



THE IAPA **RUSS RAMSAY**
Media Awards

CALL FOR NOMINATIONS

2008

Awards for
Excellence in
Health and Safety
Reporting



IAPA

It's About Making A Difference.



THE IAPA RUSS RAMSAY *Media Awards*

The *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* have been established by IAPA (Industrial Accident Prevention Association) to honour outstanding journalism in Ontario that enhances understanding and raises public awareness of workplace health and safety.

The Awards will be presented annually at IAPA's national conference and trade show, Health & Safety Canada – the largest event of its kind in Canada, with the inaugural awards being presented in April 2008 (Health & Safety Canada: April 21-23, 2008).

Categories

Entries may be submitted in the following categories:

Trade Media

Excellence in print feature reporting

Consumer Media

Excellence in print feature reporting (newspapers and magazines)

Excellence in radio feature reporting

Excellence in television feature reporting

The *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* will be presented to the journalist, whether a freelancer or on staff.

Deadline: Monday, March 10, 2008

Any material received after this date will not be accepted.



THE IAPA RUSS RAMSAY *Media Awards*

Award Criteria and Eligibility

The *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* are open to print media available in Ontario and radio and television stations that broadcast in Ontario.

The following criteria and eligibility guidelines will be the basis for judging submissions in each award category.

Criteria

The primary focus of any submission must be workplace health and safety. All entries will be judged on how well the issue of workplace health and safety is covered, how well the story is told (i.e. through the writing and/or visuals for print and the writing/delivery and production for broadcast), and how in-depth the coverage is of the topic/issue. Each entry will be reviewed based on the following criteria:

Comprehensiveness – Is the piece clear, concise, and fair? Does it capture multiple perspectives and present a balanced point of view?

Timeliness – Immediacy and relevance to the audience will be considered.

Contribution – How has the piece contributed to society and the public understanding of the issue(s)?

Accuracy – Depth of research and accuracy of information will be considered.

Creativity – Is the approach creative, original, compelling, and interesting?

Eligibility

- > The work must have been published or aired each year between January 1 and December 31 in the previous calendar year (i.e. for presentation in 2008, works must have been completed in 2007).
- > The work can be submitted either by the media outlet or by the journalist.
- > The subject matter must be related to workplace health and safety and must be deemed appropriate by IAPA.
- > Works may include, but not be limited to, a single story, a series of individual stories, or a complete series.
- > Works submitted in languages other than English must be accompanied by an English translation.
- > Work appearing in IAPA owned/operated magazines and/or newsletters will not be accepted.
- > IAPA reserves the right to change the category under which the submission is being considered if the submission is deemed to be more appropriate to another category.
- > IAPA reserves the right to disqualify any entry that may indicate a conflict of interest.
- > IAPA reserves the right not to present an award in any or all categories if it feels there are no suitable submissions.



THE IAPA RUSS RAMSAY *Media Awards*

Frequently Asked Questions

Q How are the entries judged?

A IAPA will review all submissions based on the criteria and eligibility and present a list of nominees to the Judging Committee, who will review and judge each nominated submission. The Judging Committee consists of IAPA managers, senior leaders, and staff, as well as journalists and other media industry professionals.

The Judging Committee will have the final decision on the award recipients.

Q When and how will I be notified about the status of my entry?

A You will be notified by email that your entry has been received within 10 business days of its receipt. After the final decision of the Judging Committee, award recipients will be notified directly and will be provided with details about the awards presentation.

Q When and where will the awards be presented?

A The awards will be presented at IAPA's Health & Safety Canada 2008 Conference and Trade Show, April 21 – 23, 2008, at the Metro Toronto Convention Centre in Toronto, Ontario.

Q Who can attend the awards presentation?

A The award recipient and one guest will be invited to attend the awards presentation.

Q What is the criteria and eligibility for entering?

A The *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* are open to print media available in Ontario and radio and television stations that broadcast in Ontario. The awards will be presented to the journalist, whether a freelancer or on staff. Full details on criteria and eligibility can be found in this package.

Q How and where do I submit my entry?

A Full details can be found on the entry form. Please ensure that the form is completed in full and all instructions are followed before submitting an entry.

Q Is there a fee for entering?

A No. There is no entry fee this year.

Q Can I submit an entry in a language other than English?

A Yes. However, works submitted in languages other than English must be accompanied by an English translation.

Q How many entries can I submit?

A You may submit up to three entries in total. However, each entry must be submitted in only one category.

Q What is the deadline for submission?

A Material must be received by **Monday, March 10, 2008**. Any material received after this date will not be accepted.



THE IAPA RUSS RAMSAY *Media Awards*



About Russ Ramsay

Russ Ramsay was a pioneer in the promotion of health and safety in the workplace, as well as a leader in the broadcasting industry.

Russ Ramsay, IAPA's fifth and last general manager (1987 – 1995), was a former Minister of Labour for the Province of Ontario.

