



“The Society of Publishers in Asia 2011 Awards for Editorial Excellence”

亞洲出版業協會

「2011 年度卓越新聞獎」

2011 SOPA AWARDS RULES & ENTRY FEES

I. INTRODUCTION

The Society of Publishers in Asia is seeking nominations of quality English and Chinese language journalism from across Asia-Pacific for its 13th annual SOPA Awards for Editorial Excellence. The Awards are a tribute to editorial excellence in newspapers, magazines, wire services and websites read widely in Asia-Pacific. All entries must have a substantial emphasis on Asia-Pacific, and are in recognition of the vibrant journalism they practice, often in the face of difficult circumstances .

Entries can be in either English or Chinese, and must have been published or distributed in the calendar year 2010.

II. NOTE TO ENTRANTS

Please read the following rules and requirements very carefully. Entries that do not follow the guidelines may be disqualified. In particular, note that entries that contain multiple articles or photographs must show a unifying theme of coverage, which must be described in the accompanying nomination letter. The nomination letter is a critical part of each entry; it is an opportunity for you to explain to judges why the entry should win. You can use it to describe the circumstances behind the reporting for the entry, the topic's importance, the impact of the article(s), and so on. The letter should also explain how the entry helps fulfill the publication's editorial objectives.

Please refer to the FAQs at www.sopasia.com for further clarification.

III. ENTRY DEADLINE

FEBRUARY 15, 2011. All entries must be received by this date.

IV. ELIGIBILITY

1. Only English-language and Chinese-language print and online publications and wire services read widely in Asia-Pacific may enter. Magazines must be issued at least four times a year. Newspapers must be published at least once a week. Online publications must be updated at least once a week. An online publication may be an independent website or part of a print or broadcast operation.
2. Awards are divided into three groups: A, B and C.

- a. English-language newspapers that circulate widely in three or more countries, English-language magazines with circulation greater than 50,000, English-language wire services and English-language websites with more than 5 million monthly uniques should enter in Group A;
- b. English-language newspapers that circulate primarily in one or two countries, English-language magazines with circulation under 50,000 and English-language websites with 5 million monthly uniques or below should enter in Group B;
- c. Chinese-language publications, including Chinese-language websites and wire services, should enter in Group C;

Note: Online publications that are affiliated with, or part of, a print publication, should enter in the same category as their affiliated print publications. Independent online publications should enter in Group B or Group C.

3. Online publications, wire services and trade publications may enter in all reporting, writing and photography Award categories.
4. Entries must have been published during the calendar year 2010 or have cover dates during 2010.
5. Entries must have been published exclusively by the publication and not appear in other publications.
6. Entries must have a substantial emphasis on Asia-Pacific and reflect substantial journalistic efforts conducted in Asia-Pacific. For the purposes of the Awards, Asia-Pacific is defined to include the region of Afghanistan and the Central Asian republics, in addition to the Indian subcontinent, North Asia, East Asia, Southeast Asia, Australia, and New Zealand. Iraq, Iran and the Middle East are not included in this definition.
7. Entries may be the work of one journalist or multiple journalists. Each entry may be nominated in at most two categories (This does not apply to the Journalist of the Year category). Entries must be entered in the language in which they were originally written and published.
8. Entries that comprise more than a single article or photograph must demonstrate a clear theme of coverage, and that theme should be clearly articulated in the nomination letter. (This does not apply to the Journalist of the Year category)
9. Photographic entries must not have been manipulated or altered, apart from standard cropping and editing.
10. Any challenge to the fairness or accuracy of an entry as well as the publication's response to the challenge, including published corrections and clarifications, must be included in the submission.

V. AWARD CATEGORIES

Categories open to all publications, including websites and wire services:

Excellence in Investigative Reporting

Honoring the publication that through the use of its journalistic resources, which as well as reporting may include editorials, photographs and graphics, serves to advance the public interest on a topic of significance, for example by exposing wrongdoing or corruption, uncovering malfeasance or in some other way holding the powerful to account.

Excellence in Reporting Breaking News

Honoring the work that demonstrates high standards of reporting a breaking news event under deadline pressure.

Excellence in Business Reporting

Honoring the work that demonstrates high standards of reporting on a business topic of significance.

Excellence in Human Rights Reporting

Honoring the work that demonstrates high standards of reporting on a human rights topic of significance.

Excellence in Reporting on the Environment

Honoring the work that demonstrates high standards of reporting on an environmental topic of significance.

Excellence in Feature Writing

Honoring the work that demonstrates high standards of reporting and writing to describe an idea, event, trend or personality, or explain a topic of significance. Entries are limited on one article only..

Excellence in Opinion Writing

Honoring the opinion piece(s) or editorial(s) that best serve(s) to advance discussion and debate on a topic of significance.

Excellence in News Photography

Honoring the work that demonstrates high standards of news photography. (Note: entries must have been taken by or exclusively for the publication concerned)

Excellence in Feature Photography

Honoring the work that demonstrates high standards of feature photography. (Note: entries must have been taken by or exclusively for the publication concerned)

Excellence in Editorial Cartooning

Honoring the editorial cartoon or cartoons that demonstrate(s) high standards in commentary on a topic of significance. (Note: entries should embody a comment on the person or situation depicted)

Excellence in Information Graphics

Honoring entries that demonstrate high standards in presenting information in graphical form. (Note: only print entries are accepted for this category).

