

## **2020 GALLIOVA AWARDS NOTES TO ENTRANTS**

### **Aim of the awards**

The Galliova Food and Health Writers' Awards (Galli= Latin for chicken, ova = egg) are awarded annually to the best food and health writers in South Africa, whether writing for a magazine, newspaper or online. The food writer's award recognises excellence in food writing, visual appeal, food styling and the overall promotion of South Africa's food culture as well as the importance of supporting locally produced poultry products including both eggs and chicken. The health writers' award recognises excellence in balanced and evidence-based reporting on health, including nutrition related issues with an inclusion of eggs &/ chicken.

The Galliova Awards are sponsored by the Egg and Broiler Producers of the South African Poultry Association (SAPA).

The 2020 Galliova Awards are open to food and health writers of South African print and online publications. A special, stand-alone, category has also been introduced this year for invited digital food influencers.

### **Entry Period:**

The entry period for the Galliova Awards 2020 is now open.

Published print articles from November 2019 to October 2020 are eligible for entry (PDF's for October issues of print publications will be accepted). Online entries from November 2019 to end August 2020 are eligible for entry.

### **All entries must be received by 16h00 Wednesday 2nd September 2020**

Late or incomplete entries cannot be considered.

Please send a follow up email to confirm receipt of your WeTransfer/Drop Box entry submission to [lauren@protactic.co.za](mailto:lauren@protactic.co.za)

All entries will be acknowledged by e-mail.

**\*Please note:** SAPA cannot be held liable or responsible for the late arrival of entries.

### **Award Categories:**

The 31<sup>st</sup> Galliova Awards will honour food and health writers within the below categories:

Six awards categories worth a total of R144 000 will be presented this year. These include:

Galliova Food Writer of the Year (Food print & online media). First prize R25 000, second prize R6 000, third prize R3 000

Galliova Health Writer of the Year (Health print & online media). First prize R20 000, second prize R5 000, third prize R2 500

Galliova Egg Champion (Food/health print & online media). First prize R20 000, second prize R5 000, third prize R2 500

Galliova Broiler Champion (Food/health print & online media). First prize R20 000, second prize R5 000, third prize R2 500

Galliova Up and Coming Food/Health Writer of the Year (Food/health print & online media). First prize R15 000, second prize R3 000, third prize R1 500

Digital Food Influencer (invited South African digital food influencers) One prize R 8 000

Second and third place prizes for all categories except the new Digital Food Influencer category, are continuing to be awarded for 2020

## Categories and criteria 2020

### **Galliova Food Writer of the Year (open to food writers only)**

All food writers representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Food Writer of the Year Award.

The food writers for this award need to show creativity, understanding of egg &/ chicken recipes and overall passion for food excellence in the entries. The following criteria will be taken into account for the food writers' awards:

#### **Criteria:**

- Originality and consistency of articles and recipes
- Relevant and informed use of eggs &/ chicken in at least one of the articles – even if as part of recipe ingredients.
- Factually correct, concise, relevant and understandable recipes
- Writing – clarity, communication, easy and enjoyable reading.
- Understanding and addressing specific target market needs
- Visual appeal and layout of article

#### **Requirements:**

- Minimum 4 and maximum 12 articles per person will be accepted.
- In order to qualify for entry, all entrants will be required to make mention of eggs &/ chicken meat in at least one of the articles – even if as part of recipe ingredients

### **Galliova Health Writer of the Year (open to health writers only)**

All health writers representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Health Writer of the Year Award.

Health media who have shown overall excellence in health writing, including understanding and informed referencing to eggs &/ chicken will be eligible to enter the Health Writer of the Year Award.

#### **Criteria:**

- Originality, creativity and innovation
- Scientific accuracy
- Objectivity & balance, perspective & angle of article
- Relevant and informed use of eggs &/ chicken in at least one of the articles, linked to key health messages – even if as part of recipe ingredients.
- Contribution to contemporary debates and accessibility to target audience
- Sources consulted

#### **Requirements:**

- Minimum of 3 full length articles plus 2 snippets or a maximum of 10 articles per person will be accepted.
- In order to qualify for entry, all entrants will be required to make mention of the health benefits of eggs &/ chicken meat in at least one of the articles – even if as part of recipe ingredients.

