The EU Prize for Journalism and judging criteria

The EU Prize for Journalism is the first of its kind in Georgia to recognize Georgian journalists who have demonstrated journalistic integrity and professionalism through their works.

*The mission of a journalist should be providing people with the information they need to be free and self-governing* (Ambassador Dimitrov).

At its best, journalism is expected to provide a thoughtful and logical analysis of reported material, to bring clarity to complicated subjects, and to place the facts in the context of their background and of the "how" and "why" questions behind the news.

Excellent journalism should not just be original in content: breaking news stories or providing unique angles on the news, but should be innovative and engaging in the technique used to tell those stories.

Journalists are expected to conduct their craft with integrity, which means behaving with fairness and independence from their sources. Their work should be transparent in method. The audience should be able to understand where the information comes from. Finally, the style of writing should demonstrate exemplary storytelling techniques.

Prizes will be awarded in the following categories:

1. **Best investigative or opinion article** in print or online media
2. **Best TV and/or Radio coverage** or investigative report
3. **Best webpage/blog/social media** promoting vivid, balanced, fair, pluralistic debates about key social, economic, cultural issues, and indirectly able to illustrate EU values.
4. **The most informative news agency or online newspaper.**

**The key Judging Criteria,**
The judging is based solely on excellence and comparative excellence.

1. **Coherence of argument.** Reporting: depth and breadth; analysis of the context and background; accuracy; fairness and balance; comprehensive, relevant sources (officials and real people).
2. **Enterprise and originality**: included originality of idea and/or its importance, originality of subject, originality of execution, initiative, surprising angle, interesting subject.

3. **Writing style and reporting rigour**. Detail that engages reader; Answers reader's questions; Enterprise and effort.

4. **Adherence to high journalistic standards and to the Journalistic Code of Ethics**. Journalists' obligations of truthfulness and verification, their duties of loyalty to citizens and independence from those they cover, their role as monitors of power and providers of "a forum for public criticism and compromise," the need for journalism to be interesting, relevant, comprehensive, and proportional, and the need for journalists to exercise freedom of conscience. Accuracy, impartiality in reporting, and investigative enterprise. Reporting rigour, included references to information gathering, depth of research or number of sources, thoroughness of reporting, imaginative research, new information, and factual detail.

5. **Significance and effectiveness**. Was it worth reporter and reader spending time on?; Newsworthiness; Timeliness; Originality and creativity; Humorous; Initiative. Relevance and public impact or benefit of the story included relevance to community, public service impact, effect on society or reader, "leads to action on part of readers," "challenges the reader," value/utility for reader.

---

**EUMM Prize for Peace Journalism**

News balance is balm in conflict. The **EUMM Prize for Peace Journalism** aims to stimulate high-quality journalism that contributes to confidence-building and peace.

The Prize seeks to recognise and reward conflict-sensitive journalistic work, empowering reporters to cover conflict situations constructively. Peace journalism focuses on what brings people together, rather than what divides them. It portrays events against a wider background, rather than in isolation.
People living in conflict areas deserve to get a full, all-encompassing picture of the situation around them. If confidence is to be enhanced amongst conflict parties, all viewpoints must be portrayed. This is only possible if journalists manage to overcome biases and show as diverse a picture as possible. Peace journalists must have a deep understanding of what causes conflict, how it develops and how it ends. Their work must aim to provide society at large with the opportunity to consider and value non-violent responses to conflict.

The awarded journalist will be provided with an attractive fellowship allowing him or her to participate in the Caucasus programme at the headquarters of the Institute for War and Peace Reporting (IWPR) in London. The programme is entitled “Building Bridges/Building Capacity: Conflict Prevention in the South Caucasus.”

| The EUMM Peace Journalism Prize will be awarded to the best-balanced and unbiased article or report print, audio-visual or online media. Entries in Abkhaz or Ossetian are encouraged. |

**Key award criteria**

The jury will base its selection solely on the following criteria:

1. **Balance:** reporting in depth and breadth with fairness, disinterestedness, factuality, and non-partisanship; exhaustive analysis of the context and background; relevance of the sources (officials and citizens);

2. **Neutrality** in the information provided to the public;

3. **Relevance in promoting peaceful dialogue through media:** newsworthiness, timeliness and initiative; relevance to community, public service impact, effect on society or reader;

4. **Adherence to journalistic standards of reporters in conflict zones:** journalists’ obligations of truthfulness and verification of sources; accuracy, impartiality in reporting, and investigative enterprise; reporting rigour, including references to information gathering, depth of research or number of sources, thoroughness of reporting, new information, and factual detail.