



ONLINE MEDIA AWARDS 2014

Call for Entries

The Online Media Awards identify the cleverest, boldest and most original purveyors of news and views from around the world.

From politics to sport, finance to film, the aim is to find the best application of talent and technology online. Large and small. Corporations and individuals.

NEW FOR 2014: We have now introduced commercial categories that reward those who excel in media sales and gives them a chance to be recognised for their successes and achievements.

So, If you are a publisher, online editor or work within media sales and fancy competing against the best in your profession? Then the Online Media Awards is your chance to do that.

Deadline for entries: Friday 14 March 2014

Contact **Caity Ryan** on **+44 (0)141 559 6063**
or email **caity.ryan@thedrum.com**

www.onlinemediawards.net

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Why enter?

There is no more exciting development in the world of media than online news and information. The industry has its obvious big hitters in CNN The BBC and The Huffington Post to name a few. With great resource and imagination, you would consider them unbeatable, yet, it can be some of the smaller news sites that can break the biggest news.

These awards will identify the best and the boldest of online news-based creativity and also the most original.

If you are an online publisher or editor looking to compete against others in your profession then the Online Media Awards are for you.

Judges

The world of online has no international boundaries and that will be reflected in the broad scope of entries coming from all over the world.

With this in mind we have created a judging panel complete with the knowledge and experience to judge these entries and confirmed judges for 2014 can be viewed at www.onlinemediawards.net

Entry fee

Entries are priced at £75 + UK Vat per entry

How to enter

Entering is really simple and is open to all Media Owners. However, the first step is to make sure your organisation meets our definition of a Media Owner. For the purposes of these awards a Media Owner is defined as an entity that:

Operates as an independently branded website, under the control of a single editor or identifiable editorial team which generates its own unique topical content, as well as providing a platform for its overall community. The site should also contain an element of objective news, analysis and topical comment in addition to editorial and opinion content.

STEPS TO ENTERING...

1. Browse the categories and decide what ones you would like to enter.
2. Register and set up an account at www.onlinemediawards.net. If you have an account already, sign in using your username and password.
3. Follow the onscreen instruction and fill in the necessary entry form.
4. Write a short report (800) words to give the judges background and more details on your entry.
5. Upon entering you will be asked for the following material, URL, Image and Rational of Entry.
6. Pay the entry fee: £75 + vat per entry.
7. Once payment has been received a VAT receipt will be posted out to you and your entries will be put forward for judging.

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Categories

Website of the Year (Grand Prix)

The best overall site as chosen by the judging panel. All entries will be automatically considered for this award but it cannot be entered into.

Chairman's Award

Selected by the Chairman of the judging panel as their personal favourite. All entries will be automatically considered for this award but it cannot be entered into.

Online Editor of the Year

Here the entry should demonstrate evidence of outstanding leadership and journalistic skill which has helped achieve specific results.

Digital Writer of the Year

This category is for individual journalists writing about the world of digital and technology. Judges will be looking to award the writer who has done most to increase the understanding of what are the key trends in this fast-moving market.

Outstanding Digital Team of the Year

Rewarded to the best team in digital journalism. This category is supported by the British Journalism Review and will be judged by an independent panel from the British Journalism Review.

Best Site for News-Led Journalism

This category is for news based journalism and the jury will assess how the site delivers its editorial mission, serves its audiences and plays to the strengths of the online market place.

Best Specialist Site for Journalism

This category is for special interest or niche sites that serve a tightly defined audience. Again, judges will assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

Best Local/Regional News Site

This category will look at rewarding local or regional sites. Judges will look at the target audience and assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

Best National/World News Site

This category will look at rewarding national/world news sites. Judges will look at the target audience and assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

Best Campaigning / Investigative Journalism

This category aims to recognise an online campaign or investigation that has served to highlight a significant issue affecting those who visit the site and has made a tangible difference to them. Entries should include links showing how the story evolved.

Best Commentary/Blogging

This category will seek to assess a websites opinion and editorial sections. Award may go to a specific blog as well as the overall blogging content of a site. Judges will be looking for outstanding analysis, insights as well as wit.

Best Video Journalism

For this category judges will assess how video is used, as well as the content of the video itself. The thinking behind the video, the story it tells, will be as important as overall production and editing standards. The panel appreciates that some of the most striking content is sometimes the most spontaneous.

Best Designed site

For this category, judges will be looking for simple, logical layout that has been driven by innovation and creativity. The successful websites should be engaging, exciting and easy to use.

Best Twitter feed

For this category judges will be looking for evidence that a website has extended its editorial reach via Twitter, and has helped further its editorial agenda. Simply re-tweeting headlines will not be enough.

Best Use of Social Media

Judges will be looking for evidence of how a presence on different social media platforms has helped develop a websites editorial agenda, and how these platforms have been used in an innovative, engaging and exciting way.

