



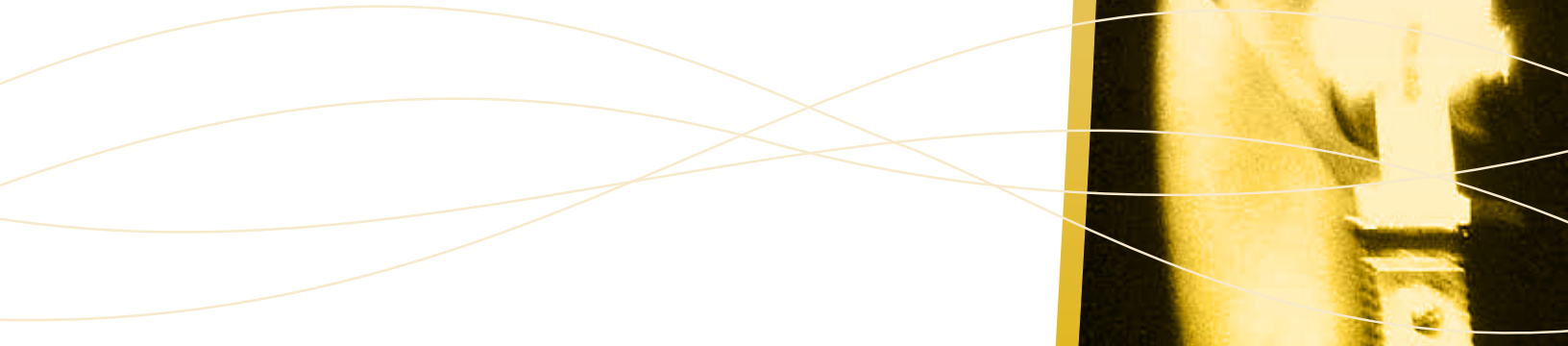
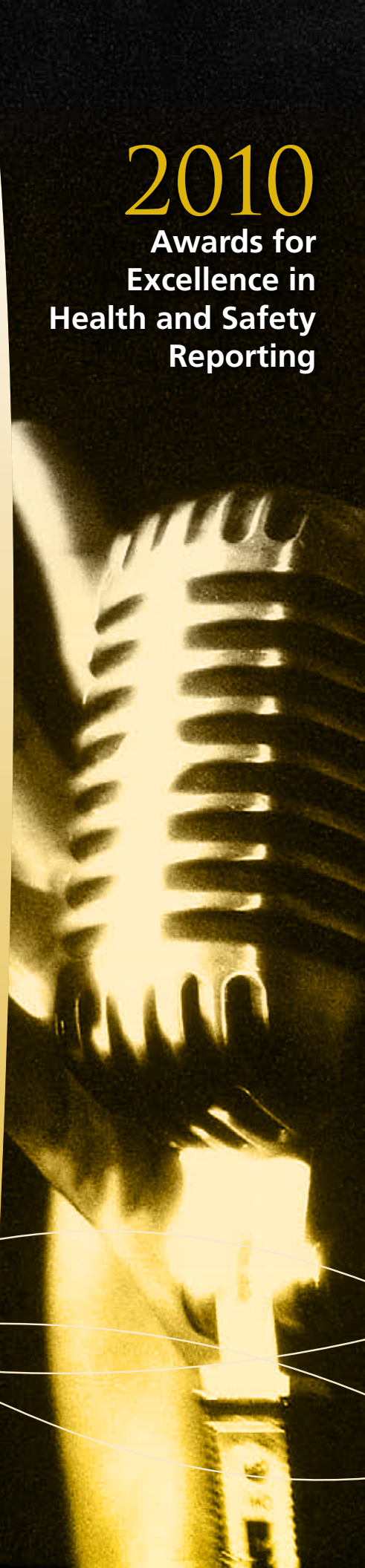
THE RUSS RAMSAY

*Media Awards*

CALL FOR NOMINATIONS

2010

Awards for  
Excellence in  
Health and Safety  
Reporting





# THE RUSS RAMSAY *Media Awards*

The *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* have been established to honour outstanding journalism in Ontario that enhances understanding and raises public awareness of workplace health and safety.

## Categories

Entries may be submitted in the following categories:

### Trade Media

Excellence in print feature reporting

### Consumer Media

Excellence in print feature reporting (newspapers and magazines)

Excellence in radio feature reporting

Excellence in television feature reporting

### Student Media

Excellence in print feature reporting (newspapers and magazines)

Excellence in radio feature reporting

The *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* will be presented to the journalist, whether a freelancer or on staff.

### Deadline: Friday, May 14, 2010

Any material received after this date will not be accepted.



