



*TRAFFIC SAFETY COUNCIL OF ZIMBABWE*

## **JOURNALISTIC AWARDS 2024**



### **SELECTION CRITERIA**

#### **Electronic Media**

The aim should be to educate and inform the public on traffic safety issues by showing an understanding of the Traffic Safety regulations. A reporter is expected to follow the entry requirements, adhere to the given theme and submit relevant well packaged and balanced programmes.

1. Sound quality
2. Clarity
3. Adherence to theme
4. Actualities
5. Vox Pops
6. Message/ News
7. Pronunciation
8. Voice Projection
9. Issues tackled.
10. Narration

The reporter should submit at least 3 items related to road safety.

#### **Print Media**

The stories should contain the basic elements of Journalism which are the 5W's and an H. The writer should stick to facts not speculation by providing context, background and statistics and going beyond just reporting by suggesting solutions. Stories should promote behavioral change that can inspire legislative and policy change.

1. Quality of writing
2. Diction
3. Balance in terms of sources
4. Relevance to the theme
5. Flow
6. Transition

7. Infographics
8. Analysis
9. Use of quotations
10. Solutions offered.

The contestant must have produced at least 3 items to qualify.

**Feature Stories:** Should

be:

1. Interpretive
2. Solutions based.
3. Explanatory
4. Use of literal devices
5. Data and statistics
6. Human anecdotes
7. Descriptive

Contestants must submit at least 3 feature items.

### **Cartoon**

1. Satire
2. Message
3. Fitting description for the cartoon
4. Message
5. Creativity

Minimum 3 cartoons as qualifying criteria

### **Photojournalism**

1. Image quality
2. Resolution
3. Framing/ Composition
4. News/ Message
5. Captions and Caption Writing
6. Originality

Minimum 3 items as qualifying criteria

**N.B To send your items use [awards@trafficsafety.co.zw](mailto:awards@trafficsafety.co.zw) or upload on the attached link [TSCZ \(trafficsafety.co.zw\)](http://TSCZ(trafficsafety.co.zw))**

**The Journalistic Awards Ceremony is to be held on the 28<sup>th</sup> of February 2025 at a venue to be announced.**

**Deadline -31 January 2025**