Best Use of Crowd Sourcing or Citizen Journalism

Here the judges will be looking into how a website is engaging its reader in an innovative and proactive way in order to generate content, share knowledge or solve specific problems. Strategies might also include how readers have, for example, been offered promotions by advertisers, or encouraged to submit video footage of certain events.

Best Brand Development

This category will look at how the brand is developing into new markets or new sectors. Judges will be looking for evidence of expansion and progress.

Best Commercial Innovation

So who pays for all this journalism? This category seeks to recognise that many websites are in the business of making money. Entries here may be an innovative directory, some form of knowledge bank, strategy for driving subscriptions or pay walls.

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Categories cont.

Best Use of Photography

This category will look at how an innovative and dynamic approach to photography has dramatically added to a user's experience when visiting a site. The old adage that a good picture is worth 1,000 words still hangs true, which is why the quality of images will be taken into account as well as how they are used.

Technical Innovation

These entries should demonstrate how technology has been applied in a way that is creative and mould-breaking.

Best App - for Smart phone or tablet

This category will celebrate the most innovative app, which has been produced for the likes of an iPad, iPhone or Android platforms. The winner will be innovative, dynamic, interactive, engaging and user friendly. Log in/download details should be provided so judges can experience the app for themselves.

Best Freelance Writer

The entry should demonstrate the freelance writer's skills and show their contribution to the overall success of the site.

Best Photographer

To reward the photographer for their craft in taking photographs for online news purposes.

Best Lifestyle / Leisure News Site

This category is for sites in the lifestyle/leisure sector e.g. fashion, gossip, showbiz, automotive etc. Judges will assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

Best Business / Finance News Site

This category is for sites in the business / finance sector e.g. accountancy, legal etc Judges will assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

Best Health / Education News Site

This category is for sites in the health / education sector e.g. medical, institutions, academic, learning etc. Judges will assess how the site delivers its editorial mission, serves its audiences and harness the power of the web to deliver a strong and innovative proposition.

NEW FOR 2014

Business to Business Digital Product of the Year

Awarded to the most engaging products sold digitally through B2B across all digital platforms. From apps to eBooks to newsletters or online directories, the Judges will look for innovation and effectiveness.

Business to Consumer Digital Product of the Year

Awarded to the most engaging products sold digitally through B2C across all digital platforms. From apps to eBooks to newsletters or online directories, the Judges will look for innovation and effectiveness.

Business to Business Sales Team of the Year

This category recognises excellence in media sales and rewards the B2B team that can prove their achievements in contributing to the overall success of the business. Your entry should include; figures to demonstrate commercial success, information on new business wins and details of any new products or services implemented by the team.

Business to Consumer Sales Team of the Year

This category recognises excellence in media sales and rewards the B2C team that can prove their achievements in contributing to the overall success of the business. Your entry should include; figures to demonstrate commercial success, information on new business wins and details of any new products or services implemented by the team.

Marketing Team of the Year of the Year

This category rewards the media marketing team that provide evidence of success across their online products, showing they are paramount to the business while also demonstrating innovative marketing techniques.

Native Advertising Solution/Campaign of the Year

Rewarding native advertising solutions or campaigns, which not only show great results but also show exciting innovation and stand out creativity.

Rising Star of the Year

Are you an up and coming media professional making an impact in the industry? This category gives credit to a professional who has made waves within their company and shows extreme talent and promise.

Media Sales Professional of the Year

Which individual deserves recognition for their talent and contribution to the industry? They can be a media manager, Advertising Director or sales director just as long as you can show how they have aided in the growth of the business involved and contributed to the industry over the past year.

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Rules

- You must be a media owner to enter. A media owner is defined as: operates an independently branded website, under the control of a single editor or identifiable editorial team which generates its own unique topical content, as well as providing a platform for its overall community. The site should also contain an element of objective news, analysis and topical comment in addition to editorial and opinion content.
- All entries should be received by Friday 14 March 2014.
- All entry fees should be paid in full.
- All entries will be charged at £75.00 plus VAT
- The judges' decision is final.
- The organisers will not enter into correspondence in relation to the results of this competition.
- For the purposes of judging temporary access should be provided to judges to allow them to log onto any site with pay wall features.
- All entries should not include password protection.
- All submissions must be made online.
- Multiple entries can be made, but separate payments must be made for each where applicable.
- Work entered in to more than one category, must be treated as a separate entry for each category and the relevant entry fees paid. Judges reserve the right to reallocate entries they deem to have been entered into an inappropriate category.
- The organisers reserve the right to publish and exhibit text, images and screen grabs that make up part or all of any entry for the purposes of promoting the Online Media Awards.
- All websites entered must be live at the time of judging.
- Entries should have been live from 10th April 2013 – 14th March 2014

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