### **Galliova Egg Champion (open to food & health writers)**

All food/health writers representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Egg Champion category.

#### **Criteria:**

- The food writer entering the Galliova Egg Champion will need to use the most eggs, use eggs in the most creative way and use the most visually appealing egg-related visuals.
- The health writer entering the Galliova Egg Champion award will need to inform readers in an inspiring and innovative manner about the health benefits of eggs as part of a balanced diet.
- A minimum of one main egg feature will need to form part of the Egg Champion submission – both food and health writers.

#### **Requirements:**

- Food writers entering this category should submit a minimum 4 and maximum 12 articles.
- Health writers entering this category should submit a minimum of 3 full length articles plus two snippets or a maximum of 10 articles.
- Submissions for the Egg Champion Award will be required to include at least one egg feature within the submission. This feature will need to highlight eggs and not only include eggs as an ingredient in recipes or just as a mention in an article.
- If there is more than one entrant from the same publication for the Egg Champion Award, one egg feature published between November 2019 and October 2020 (or end August 2020 for online articles), will need to be included in each entrants submission, even if it is by another contributor to show that the publication has promoted eggs during this period.

### **Galliova Broiler Champion (open to food & health writers)**

All food/health writers representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Broiler Champion category.

#### **Criteria:**

- The food writer entering the Galliova Broiler Champion will need to use the most chicken meat, use chicken meat in the most creative way and use the most visually appealing chicken-related visuals.
- The health writer entering the Galliova Broiler Champion award will need to inform readers in an inspiring and innovative manner about the health benefits of chicken meat as part of a balanced diet.
- A minimum of one main chicken feature will need to form part of the Broiler Champion submission – both food and health writers.

#### **Requirements:**

- Food writers entering this category should submit a minimum 4 and maximum 12 articles.
- Health writers entering this category should submit a minimum of 3 full length articles plus two snippets or a maximum of 10 articles.
- Submissions for the Broiler Champion Award will be required to include at least one chicken feature within the submission. This feature will need to highlight chicken meat and not only include chicken meat as an ingredient in recipes or just as a mention in an article.
- If there is more than one entrant from the same publication for the Broiler Champion Award, one chicken meat feature published between November 2019 and October 2020 (or end August 2020 for online articles), will need to be included in each entrants submission, even if it is by another contributor to show that the publication has promoted chicken meat during this period.

### **Galliova Up & Coming Writer of the Year (open to food & health writers)**

Media who have been in the industry, as a food/health writer representing South African print and online publications, for a maximum of four years will be eligible to enter the Up & Coming Food/Health Writer of the Year.

#### **Criteria for food writers:**

- Originality and consistency of articles and recipes
- Relevant and informed use of eggs &/ chicken in at least one of the articles – even if as part of recipe ingredients.
- Factually correct, concise, relevant and understandable recipes
- Writing – clarity, communication, easy and enjoyable reading.
- Understanding and addressing specific target market needs
- Visual appeal and layout of article

#### **Requirements:**

- Minimum 4 and maximum 12 articles per person will be accepted.
- In order to qualify for entry, all entrants will be required to make mention of eggs &/ chicken meat in at least one of the articles – even if as part of recipe ingredients

#### **Criteria for health writers:**

- Originality, creativity and innovation
- Scientific accuracy
- Objectivity & balance, perspective & angle of article
- Relevant and informed use of eggs &/ chicken in at least one of the articles, linked to key health messages – even if as part of recipe ingredients.
- Contribution to contemporary debates and accessibility to target audience
- Sources consulted

**Requirements:**

- Minimum of 3 full length articles plus 2 snippets or a maximum of 10 articles per person will be accepted.
- In order to qualify for entry, all entrants will be required to make mention of eggs &/ chicken meat in at least one of the articles – even if as part of recipe ingredients.

