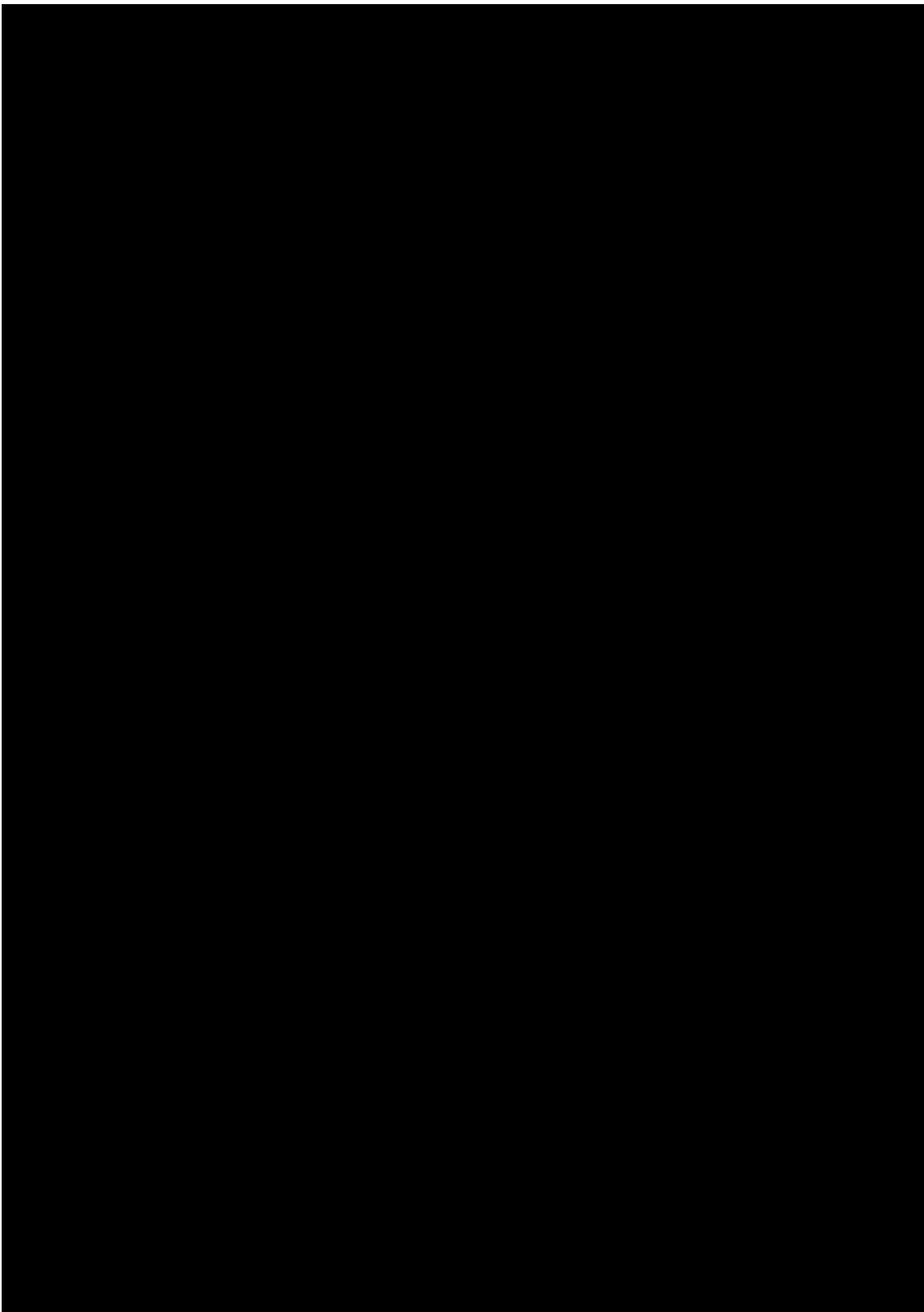


Excellence

Recognising those journalists who've uncovered more than the obvious

The 8th Annual Mondi Shanduka Newspaper Awards





Obvious is not our friend,
Obvious is plain to see.
It doesn't write good copy,
It's mates with average.
Obvious doesn't challenge, nor does it draw great cartoons.
And it doesn't take award-winning photographs.
Obvious loves nine-to-five,
It goes home early.
It doesn't dig deeper,
Obvious doesn't edit and re-edit.
It loves the way things are, the status quo,
It doesn't find the story within the story.
Obvious says "what you see is what you get."
Obvious likes one side to a story.

Obvious is our enemy.

Here's to those journalists who uncovered more than the obvious.

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* Entry forms supplied separately

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Contents

The 8th Annual Mondi Shanduka Newspaper Awards



Recognising Excellence

Pharmacy

In each of the thirteen categories, the following prizes may be awarded:

A Mondi Shanduka Newspaper Premier Award of R15 000 cash,
a trophy and a certificate

Three Mondi Shanduka Newspaper Finalist Certificates

Commendation Certificates may be awarded at the judges' discretion

CLOSING DATE FOR ENTRIES IS TUESDAY, 3 MARCH 2009.

Judging will take place on the 2nd and 3rd of April 2009.

The 2008 Mondi Shanduka Newspaper Awards will be presented at
a prize-giving function on Wednesday, 6th May 2009.

04

Prizes

The 8th Annual Mondi Shanduka Newspaper Awards



Censored

THE JUDGING PANEL CONSISTS OF FOURTEEN RESPECTED JOURNALISTS,
WITH DEEP EXPERTISE IN THE CATEGORIES OF THE COMPETITION.

GUY BERGER (CONVENOR)

