

TOWARDS ZERO ROAD SAFETY AWARDS

Recognising excellence in reporting on road safety issues

Part of the 2014 Towards Zero Symposium

The Transport Accident Commission invites Victorian media outlets to enter the Towards Zero Road Safety Media Awards. The Awards will recognise excellence in reporting on road safety issues, with a particular focus on enhancing the community's understanding of road safety issues.

We look forward to your entries, given the respect and commitment many journalists across Victoria have given to road safety.

How to enter:

1. Prepare your entry by gathering:

- The attachments of the work you plan to submit (PDFs, WMVs or online links, as appropriate). File size limit is 10MB.
- A supporting statement (maximum 200 words) that explains how your entry came about, how it is relevant to the category you are entering and what it contributes to road safety in Victoria or your local community.

2. Please include on your entry your name, media outlet, phone number, email address and editor/executive producer's name and contact details.

3. Send your entry to: emily_bogue@tac.vic.gov.au by **Sunday March 30**.

AWARDS

Best Metropolitan News Story

Eligibility: Open to print, online and broadcast media who are based in Melbourne.

Requirements: Stories that have contributed to the promotion of road safety in the Melbourne metropolitan area, published, uploaded or broadcast between January 1, 2013 and December 31, 2013.

Judging criteria: Stories will be judged according to their potential impact on road safety and presentation of facts. Judges will look at how the entrant made their story different to other media outlets and how it communicated the importance of road safety issues.

Evidence required:

- A PDF of page/s where the article/s was published or weblink to audio or video file.
- 200 word supporting statement that outlines how your entry came about, how it is relevant to the category and what it contributes to road safety.



Best Regional News Story

Eligibility: Open to all regional print, online and broadcast media.

Requirements: Stories that have contributed to the promotion of road safety in regional Victoria, published, uploaded or broadcast between January 1, 2013 and December 31, 2013.

Judging criteria: It will be judged according to its potential impact on road safety and presentation of facts. Judges will look at how the entrant made their story different to other media outlets, and how it communicated the importance of road safety issues to the target audience.

Evidence required:

- A PDF of page where the article was published or weblink to audio or video file.
- 200 word supporting statement that outlines how your entry came about, how it is relevant to the category and what it contributes to road safety.

Best Media Outlet for Road Safety Reporting

Eligibility: All media outlets that have reported on road safety issues throughout the year.

Requirements: This category recognises the outstanding work of a media organisation, whether it be print, broadcast or online. Entrants must submit a portfolio of five pieces of work (combined in one pdf), with a supporting statement from the editor, news editor, executive producer or equivalent (maximum 300 words).

Judging criteria: The judges will look for outlets that consistently inform and provoke their target audiences on the issues of road safety. Judges will also look at the innovation of the outlet in exploring and investigating road safety issues.

Evidence required:

- a portfolio of five pieces of work (combined in one pdf)
- a supporting statement from the editor, news editor, executive producer or equivalent (maximum 300 words).

For more information, contact Emily Bogue 0429 416 778, emily_bogue@tac.vic.gov.au

Conditions of entry

1. Entries must have been published or broadcast between January 1, 2013 and December 31, 2013.
2. Entrants must have been working for a Victorian based publication or outlet at the time the entry was published or broadcast.
3. Each entry must be accompanied by a pdf or link that shows the published or broadcast work.



4. Each entry must be accompanied by an explanation (up to 200 words) of the story's context, its target audience, and relevant background information.
5. Entrants may submit a maximum of two different entries per category.
6. Photo entries must include a Jpeg of the entry and a PDF of the page from the publication in which the photo appeared.
7. Entrants may only submit an individual entry once – the same story cannot be entered into multiple categories, except in the case where a portfolio must be presented (Best media outlet for road safety reporting).
8. The TAC reserves the right to re-allocate an entry where it does not fit the criteria for its nominated category.
9. If a story is approved by an organisation about whom the content relates, then it is ineligible to enter.
10. The judges' decision is final and no correspondence will be entered into.
11. Winners receive \$500 and a trophy.
12. Entries close on Sunday March 30.
13. Late entries will not be considered.
14. The winners of the 2014 TAC Road Safety Awards will be announced on Thursday May 1 at the Towards Zero Symposium Gala Dinner in Melbourne.

