



傳播學院
SCHOOL OF COMMUNICATION
恒生管理學院
HANG SENG MANAGEMENT COLLEGE



HSMC Business Journalism Awards 2015/16

恒管商業新聞獎 2015/16

OBJECTIVE 目的

Business journalism plays an important role in contributing collective understanding on important matters that have great impact on the business community or the general public in different ways. The **HSMC Business Journalism Awards**, newly established by the School of Communication of Hang Seng Management College (HSMC), is the first of its kind initiated by tertiary institution in Hong Kong to recognize professional journalists who have produced outstanding reporting in business, economic and financial issues.

香港作為國際貿易與金融中心，商業資訊影響著企業、投資者及市民的決定，亦與市場穩健永續發展及大眾福祉息息相關。準確而深入的商業與財經報道有助各界緊貼相關現況和趨勢，從而作出適當決定。恒生管理學院(恒管)傳播學院設立**恒管商業新聞獎**，旨在表揚及鼓勵優秀的商業財經從業員，以肯定其對社會及業界的貢獻，為大專院校首創。



CATEGORIES 獎項類別	Group 組別
Best Business & Corporate News Reporting 最佳商業及企業新聞獎 ❖ Reporting on companies, industries, entrepreneurs, business trends and challenges, management issues etc. 有關公司、行業、企業家、商業趨勢及挑戰、企業管理等報道。	• Text 文字組 • TV News 電視新聞組 • Radio News 電台新聞組
Best Financial News Reporting 最佳財經新聞獎 ❖ Reporting on business related events that impact local, national or international economy and financial market. 報道影響本地、國家或國際的經濟及金融市場的事件。	• Text 文字組 • TV News 電視新聞組 • Radio News 電台新聞組
Best Property Market News Reporting 最佳房地產新聞獎 ❖ Reporting on real estate market, including property, land use, office, industrial, shopping malls, business premises etc. 房地產、土地、辦公室、工廈、商廈、商場、舖位等相關報道。	• Text 文字組 • TV News 電視新聞組 • Radio News 電台新聞組
Best Financial Feature 最佳財經專題獎 ❖ Feature writing on economic, financial markets, corporate and industries, real estate etc. in a creative and compelling way, demonstrating originality, quality of writing and clear presentation. 內容具創意及展現優良寫作技巧的經濟、金融市場、企業及產業或地產相關等專題故事。	• Text 文字組 • TV Programme 電視節目組 • Radio Programme 電台節目組
Best Layout of Business Section 最佳商業新聞版面設計 ❖ Graphic layout, infographics, data charts or information visualization that help readers a better understanding of the content. 把資料數據轉化成圖像以協助讀者明白報道內容，例如版面設計、資訊圖、數據圖表等圖像設計。	• Text 文字組
Business Reporter of the Year 年度商業新聞記者 ❖ Open to entrants who have been working as financial/business journalist to recognize and honor his/her excellent work. (Open to journalists working in various media channels.) 肯定及表揚優秀的商業及財經記者（本項目不分媒體類別）。	
Young Business Reporter of the Year 年度新晉商業新聞記者 ❖ Open to entrants who have been working as financial/ business journalist within 3 years to recognize and honor his/her excellent work. (Open to journalists working in various media channels.) 供從事商業及財經新聞三年或以內的記者參加，以肯定及表揚其努力（本項目不分媒體類別）。	
* There will be a Gold Award and a Silver Award for each category (except for Reporter and Young Reporter of the Year). All awardees will receive trophy, certificate and cash award. * 各獎項分別設有金獎及銀獎(除年度記者及年度新晉外)。所有得獎者將獲頒獎座、證書及獎金。	



