

## RULES 21<sup>st</sup> EDITION – 2017

### ***Economic and Financial Journalism Awards of Excellence Partners: Caisse de dépôt et placement du Québec and Finance Montreal***

These awards for excellence in economic and financial journalism have been presented since 1997 through an agreement between the Association des économistes québécois and Bank of America Merrill Lynch, joined in 2004 by the Caisse de depot et placement du Québec. The agreement with Bank of America Merrill Lynch ended in 2014 and since 2015 the awards have a new partner: Finance Montréal, Quebec's financial cluster. The awards aim to recognize the quality of reporting, analysis and popularization by journalists who cover business and financial news and to promote the development and dissemination of economic knowledge in Québec.

1. To be eligible for this award, journalists must be practicing their profession on behalf of print, audiovisual or electronic media whose main market is in Québec or must be a Québec correspondent for a Canadian media.
2. Any journalist submitting his/her candidacy for the award must fill out and sign an entry form. Only one story (print, television or radio) that was published or aired between September 1, 2016, and August 31, 2017, must be submitted to the jury by November 13, 2017, in its original form (excerpt from print, television radio or Web media). The sign registration form and submitted story must be sent by e-mail to the following address: [secretariat@economistesquebecois.com](mailto:secretariat@economistesquebecois.com)
3. The jury will present three awards in any of the following three categories:
  - 3.1. **Long feature story:** Must be a text, series of texts or collection of texts totalling *at least 2,500 words* or audiovisual documents totalling *more than nine minutes* dealing with an economic or financial phenomenon, an industry, country, region or any other subject of an economic or financial nature. The journalist must submit an accompanying note explaining the context in which the report was produced.

Definition of a feature story: To produce the piece, the journalist undertook specific research, visited the location (in the country or region) and interviewed a number of people.

Exclusions: the following are not eligible: news items, a company profile or an interview with only one person, when these documents (news item, profile or interview) are presented on their own (i.e., not as part of a feature story). Also excluded are forums or panels of guests on business or financial topics.

- 3.2. Short feature story:** Must consist of a maximum of three pieces totalling *1,500 to 2,499 words* or a maximum of three audiovisual reports totalling a *maximum of nine minutes* dealing with an economic or financial phenomenon, an industry, country, region or any other subject of an economic or financial nature.

See Paragraph 3.1 for the definition of a feature story and for items that are excluded.

- 3.3. Column, section, blog, analysis, commentary, editorial:** In contrast to a feature, this includes stories that, without relying on interviews, use analysis, explanation or commentary to provide economic or financial background on a phenomenon, event or decision by a company or government, etc., so as to help readers or audiences expand their knowledge and stimulate reflection. The candidate must submit three reports. These may have been presented through a digital medium (traditional electronic media or Web).

4. The jury evaluates the 15 best candidates selected by the reading committees, based on the criteria presented in the appendix. Note that the jury has access to all submissions.
5. The jury must try to present an award in each of the three categories described in Section 3. However, it may decide not to present an award in one or another of these categories if it deems the articles or stories to be of insufficient quality. In such a case, it may present more than one award in another category.
6. The jury must also try to present at least one award in the print media and at least one award in the electronic media. However, it may decide not to present an award in one or another of these groups if it deems the articles or stories to be of insufficient quality. In such a case, it may present more than one award to a same type of media. The jury does not undertake any obligation to present an award to a French-language media and an award to an English-language media.

7. The Jury may grant a *Coup de coeur* Award for an analysis or story whose innovative qualities are particularly remarkable, both in terms of sources of information and the way they are presented.
8. The jury's decisions are final.
9. **Career Achievement Award:** The jury may present an award in recognition of a journalist's outstanding contribution to advancing economic and financial journalism. Given this award's importance, it is not necessarily presented every year.
10. The story cannot be excerpted from a thesis or study done by the journalist.
11. "Advertorial" material, books and book excerpts are not eligible.
12. The award winner must still be practising his/her profession as a journalist at the time the award is presented, except for the Career Achievement Award.
13. The award winner must be available for interviews arranged by the contest organizers.
14. There must not be any legal proceedings related to the story submitted at the time the award is presented.

**APPENDIX ON NEXT PAGE**

## APPENDIX

The jury members are expected to take the following criteria into consideration:

- 1. Interest in the topic covered** (for all categories)
  - Does the work bring out business and financial phenomena?
  - Does the topic merit being brought to public attention?
  - Is the topic original? Does the work cast a new or special light on the topic?
  - Was the topic pertinent in terms of timing (a precursor, or covered after the facts, especially in long or short feature stories)?
  - Does the work leave a strong impression?
  - Did the work lead to changes or improvements to a situation (mainly in long or short feature stories)?
  
- 2. Depth of reporting** (for long or short feature stories)
  - Is the work well documented?
  - Does it contain references or comparisons?
  - Is the historical context well presented?
  - Did it require initiative, special effort and tenacity?
  - Is there a range of sources and good balance between them?
  
- 3. Intellectual rigour** (for columns, commentaries or editorials)
  - Are the opinions and arguments advanced always supported and put together in a logical and well-reasoned way?
  
- 4. Effort at popularization**
  - Does the work explain a complicated topic?
  - Does the work show a concern for popularization, considering its audience?
  - Does the writing (or presentation) enable the topic to be understood clearly and dissected, and can the author be followed easily throughout the work?
  - Is the technical terminology defined and explained?
  
- 5. Journalistic form and quality of language**
  - Is the work well structured, e.g., with an introduction and a conclusion?
  - Is the form attractive and sufficiently varied (boxes, visual elements, hyperlinks, tables, etc.)?
  - Are tangible examples provided?
  - Is the language used precise and colourful?