

# SCHIZOPHRENIA SOCIETY OF CANADA MEDIA AWARD CRITERIA

## SCHIZOPHRENIA SOCIETY OF CANADA

### **What is the purpose of the Media Award?**

This award has been established by the Schizophrenia Society of Canada to recognize those individual members or organizations of the print and electronic media who have advanced the cause of schizophrenia most effectively and have brought this illness to the attention of the public.

### **Who is Eligible?**

- Any member of the print or electronic media (i.e. radio, TV, video production).

### **Who can nominate a Candidate?**

- A member from the chapter/branch, provincial organization, or the provincial or national board of directors; including others from the media community may nominate for this award.
- Nominators may not nominate more than one candidate in this category annually.
- Nominators may not nominate members of their own family.
- Members of the awards committee may not nominate anyone or be nominated as a candidate.
- All nomination forms must include signed confirmation of support from one endorser. Staff may formally endorse but may not nominate a candidate.

### **How do I Nominate a Candidate?**

Nominators must provide the following:

- A fully completed Nomination Form (which can be obtained online through the SSC website: [www.schizophrenia.ca](http://www.schizophrenia.ca) or through the SSC Office).
- A copy of each article(s) or show(s) to the selection committee.

The Schizophrenia Society of Canada Awards Committee will consider the following characteristics of the nominated candidate's article(s) or show(s):

- Accuracy
- Clarity
- Educational value
- Estimate of audience
- Insight
- Contribution to SSC mission