EBBE DOMMISSE

SALIE DE SWARDT

ALF KUMALO

JOYCE SIKHAKHANE

CAROLINE SOUTHEY

KAIZER NYATSUMBA

IVAN FYNN

JOHN DLUDLU

PHIL MTIMKULU

RUDA LANDMAN

MARTIE MEIRING

OBED MUSI

JUDY MAYET

06

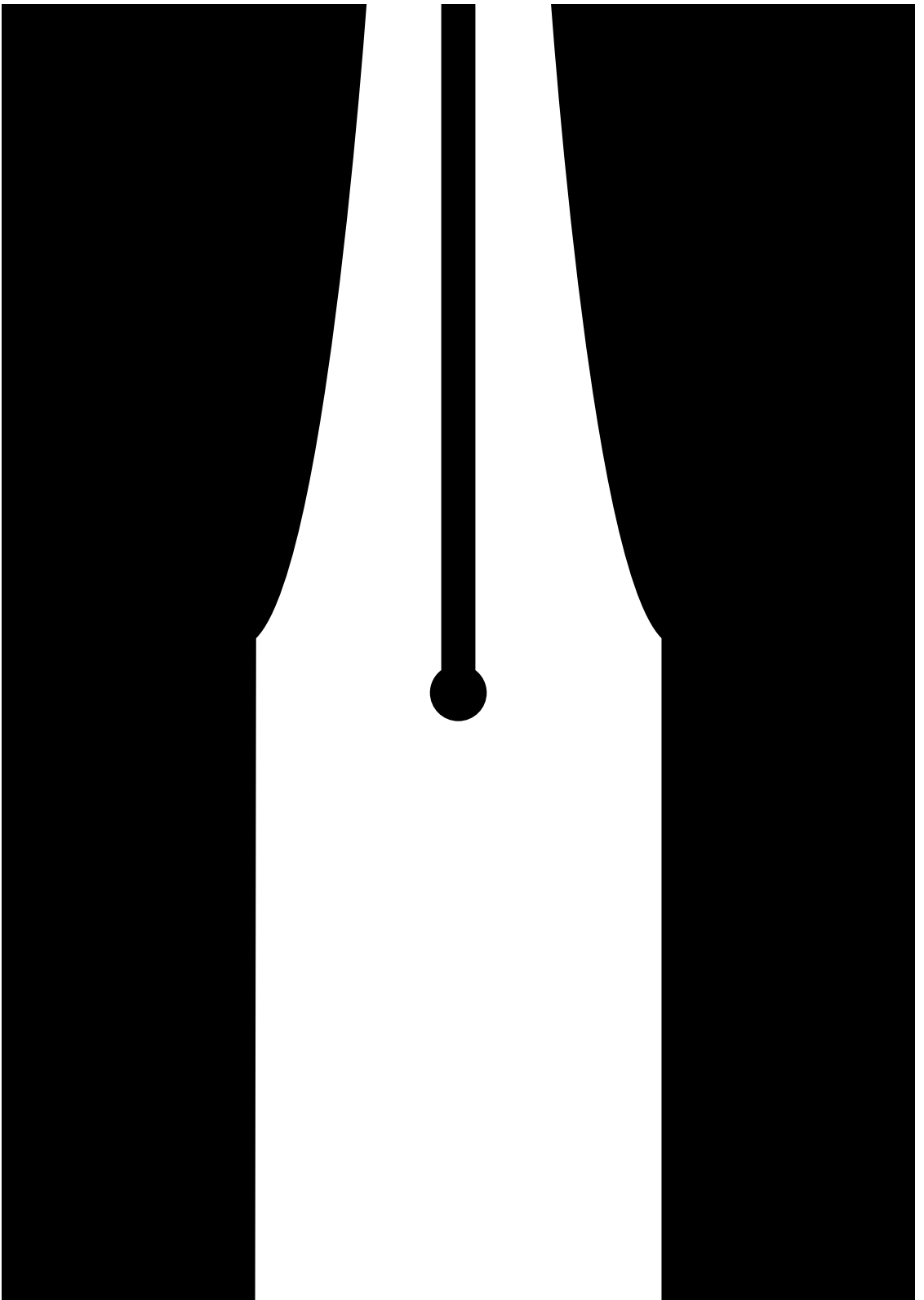
Judges

The 8th Annual Mondi Shanduka Newspaper Awards



Carbon emissions

Excellence



1. Hard news

Journalism that is about an unfolding or recent event, typically written to tight deadlines and under pressure, including follow-ups and news scoops. The writing should be fresh, comprehensive, accurate and have high quality graphic description and pointed news salience.

2. Analysis & commentary

This category entails articles that take a deeper look at a current news issue. They are distinct from breaking news, general feature articles and creative journalism. Enterprise news and background articles may be considered here. Characteristics such as multi-sourcing and multi-perspectival views will be considered. Logical structure, depth of insight and quality of writing are also important.

3. Feature writing

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.

4. Investigative journalism

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

5. Creative journalism

This journalism covers columns, creative writing and humorous pieces. Columns should be clear, engaging, persuasive - arguing a cogent case. Readability, interpretation and relevance to readers will be considered. Creative and humorous writing is entertaining without becoming pure fiction. Attention will be given to the use of language, wit and cross-cultural sensitivity.

6. Graphic journalism

Cartoons, comic strips and info-graphics count here. Images should be pithy, vivid and pointed. Creativity and cleverness in concept, quality of imagery or drawing, and simplicity and topicality will be considered. The message should make a point in a distinctive way that photographs or text alone could not do. Entrants should motivate why their work scores on these criteria.

7. 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.

8. 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.

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Categories

The 8th Annual Mondri Shanduka Newspaper Awards

9. 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.

10. 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.

11. 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.

12. 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.

13. South African newspaper journalist of the year

At the judges' discretion, an individual may be chosen for this honour. No entries are accepted for this award. The winner will be recognised for outstanding performance over the previous year for work that demonstrates exceptional endeavour and world-class quality.