**Digital Food Influencer (invited South African digital food influencers)**

This is a new category for 2020 and will comprise South African digital food influencers who have been invited to enter, by the SAPA Galliova Committee and two long-standing Galliova judges. These digital food influencers need to show creativity, understanding of egg &/ chicken recipes and overall passion for food excellence in their entries

**Criteria:**

- Originality and consistency of articles and recipes
- Relevant and informed use of eggs &/ chicken in at least 4 of the articles – even if as part of recipe ingredients. Other articles submitted may cover the overall passion for food excellence.
- Factually correct, concise, relevant and understandable recipes
- Writing – clarity, communication, easy and enjoyable reading.
- Understanding and addressing specific target market needs
- Visual appeal and layout of article

**Requirements:**

- Minimum of 6 articles and maximum of 10 articles, between November 2019 and end August 2020 will be accepted.
- In order to qualify for entry, all digital food influencer entrants will be required to make mention of eggs &/ chicken meat in at least 4 of the articles – even if as part of recipe ingredients

**Selecting categories to enter:**

Media may enter more than one category if they qualify according to the above criteria. As the awards are sponsored by the South African Poultry Association, entrants who deliver exemplary work in promoting South African poultry products, will stand a greater chance of winning.

**Submitting your work:**

- You may enter your own work from more than one publication if you write for more than one publication
- Scan each page you wish to enter and save as a PDF – or you may already have a PDF.
- Save each page into folders titled according to publication name and date.
- Save all sub-folders into one main folder with your full name.
- For online articles include a Word document in date order with a publication heading and link to the article
- Invited digital food influencers may only enter articles/recipe from their own digital platform. Screen grabs plus a link to the article must be sent, clearly showing date of publishing.
- Complete and sign the entry form, scan and save as a PDF. This document to be included with submission.
- Submit your entry via a WeTransfer or Drop Box link to [lauren@protactic.co.za](mailto:lauren@protactic.co.za)

**Cost:**

There is no entry fee.

**Judging:**

Entrants will be judged on the above set criteria and by a panel of judges. All food entries will be judged by a panel of six judges and health entries by two judges. The 2020 judging panel will be announced shortly. Entrants will be scored out of 100. Following the scoring process, the judges will meet virtually in September to discuss scoring of the entries in order to ensure that the judging process is fair and transparent and to determine finalists.

**Galliova Awards Ceremony**

Please note that finalists will not be announced and due to Covid-19, the 2020 Galliova Awards ceremony will be held as a virtual event on the 16<sup>th</sup> October. All entrants will be invited to attend this virtual event.

**General Rules:**

1. The competition is organised by the South African Poultry Association (SAPA)
2. In the event of any dispute regarding the rules, conduct, results and all other matters relating to the competition, the decision of SAPA and the judges shall be final and no correspondence or discussion shall be entered into.
3. Should any of the above listed categories receive less than 3 entries, SAPA reserves the right to delete this category from the 2020 Galliova awards.
4. By entering the competition, you hereby warrant that all information submitted is true, current and complete. SAPA reserves the right to verify the eligibility of all entrants.
5. As the awards are sponsored by SAPA, entrants for the various awards should ensure that eggs &/ chicken meat are included in some of the articles as stipulated above to show that their publication has promoted eggs &/ chicken meat during this period.
6. The Galliova awards is a South African competition sponsored by the South African Poultry Industry, and serves to promote locally produced poultry, therefore the emphasis on locally produced chicken meat and eggs will be appreciated
7. Competition entries must be submitted in the manner and by the closing date and time specified on the notes to entrants. Failure to do so will disqualify the entry. (Please take note of "Submitting your work" section.
8. Entry forms need to be filled out, signed by all entrants and scanned for inclusion with each entry.
9. All submitted scanned articles will be checked against final print copies for authenticity.
10. Only final October magazine proofs will be accepted and checked against final print copies for authenticity. If there are inconsistencies between the proof and the print copy the entry will be discarded.
11. SAPA cannot accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost, damaged or delayed as a result of load shedding, server functions, technical issues, virus, bugs or other causes outside SAPA's control. Proof of sending is not proof of receipt. Entrants will be notified via email once entries are received.
12. Winners will not be announced prior to the awards event.
13. The judges reserve the right to move an entry into a different category if they deem it to be more appropriate.
14. Submissions may include published information/articles/recipes & visuals supplied by Protactic on behalf of SAPA.
15. In the case/situation where syndicated material is used or where two or more journalists from the same publication submit the same work, the onus will be on the journalists to decide how the prize money should be shared, should one journalist win a Galliova award.
16. Submissions may not include sponsored features, blogs, social media or advertorials
17. The judges' decision is final and no correspondence will be entered into.

