

2016 Mirror Awards Nomination Guidelines

Overview

Now in their tenth year, the Mirror Awards recognize the best reporting, analysis and commentary covering the media industry and its role in our economy, culture and democracy. Established by Syracuse University's S.I. Newhouse School of Public Communications in 2006, the awards honor the reporters, producers, editors and teams of writers who hold a mirror to their own industry for the public's benefit.

Eligibility

The Mirror Awards are open to anyone who conducts professional reporting, commentary or criticism of the media industry—television, newspaper, magazine, radio, advertising, public relations, the Internet and other forms of content-rich digital communications.

Works eligible for consideration are print, broadcast and online editorial content, including material published in consumer and trade magazines; local and national newspapers; local, national or syndicated radio and television features and programs; online local, national or syndicated radio and television features and programs; and online publications, blogs and websites. Works must have been published or broadcast between January 1 and December 31, 2015.

The subject matter of entries should focus on the business, people, processes and regulation involved in the development or distribution of news and entertainment content. Television reviews, film reviews, fictional works and books are not eligible.

Categories

Anyone may nominate the work of reporters, producers, editors and writers for consideration in the following categories:

- **Best Single Article – Traditional/Legacy Media (\$1,000 prize):** A carefully researched print piece of any length. Print articles may include sidebars and graphics, if relevant. Regular features/columns, opinion pieces or film/television reviews should not be entered.
- **Best Single Article – Digital Media (\$1,000 prize):** Must meet the criteria of the Best Single Article, Traditional/Legacy Media category, but *must make notable and specific use of the digital medium*. Articles should include photo, video, audio and/or interactive elements in addition to the written piece. This category includes blogs and other written online formats.
- **Best Single Story – Radio, Television, Cable or Online Broadcast Media (\$1,000 prize):** Must meet the criteria of the Best Single Article – Traditional/Legacy or Digital Media categories but must be exclusive to a broadcast medium, (audio or video).

- **Best Profile – Traditional/Legacy or Digital Media (\$1,000 prize):** Any carefully researched and sourced piece covering a single person or organization noteworthy in the media industry. Excerpts from “three dot columns”/social notebook features or excerpts from books (unless the book was originally published in serial form in a periodical) should not be entered. These pieces can be print, radio, television or digital.
- **Best Commentary – Traditional/Legacy or Digital Media (\$1,000 prize):** Demonstrates the writer’s overall knowledge of the issues, analytic skills and unique voice. Submissions may be published in print, online, broadcast or radio. This is the category for opinion, humor, columns, etc. Only *one* (1) piece is required for submission. In the past, this category has required submission of three (3) pieces.
- **John M. Higgins Award for Best In-Depth/Enterprise Reporting (\$5,000 prize):** Digital or traditional/legacy media may be entered. Entries can be one article or broadcast or a series of articles that cross platforms. Entries will be judged on the quality of the reporting and the importance of the story covered.

Rules of Entry

- Writers of any age or professional situation may enter or be nominated.
- Individuals may submit up to three entries total to the competition. If more than three entries are received, only the first three entries submitted will be accepted.
- Individuals may submit more than one entry per category. However, the same piece cannot be submitted to more than one category.
- Each entry must be submitted separately.
- Entries may be used in whole or in part at the awards ceremony or for event publicity.
- The judges’ decision is final and no correspondence will be entered into.
- No awards will be given in a category if no entries are deemed worthy of citation by the judges.
- The Newhouse School will present one award for each winning entry. Additional copies of the award may be purchased.
- No one person may win in a category more than three times within a five year period. Entries by any person who has won three times in such a time period will be excluded.

Entry Guidelines

All entries must be submitted online at <http://mirrorawards.com>.

Judging

All entries will be subject to a two-tiered judging process. The preliminary jury is composed of media professionals and faculty from the Newhouse School. The top three

to seven entries will be forwarded for final judging by a distinguished panel of journalists and academic leaders. Care will be taken to avoid conflicts of interest.

Evaluation Criteria

Entries will be evaluated based on three criteria:

- **Excellence of craft:** What is the overall quality of the writing and news gathering that goes into each piece? This includes careful attention to sourcing.
- **Framing of the issue:** Does the author use the story to provide a broader perspective on the media and its role in society?
- **Appropriateness for the intended audience:** Does the author use language and examples that will make sense to his or her audience? It is expected, for example, that articles published for a trade audience will be somewhat more technical in tone than those for consumer magazines.

Announcement of Finalists and Winners

A list of finalists in each category will be released in the spring. Winners will be announced at the awards ceremony, held in June in New York City.