



The Canadian  
Journalism Foundation  
La Fondation pour le  
journalisme canadien

# 17TH ANNUAL EXCELLENCE IN JOURNALISM AWARD

**FINAL DEADLINE FOR APPLICATIONS:** March 1, 2012

**ACCOUNTABILITY. DIVERSITY. COURAGE. INDEPENDENCE.**

- '11 TORONTO STAR  
CBC MANITOBA
- '10 TORONTO STAR  
METROLAND DURHAM
- '09 WINNIPEG FREE PRESS  
THE TYEE
- '08 THE CANADIAN PRESS  
THE TELEGRAM
- '07 THE HAMILTON SPECTATOR  
THE GUELPH MERCURY
- '06 THE GLOBE AND MAIL
- '05 THE HAMILTON SPECTATOR
- '04 CBC NEWS
- '03 THE RECORD
- '02 CTV NEWS
- '01 CBC - CANADA NOW  
- WINNIPEG
- '00 THE OTTAWA CITIZEN
- '99 MACLEAN'S MAGAZINE
- '98 THE TORONTO STAR
- '97 CBC NEWFOUNDLAND  
AND LABRADOR  
TELEVISION NEWS AND  
CURRENT AFFAIRS
- '96 THE TELEGRAPH - JOURNAL



## A CHANCE TO TELL YOUR STORY

The annual Canadian Journalism Foundation's Excellence in Journalism Award is a landmark in Canadian journalism. It is the only national award given to a media organization for overall excellence. This CJF award celebrates excellence in how an organization conducts itself and for what it has achieved.

The CJF is now seeking submissions from media organizations across Canada.

Winners in two categories will be selected:

- 1) Small/medium or local/regional media
- 2) Large or national media

**DEADLINE:** March 1, 2012

## AWARD WINNERS

As a recipient of the 2012 Excellence in Journalism Award, your organization will receive:

- Recognition at the Canadian Journalism Foundation Annual Awards Gala, to be held in Toronto on June 7, 2012
- Mention of your organization on the Canadian Journalism Foundation website
- Use of the official CJF 2012 Excellence in Journalism Award logo
- A personalized CJF glass award
- Mention in national advertisements, following the CJF Annual Awards Gala

## ELIGIBILITY

The competition is open to all news organizations. Entrants must indicate which of these two categories they represent.

### LARGE OR NATIONAL MEDIA

- Newspaper - daily circulation more than 100,000
- Magazines - paid circulation more than 150,000
- National Broadcast
- Online Journalism - more than 500,000 unique visitors per month. Must have original content and a distinctive editorial voice.

### SMALL/MEDIUM OR LOCAL MEDIA

- Newspaper - daily circulation less than 100,000
- Magazines - paid circulation less than 150,000
- Local or Regional Broadcast
- Online Journalism - less than 500,000 unique visitors per month. Must have original content and a distinctive editorial voice.

For more information, application examples, jury members and past winners, visit our website at:

[www.cjf-fjc.ca/awards\\_excellence](http://www.cjf-fjc.ca/awards_excellence)

## SAVE THE DATE

The winners will be announced at the Annual Awards Gala in Toronto on June 7, 2012.

## SELECTION CRITERIA

### ACCURACY/SOCIAL RESPONSIBILITY/ACCOUNTABILITY

What mechanisms does your organization have in place to ensure accuracy and fairness? How do you acknowledge errors? How does your organization balance the right to privacy and the right to know? What are your policies and how are they articulated to staff? How has your organization maximized audience engagement?

### ORIGINALITY/COURAGE/INDEPENDENCE

How does your organization foster creativity, innovation and risk-taking? How has your organization shown courage and independence in the past year? Does your organization regularly commit extra resources over a long period of time to the pursuit of a story? Did you break away from the pack to explore important territory that others had missed, perhaps using non-traditional methods?

### DIVERSITY

What special effort has your organization made to ensure that diversity of voices, faces and ideas in your coverage accurately reflects Canadian life?

### PROFESSIONAL DEVELOPMENT/OPPORTUNITIES

What special measures have you taken to make your newsroom a challenging, exciting and rewarding place for journalists in order to inspire excellence in journalism?

## TO APPLY

Taking into consideration the four criteria and eligibility requirements, entrants are asked to submit NINE copies of their entry. Each entry should include:

- 1) A written description explaining in 1,000 words or less how the organization ensures journalistic excellence and why it merits this award, including contact information.
- 2) Media examples (i.e. clippings, PDFs, video clips, screen shots) supporting the entry.

Entries should be sent to:

**Natalie Turvey**  
**Executive Director**  
**The Canadian Journalism Foundation**  
**Excellence in Journalism Award**  
**59 Adelaide St. E, Suite 500**  
**Toronto, ON M5C 1K6**  
**Email: [info@cjf-fjc.ca](mailto:info@cjf-fjc.ca)**

Entries are assessed for performance during the calendar year 2011.

## THE JURY

### Michael Benedict, Chair

President, MCB Strategies  
Former Executive Editor, Maclean's  
Toronto

### Murray Campbell

Senior Strategic Advisor  
Pan/Parapan Games Secretariat  
Government of Ontario  
Toronto

### Catherine Cano

Managing Partner, National Public Relations  
Toronto

### Taanta Gupta

Consultant  
Former Vice President, Communications  
Rogers Communications Inc.  
Toronto

### Dr. F.L.R. (Eric) Jackman, Ph.D.

Chairman, Jackman Foundation  
Toronto

### Dr. Minelle Mahtani

Associate Professor, Department of Geography  
and Planning, and Program in Journalism,  
University of Toronto – Scarborough  
Toronto

### Hon. Jim Munson

Senator, Ottawa-Rideau Canal and former journalist  
The Senate of Canada  
Ottawa

### Mark Smith MBA, Ph.D.

Director, KPMG LLP  
Toronto

### Kelly Toughill

Director and Associate Professor  
School of Journalism, University of King's College  
Halifax

## ABOUT THE CANADIAN JOURNALISM FOUNDATION

The Canadian Journalism Foundation promotes excellence in journalism by celebrating outstanding journalistic achievement through an annual awards program; by operating journalism websites, J-Source.ca (English) and ProjetJ.ca (French), in cooperation with the country's leading journalism schools; by organizing events that facilitate dialogue among journalists, business people, government officials, academics and students about the role of the media in Canadian society; and by fostering opportunities for journalism education, training and research.



The Canadian  
Journalism Foundation

La Fondation pour le  
journalisme canadien

Visit [www.cjf-fjc.ca/awards\\_excellence](http://www.cjf-fjc.ca/awards_excellence) to view a sample submission.  
Email information to [info@cjf-fjc.ca](mailto:info@cjf-fjc.ca)

**DEADLINE:** March 1, 2012, 5:00 p.m. EST