

## 評審準則 JUDGING CRITERIA

### 新聞價值及影響力 News Value & Impact

洞察力、資訊質素、時效性以及該報道對社會的影響。  
Insights, informative qualities, durability, and the impact of that piece of news on society.

### 原創及獨家 Originality & Exclusivity

具創意以及發掘獨家新聞的能力。  
Reporting that is either from an exclusive source or innovative in nature.

### 視覺表達 Visual Impact

透過圖畫、圖表、相片或其他影像化的表達方式，幫助讀者瞭解複雜的概念或內容。  
Helpfulness in facilitating readers to grasp the main ideas of a complicated concept and content using graphics, charts, pictures or other visual expressions.

### 報道及寫作技巧 Storytelling & Writing Skills

清晰明快地表達主題、數據或複雜的概念。  
Able to express the main theme, concepts and data, or report a complex issue in a clear and easy-to-understand way.

### 報道質素 Reportorial Quality

全面及持平。  
Comprehensive and balanced.

### 分析能力 Analytical Value

適當地運用商業、經濟、金融概念，有廣度與深度，為讀者提供新的角度，剖析複雜事件。  
Able to apply business, economic and financial concepts appropriately, provide reports with breadth and depth, and enable readers to understand complex issues from a new perspective.

### 截止日期 APPLICATION DEADLINE

2021年  
**1月8日(星期五)**  
8th January 2021 (FRI)

### 報名及查詢 APPLICATION & ENQUIRY

 [bjawards.hsu.edu.hk](http://bjawards.hsu.edu.hk)

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傳播學院  
SCHOOL OF COMMUNICATION  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



## 第五屆 恒大 商業 新聞獎

The 5<sup>th</sup> Business Journalism Awards of  
The Hang Seng University of Hong Kong

香港作為國際貿易與金融中心，商業資訊影響著企業、投資者及市民的投資理財決定，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市況和趨勢，從而作出適當決定。恒大商業新聞獎由香港恒生大學（恒大）傳播學院主辦，是香港首個由大專院校設立的商業新聞專業獎項，旨在表揚及鼓勵優秀的商業新聞從業員，肯定他們對社會及業界的貢獻。

As an international trade and financial centre, the business community and the general public in Hong Kong rely on accurate business and financial news as well as in-depth analyses to make sound business and investment decisions. Business journalism, therefore, plays a crucial role in the growth and sustainable development of the Hong Kong economy. The Business Journalism Awards of HSUHK, established by the School of Communication of The Hang Seng University of Hong Kong (HSUHK), is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting in business, economic and financial issues.

獎項贊助 Award Category Sponsor:  
最佳商業新聞報道獎 Best Business News Reporting



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每份作品可參與 A–F 其中一組，亦可同時參加 G、H 及 I 獎項。

Each entry can only be submitted under one of the categories of A-F.  
The same entry can also be submitted under categories G, H and I.

## 獎項類別 CATEGORIES

## 組別 GROUPS

<b>A. 最佳商業新聞報道獎 Best Business News Reporting</b> 任何有關商業議題或事件的新聞報道。 News reporting on any business-related issues or events.	<b>• 文字組 Text</b> <b>• 影像組 Video</b> <b>• 聲音組 Audio</b>
<b>B. 最佳商業新聞系列報道獎 Best Business News Series Reporting</b> 任何有關商業的新聞系列報道。(以系列為參賽單位) A series of news reporting on business-related issues. (Entries should be in the form of a series.)	
<b>C. 最佳房地產新聞報道獎 Best Property Market News Reporting</b> 有關房地產的新聞報道，包括土地使用、住宅、辦公室、商廈、商場、舖位、工廈等。 News reporting on the real estate market, including land use, residential properties, offices, commercial buildings, shopping malls, business premises, industrial buildings, etc.	<b>• 文字組 Text</b> <b>• 影像及聲音組 Video and Audio</b>
<b>D. 最佳商業財經人物專訪獎 Best Business &amp; Finance Profile Interview</b> 以商業或財經為題材的人物專訪。 Reporting based on an exclusive interview with a figure/figures in the business or financial sector.	
<b>E. 最佳經濟及金融政策新聞報道獎 Best Economic &amp; Financial Policy News Reporting</b> 有關本地、國家或國際經濟及金融政策的新聞報道。 News reporting on local, national or international economic and financial policy.	<b>• 靜態 Still Image</b> <b>• 動態 Motion</b>
<b>F. 最佳商業科技新聞報道獎 Best Business Technology News Reporting</b> 與商業科技有關的事件、議題或產品等新聞報道。 News reporting on business technology-related events, issues or products.	
<b>G. 最佳商業新聞視覺設計獎 Best Visual Design of Business News Reporting</b> 把資料數據轉化成圖像，協助讀者深入淺出瞭解報道內容，例如版面設計、資訊、數據圖表等圖像設計。 Graphic layout, infographics, data charts or information visualisation that are helpful in facilitating readers' better understanding of the content.	不同類別媒體記者均可參加，須於過去兩年未曾獲得此獎項。  Open to journalists working in any types of media who have not won this award for the past two years.
<b>H. 年度新晉商業新聞記者獎 Young Business Reporter of the Year</b> 供從事商業及財經新聞三年或以下的記者參加，肯定及表揚其優秀表現。 Open to entrants who have been working as a financial/business journalist for three years or less to recognise and honour his/her excellent work.	
<b>I. 年度商業新聞記者獎 Business Reporter of the Year</b> 肯定及表揚優秀的商業及財經記者。 Open to entrants who have been working as a financial/business journalist to recognise and honour his/her excellent work.	

