Attach a fully completed entry form• Label each CD/DVD as indicated by the e.g. below:

Title of Show: NATURE vs. NURTURE Title of Item: The Impact of Genes Air
Date: January 4, 2010 Duration of Item: 14.5 minutes Name of Entrant(s): Joe Smith (producer) Anne Smith (writer)

For print entries:

- Attach a fully completed entry form. Include the full name(s) of qualified candidate(s) competing for the award.
- A total of four copies of the article is required:– one original exactly as it appeared in publication; and– three copies printed off on 8 1/2 by 11 inch pages, numbered consecutively– photocopies are acceptable (no reductions)– remove headlines and captions– delete name(s) to ensure anonymity– include pictures if significant to understanding the story, such as graphs or diagrams

IMPORTANT: Improperly prepared entries will be rejected

Send entries to:

Science in Society Journalism Awards Canadian Science Writers' Association
105 Villeneuve Ouest, Montreal, QC H2T 2R6

Phone: 1 800 796-8595 Email: office@sciencewriters.ca

For further information, phone CSWA 1 800 796-8595 or office@sciencewriters.ca All entries become the property of the CSWA.

Although the awards are financed by a number of supporters, administration of the awards programme and the selection of the three independent judges for each award are the sole responsibility of the Canadian Science Writers' Association.