CRITERIA FOR ALL ENTRANTS

1. Entrants may submit entries in any number of categories.
2. The same work may be submitted for different categories, although separate copies of the work must then be included.
3. A separate entry form must be submitted for each category entered.
4. Any entry in any category will consist of not more than your top three (3) writing and/or graphical entries or five (5) in the case of photos. However, entries into the investigative journalism categories must submit the full series of articles.
5. Categories are open to individual, team or institutional entries.
6. Team entries will be limited to three individuals per entry.
7. A fee of R30 (VAT inclusive) per entrant (individual or team) will be charged. Cheques must be made payable to the Newspaper Association of SA (NASA). Payment must accompany the entry or it will not be accepted.
8. 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.
9. Entries must consist of material originated and published in South African daily or weekly newspapers between: 1 January 2008 up to 1 January 2009. Closing date for all entries is March 3, 2009.
10. All entries should be mounted on minimum A3 or maximum A2 size, black or white cardboard.

The mounting should be such that the board is suitable for display purposes. If the entry comprises more than one A3 page, the pages should be presented on different boards.
11. Each board 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. It should be noted that individual stories will be seen as individual entries and should therefore be numbered as "Page 1 of 1".
12. 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.
13. Entry forms must be completed in full and signed by the person entering. If the form is not signed, your entry will be rejected.
14. Articles must be fully displayed and not in plastic sleeves, etc.
15. The judges' decision is final and no correspondence will be entered into.
16. Entries become the property of the Newspaper Association and are not returnable. They may be utilised for display and publicity purposes for the awards, and deposited in a library archive.
17. The winning entries will be made available on the The Media website at www.themedia.co.za
18. An electronic entry kit is available on the Mondis website at www.mondishanduka.co.za.

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Categories

The 8th Annual Mondis Shanduka Newspaper Awards

ADDITIONAL CRITERIA FOR ENTRIES INTO THE WRITING CATEGORIES:

1. Entries may be submitted in any official South African language.
2. It is recommended that when an entry is part of a wider series, a letter of motivation by the entrant, or any additional information, should be submitted. This is in cases where such documentation may give the judging panel more insight into the origination of the work. The motivation may address how the work was conceived, the time taken for its production, the obstacles faced and surmounted, and the impact that it had. Motivations should not be more than two A4 single-spaced typed pages. Letters of support from the Editor will be accepted as part of the motivation.
3. Entries must include work as it appeared in final published form.
4. To accommodate newspapers which store their articles electronically, a hard copy of a print-out of the article or a photocopy of the original material will be accepted.

ADDITIONAL CRITERIA FOR GRAPHIC AND PRESENTATION ENTRANTS

1. Entries must consist of work in final published form.
2. Photographic entries must include both the originals (in colour or black-and-white) and the tearsheets, all mounted on A3 or A2 sized, black or white cardboard and the photographs should be between A5 and A4 in size.

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 colour 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.

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

Mondi Shanduka Newspaper Awards
Attention: Malesedi Dlamini,
2nd Floor, 7 St Davids Park,
St Davids Place, Parktown, 2193.
Telephone (011) 484 3624 or
e-mail malesedid@printmedia.org.za



NEWSPAPER ASSOCIATION OF SOUTH AFRICA



MONDI SHANDUKA
NEWSPRINT

Alan 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 Alan 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: “Gaiust 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 a Mondi Shanduka Newspaper Premier 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.

