

# **Bluefield College Media Appreciation Day and Shott Excellence-in-Media Awards Program**

03.25.09

## **Media Award Description, Qualifications and Selection Process**

### **Excellence-in-Media Award Description**

The Shott Excellence-in-Media Award is designed to recognize a local member of the media who demonstrates excellence in his or her vocation and who, through his or her work in journalism, makes a significant contribution toward the local community. Excellence can be defined as a journalist who consistently goes above and beyond his or her peers or one who increases awareness of important public issues or one who inspires personal action through the use of the media.

The award, intended to recognize achievement in print, broadcast and electronic media, is also designed to acknowledge those who offer significant service to journalism or media education. The award, including a one-time \$1,000 cash prize, is presented each year during Bluefield College's Media Appreciation Day and Shott Excellence-in-Media Awards Program.

### **Excellence-in-Media Award Qualifications**

The following qualifications must be met for a member of the media to be eligible to receive the one-time \$1,000 Shott Excellence-in-Media Award.

- The candidate must be a full-time journalist working for a local print or broadcast media outlet – journalist being defined as a reporter, writer, photographer, press officer, editor, publisher, broadcaster, director, producer, correspondent, analyst, commentator or any other working member of the press or print and broadcast media.
- The candidate must be a member of a local media agency – local being defined as 1) the surrounding counties or markets that made up the viewers and readers for the Shott family media conglomeration of years past, and 2) other media agencies in which Bluefield College has a working relationship.
- The candidate must demonstrate excellence in his or her work as evidenced by going above and beyond his or her peers, making significant contributions to the community, increasing awareness of public issues, inspiring personal action through the media, or offering service to journalism or media education.
- The candidate must be nominated for the award by one of his or her media colleagues and must have supporting information or testimony as to why her or she is deserving of the award.

Please note that preference will be given to journalists who have a good working relationship with Bluefield College and to those who also exhibit qualities that support the mission of Bluefield College. And, while the award is granted to the recipient on his or her merits for just the single year and is not continuous, past recipients of the award are eligible for consideration in subsequent years based on subsequent merits, but not until four years succeeding.

### **Excellence-in-Media Award Selection Process**

The following procedure will be used for selecting recipients each year for the Shott Excellence-in-Media Award.

- The Bluefield College Office of Marketing and Public Relations (PR Office) will solicit nominations from one representative of each local media agency (see above for definition of local).
- The representative will be an editor, director, producer, manager or some other principal figure within each media agency as determined by the BC PR Office. The representative may also delegate or designate some other figure within his or her organization to submit the nominations.

- The PR Office will accept no more than six and no less than two nominations from each representative/organization. In either case, at least half the nominations must be for journalists from other local media agencies (and not from within your own organization).
- The PR Office will also accept comments, testimony and/or other information supporting why each nominee is deserving of the award.
- A committee of three, including two members of the Bluefield College PR Office and one other representative of Bluefield College as selected by the PR Office, will determine the award winner based on consideration and discussion of nomination information and the nominees' qualifications.

**Annotations**

1. Bluefield College is extremely grateful for the generosity of Mr. Michael Shott who is providing the funds to underwrite the costs of BC's Media Appreciation Day and Shott Excellence-in-Media Awards Program. Should Mr. Shott or his designee wish to provide input into the determination of the winner of the Excellence-in-Media Award, that option is available and will be incorporated into the selection process.
2. Bluefield College also reserves the right to revise the description, qualifications or selection process for the Shott Excellence-in-Media Award as deemed necessary for future honors, but will do so only with sufficient notice prior to the beginning of the nomination process.