

Shine A Light Awards 2019 Award Criteria

Category	Journalist of the Year Award
Eligibility	<p>Any outstanding journalist or team of journalists who have raised awareness and promoted the difficulties children and young people with speech, language and communication needs face. The coverage he/she/they achieved would have been seen over the past 12 months. Coverage could include:</p> <ul style="list-style-type: none"> • Documentary • Feature • Series (broadcast and/or print) • Article – national • Article – regional • Article – trade • Radio • Podcast / online
Guidance	<p>The winning journalist will be deemed to have provided outstanding coverage on children and young people with SLCN.</p> <p>This could include:</p> <ul style="list-style-type: none"> • A piece of coverage raising the profile of SLCN amongst children and young people • Case study style coverage interviewing children and young people with SLCN and their families • Coverage which has been seen to make an impact i.e. increase in fundraising, increase in awareness of an event, celebrity backing
Application questions	<p>Applications for this award can be by recommendation or entered by the journalist / media outlet themselves. All applications for the Journalist of the Year Award must address the following questions:</p> <ol style="list-style-type: none"> 1. Why does the individual or team feel it is important to cover SLCN issues? What inspired you/them to tackle this? What was your/their approach? 2. What piece of coverage have you / has he/she/they achieved to be worthy of award (max 300 words) 3. What impact, if any, has the coverage resulted in 4. Supporting evidence (max 250 words). Examples of articles and footage can be submitted also