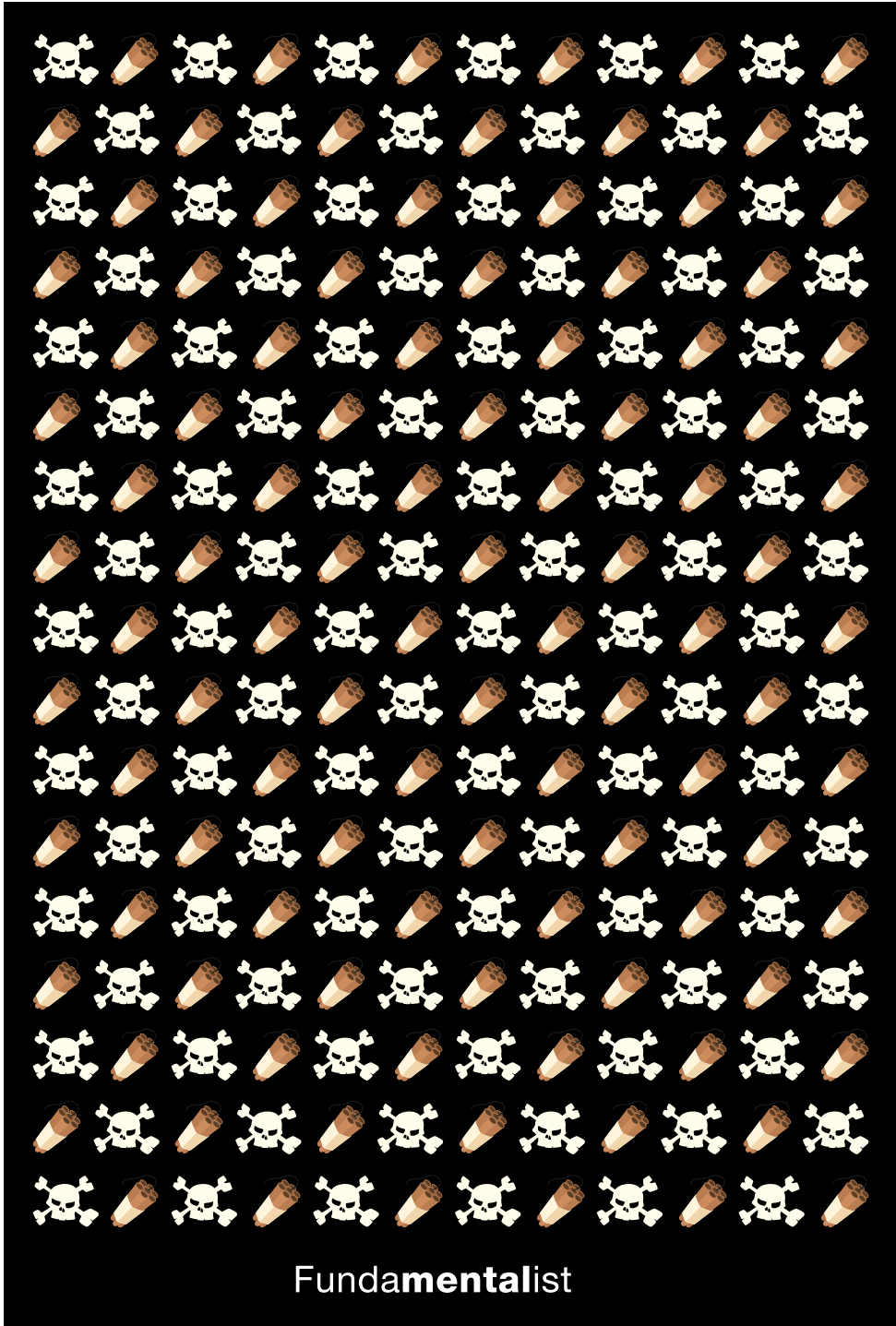
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Mondi Shanduka Newspaper Awards, Attention: Malesedi Dlamini,
2nd Floor, 7 St Davids Park, St Davids Place, Parktown, 2193.
Telephone (011) 484 3624 or e-mail malesedid@printmedia.org.za