RULES & ELIGIBILITY 比賽細則

1. Entries must have been published or telecasted in the period of 1st July 2015 to 30th June 2016.
參選作品必須在 2015 年 7 月 1 日至 2016 年 6 月 30 日期間首次發表。
2. English-language and Chinese-language print, digital, broadcast media and wire services may enter.
參賽作品可以是印刷、網絡、廣播媒體或新聞通訊社之作品，中文或英文皆可。
3. Magazine must be issued at least 4 times a year. Newspapers must be published at least once a week. Online/digital publications must be updated at least once a week. An online publication may be an independent website or part of a print or broadcast operation.
雜誌必須至少一年出版四期；報紙必須至少一周發行一次；網絡出版刊物必須至少每週更新一次。網絡媒體可以是獨立運作之網站，亦可為印刷媒體或廣播媒體的一部分。
4. "Text" refers to reporting published in newspaper, magazine, online or other text content. "TV News" or "TV Programme" refers to news or programme being broadcast via television channel. "Radio News" or "Radio Programme" refers to news or programme being broadcast via radio station.
「文字組」指報紙、雜誌、網站之報道，或其他文字報道。「電視新聞組」或「電視節目組」指經由電視台播出的新聞或節目。「電台新聞組」或「電台節目組」指經由電台廣播的新聞或節目。
5. Both journalist or media outlets may submit entries.
記者或傳媒機構均可遞交作品參賽。
6. Entries can be a reporting of one or a group of journalists.
參賽作品可以是一名記者的個人報道，或多名記者的聯合報道。
7. Participant must have been working in journalism industry during the contest period (1st July 2015 - 30th June 2016).
參加者需於比賽期間 (2015 年 7 月 1 日至 2016 年 6 月 30 日)，必須曾於傳媒機構擔任新聞從業員。
8. Each entry may be submitted to at most two categories (not including "Business Reporter of the Year" and "Young Business Reporter of the Year").
每份作品最多可參加兩個組別 (不包括「年度商業新聞記者」及「年度新晉商業新聞記者」)。
9. An entry can be a single piece or an episode of a series of work.
參賽者可以「獨立報道」或「系列報道」中其中一篇作品參賽。
10. Entry and application form can be submitted online or by post.
參賽作品及報名表可透過網上或郵寄遞交。
11. For online submission, print or online articles should be submitted in PDF format. If submitting by post, hard copy of the articles should be enclosed. Live URL should be provided for online articles, video and audio-entries.
如透過網上遞交，所有印刷或網上媒體作品必須以 PDF 格式提交。如以郵寄遞交，須附上作品印刷本。網上文章、影片或錄音則須提供連結網址。
12. Video and audio entries should provide a brief summary of the content with no more than 250 words.
影片及錄音作品須附上內容簡介 (不多於 250 字)。
13. Participant of "Business Reporter of the Year" or "Young Business Reporter of the Year" should submit a brief biography of himself / herself and 3 pieces of work that published or broadcast during the contest period (1st July 2015 to 30th March 2016) that can reflect the excellence of the participant.
「年度財經記者」及「年度新晉財經記者」之參加者須提交記者簡歷及 3 篇於比賽期間 (2015 年 7 月 1 日至 2016 年 6 月 30 日) 發表、可反映該記者具卓越表現之報道。
14. Decisions of the judges are final. The judging panel has the final authority to determine whether an entry is eligible or not. The organizing committee reserves the right not to give out awards in a category if the panel of judges has decided that none of the entries has met the required standard.
比賽結果以評判最後決定為準。評判擁有最後決定權，並可決定作品是否具參賽資格。評判如認為某組別的所有參賽作品均未能符合要求，該組別獎項將從缺。



MARKING CRITERIA 評分比重

Award 獎項	News Value & Impact 新聞價值及影響力	Originality & Exclusivity 原創及獨家	Reportorial Quality 報道質素	Storytelling & Writing Skills 寫作技巧
Best Business & Corporate News Reporting 最佳商業及企業新聞獎	30%	30%	30%	10%
Best Financial News Reporting 最佳財經新聞獎	30%	30%	30%	10%
Best Property Market News Reporting 最佳房地產新聞獎	30%	30%	30%	10%
Best Financial Feature 最佳財經專題獎	30%	30%	(Analytical Value 分析能力) 20%	20%
Best Layout of Business Section 最佳商業新聞版面設計	20%	30%	(Visual Impact 視覺表達) 50%	
Business Reporter of the Year 年度商業新聞記者	30%	30%	30%	10%
Young Business Reporter of the Year 年度新晉商業新聞記者	30%	30%	30%	10%

JUDGING CRITERIA 評審準則

News Value & Impact 價值及影響力	Insight, informative qualities, durability, and how that piece of news affects the society. 洞察力、資訊質素、時效性，以及該報道對社會之影響。
Originality & Exclusivity 原創及獨家	Enterprise and discovery. 發掘新聞題材的能力。
Reportorial Quality 報道質素	Thoroughness and balance. 全面及持平。
Storytelling & Writing Skills 報道及寫作技巧	Expressing the content in an understandable way. Clarity in dealing with description, concepts, findings and complex issues. 清晰易明地表達主題、概念、數據或複雜的概念。
Analytical Value 分析能力	Application of current economic thinking, breadth and depth of coverage, contribution to helping readers see complex issues in a new light. 報道的廣度與深度，能否為讀者提供新角度理解複雜的事物。
Visual Impact 視覺表達	Helping readers to get the idea of a complicated concept and content by using graphics, charts, pictures or other visual expressions. 透過圖畫、圖表、相片或其他影像化的表達方式幫助讀者明白複雜的概念或內容。

APPLICATION DEADLINE 截止日期

20/10/2016 (Thur 星期四) (Postmark date will be used as the submission date 以郵戳日期為準)

CONTACT US 聯絡我們

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