



**National  
Housing  
Trust**

*...the key to your home*

## **GUIDELINES FOR THE NHT JOURNALISM AWARDS 2013**

**NAME OF AWARD:** The NHT Journalism Awards for Excellence in Reporting on Sustainable Development and Affordable Housing.

**Background:** As part of its 35<sup>th</sup> anniversary celebrations, and in advancement of the Vision 2030 strategic outcome of “safe, sanitary and affordable shelter for all” in 2010 the NHT took the decision to recognize journalists who excel in researching and reporting on sustainable development with specific reference to housing. The awards would be made over three years to journalists who are members of the Press Association of Jamaica, (PAJ). The first award was presented in 2012 and the NHT’s commitment extends to 2014.

**The Award:** The total value of the award is \$300,000 to be divided equally between two categories: print, electronic.

**Eligibility:** The award is open to all practicing local journalists, columnists and commentators who produce works which are published in the Jamaican media. All works being submitted for consideration must have been publicized in the media during the period **October 31, 2012-October 1, 2013**.

### **Entry Standards:**

- Each entry must consist of three items which should have been produced as independent pieces or as a series.
- Print articles should be no less than 1500 words, while electronic submission should be a minimum 5 minutes in length.
- In the event that a series was aired or printed in more than 3 parts, the entrant should select from the series, the three items which best depict the essence of the series.

- Entrants are required to submit five copies of each of the pieces of works being submitted for consideration.
- Print entries must be submitted in the format and size in which articles were originally published. Audio entries must be submitted on compact discs (CDs). Video entries must be submitted in DVD format. Each entry must include a 45 second promo (electronic) or a brief description (print) of the pieces submitted.

**Entry forms:** Entry forms are available on the PAJ and NHT websites.

**Deadline:** Entries must be submitted no later than October 25, 2013 to:

NHT Journalism Award for Excellence  
Press Association of Jamaica,  
5 East Avenue,  
Kingston 8.

**The awards will be presented during the Press Association of Jamaica's annual Journalism Awards Ceremony. The Judges' decision will be final.**

For more information contact:

***The Corporate Communications Department,  
National Housing Trust,  
4 Park Boulevard,  
Kingston 5.  
Tel: 968-6967***

***Or visit [www.nht.gov.jm](http://www.nht.gov.jm)***

## CRITERIA FOR NHT JOURNALISM AWARDS 2013

The following criteria will guide eligibility for the NHT Journalism Awards for Excellence in Reporting on Sustainable Development and Affordable Housing:

1. Entry is open to all working journalists, inclusive of columnists and freelance practitioners, who are members of the PAJ. Non-PAJ members who have published works in the mass media consistently over a period of at least three (3) years, and who at the time of application have at least six (6) published works over the award period, are also eligible to submit an entry. The published works should include the three (3) items being submitted as the entry.
2. Applicants should be current NHT contributors, or past contributors who are no longer required by law to contribute to the NHT.
3. The works must be original and must demonstrate evidence of research, analysis and general intellectual rigor in presenting the issue (s) to the audience.
4. The works must cover an issue or issues that is/are interesting to readers, viewers or listeners, and must be relevant to the achievement of the Vision 2030 strategy for sustainable and rural development in Jamaica as it relates to achieving national outcomes 15-2 and 15-5 in the Vision 2030 document. Outcome 15-2 calls for creating “an *appropriate framework for sustainable planning*”, while outcome 15-5 pertains to ensuring “*safe, sanitary and affordable shelter for all*”.
5. Applicants must submit at least 3 samples of works published between October 31, 2012 and October 1, 2013, and which show in-depth coverage of sustainable developmental issues, particularly as it relates to housing.
6. For each of the 3 work samples submitted, the average story length should be a minimum of 1,500 words for print, or 5 minutes for radio or television.
7. The published works must not just be reports of speeches or events. Instead, they should interpret for the audience what the reports/speeches were about, and what are their wider implications for sustainable development in housing, and for those affected by the issues. Entries should therefore reflect a delving into issue(s) to discover multiple perspectives, which can enhance the knowledge of

readers, listener or viewers, and allow them to arrive at informed opinions on the matter(s).

8. The publicized works must not only have engaged audience interest, but should also have initiated further public dialogue on the issue(s) raised, and/or led to action geared towards bringing about a resolution to the issue(s).
9. Writing/ presentation style must command the attention of readers/viewers/listeners.
10. Entries should provide new information on an existing or impending issue, or alternatively they should present the audience with a new perspective of analysing and understanding an old “issue”.
11. Entries should demonstrate the highest standards of accuracy, and should also be in line with the [Press Association of Jamaica's Code of Ethics](#) for the journalism profession.