

WA Media Awards 2025 Category Descriptions

ALL MEDIA (including online publications)

Business, Economics or Finance Report

- This award recognises excellence in business, economics, and finance journalism.
- 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.

Columnist – The Matt Price Prize

- This category 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, including arts, sports, business, and politics. This award honours the memory of Matt Price, former columnist for The Australian.
- Entrants may submit up to three (3) pieces, not necessarily related, to be judged as indicative of their work.

Culture and Arts Report – The A.H. Kornweibel Arts Prize

- Awarded for the best culture and arts story in any medium.
- The award honours the memory of Albert H. Kornweibel, who was widely celebrated for his music critiques, under the pen name Fidelio, and his reviews of books and drama.
- 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.
- Entrants may submit up to five (5) pieces, not necessarily related, to be judged as indicative of their work.

Health / Medical Report

- Awarded for the best health and medical story in any 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.

Legal Affairs Report

- Awarded for excellence in legal reporting in any 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.

New Journalist or Cadet – The Eaves-Prior-Day Prize

- Open to cadets and journalists in their first full year of grading. This prize honours the memory of AJA members Jack Eaves, Selwyn Prior and Merv Day, who took a great interest in the training and development of young journalists.
- Entrants may submit their three (3) best pieces of work, showing a range of skills and styles.

Outstanding Journalism Student Award

- Open to all full-time undergraduate and postgraduate journalism students enrolled at a West Australian tertiary institution and not employed as journalists.
- Entrants may submit up to three (3) examples of their best work.

Political Report – The Beck Prize

- Awarded for the best political reporting in any medium, this award honours the memory of Will Beck, a long-time Hansard reporter at the WA Parliament and a prominent member of the Australian Journalists' Association.
- 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.

Regional & Community – Three News Stories/Features outside a 70km radius of Perth

- Awarded for the best three news stories and/or features in regional or community media outside a 70km radius of Perth CBD. This category includes broadcast, online and country publications but NOT specialist rural publications such as the Countryman or Farm Weekly.
- Entrants must address in their supporting statement if their work was also featured and subbed in metropolitan or national publications and must upload their un-subbed copy.
- Entrants may submit up to three (3) pieces, not necessarily related, to be judged as indicative of their work.

Science and Environmental Report

- Awarded for excellence in covering science and environmental issues.
- 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.

Social Equity Report

- This award recognises the vital role of public service journalism and media reporting which addresses issues relating to social and economic equality, human rights, and participatory democracy.
- 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.

Sports Report – The Gilmour-Christian Prize

- 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.

- This award honours the memory of Doug Gilmour, former sports editor, and Geoff Christian, sportswriter, and broadcaster.
 - 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.
-

Text Formats

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

Best Headline (ten words or less)

- This award recognises the art of witty and succinct headlines that grab attention across all media. It is open to all journalists, sub-editors, and digital content producers whose job it is to attract readers and viewers with clever use of language.
- Entrants will be judged on three (3) samples of their work.

Feature – The Hugh Schmitt Prize

- The focus of this award remains 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. This award is also open to multi-media packages where writing is the primary medium.
- This award honours the memory of feature writer Hugh Schmitt.
- Entrants may submit a single feature story or no more than three (3) related feature stories on the same subject.

News

- This category 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. The emphasis of this award is on solid, gripping reporting and outstanding individual (or small team) efforts in covering a news story.
- 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.

Suburban – Three News Stories/Features within a 70km radius of Perth

- Awarded for the best three news stories and/or features written by journalists working for a suburban masthead.
 - Entrants must address in their supporting statement if their work was also featured and subbed in metropolitan or national publications and must upload their un-subbed copy.
 - Entrants may submit up to three (3) pieces, not necessarily related, to be judged as indicative of their work.
-

Photography

This platform recognises visual journalists producing still photography for any platform. Criteria include storytelling, courage, public impact, creativity, innovative use of technology, technical ability, and resourcefulness.

Community / Regional Photography

- Celebrating the best work of photographers working in regional and community media.
- Entrants may submit up to three (3) unrelated images to be judged as indicative of their work.

Feature Photograph / Photographic Essay

- Recognises excellence in a series of creative, original, and revelatory images about a topical issue on any aspect of life.
- Awarded for best feature photograph or series (five or less) on the same subject – at least one photograph in the series must have been published.

News Photograph

- News photography encompasses a range of photography from an exclusive or spontaneous news moment or images depicting news values on the day. The images should represent a story or event not a series or a theme.
 - Entrants may submit a single image or no more than three (3) related images on the same subject.
-

Radio/Audio Journalism

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

Audio Feature – Based on a Single Story

- This category 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 episodes and no more than 90 minutes of total audio for the judges to listen to.**

Audio News Story

- This category recognises excellence in news and current affairs journalism produced in audio formats, taking into consideration the immediacy and unique demands of the medium and deadline pressure.
- This award acknowledges the special skills required to present content for radio and digital broadcast, including interviews and podcasts. In particular, the

judges will reward work demonstrating the best elements of the platform – accuracy, immediacy, incisiveness, research and production skill, originality, public impact, and a gripping story. Judges will also take into account the time and resources available to the journalist.

- **Entries in this category may be a single news report or no more than three related reports on the same subject. A series of three related interviews is also eligible for entry.**
-

Multimedia Feature

- Awarded for excellence in research, impact and storytelling of a current affairs or feature story as well as presentation including data journalism and data visualisation, interactivity, and animation, as well as new formats or modes of distribution.
- Entrants may submit up to three works, related or in a series. A body of work (maximum 3 pieces) is also accepted.

Multimedia News

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

Television/Video Journalism

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

Camerawork

- This award recognises excellence in camerawork in Australian news, current affairs, and documentary as well as videography and photo films in digital formats, representing the highest standards of the craft.
- Entrants may submit a single piece of footage or three (3) pieces of work showcasing a body of work.

News Reporting

- This category 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 enter a single report or a series on the same issue or topic comprising up to three (3) reports as a single entry.

Video 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 related or in a series. A body of work will also be accepted.
-

Gold Prize

Outstanding Contribution to Journalism – The Clarion Award

- This award is presented to a member who has, in the opinion of the MEAA Media Section committee, made the greatest contribution to the profession in WA during the year.
- The committee considers the quality of work and other ways in which the member has contributed to journalism and to MEAA. The award is named after the union's 1980 national strike newspaper.

West Australian Journalist of the Year – The Daily News Centenary Prize

- Awarded each year for the piece of journalism judged to be the best from the winners of all the categories.