



Advancing Standards™

PMAC AWARDS FOR EXCELLENCE IN INVESTMENT JOURNALISM

GENERAL INFORMATION

About the Awards

The purpose of the awards is to promote and reward excellence in Canadian newspaper, podcast, magazine, and online journalism that fosters a better understanding of the investment industry, its products and services and, ultimately, helps to improve Canadian financial literacy. The secondary purpose is to meet the needs of Canadian investors and the public at large in their search for up-to date information on the economy, and domestic and international financial markets.

New for 2021, the 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. A submission may be made in either the long- or short-form category detailed below:

Short Entry Awards: One (1) submission of up to three (3) different/unrelated entries 1,000 words **OR** 30 minutes or less

- First prize \$4,000
- Second prize \$3,000

Long Entry Awards: One (1) submission 1,000 words **OR** 30 minutes or more

- First prize \$4,000
- Second prize \$3,000

Top Award: First Prize Overall - \$1,000 bonus

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.

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

Nominations

- Nominations can be made by the author(s) of the submitted entry, editor or other employee of the publication or by the general public at large.
- Nominations must be received by April 16.
- The awards will be presented at an event held within three months of the application closing date.

Selection Process

Each qualifying entry will be considered in competition with all others by an independent panel of judges that will be appointed annually. The panel will comprise of an appropriate balance of experienced and knowledgeable professionals with expertise in either the field of journalism or investment/financial services:

- At least one judge will be fluent in French and English.
- All potential judges will be screened for any actual or perceived conflict of interest.

In evaluating the merit of an entry, judges shall consider:

- The entry's content meeting the stated purposes of the Awards;
- Professional journalistic ethics and commonly accepted standards;
- The constraint of the entry length given the complexity of the topic covered; and
- Journalists that go "above and beyond" to submit thoughtful and substantive entries that provide an original perspective on topical issues pertinent to the Canadian investing public.

Application Process

To submit your application or to nominate a journalist:

- Complete the application form below
- Provide a printer-friendly copy of written submissions **OR** a link to the podcast webpage
- Submit package by April 16, 2021 to info@pmac.org with subject line "PMAC Awards for Excellence in Investment Journalism"

PORTFOLIO MANAGEMENT ASSOCIATION OF CANADA

Tel.: **416 504-1118**

Email: **info@pmac.org**

Web: **pmac.org**

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APPLICATION FORM

Submit this application form by email by April 16, 2021 to:

Email: info@pmac.org

Subject: PMAC Awards for Excellence in Investment Journalism

Author(s) of submission(s) or series: _____

Email address(es) of Author(s): _____

Phone number of Author(s) (*if known*): _____

Name of Award Nominator (*if different from Author[s]*): _____

Email address of Award Nominator (*if applicable*): _____

Title of submission(s) or series: _____

Word/Time Count of submission(s): _____

Date of submission(s) or series: _____

Publication or source in which the submission(s) or series was published: _____

Please attach a printer-friendly copy of written submissions.

Links to entries may be included in the comment box below.

General Comments:

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