18. Prizes are awarded at SAPA's discretion and no prizes will be awarded as a result of improper actions by or on behalf of any entrant. Where entries are being judged on creative or artistic merit or other subjective criteria, SAPA and/or the competition judges (acting reasonably) reserve the right not to select a winner, and/or to remove or amend selection criteria and/or the structure and operation of the competition if entries are not of the requisite standard.
19. Winners may be requested to take part in promotional activity and SAPA reserves the right to use the names and addresses of winners, their photographs and audio and/or visual recordings of them in any publicity.

Contact Lauren Anceriz 072 756 8463 [lauren@protactic.co.za](mailto:lauren@protactic.co.za) or Glynnis Branthwaite 082 557 3919 [glynnis@protactic.co.za](mailto:glynnis@protactic.co.za) if you have any queries or require any additional information.

## **2020 GALLIOVA AWARDS ENTRY FORM**

Please read the above 'notes to entrants' before completing this form

Please remember to fill in which category you are entering - you may enter more than one category provided you fulfil the criteria.

Invited digital food influencers may not enter any of the other categories besides the Digital Food Influencer category.

You may enter your own work from more than one publication if you write for more than one publication.

Invited digital food influencers may only submit work from their own social platforms.

Please include this entry form, signed and saved as a PDF, with your entry

If you do not receive a confirmation mail of receipt of your entry within 48 hours please contact Protactic on (011) 882-9272

**All entries must be received by 16h00 Wednesday 2<sup>nd</sup> September 2020**

**NAME IN FULL (As per ID document):**

**ID NUMBER:**

**PUBLICATION/S NAME:**

**DESIGNATION:**

**NUMBER OF YEARS IN THE INDUSTRY:**

**EMAIL:**

**CONTACT NUMBER:**

**PLEASE FILL OUT THE BELOW 4 QUESTIONS:**

- 1. What is the target market of your publication/s and how do you feel your writing addresses the needs of your readers? (Max. 100 words)**
- 2. What is your publication's vision and how do your articles depict/reinforce this? (Max. 50 words)**
- 3. What is your involvement in styling, layout and photography on your pages? (Max. 50 words)**
- 4. Why do you feel you are uniquely positioned to win a Galliova Award? (Max. 50 words)**

**CATEGORIES:**

Please tick ✓ the category/categories you are entering:

1. Galliova Food Writer of the Year – Food print & online media	
2. Galliova Health Writer of the Year – Health print & online media	
3. Galliova Up and Coming Food/Health Writer of the Year – Food/health print & online media	
4. Galliova Egg Champion Food/Health – Food/health print & online media	
5. Galliova Broiler Champion Food/Health – Food/health print & online media	
6. Digital Food Influencer – Invited digital food influencers only	

Please note that there are a total of 6 awards. Both food and health writers will be competing together for categories 3, 4 and 5.

**DECLARATION**

I hereby declare that the entry submitted for the 2020 Galliova Awards represents my own, original work published between the stipulated time period.

I have read the T's & C's above

**Signed:**

**Date:**