

## MEDIA AWARD - GUIDELINES

Open only to Australian residents, the Australian International Beer Awards (AIBA) Trophy for Best Media, proudly sponsored by *The Crafty Pint*, is aimed at raising the standard of and celebrating beer coverage in the Australian media.

*The Crafty Pint* has partnered with brand development and design specialists Craft Instinct to offer the winner a digital/brand makeover or promotional package that, together with a showcase feature on [craftypint.com](http://craftypint.com), is worth more than \$4,000. The winner of the 2017 AIBA Media Award will be announced at the Awards Presentation Dinner on Thursday 18 May.

### WHO CAN ENTER

To be eligible for the AIBA Media Award you must be working in a professional capacity and/or making a contribution that advances the beer and brewing industry in Australia. Entrants must be over 18 years of age and an Australian resident. The online entry fee is AUD\$90 (including GST).

### WHAT TO ENTER

Entrants are required to submit up to five (5) pieces of published or broadcast work related to the beer industry between January 1, 2017, and December 31, 2017 - pieces previously submitted are precluded from entry. Submissions must focus on beer, brewing and/or the closely related industries or issues surrounding them. A minimum of 50 per cent of submitted work must be related to Australian beer, brewing or aspects of the local beer industry and the issues surrounding it.

Entries will be accepted from a broad range of media including print, radio, television and film, as well as online media such as podcasts, blogs, video blogs and social media. **Please note** that a blog, website or social media account in its entirety cannot be submitted as an entry - applicants are required to select no more than five (5) examples of their work from the blog or website.

To aid with the judging process, we require that any written submissions are no longer than 2,000 words per submission. In the case of books or extended articles, please submit the section you would like judges to consider along with a synopsis of the full piece.

Podcasts submitted must be no longer than 20 minutes in duration. Applicants are required to condense podcasts to highlight the pertinent issues. A written transcript must accompany the application, highlighting (where applicable) the main arguments addressed in the podcast.

All entrants must certify that their entry, apart from normal subeditorial/production treatment, is their original work. Self-published entrants should provide relevant URL links and, where possible, verification of the work's authenticity.

### HOW TO ENTER

Entries open via [www.rasv.com.au/beer](http://www.rasv.com.au/beer) on February 7, 2018 and close on March 23, 2018. If entering online, enter the name of your blog, employer, company, etc., in the Brewery field.

- At the question: 'What is your export status?' chose "Not applicable - Media Award Only".
- Then choose Class 99C and provide the details of your submissions.
- Under "Annual Brewery Production in hL" enter 1
- Alternatively, download the entry form and email to [beer@rasv.com.au](mailto:beer@rasv.com.au). This address will accept pdf, docx and jpg files up to 5MB in size (per file). For video or audio submissions, it is recommended that entrants submit a link to their work at an online host.

### JUDGING CRITERIA

Submissions will be assessed on the following criteria:

Passion	Knowledge	Originality	Quality
Irrespective of the tone of the submissions, the author should demonstrate creative flair and convey enthusiasm. Submissions should be well balanced and, where applicable, present the different sides of the argument.	Submissions should be well researched and factual and demonstrate developing technical knowledge and understanding. Inaccuracies will be noted.	The author should demonstrate the ability to think independently and creatively, taking an innovative approach to their work.	Submissions should be clear, concise and well structured, and should demonstrate a firm grasp of language.