His political career began in 1978 when he was elected to the provincial legislature, representing Sault Ste. Marie. Ramsay served as parliamentary assistant to the Minister of Labour from June 1980 to April 1981, after which he was appointed to the Cabinet as Provincial Secretary for Resources Development. In February of 1982, he was appointed Minister of Labour.

Between 1985 and 1987, Ramsay served as Special Consultant to Labour Canada, as well as Chairman of the Board for Ontario Health Discipline, and President of the Sault Ste. Marie Economic Development Council.

He was also affiliated with the broadcast industry for more than 30 years. Ramsay was President and General Manager of Hyland Radio TV Limited and Lake Superior Cablevision Limited until August 1976 and Vice-President and General Manager of Huron Broadcasting Limited (operators of Lake Superior Cablevision) until December 1979. In addition, he held the position of President of the Central Canada Broadcasters' Association and was a Board member of the Canadian Association of Broadcasters.

Ramsay has been the recipient of numerous accolades. He was selected as the B'nai B'rith Society's Citizen of the Year in 1967, received the second Howard Caine Memorial Award from the Central Canada Broadcasters Association in 1970, was inducted into the Sault Ste. Marie Hockey Hall of Fame in 1975, and received the Medal of Merit from the Municipality of Sault Ste. Marie in 1978. In 1991, a sports gallery in the Sault Ste. Marie Museum was named the Russell H. Ramsay Sports History Hall of Fame Gallery. He was also the recipient of the commemorative medal for the 125th Anniversary of Canadian Federation in 1992.

In 1993, Ramsay received the Order of Canada.



THE IAPA RUSS RAMSAY *Media Awards*

How to Enter

To enter the *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting*:

1. Attach a brief description of your entry (maximum two pages) and how it meets the criteria, as well as a short biography of the entrant(s).
2. Complete one entry form (see following page) for each submission and ensure legibility and accuracy of all information.
3. Provide 2 copies of the completed entry form plus:
 - a. Print entries: include 2 print-outs and/or tear sheets of your entry
 - b. Radio entries: include 2 audio CDs
 - c. Television entries: include 2 DVDs
4. All completed nomination forms, entry descriptions, and two copies of the work being submitted should be sent to:

The IAPA Russ Ramsay Media Awards
c/o Holly-Ann Campbell
IAPA Head Office
Centre for Health & Safety Innovation
5110 Creebank Road, Suite 300
Mississauga, Ontario L4W 0A1 Canada
5. Entries must be received by the deadline: **Monday, March 10, 2008**. Any material received after this date will not be accepted.

Return of Materials

All submissions to the *IAPA Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* will become the property of IAPA. The materials will not be returned.

By submitting your work, you grant IAPA the right to reproduce your work in IAPA print and electronic publications.



THE IAPA RUSS RAMSAY
Media Awards

Entry Form

Categories

Please select the category for your submission:

- Trade Media: Excellence in print feature reporting
- Consumer Media: Excellence in print feature reporting (newspapers & magazines)
- Consumer Media: Excellence in radio feature reporting
- Consumer Media: Excellence in television feature reporting

Title of Entry (article/program): _____

Date Entry was published/aired: _____

Media Outlet (published in/broadcast by): _____

Media Outlet Reach (circulation/audience): _____

Media Outlet Address: _____

Writer/Broadcaster Name: _____ Title: _____

Address: _____

Phone number: _____ Email: _____

Submitter's Name: _____ Title: _____

Address: _____

Phone number: _____ Email: _____

Submitter's Signature: _____



It's About Making A Difference.



THE IAPA RUSS RAMSAY *Media Awards*

ABOUT IAPA

IAPA (Industrial Accident Prevention Association) is a not-for-profit, member driven organization operating in Ontario since 1917. Representing approximately 50,000 member firms and more than 1.5 million Ontario workers, IAPA is one of Canada's leading workplace health and safety organizations.

IAPA is focused on providing industry-leading training, consulting, educational products and informational services that meet our members' needs and the needs of those in their communities. For more information, visit our website at www.iapa.ca

Our Vision

A world where risks are controlled because everyone believes suffering and loss are morally, socially and economically unacceptable.

Our Mission

To improve the quality of life in workplaces and communities we serve by being an internationally recognized leader in providing effective programs, products and services for the prevention of injury and illness.



Canada Awards for Excellence Bronze Award for Quality Recipient



CIS Collaborating Centre under the International Labour Organization



NQI Progressive Excellence Program (Quality) Level III Certified



WHO/ PAHO Collaborating Centre for Workplace Injury and Illness Prevention

IAPA Head Office

Centre for Health & Safety Innovation
5110 Creebank Road, Suite 300, Mississauga, Ontario L4W 0A1 Canada
Tel: 905.614.IAPA (4272) Fax: 905.614.1414
Toll Free: 1.800.406.4272 Fax: 1.800.316.4272 www.iapa.ca

London | Ottawa | Sudbury | Thunder Bay



It's About Making A Difference.