



2021 PMAC AWARDS FOR EXCELLENCE IN INVESTMENT JOURNALISM

CALL FOR ENTRIES BY APRIL 16, 2021

PMAC AWARDS CELEBRATES 10th YEAR OF RECOGNIZING CANADIAN FINANCIAL JOURNALISTS

New in 2021: Eligibility Now Open to Canadian Financial Podcasts

(TORONTO/MONTREAL, March 4, 2021) – The Portfolio Management Association of Canada (PMAC) celebrates the 10th anniversary of the PMAC Awards for Excellence in Investment Journalism in 2021. Marking a decade of thoughtful, insightful and quality journalism, the 2021 PMAC Awards will expand eligibility to include **podcast submissions** in recognition of the growing digital audio format and the contribution of financial podcasters to educate investors by fostering a better understanding of the investment business, its products and services.

“It’s important to recognize this growing editorial community. Our independent jury, which recommended the expansion, looks forward to reviewing podcast entries,” says PMAC President Katie Walmsley.

PMAC welcomes high-quality written articles and podcast series/installment submissions to this definitive Canadian investment journalism honour by April 16, 2021. The awards will also continue to enable a broader base of established and early-career financial journalists to enter the competition **with both short- and long-form print, online (text content) and podcast (series or installment) entries** that meet the needs of Canadian investors and the public at large in their search for up-to-date information on, and understanding of, the economy, and domestic and international financial markets.

One of the winning entries in either the short- or long-form submissions will earn the top award and be named as first prize overall winner. The first-place winner in each category will receive \$4,000, and the second-place winners will receive \$3,000. The overall winner will receive a \$1,000 bonus. The awards will be presented at a virtual awards ceremony to be held in June.

Entries may include investigative journalism, topical investment issues, personal finance, innovative educational topics and/or regulatory issues that affect the investing public. [Previous winners](#) include

some of the most recognizable and respected names in financial journalism whose work has made a difference to investors.

2021 Eligibility:

- Submissions must have appeared in **print, online (text content), or podcast** format between March 1, 2020 and February 28, 2021
- Submissions must have been made available to the Canadian public in English or French
- Individual journalists are eligible for one (1) submission, in either the Short Entry category OR the Long Entry category
- **Short Entry:** One (1) submission of up to three (3) different/unrelated entries
 - **Print/Online Article:** Each entry must be 1,000 words or less
 - **Podcast Series or Installment:** Entry must be 30 minutes or less
- **Long entry:** One (1) submission
 - **Print/Online Article:** Entry must be 1,000 words or more; OR one (1) submission of a series of related articles totaling 1,000 words or more
 - **Podcast Series or Installment:** Entry must be longer than 30 minutes
- Employees, directors, or officers of a financial services or investment firm are ineligible.

For purpose of eligibility, a submission refers to the collection of entries; an entry refers to an individual story.

[Complete entry details can be viewed here.](#) The judging panel consists of six investment and financial experts whose accomplishments are well-established within the journalism and financial communities. PMAC gives them complete independence in the judging process. Biographies for each judge can be [viewed here](#).

Winners will be announced in June.

Submissions should be made by April 16 to info@pmac.org. Please specify “PMAC Awards for Excellence in Investment Journalism” in the subject line of the email.

About PMAC

PMAC represents over [285 asset management firms](#) that manage more than \$2.8 trillion in assets. Members manage portfolios for private individuals, foundations, universities and pension plans. As one of the largest and fastest growing investment industry associations in Canada, PMAC operates coast-to-coast in English and French-language markets. PMAC employs a collaborative information-sharing business model and advocates on behalf of its members on securities regulation and government policy matters. PMAC represents investment management firms registered to do business in Canada as portfolio managers. The association’s mission is to advocate the highest standards of unbiased portfolio management in the interest of investors served by members.

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