

## The Foodies: NZ Food Media Awards 2019

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### The Basics:

These awards are convened by Food Writers New Zealand, the organisation representing New Zealand's top food communicators.

### Key dates:

Entries close - 30 June

Finalists announced - 19 July

Member voting - 19 July – 2 August

Winners announced - 26 August (tbc)

### Eligibility:

All Awards are open to any work published during the calendar year of 2018 (1 January – 31 December 2018), EXCEPT the book category, which is open to books published 1 January 2016 – 31 December 2018.

The awards are open to all current MEMBERS of Food Writers New Zealand.

### IMPORTANT: GENERAL GUIDELINES FOR ENTRANTS

Please read the information given for each award carefully; it contains what you need to know about how your entries will be judged. Following the guidelines will mean the judges will be able to judge your entry properly, and mean you have the best possible chance for success.

Giving as much background information as you can with your entry will be key. For example, take the time to clearly define the audience for your work, if requested. If we ask for evidence of commercial success or engagement, make sure you include good, credible detail on this, too.

### THE AWARDS: WHAT YOU NEED TO KNOW TO ENTER

NOTE: All awards (EXCEPT Best Book) are for content published in the period 1 January 2018 – 31 December 2018.

#### 1. FOOD WRITING AWARDS

##### 1A Best Book

This award is for a food-based book, published between 1 January 2016 and 31 December 2018. It may be a recipe book, a memoir or cover any food-related topic including nutrition, agriculture, food issues, sustainability, culinary travel.



The judges will take into account:

- Quality of writing: How well-written is it? How good is the storytelling?
- Quality and originality of concept and ideas: Is this something new and exciting? What does it add to the food book landscape?
- Quality of recipes (for recipe book): How interesting, delicious, appealing and achievable are these recipes? Does it inspire the reader to cook?
- Visual appeal and usability (where relevant): How does the book look and feel? How well is it structured and organised? Does it have a great index? Is it easy to navigate?
- Commercial success: Has this book found and engaged with an audience?

PLEASE SUBMIT:

- Book cover
- 4 x internal spreads (as PDFs)
- Description of book's intended audience
- Relevant information re commercial success of the book
- 2 PHYSICAL COPIES of your book. Please post or courier these to:  
*Cook the Books. 19 Williamson Ave, Grey Lynn, Auckland 1021*

### **Tui Flower Recipe Awards**

You can enter a single recipe or recipe feature or a portfolio of recipes.

#### **1B Best Editorial Recipes**

This award is for editorial recipe content, published in print or digital media in a consumer- or trade-focused publication.

#### **1C Best Commercial Recipes**

This award is for commercial recipe content, created for a commercial purpose. This can include sponsored content (in media); advertorial; advertising; marketing collateral and packaging.

FOR BOTH RECIPE AWARDS the judges will take into account:

- Quality of writing: How well-written is the recipe content? Does the recipe work?
- Clarity and structure: Is the recipe content easy to understand and follow, well-structured and well formatted?
- Originality: Is the recipe content interesting, original and new? Does it inspire the reader to cook?
- Commercial success: How does this content fit the brief? Is there evidence of engagement with its intended audience?

PLEASE SUBMIT:

- Up to 3 examples of your work as it appeared in final, published form. For digital work, submit as URLs. For print work, submit as PDF
- Brief for the work
- Relevant information re: commercial success of the work.

## **2. FOOD JOURNALISM AWARDS**

### **2A Best Feature Writing**

This award is for food-based feature (long or short form) content. It may cover any food-related topic e.g. profile pieces; food issues; nutrition; agriculture; culinary travel; food industry; environment; social and popular culture. You may enter a single feature or a portfolio of features.

### **2B Best Opinion Writing**

This award is for food-based opinion content. It may include columns, reviews, first-person accounts and commentary. You may enter a single piece of content or a portfolio of content.

