



2022 Award Categories and Criteria

There are two types of awards:

- Publication awards – designed to recognise the publication or masthead.
- Individual awards – designed to recognise the individual who completed the work.

Individuals can submit a maximum of one entry/portfolio per category. A portfolio can include work from one or more publications.

Entries must have been published between 1 January to 31 December 2021.

Entries close February 28, 2022.

Entries are to be submitted by sending one hard copy by courier to the address below, and by emailing in PDF format the entry form and cover of the entry only to: info@printnz.co.nz. Hard copies by courier to: PrintNZ, First Floor, 61 Sir William Avenue, East Tamaki, Auckland.

Entries will only be accepted from work published in NZCNA member publications as at February 28, 2021.

Each entry costs \$30 plus GST, capped at \$150 plus GST per member i.e. first five entries \$30 each, any more entries are free.

[1. Best Idea/Innovation \(Individual award\)](#)

CRITERIA: The judge will look for entries that differentiate your idea/innovation from the rest. This can be either a completely new approach and/or change of thinking. This award is designed to recognise and reward an individual who successfully thinks outside the square for either their client or their own business.

The criterial has been left open so you can best describe your idea/innovation but make it clear and explain it well in your entry. It can be any size, on any platform, and must have been commercially sold. Editorially/Advertising-driven features/supplements/websites/APPS are acceptable so long as it was a new innovation to your business or a client in the 2021 calendar year.

[2. Best Feature/Supplement \(Publication award\)](#)

CRITERIA: Submit one newspaper advertising feature or supplement from any issue published between January 1 and December 31, 2021. The feature or supplement must comprise a minimum of two pages and be exclusively the work of the newspaper's own editorial and advertising staff.

[3. Best Community Involvement \(Publication award\)](#)

CRITERIA: The entry is based upon a single example of community involvement, leadership or campaigning by the newspaper that published between January 1 and December 31, 2021. This can be through articles and/or photographs taken from possibly several issues of your paper. Please do not submit an advertising feature or commercial revenue generating scheme.



4. Best Graphic Designer – Advertising (Individual award)

CRITERIA: The advertising designer must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the portfolio of work submitted must have been created solely for the purpose of publishing in CNA member publication(s). The portfolio of work entered must include a minimum of 10 advertisements (maximum 15) that published between 1 January and 31 December 2021.

5. Best Lifestyle Feature Writer (Individual award)

CRITERIA: The writer must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the publication entering for. The portfolio of work entered must include a minimum of four published articles (maximum eight) between 1 January and 31 December 2021. The judge will be looking at quality of writing, sourcing of topic, engagement throughout the story/article and headline.

6. Best Sales Professional (Individual award)

CRITERIA: The sales professional must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and must have worked for this organisation covering the period January 1 to December 31, 2021. You need to be able to demonstrate the following:

- Successful management of a portfolio of accounts
- Win new business
- Create, and implement a successful advertising campaign
- Think creatively and outside of the square for your clients

The entry can be in any format and can be submitted by the individual or by the manager for the individual.

7. Best Headline Writer (Individual award)

CRITERIA: The writer must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include a minimum of four published headlines (maximum eight) between 1 January and 31 December 2021.



8. Best Sports Journalist – Junior (Individual award)

CRITERIA: The journalist must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include a minimum of four published articles (maximum eight) between 1 January and 31 December 2021. The judge will be looking at quality of writing, sourcing of topic, engagement throughout the story/article and headline. Entry is restricted to junior journalists who have had up to three years journalism experience as at December 31, 2021.

9. Best Sports Journalist – Senior (Individual award)

CRITERIA: The journalist must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include a minimum of four published articles (maximum eight) between 1 January and 31 December 2021. The judge will be looking at quality of writing, sourcing of topic, engagement throughout the story/article and headline. Entry is restricted to senior journalists with more than three years journalism experience as at December 31, 2021.

10. Best News Journalist – Junior (Individual award)

CRITERIA: The Journalist must be a regular contributor (employee, full time, part time, contract, freelancer) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include a minimum of four published articles (maximum eight) between 1 January and 31 December 2021. The judge will be looking at quality of writing, sourcing of topic, engagement throughout the story/article and headline. Entry is restricted to junior journalists who have had up to three years journalism experience as at December 31, 2021.

11. Best News Journalist – Senior (Individual award)

CRITERIA: The journalist must be a regular contributor (employee, full time, part time, contract, freelancer) of a CNA member organisation and the work submitted must have been written solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include a minimum of four published articles (maximum eight) between 1 January and 31 December 2021. The judge will be looking at quality of writing, sourcing of topic, engagement throughout the story/article and headline. Entry is restricted to senior journalists with more than three years journalism experience as at December 31, 2021.

12. Best Photographer (Individual Award)

CRITERIA: The photographer or journalist must be a regular contributor (employee, full time, part time, contract) of a CNA member organisation and the photographs submitted must have been taken solely for the purpose of publishing in the CNA member publication(s). The portfolio of work entered must include 10 published photographs from between 1 January and 31 December 2021. The judge will be looking at uniqueness of concept, creativity, composition, technical execution, and audience appeal. To assist with judging please print out each photo on A4 paper and provide with entry.



13. Best Front Page – Magazine (Publication award)

CRITERIA: Submit four front pages (not whole magazine) that were published between January 1 and December 31, 2021. Entries must be the printed page and mounted on card.

14. Best Front Page - Community Newspaper (Publication award)

CRITERIA: Submit four front pages (not whole paper) that were published between January 1 and December 31, 2021. Entries must be the printed page and mounted on card.

15. Best Magazine (Publication award)

CRITERIA: Entries to be selected from regular monthly/bimonthly magazines and must include four entries of the same product, published between January 1 and December 31, 2021. The judging will be based on the following criteria:

- Editorial content (quality of the writing)
- Presentation (layout)
- Level of local editorial content
- Photography
- Advertising content and presentation

Entries must include:

- Name of magazine
- Brief outline of target market
- Frequency
- Circulation number
- One hard copy of each entry

16. Best Community Newspaper - Frank Veale Memorial Award (Publication award)

CRITERIA: Entries must include five issues that were published between January 1 and December 31, 2021. The judging will be based on the following criteria:

- Connecting with your local community and writing engaging content for your target market
- Quality journalism with news selection, writing, sub-editing and headlines
- Editorial design, photo selection and page layout with a logical flow throughout the publication
- Advertising page planning and placement
- Front page design and layout suited for a community newspaper