# THE RUSS RAMSAY *Media Awards*

## Award Criteria and Eligibility

The *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* are open to print media available in Ontario and radio and television stations that broadcast in Ontario.

The following criteria and eligibility guidelines will be the basis for judging submissions in each award category.

### Criteria

The primary focus of any submission must be workplace health and safety. All entries will be judged on how well the issue of workplace health and safety is covered, how well the story is told (i.e. through the writing and/or visuals for print and the writing/delivery and production for broadcast), and how in-depth the coverage is of the topic/issue. Each entry will be reviewed based on the following criteria:

**Comprehensiveness** – Is the piece clear, concise, and fair? Does it capture multiple perspectives and present a balanced point-of-view?

**Timeliness** – Immediacy and relevance to the audience will be considered.

**Contribution** – How has the piece contributed to society and the public understanding of the issue(s)?

**Accuracy** – Depth of research and accuracy of information will be considered.

**Creativity** – Is the approach creative, original, compelling, and interesting?

### Eligibility

- > The work must have been published or aired each year between January 1 and December 31 in the previous calendar year (i.e. for presentation in 2010, work must have been completed in 2009).
- > The work can be submitted either by the media outlet or by the journalist.
- > The subject matter must be related to workplace health and safety.
- > Work may include, but not be limited to, a single story, a series of individual stories, or a complete series.
- > Work submitted in languages other than English must be accompanied by an English translation.
- > Work appearing in Farm Safety Association (FSA), Industrial Accident Prevention Association (IAPA), and Ontario Service Safety Alliance (OSSA) owned/operated magazines and/or newsletters will not be accepted.
- > We reserve the right to change the category under which the submission is being considered if the submission is deemed to be more appropriate in another category.
- > We reserve the right to disqualify any entry that may indicate a conflict of interest.
- > We reserve the right not to present an award in any or all categories if we determine there are no suitable submissions.



# THE RUSS RAMSAY *Media Awards*

## Frequently Asked Questions

**Q How are the entries judged?**

**A** Submissions will be reviewed based on the criteria and eligibility and present a list of nominees to the Judging Committee, who will review and judge each nominated submission. The Judging Committee consists of health and safety managers, senior leaders, and staff, as well as journalists and other media industry professionals.

The Judging Committee will have the final decision on the award recipients.

**Q When and how will I be notified about the status of my entry?**

**A** You will be notified by email that your entry has been received within 10 business days of its receipt. After the final decision of the Judging Committee, award recipients will be notified directly and will be provided with details about the awards presentation.

**Q What is the criteria and eligibility for entering?**

**A** The *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* are open to print media available in Ontario and radio and television stations that broadcast in Ontario. The awards will be presented to the journalist, whether a freelancer or on staff. Full details on criteria and eligibility can be found in this package.

**Q How and where do I submit my entry?**

**A** Full details can be found on the entry form. Please ensure that the form is completed in full and all instructions are followed before submitting an entry.

**Q Is there a fee for entering?**

**A** No. There is no entry fee this year.

**Q Can I submit an entry in a language other than English?**

**A** Yes. However, work submitted in languages other than English must be accompanied by an English translation.

**Q How many entries can I submit?**

**A** A journalist may submit up to three entries in total. However, each entry must be submitted in only one category.

**Q What is the deadline for submission?**

**A** Material must be received by **Friday, May 14, 2010**. Any material received after this date will not be accepted.



# THE RUSS RAMSAY *Media Awards*



## About Russ Ramsay

Russ Ramsay was a pioneer in the promotion of health and safety in the workplace, as well as a leader in the broadcasting industry.

Russ Ramsay, IAPA's fifth and last general manager (1987 – 1995), was a former Minister of Labour for the Province of Ontario.

His political career began in 1978 when he was elected to the provincial legislature, representing Sault Ste. Marie. Ramsay served as parliamentary assistant to the Minister of Labour from June 1980 to April 1981, after which he was appointed to the Cabinet as Provincial Secretary for Resources Development. In February of 1982, he was appointed Minister of Labour.

Between 1985 and 1987, Ramsay served as Special Consultant to Labour Canada, as well as Chairman of the Board for Ontario Health Discipline, and President of the Sault Ste. Marie Economic Development Council.

He was also affiliated with the broadcast industry for more than 30 years. Ramsay was President and General Manager of Hyland Radio TV Limited and Lake Superior Cablevision Limited until August 1976 and Vice-President and General Manager of Huron Broadcasting Limited (operators of Lake Superior Cablevision) until December 1979. In addition, he held the position of President of the Central Canada Broadcasters' Association and was a Board member of the Canadian Association of Broadcasters.

