



Media

<p>Contribution to community understanding (25 marks)</p>	<ul style="list-style-type: none"> • To what extent did the reporting: <ul style="list-style-type: none"> ○ result in better community understanding of a hazard/risk/opportunity/desired behaviour in an emergency/how to access assistance ○ present complex information in ways that make it easier for a lay audience to understand ○ acknowledge and accurately represent underlying research or scientific knowledge ○ support positive behaviour change that will help save lives or enhance recovery ○ acknowledge uncertainty, where new research has altered advice or where a situation is evolving
<p>Timing (15 marks)</p>	<ul style="list-style-type: none"> • To what extent did the timing of the reporting contribute to public safety?
<p>Behavioural influence (10 marks)</p>	<ul style="list-style-type: none"> • To what extent did the media coverage minimise the promotion of unsafe behaviour (for example by <u>not</u> publishing/broadcasting footage or photographs of people doing the wrong thing)
<p>Tenacity (10 marks)</p>	<ul style="list-style-type: none"> • To what extent did the complexity of the story/coverage require a sustained commitment to research/write/produce the coverage?
<p>Integrity and alignment to Australian Press Council or New Zealand Media Council principles (20 marks)</p>	<ul style="list-style-type: none"> • Was the reporting accurate fair and balanced? • Did it uphold the media council principles and guidance for your country? <ul style="list-style-type: none"> • https://presscouncil.org.au/standards/statement-of-principles/ • https://www.mediacouncil.org.nz/principles/
<p>Alignment to EMPA Principles (20 marks)</p>	<ul style="list-style-type: none"> • The work of EMPA is guided by seven key principles which are outlined below. Choose as many as are relevant to your entry and write a short paragraph for each which explains how your entry upholds that principle. A comprehensive downloadable guide to the EMPA Principles can be found at https://www.empa.org.au/our-objectives