

Entries open for SAPOA Property Journalism Awards

Entries for the 2014 SAPOA Property Journalism Awards, sponsored by JHI, are now open until 4pm Thursday 17 April 2014.

There are four categories to enter - News Journalist of the year, Property Feature Journalist of the year, Property Publication of the year (Print and digital) and Property Online News of the year (Websites only).

Judging criteria

Category 1: SAPOA Property News Journalist of the year

- News breaking content
- Topicality
- Insightful
- Research skills
- Pertinent comment
- Style of writing

Category 2: SAPOA Property Feature Journalist of the year

- Relevance and value to the property industry
- Depth and accuracy of researched information
- Analysis of the topic covered
- Style of writing

Category 3: SAPOA Property Publication of the year

Printed

- Immediate visual appeal and attraction
- Constantly engages the interest of its target market reader
- Informative and educational
- Readability of overall publication
- Style of writing

Digital

- Immediate visual appeal and attraction
- Easy navigation
- Constantly engages the interest of its target market reader
- Informative and educational
- Readability of digital publication
- Style of writing

Category 4: SAPOA Property Online News of the year (Websites only)

- Easy navigation
- Up-to-date information and topical
- Newsworthy



- Overall visual appeal
- Relevance of content to property industry

The winners of the awards will be announced at the 46th annual SAPOA Convention 2014 that takes place from 10-12 June in Cape Town.

Entries may only be submitted via hand delivery or courier to Anne Lovell, SAPOA Property Journalism Awards 2014, Marketing Concepts, 10th Floor Fredman Towers, 13 Fredman Drive, Sandton, 2146.

Contact Lovell on +27 (0) 11 783 0700 or email Ann@marketingconcepts.co.za

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