Ramsay has been the recipient of numerous accolades. He was selected as the B'nai B'rith Society's Citizen of the Year in 1967, received the second Howard Caine Memorial Award from the Central Canada Broadcasters Association in 1970, was inducted into the Sault Ste. Marie Hockey Hall of Fame in 1975, and received the Medal of Merit from the Municipality of Sault Ste. Marie in 1978. In 1991, a sports gallery in the Sault Ste. Marie Museum was named the Russell H. Ramsay Sports History Hall of Fame Gallery. He was also the recipient of the commemorative medal for the 125th Anniversary of Canadian Federation in 1992.

In 1993, Ramsay received the Order of Canada.



# THE RUSS RAMSAY *Media Awards*

## How to Enter

To enter the *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting*:

1. Attach a brief description of your entry (maximum two pages) and how it meets the criteria, as well as a short biography of the entrant(s).
2. Complete one entry form (see following page) for each submission and ensure legibility and accuracy of all information.
3. Provide 2 copies of the completed entry form plus:
  - a. Print entries: include 2 print-outs and/or tear sheets of your entry
  - b. Radio entries: include 2 audio CDs
  - c. Television entries: include 2 DVDs
4. All completed nomination forms, entry descriptions, and two copies of the work being submitted should be sent to:

Centre for Health & Safety Innovation  
5110 Creekbank Road, Suite 300  
Mississauga, Ontario L4W 0A1 Canada  
Attn: The Russ Ramsay Media Awards  
c/o Holly-Ann Campbell
5. Entries must be received by the deadline: **Friday, May 14, 2010**. Any material received after this date will not be accepted.

## Return of Materials

Materials submitted to the *Russ Ramsay Media Awards for Excellence in Health and Safety Reporting* will not be returned.

By submitting your work, you grant Farm Safety Association (FSA), Industrial Accident Prevention Association (IAPA), and Ontario Service Safety Alliance (OSSA) the right to reproduce your work in association print and electronic publications.



# THE RUSS RAMSAY *Media Awards*

## Entry Form

### Categories

Please select the category for your submission:

- Trade Media: Excellence in print feature reporting
- Consumer Media: Excellence in print feature reporting (newspapers and magazines)
- Consumer Media: Excellence in radio feature reporting
- Consumer Media: Excellence in television feature reporting
- Student Media: Excellence in print feature reporting (newspapers and magazines)
- Student Media: Excellence in radio feature reporting

Title of Entry (article/program): \_\_\_\_\_

Date Entry was published/aired: \_\_\_\_\_

Media Outlet (published in/broadcast by): \_\_\_\_\_

Media Outlet Reach (circulation/audience): \_\_\_\_\_

\_\_\_\_\_

Media Outlet Address: \_\_\_\_\_

Writer/Broadcaster Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_

Submitter's Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Submitter's Signature: \_\_\_\_\_



# THE RUSS RAMSAY *Media Awards*

## COMING TOGETHER TO SERVE YOU BETTER

Ontario Service Safety Alliance (OSSA), Farm Safety Association (FSA), and Industrial Accident Prevention Association (IAPA) amalgamated on January 1, 2010 into a new health and safety organization in order to bring more innovative and cost-effective health & safety solutions to firms across Ontario.

The emotional and financial toll of 80 to 100 workplace fatalities each year, and 1600 workplace injuries each week\*, has spurred Ontario's prevention system\*\* to undertake a critical assessment and restructuring of its programs and services, so it can better meet the needs of Ontario businesses. Those changes include a decision to amalgamate 12 health and safety associations into four new organizations.

### What this will mean to member firms:

- Innovative and cost-effective solutions
- More resources and training opportunities
- Sector-specific products and services
- One website, one phone number
- Easier access to information, advice and training

\* WSIB – Ontario's Prevention System: A New Direction Business Case – Health & Safety Association Realignment

\*\*Ontario's prevention system is made up of Ministry of Labour (MOL), Workplace Safety and Insurance Board (WSIB) and 14 health and safety associations (HSAs).

Centre for Health & Safety Innovation  
5110 Creekbank Road, Suite 300, Mississauga, Ontario L4W 0A1 Canada  
Tel: 905.614.4272 Fax: 905.614.1414  
Toll Free: 1.800.406.4272 Fax: 1.800.316.4272

[www.iapa.ca](http://www.iapa.ca)

IAPA chooses paper from managed forest products which support environmentally responsible, socially beneficial and economically viable management of the world's forests.

This product contains a minimum of 10% PCW (Post-Consumer Waste) and is 100% recyclable.

