



### **'BEST IMAGE or BROADCAST'**

This award recognises the enduring power of great photography, video or radio broadcast that has made a positive contribution to the thoroughbred racing industry of South Australia by any member of the print, online and/or broadcast media.

#### Entry guidelines

- All entries must be received by July 30, 2020
- All entries for 'best image or broadcast' must have been published or broadcast to a South Australian audience between August 1, 2019 and July 30, 2020
- Entries may include published radio interviews/features (excluding race calls)
- This category is for the single best image, piece of video vision or radio broadcast related to Thoroughbred Racing and captures the essence of the racing industry in South Australia for the year. It is for ONE example only, not a body of work
- The image, video vision or radio broadcast must be a significant positive contribution to the thoroughbred racing industry in South Australia, related events, personalities and/or participants
- The image or video footage must have contributed to improved understanding of the thoroughbred racing industry in South Australia and/or highlighted new, unique, powerful or human interest elements of the thoroughbred racing industry in South Australia

#### Who can enter

- Any photographer or visual journalist who photographed/filmed a published or broadcast work (including radio) within South Australia focused on the racing industry between August 1, 2019 and June 30, 2020 is eligible to enter for 'best image or broadcast';
- Freelancers and contributors are also eligible.
- Thoroughbred Racing SA staff may not enter.

#### Who nominates

- Journalists/photographers may nominate themselves
- They may also be nominated by colleagues, editors, etc.
- Thoroughbred Racing SA staff and board members, plus its associated Clubs may also nominate entrants



#### Judging criteria

- Level of contribution to the thoroughbred racing industry of South Australia;
- Newsworthiness and audience relevance;
- Technical excellence and colour;
- Originality and personality;
- Degree of difficulty;
- Impact; and
- Uniqueness of image or specific video piece.

#### Judges

- The panel will include a journalist, a TRSA board member, and a TRSA marketing member

#### How to enter

- Entrants must supply a 200-word supporting statement that outlines how the idea came about, its relevance to the category and what it contributed to the thoroughbred racing industry in South Australia.
- A PDF of the page where the article was published or hyperlink to webpage.
- Supply a high resolution digital copy of the image/video
- Written sign off from your Editor, Editor-in-Chief or Managing Editor to enter (where relevant)
- Once sent, a submission cannot be amended; however, it may be withdrawn before July 31, 2020 if you decide to no longer participate

Send digital submissions only to:

TRSA

[marketing@theracessa.com.au](mailto:marketing@theracessa.com.au)