



# The 2006 European Union Journalist Award

## Selection Criteria Guidelines

1. While the Award is open to all working journalists with at least five years experience, preference is given to those who have demonstrated ability to have their work widely published or broadcast.
2. While the subject of the project proposal is open to the journalist's particular interests, it must be based on European Union policies and themes. For example, enlargement of the Union, economic and monetary union, any aspect of the common economic or social policies, institutional reform, justice and home affairs policies or the common foreign and security policy. Originality of the proposal is highly valued.
3. Issues of topical interest to citizens of both the European Union and New Zealand are encouraged, including issues not covered in sufficient depth by mainstream media in New Zealand.
4. Proposals involving issues which affect solely one or two Member States are **not** acceptable. For example, national elections, political issues pertaining to a Member State, natural disasters or fashion shows in various European capitals would not be suitable issues.
5. The style of the proposal would therefore preferably be more in the line of feature, magazine or current affairs rather than hard news.
6. The proposal should outline the topic of study, including the relevance of the cities to be visited, and its relevance to the target audience in New Zealand. The journalist should show at least a basic understanding of the issues involved. The proposal should include the questions to be resolved and the likely respondents described. Names are not necessary. While there is no prescribed length to the proposal, it is unlikely that anything less than two A4 typed pages would be deemed sufficient.
7. Assistance will be given in identifying and securing interviews at the most senior or appropriate levels but journalists should bear in mind that it is unlikely that direct access to Commissioners or senior members of national governments would be available.
8. Examples of the journalist's work need not be related to the chosen area of study. However, the examples chosen should demonstrate the journalist's capacity to undertake the stated project at a high standard.
9. Three copies of the complete application are essential.