



Media Awards

PURPOSE

The Media Awards recognize and salute those communicators, information specialists, photo journalists and creative individuals and groups who have pursued excellence in communicating nursing's rich and diverse stories and in sharing nursing's knowledge with the nursing community or general public.

Media Awards recognize both the public and nursing in the following areas:

PUBLIC MEDIA

- Print (published materials)
- Other (electronic, photography, art, etc.)

NURSING MEDIA

- Print (published materials)
- Other (electronic, photography, art, etc.)

ELIGIBILITY

- All materials produced from 1 March 2009 to 1 March 2011 are eligible.
- The designated target audience determines the overall category of eligibility.
- Target audience is defined as follows:
 - **Public** – Information on nursing issued through traditional channels of communication that service the public.
 - **Nursing** – All nurses, nursing organizations, institutions or other groups that produce and issue information for nurses and the nursing profession.
- Chapter newsletters and websites are not eligible for Media Awards. Please submit under Chapter Communication Award.
- Note: School of Nursing magazines should be submitted in the Nursing-Print category.

CRITERIA

Media Awards will be judged on the following criteria:

- Portrayal of a positive image of nursing
- Treatment of subject matter as it relates to nursing excellence, overall impact, effectiveness, clarity, imagination and creativity
- Furtherance of the goals of STTI and heightened public awareness of nursing's societal contributions
- Subject matter presented in a clear, creative and effective manner

SUBMISSION REQUIREMENTS

A complete nomination consists of:

- Online entry form and payment
- Supporting narrative that addresses criteria (1-2 pages)
- Sample of final product. Examples include, but are not limited to, articles, brochures, publications, video, audio, photography, artwork and website pages
- Letter of acceptance
- Submissions may be uploaded in the following file types:
 - TXT - Plain Text
 - HTML - Hyper Text Markup Language, webpages
 - PDF - Adobe's Portable Document Format
 - GIF, JPG, PNG, TIFF - Formats commonly used on the Web
 - Microsoft Word
 - WMV, RTF - Rich Text File (most word processors export this format)
 - DOC - WMA, MOV, WAV, AIFF - Multimedia formats
- Submissions cannot exceed 10 MB

Projects may be entered in as many categories as desired. **An online entry form and fee is required for each submission.**

CONTACT INFORMATION

For further information or to make a contribution to fund this award, please contact Danielle Hart, at +1.317.634.8171 (International), 888.634.7575 (U.S./Canada toll free) or e-mail danielle@stti.org.

Call for Entries opens
1 November 2010

Deadline
1 March 2011

Entry fee
US \$50

The fee structure for nominations outside the U.S. will be set according to World Bank classifications based on per capita income designated as low, middle and high.

Submission guidelines
Award entries must be submitted via the online submission system. Instructions are available at www.nursingsociety.org/awards.

Judging
Qualified judging panels representing strong talent and expertise are appointed.

Notification
Award recipients will be notified by e-mail by 1 July 2011.

Presentation
All awards will be presented at STTI's 41st Biennial Convention in Grapevine, Texas, USA, on 29 October – 2 November 2011.

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