The judges will take into account:

- Quality of writing: Is this work well written? Does it have a strong tone of voice, great structure, great storytelling and great use of language?
- Topicality: Is this content relevant and topical for its intended audience? Is it compelling, newsworthy and current?
- Research: Has this writer spent time researching their topic? Is the content evidence-based and credible?
- Commercial success: How does this content fit the brief? Is there evidence of engagement with its intended audience?

PLEASE SUBMIT:

- Up to 3 examples of your work as it appeared in final, published form. For digital work, submit as URLs. For print work, submit as PDF.
- Brief for the work
- Description of audience for the work, if not included in the brief
- Relevant information re commercial success of the work

## **3. FOOD COMMUNICATON AWARDS**

### **3A Best Food Blog/Website**

This award is for a food-based website, including blogs. It can include commercial or editorial content.

### **3B Best Food Broadcast**

This award is for food-based broadcast content, including video, radio and podcast. It can include content aired in digital-only format (eg YouTube) and content broadcast in the linear media (eg commercial TV and radio). It can include commercial or editorial content.

### **3C Best Social Media**

This award is for a food-based social media feed; it can include Facebook, Twitter, LinkedIn, Instagram. It can include commercial or editorial content.

For all Food Communication Awards the judges will take into account:

- Quality of storytelling: Is this content well written? Does it have a strong tone of voice, great use of language, originality and compelling images?
- Topicality: Is this content relevant and topical for its intended audience? Is it compelling, newsworthy and current?
- Delivery: How well is the content presented/delivered?
- Credibility and engagement: Does the communicator have influence and engagement with the intended audience? Is there a clear delineation between sponsored content and editorial content?
- Success: How does this content serve its intended audience? Is there good evidence of engagement with its audience?

PLEASE SUBMIT:

- Urls/handles for your social media presence, website or broadcast
- Description of intended audience
- Evidence of engagement with audience
- Evidence of commercial success of the work, if applicable

#### **4. VISUAL AWARDS**

These awards are for food styling and photography work. You may enter a single piece of content or a portfolio of content.

##### **4A Best Editorial Styling**

This award is for editorial food styling content, published in print or digital media in a consumer- or trade-focused publication.

##### **4B Best Commercial Styling**

This award is for commercial food styling content, created for a commercial purpose. This can include sponsored content (in media); advertorial; advertising; marketing collateral and packaging.

For both food styling awards the judges will take into account:

- Visual impact: is this styling original, visually appealing and compelling? Does it inspire the viewer to cook?
- Commercial success: How does this content fit the brief? Is there evidence of engagement with its intended audience?

PLEASE SUBMIT:

- Up to 3 examples of your work as it appeared in final, published form. For digital work, submit as URLs. For print work, submit as PDF.
- Brief for the work
- Relevant information re: commercial success of the work

##### **4C Best Editorial Food Photography**

This award is for editorial food photography, published in print or digital media in a consumer- or trade-focused publication.

#### **4D Best Commercial Food Photography**

This award is for food photography created for a commercial purpose. This can include sponsored content (in media); advertorial; advertising; marketing collateral and packaging.

For both photography Awards, the judges will take into account:

- Visual impact: Is this work original, visually appealing and compelling? Does it inspire the viewer to cook?
- Technical skill: Is this work well-crafted, composed and balanced?
- Commercial success: How does this content fit the brief? Is there evidence of engagement with its intended audience?

PLEASE SUBMIT:

- Up to 3 examples of your work as it appeared in final, published form. For digital work, submit as urls. For print work, submit as PDF.
- Brief for the work
- Relevant information re commercial success of the work

#### **5. JUDGES' ONLY AWARDS**

These awards will be given at the discretion of the senior judges' panel, and are designed to recognise communicators from within the entries submitted whose work has been of an exceptional level and had exceptional impact during the year.

##### **Emerging Food Communicator**

This award will be given to a communicator who has been practicing less than five years.

##### **Food Communicator of the Year**

This award will be given to a communicator who, in the view of the judges, has done exceptional work this year.