Excellence in Multimedia News Presentation

Honoring original work that best uses multimedia techniques to describe an idea, event, trend or personality, or explain a topic of significance.

In addition to the quality of journalism, judges will assess how well entries integrate interactive graphics, photography, audio and/or video into a single presentation. Open only to journalistic websites -- whether a publication website or an independent online venture -- whose primary purpose is to inform.

The Scoop Award

Honoring the exclusive story that has a significant impact and is widely followed by competing news media.

Journalist of the Year

Honoring the journalist who has best demonstrated excellence in editorial achievement. Entries should be by regular contributors to the publication submitting the entry, and should consist of 3-5 pieces of work of which at least three must be written articles. Publications may nominate only ONE journalist in this category. (Note: the requirements for a unifying theme and for each entry to be nominated in at most two categories do not apply to this category)

Categories open only to magazines:

Excellence in Magazine Design

Honoring the magazine that demonstrates high standards in visual presentation.

VI. RULES FOR SUBMISSION

1. Each publication may submit a maximum of TWO entries per category except in the following categories: Journalist of the Year and Excellence in Magazine Design. In those categories, each publication may submit ONE entry.
2. Each entry may include a maximum of FIVE pieces of work except in Excellence in Magazine Design which is limited to ONE entry.
3. More than half of each entry must consist of written articles except in:

Excellence in Feature Photography, Excellence in News Photography, Excellence in Information Graphics, and Excellence in Editorial Cartooning

4. Each entry must include FIVE copies of:
 - a. The nominated work (at least THREE of which must be written articles);
 - b. The entry form;
 - c. A single-page nomination letter*;*Nomination letters longer than a single page will be rejected.
5. Entry forms and nomination letters for Category C must be in Chinese.
6. The nomination letter must explain why the entry deserves consideration, the publication's editorial objectives and how the entry helped fulfill those objectives. It may also provide additional information about the entry to assist the judges in placing the entry in context. In the case of entries with multiple articles or photographs, it must explain the unifying theme of coverage the articles or photographs collectively address. Entries will be judged against how well they fulfill the objectives described in the nomination letter. The requirement for a unifying theme does not apply to the Journalist of the Year Category.
7. Entries from online publications or independent online media should be submitted as URLs (URLs can be active or archived) and screenshots (up to 10 pages). The work should have been first published in 2010. Entries may be a single item or a continuing project, and should consist of up to 5 URLs. Hyperlinks are not to be assessed. Websites requiring passwords must provide a single username and password to be used by the judges. It is up to the entrant to ensure that judges are able to access URLs. URLs should be emailed to <awards@sopasia.com> along with the entry form and nomination letter. Cheque or bank draft payment should be posted together with the entry form.
8. Entries in the photography and design categories should not be mounted and should be submitted in published form rather than original photos. The issues entered should have the relevant pages clearly marked or be sent as tearsheets. Photo essays will need to clearly indicate which photographs are being entered. Entries which are not clearly marked may be disqualified.

9. When you have collated all the entries from your publication, **fill out the Summary of Entries form and submit it together with the entries and the entry fee.** You only have to submit one copy of the Summary of Entries form. Entries will not be returned.
10. Entries that do not follow submission guidelines or that are incomplete will not be considered. **ENTRIES THAT ARRIVE AFTER THE SUBMISSION DEADLINE WILL NOT BE CONSIDERED.**
11. Entrants grant SOPA the right to use entries in promotional materials as well as one-time use in a published collection of articles.

VII. INTERPRETATION

Any questions as to the interpretation of these and all other rules will be decided by the SOPA editorial committee. No award shall be made in a category if there are insufficient entries of merit. Decisions are final.

VIII. ENTRY FEES & PAYMENT METHODS

1. The entry fee is based on a publication's circulation, monthly uniques and the number of entries from a single publication.

Group A	English-language newspapers that circulate widely in three or more countries, English-language magazines with circulation greater than 50,000, English-language wire services and English-language websites with more than 5 million monthly uniques.
Group B	English-language newspapers that circulate primarily in one or two countries, English-language magazines with circulation under 50,000 and English-language websites with 5 million monthly uniques or below. Independent online publications in English.
Group C	Chinese-language publications, including Chinese-language websites and wire services. Independent online publications in Chinese.

Cost per entry	Group A	Group B	Group C
One or two entries	HK\$1,200	HK\$950	HK\$950
Three to five entries	HK\$1,100	HK\$800	HK\$800
Six or more entries	HK\$1,000	HK\$600	HK\$600

* SOPA members enjoy a 15% discount on all entry fees.

2. Payment methods:
 - a. For Hong Kong entries – Both cheques and bank drafts will be accepted.
 - b. For China entries – Only telegraphic transfer will be accepted. Telegraphic transfer details:
Bank: "The Hong Kong and Shanghai Banking Corporation Limited"
Branch address: 1 Queen's Road Central, Hong Kong
Swift code: HSBCHKHCHKH
Bank code: 004
Bank account no.: 808-684575-838
Account name: The Society of Publishers in Asia Limited
*Please submit the TT confirmation slip together with entry form.
 - c. For other entries – Both telegraphic transfer and bank drafts will be accepted.

**All cheques/bank drafts should be made payable to "The Society of Publishers in Asia Limited"

3. Enquiries / Entries may be sent to:

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