

SA MEDIA AWARDS

2025 Categories

TEXT FORMATS

The following awards recognise print or digital journalism delivered primarily through the written word.

News

- This award recognises excellence in news journalism created for print or digital formats. It recognises the diverse skills of the news reporter/journalist – not just for breaking news, but for all the other elements that make a great story under the pressure of deadlines, i.e. tenacity, writing ability, accuracy, ethics, research, impact, and great storytelling.
- The emphasis of this award is on solid, gripping reporting and outstanding individual (or small team) efforts in covering a news story.
- **Entrants may submit up to three (3) pieces** on the same issue or subject.

Feature

The focus of this award is on quality writing. It celebrates excellence in the craft of feature writing and storytelling, with prime consideration given to the written word and research ability, as well as originality, creativity, impact, and technique.

- **Entrants may submit up to three (3) pieces** on the same issue or subject.
 - This award is **also open to multi-media packages**, where writing is the primary medium.
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TELEVISION / VIDEO JOURNALISM

This platform recognises journalism primarily produced in video formats, for TV, film and digital platforms.

Feature

- Awarded for excellence in research, impact and storytelling of a current affairs or feature story, as well as production expertise and writing.

- **Entrants may submit up to three works** in this category (related OR in a series). A body of work will also be accepted.

News Reporting

- This award recognises the skill of producing quality news journalism in television and video formats, under deadline pressure.
 - The emphasis of this award is on solid, gripping reporting, clarity of message, and outstanding individual or team efforts in covering a developing news story. In particular, the judges will reward work demonstrating accuracy, immediacy, incisiveness, public impact, and storytelling ability.
 - **Entrants may submit a single short news report OR up to three (3) related reports** on the same subject from any program, i.e. news, current affairs or online.
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RADIO / AUDIO JOURNALISM

This platform recognises journalism produced primarily in an audio format for radio or digital platforms.

Feature Based on a Single Story

- This award recognises audio feature productions and journalistic research programs focusing on in-depth information, utilising the crafts of storytelling and/or investigative journalism.
- This award acknowledges the unique skills required to present content for radio and digital broadcast, including podcasts.
- Judges will recognise excellence, highlighting research, impact, storytelling, investigation, analysis, and public impact.
- **If entrants are submitting a podcast series**, they may enter a **maximum of three (3) episodes and no more than 90 minutes of total audio** for the judges to listen to.

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gripping reporting, clarity of message, and outstanding individual or team efforts in covering a developing news story.

- In particular, the judges will reward work demonstrating accuracy, immediacy, incisiveness, public impact, and storytelling ability.
 - **Entries in this category may be a single short news report OR up to three (3) related reports on the same subject** from any program, i.e. news, current affairs, or online.
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Visual Storytelling

- **Visual Storytelling replaces the photography and cinematography categories** and emphasises the use of camera or graphic skills (sometimes combined with audio) to tell a story.
 - Eligible mediums include still photography, TV and video journalism, camerawork, sound slides, and photo film. Entrants may also submit artwork; this includes illustrations, digital photo illustrations, cartoons, or information graphics displaying creativity, innovation and style, combined with artistic technique.
 - Judges will take into consideration the entrants' storytelling ability, courage, the public impact of their work, creativity, innovative use of technology, technical ability, and resourcefulness.
 - **Entrants may submit a single piece of work**, such as a photo-essay or slideshow, **OR up to three (3) pieces showcasing a body of work**. Entries can include **mixed production teams**.
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Multimedia News or Feature

- For the Multimedia News or Feature category, **entrants are encouraged to enter journalism that does something new or surprising** to tell a story imaginatively, effectively and with impact **OR that connects with readers in new ways**.
- Judges will take into consideration techniques in news gathering and presentation including data journalism and data visualisation, interactivity, and animation, as well as new formats or modes of distribution.

- **Entrants may enter a single report OR a series** on the same issue or topic, comprising up to three (3) reports as a single entry.
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All Media (including online publications)

Best Rural / Regional Journalist

- This award is open only to **journalists based in regional/rural media** and recognises their role in reporting on, and informing, their local communities.
- The resources available to the entrant in creating the work should be specified in the **entry questionnaire**.
- **Entrants may submit up to three (3) pieces of work**, not necessarily related, to be judged as indicative of their work.

Business, Economics, or Finance Report

- This award recognises excellence in business, economics, and finance journalism.
- Judges will give special regard to newsworthiness, public benefit, storytelling, impact, incisiveness, and research.
- **Entrants may submit a single report OR a series** on the same issue or topic, comprising up to three (3) reports as a single entry.

Commentary, Analysis, Opinion and Critique

- This award is open to journalists involved in comment and analysis and includes leader writers, reviewers, opinion columnists and bloggers across the spectrum of discussion and debate.
- **Entrants may submit up to three (3) pieces of work**, not necessarily related, to be judged as indicative of their work.

Culture and Arts Report

- Awarded for the best culture and arts story in any medium – from newsworthy issues and individuals to topical trends, highlighting creative flair in the use of the chosen medium.

- **Entrants may submit a single report OR a series** on the same issue or topic, comprising up to three (3) reports as a single entry.

Freelance Journalist

- This award recognises the unique and growing contribution that freelance journalists make to the industry. The entry must show editorial independence; newsworthiness; research; writing; production; incisiveness; impact; public benefit; ethics; originality; innovation; and creative flair.
- **Entrants may submit up to three (3) pieces of work**, which can be separate OR part of a series.

Investigative Journalism

- Recognising the valuable role of investigative journalism, this award rewards well-researched and presented investigations.
- Works will be judged on accuracy, ethics, tenacity, and public benefit.
- **Entrants may submit up to three (3) pieces of work** on the same issue or subject.

Political Report

- This award recognises the best political reporting in any medium, including excellence in newsworthiness, impact, and insight.
- **Entrants may enter a single report OR a series** on the same issue or topic, comprising up to three (3) reports as a single entry.

Social Equity Report

- This award recognises the vital role of public service journalism and media reporting that addresses issues relating to social and economic equality, human rights, and participatory democracy.
- **Entries may submit a single story OR no more than three (3) related reports** on the same subject.

Sports Report

- This award recognises the diverse skills of the sports journalist and the elements that make a great sports story – tenacity, accuracy, ethics, research, great storytelling, and the capacity to capture and share the emotion in sport.
 - **Entrants may submit up to three (3) pieces of work**, not necessarily related, to be judged as indicative of their work.
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Other Categories

Hall of Fame

- This award recognises long-term commitment and achievement in the industry.
- The recipient of the Hall of Fame award will be chosen by the South Australian Media Awards Advisory Panel.
- Third party nominations to be submitted via Award Force

Julie Duncan Memorial Award for Student Journalism

- This award is open to students from the University of South Australia's Journalism program.
- Eligible works will have been published or broadcast as part of the students' Journalism program and will reflect outstanding initiative and/or newsworthiness and technical skill and adherence to appropriate ethical and legal standards.
- **Finalists and winners will be selected by the University of South Australia.**

The Max Fatchen Award for Best Young Journalist

- Entrants must have been **aged 25 or under** as of December 31, 2024, and must display creativity, research, technical skills, newsworthiness, writing flair, and impact.
- Entries are not confined to reporting of youth issues – **any media coverage may be entered in this category, providing the entrant is aged 25 or under.**
- **Entrants may submit three (3) pieces of work**, not necessarily related, to be judged as indicative of their work.

Journalist of the Year

- The Journalist of the Year is awarded each year for the piece of journalism judged to be the **best from the winners of all the categories.**