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Lifetime Achiever

The 8th Annual Mondi Shanduka Newspaper Awards

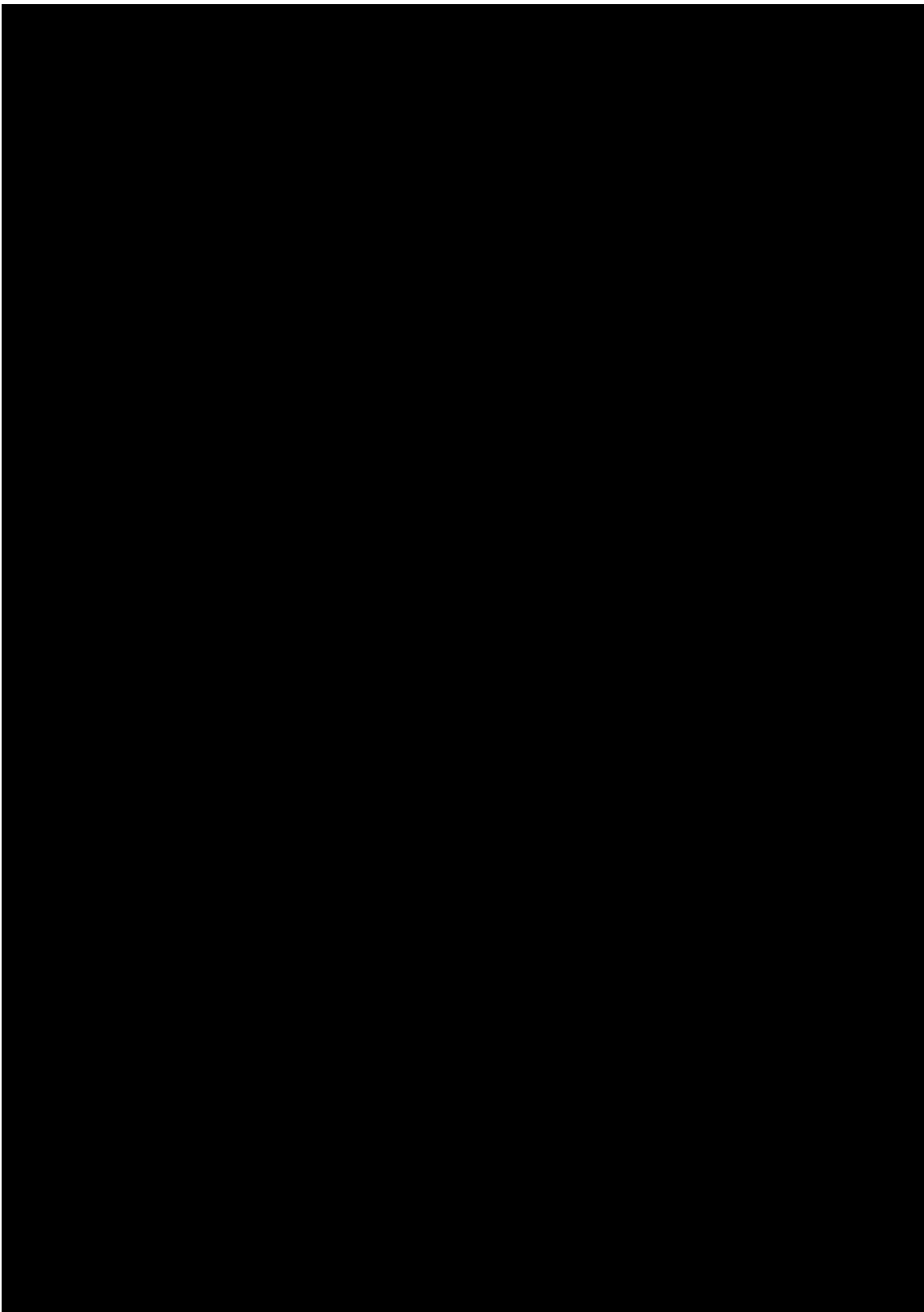


Fundamentalist

Obvious is the enemy.

The 8th Annual Mondi Shanduka Newspaper Awards







MONDI SHANDUKA
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NEWSPAPER ASSOCIATION OF SOUTH AFRICA