

## **ING Media Awards Categories**

**ING Business Writing Media Award:** Rewards excellence in writing that focuses on the making of money through golf, and communicates the issues, trends and transactions that affect the business of golf.

**ING Book Media Award:** Rewards excellence in authoring a book in which any aspect of golf is a focus.

**ING Competition Writing Media Award:** Rewards excellence in tournament coverage based on a professional or amateur golf competition, as well as controversies and events related to the competition, and may include spot or feature coverage.

**ING Equipment/Apparel Writing Media Award:** Rewards excellence in stories focused mainly on implements used in playing the game or running golf facilities, and communicates the value, use and enjoyment of new or old equipment.

**ING Feature Writing Media Award:** Rewards excellence in general interest golf stories that do not fit in any of our other more specific writing categories.

**ING Internet Video Media Award (new this year):** Rewards excellence in Internet Videos in which golf is the main activity depicted or discussed. Videos must be at least 3 minutes and no longer than 15 minutes in length. Videos must be content-driven, and must have appeared on a recognized Internet site or channel. Marketing Videos are not acceptable for this category. Entries should include an archived link to the Video being entered.

**ING Opinion\Editorial Writing Media Award:** Rewards excellence in communication that expresses opinion, takes positions or provides analysis on anything where golf is the main theme, not an adjunct to other activities

**ING Profile Writing Media Award:** Rewards excellence in stories focused mainly on communicating information about a person (or persons) living or dead involved in any aspect of golf.

**ING Publication Media Award:** Rewards excellence in overall golf publishing. Publication will be judged on these criteria: How it utilized the available space; Amount of information, entertainment delivered to the reader; Quality of articles, photography, graphics; Creativity of its “departments” or regular features; The effectiveness of the cover; Overall enjoyment and satisfaction from reading or browsing the publication. Publications must send four copies of the issue being entered, or a link to a digital copy of the issue. You may enter ONLY ONE ISSUE.

**ING Radio Show/Podcast Media Award:** Rewards excellence in a radio show/podcast in which golf is the main activity presented. Entries must be based on an entire program. Individual programs are being judged, not the overall quality of a series of shows. Entries should include an archived link to the show being entered. If you do not have an archive, you must send 4 copies of the show in CD or similar form.

**ING Radio Segment Media Award:** Rewards excellence in a segment of a radio show in which golf is the main activity presented. Segment entries can be one interview, one product or course review, one opinion segment, etc. Entries should include an archived link to the segment being entered. If you do not have an archive, you must send 4 copies of the segment in CD or similar form.

**ING Travel Writing Media Award:** Rewards excellence in writing that involves golfers traveling to play the game, and communicates the value, atmosphere and enjoyment of golf travel and destinations.

**ING TV Show Media Award:** Rewards excellence in a television show in which golf is the main activity depicted or discussed. Entries must be based on an entire program. Individual shows are being judged, not the overall quality of a series of shows. Entries should include an archived link to the show being entered. If you do not have an archive, you must send 4 copies of the show in CD, DVD or similar form.