<b>• 文字組 Text</b> <b>• 影像組 Video</b> <b>• 聲音組 Audio</b>	<b>• 靜態 Still Image</b> <b>• 動態 Motion</b>
<b>• 文字組 Text</b> <b>• 影像及聲音組 Video and Audio</b>	
<b>• 靜態 Still Image</b> <b>• 動態 Motion</b>	不同類別媒體記者均可參加，須於過去兩年未曾獲得此獎項。  Open to journalists working in any types of media who have not won this award for the past two years.

## 比賽細則

1. 參賽作品必須在2020年1月1日至12月31日期間首次發表。
2. 參賽作品的發佈方式可以是印刷或經由網絡、廣播媒體或新聞通訊社傳播，英文或中文皆可。
3. 雜誌必須最少一年出版四期；報紙必須最少一週發行一次；網絡出版刊物必須最少每週更新一次。網絡媒體可以是獨立運作的網站，亦可以是印刷媒體或廣播媒體的一部分。
4. 參賽之傳媒機構須以香港為基地，並在香港註冊及營運其主要業務。
5. 「文字組」指報紙、雜誌、網站的報道，或其他文字報道。「影像組」及「聲音組」分別指以錄像和聲音廣播的新聞或節目。
6. 新聞從業員可遞交作品參賽，傳媒機構亦可代新聞從業員遞交作品。
7. 參賽作品可以是個別新聞從業員的報道，或由多名新聞從業員集體報道（「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」除外）。
8. 「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」參賽者須提交記者簡歷及三篇於比賽期間（2020年1月1日至12月31日）發表的作品，而作品必須為參賽者的個人報道，集體報道將不會被接納。
9. 不同類別媒體記者均可參與「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」獎項；但參賽者須於過去兩年未曾獲得此獎項。
10. 每位參賽者最多可遞交五份作品（包括個人及集體報道）。如遞交的作品多於五份，只有首五份會被視為合資格的參賽作品。
11. 每份作品只可於「最佳商業新聞報道獎」、「最佳商業新聞系列報道獎」、「最佳房地產新聞報道獎」、「最佳商業財經人物專訪獎」、「最佳經濟及金融政策新聞報道獎」或「最佳商業科技新聞報道獎」六個組別中（A–F），參加其中一組。同一作品可同時競逐「最佳商業新聞視覺設計獎」、「年度新晉商業新聞記者獎」及「年度商業新聞記者獎」獎項。
12. 「最佳商業新聞系列報道獎」以系列為參賽單位。文字組系列參賽作品上限為三篇文章（或最能代表該系列的三篇）；影像組及聲音組的系列參賽作品上限為三集（或最能代表該系列的三集），扣除廣告時間後的系列總長度不超過 90 分鐘。
13. 除「最佳商業新聞系列報道獎」的參賽作品外，其他獎項類別的影像及聲音參賽作品扣除廣告時間後，長度須不超過 15 分鐘。若該報道超出時間上限，請指明作品參賽部分的時碼（連續 15 分鐘），若未列明，評審委員只會評核首 15 分鐘的內容。
14. 參賽者須刪去或遮蔽作品上的非參賽內容，例如不相關的報道或廣告等，並遞交高清或高解像度作品檔案。
15. 報名表須透過網上報名系統提交。如參賽作品檔案為 100MB 或以下，並屬於PDF、JPEG、MP3、WAV、MOV或 MPEG 格式，可上載至網上報名系統；否則，作品須燒錄成光碟，以郵寄方式遞交。
16. 報名表格一經遞交，參賽者人數、姓名以及參賽作品名稱均不可作修改。
17. 如參賽作品上沒有列出撰稿人姓名，參賽者須提供公司信以證明其有參與報道，並於報名時連同參賽作品一併上載至報名系統。
18. 影片及聲音作品須附上內容介紹（不多於 250 字）。
19. 主辦機構有權使用作品作宣傳用途。
20. 比賽結果以評判最終決定為準。就作品是否符合參賽資格，評審委員擁有最終決定權。若評審認為某組別參賽作品均未能符合得獎要求，主辦機構可決定相關組別獎項從缺。

## RULES & ELIGIBILITY

1. All entries must be published or telecasted for the first time during 1 January - 31 December 2020.
2. Entries can be in print, online, broadcast media or wire services formats, and in either English or Chinese.
3. Magazines must have a publication frequency of at least four issues 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.
4. The participating media organisations must be Hong Kong-based, registered and have their main business operations in Hong Kong.
5. “Text” refers to reporting published in a newspaper, a magazine or an online platform, or other types of text content. “Video” and “Audio” refer to reporting or a programme in video and audio formats respectively.
6. Entries can be submitted by journalists on a personal basis or by media outlets on behalf of their journalists.
7. Entries can be a reporting of an individual or a team of journalists (except for the “Young Business Reporter of the Year” and “Business Reporter of the Year” categories).
8. Contestants for “Young Business Reporter of the Year” or “Business Reporter of the Year” should submit a brief biography of himself / herself and three pieces of work published or broadcasted during the contest period (1 January - 31 December 2020) while the works must be an individual reporting of the contestants. Works of a team of journalists will not be recognised.
9. “Young Business Reporter of the Year” and “Business Reporter of the Year” open to journalists working in any types of media who have not won the same award for the past two years.
10. Each contestant can submit a maximum of five entries (including reporting by an individual and a team). If more than five entries are submitted, only the first five will be recognised as qualified entries.
11. Each entry can be submitted only under one of the following six categories (A-F): “Best Business News Reporting”, “Best Business News Series Reporting”, “Best Property Market News Reporting”, “Best Business & Finance Profile Interview”, “Best Economic & Financial Policy News Reporting” or “Best Business Technology News Reporting”. The same entry can also be submitted under the “Best Visual Design of Business News Reporting”, “Young Business Reporter of the Year” and “Business Reporter of the Year” categories.
12. Entries for the “Best Business News Series Reporting” category should be in the form of a series. For the Text group, a series can include a maximum of three (or three of the best) articles. For the Video and the Audio group, a series can include a maximum of three (or three of the best) episodes with the total length not exceeding 90 minutes (excluding advertisements).
13. Except the entries for the “Best Business News Series Reporting” category, the length of each video and audio entry in all other categories should not exceed 15 minutes (excluding advertisements). Otherwise, please specify the time codes of the selected portion of the entry (15 consecutive minutes). If no time code is specified, the judging panels will only review the first 15 minutes of the entry.
14. Contestants must remove or cover unrelated contents in the entry, e.g. irrelevant reporting or advertisements. Submissions must be in high definition or high resolution.
15. Application forms should be submitted via the online application system. Entries with file size less than 100MB and in PDF, JPEG, MP3, WAV, MOV or MPEG format can be uploaded to the system directly. Otherwise, please store the files on a CD-ROM and submit them by post.
16. Once the application form is submitted, the number and the name(s) of the contestant(s) as well as the entry name cannot be amended.
17. If there is no byline stated in the entries, contestants should provide a company letter to verify their contribution in the reporting and upload it together with the entries to the application system.
18. For video and audio entries, a summary of the content should be provided (in no more than 250 words).
19. The organiser reserves the right to use the entries for promotion use.
20. Decisions of the judges shall be final. The judging panel has the final authority to determine whether an entry is eligible or not. The organiser reserves the right not to give out any awards in a category if the panel of judges has decided that none of the entries has met the required award standard.