



Sanlam group financial journalism awards

Evaluation criteria

Recognising excellence in financial journalism on the African continent since 1974, the awards are judged according to an objective and robust criteria. The box below provides an overview:

- **Balance or fairness**
Stories must strive for balance and present all sides of the story. On the fairness, the story should be accurate and truthful and not start slant in any way.
- **Insight, analysis, or examination of the context of the story**
This includes the journalist having probed the questions “why” and “how” behind the story.
- **Originality**
An idea and/or its importance, originality of subject, originality of execution, initiative, illuminating, surprising news angle.
- **Relevance and public impact**
Benefit of the subject, includes relevance to community, public service impact, effect on society, challenges and shows value/utility for the reader/listener/viewer.
- **Reporting rigour**
References to information gathering, depth of research or number of sources, thoroughness of reporting, new information and factual detail.
- **Writing and/or storytelling techniques**
Writing/broadcast quality, engagement and emotional impact, vivid presentation, compelling/captured attention, structure/architecture, creativity, style or flair, voice, and narrative technique.

Evaluation criteria for the category awards

Category	Overview	Criteria	Submission format/eligibility
Business and Companies	Stories in this category should cover the different aspects of listed and unlisted companies, their financial/operational performance, leadership, management issues, corporate governance, among other issues.	<ul style="list-style-type: none">• News value• Impact• Rigour in reporting• Analytical value• Originality• Integrity• In-depth knowledge• Writing quality	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p>

	<p>Stories should also reflect the business trends and topical issues of the day.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • Audio/TV production value and visual impact (where applicable) 	<p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Economy	<p>Stories in this category should include the economy, political economy and the impact of government policy and events that impact the economy domestically, regionally or internationally.</p> <p>Stories should reflect economic and political economy trends of the day.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Analytical value • Originality • Integrity • In-depth knowledge • Writing quality • Audio/TV production value and visual impact 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Financial markets	<p>Stories in this category should cover financial markets, such as equity, commodities and capital and money markets.</p> <p>Stories should reflect the topical trends and issues of the day.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Analytical value • Originality • Integrity • In-depth knowledge • Writing quality • Audio/TV production value and visual impact (where applicable) 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Consumer financial education	<p>Stories in this category should display a meaningful commitment to educating ordinary Africans about personal finance.</p> <p>Topics can include savings, debt investments, retirement, financial planning, budgeting, and health insurance.</p> <p>Stories should explain complex information in a simple and engaging way for the audience.</p> <p>Stories should help improve the audience's understanding of money issues.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Educational/informative • Simplification of complex information for ease of reading/viewing/listening and understanding • Rigour in reporting • Analytical value • Originality • Integrity • In-depth knowledge • Writing quality • Audio/TV production value and visual impact (where applicable) 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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<p>The African Growth Story</p>	<p>Stories in this category should cover the economic progress of Africa, highlighting free trade, fiscal and economic policies, infrastructure development along with the challenges, successes and growth in Africa's progress.</p> <p>Stories can focus on a particular country or region but should reflect the continental perspective and the economic interconnectivity between African countries.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Analytical value • Originality • Integrity • In-depth knowledge • Audio/TV production value and visual Impact (where applicable) • Stories may focus on a particular country or region but should reflect a continental perspective 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Broadcast: Radio	<p>Stories in this category should the topics below through traditional radio or online audio and platforms.</p> <ul style="list-style-type: none"> • Business and companies • Economy • Financial markets • Consumer financial education • The African Growth Story <p>Only radio media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Analytical value • Originality • Integrity • Specialist knowledge • Scripting quality • Production value • Audio creativity 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Broadcast: Television	<p>Stories in this category should cover the topics below, through traditional television or video in new media platforms.</p> <ul style="list-style-type: none"> • Business and companies • Economy • Financial markets • Consumer financial education • The African Growth Story <p>Only TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Analytical value • Originality • Integrity • In-depth knowledge • Scripting quality • Production value • Visual impact 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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<p>Business and the Environment (i.e., Impact of business practices, policies, transactions on the climate and environment)</p>	<p>Stories in this category should cover topics covering how business is engaging on environmental issues both in-country and internationally.</p> <p>Reporting should explain in-country and or pan-African responses to climate and sustainability issues in both the urban and rural context.</p> <p>The reporting should build awareness and understanding of the prevailing issues on ESG matters.</p> <p>The reporting should also hold accountable those implementing policies and practices impacting climate and society.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Clarity and analytical value • Originality • Integrity • In-depth knowledge • Writing quality • Audio/TV Production value • Visual impact (where applicable) 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media.</p> <p>For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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<p>Business and Society (i.e., Impact of business practices, policies, transactions on society)</p>	<p>Stories in this category should cover topics that examine how business responds to the interests and concerns of a range of relevant stakeholders in the context of ESG.</p> <p>The reporting should promote understanding of the issues, highlighting innovation, impact, as well as encourage accountability on how business interactions with society on ESG.</p> <p>Print, online, radio, and TV media are eligible.</p>	<ul style="list-style-type: none"> • News value • Impact • Rigour in reporting • Clarity and analytical value • Originality • Integrity • In-depth knowledge • Writing quality • Audio/TV Production value • Visual impact (where applicable) 	<p>One entry per category.</p> <p>An entry must consist of two stories for print media. For radio and TV, entries must consist of two audio or video recordings.</p> <p>Print stories, radio and TV reports must be published or broadcast between 1 January and 31 December 2025.</p> <p>Entrants cannot submit the same entry for other categories.</p> <p>Entrants cannot enter more than three categories.</p> <p>Entries will not be returned.</p>
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Evaluation criteria for the top awards

The independent judging panel selects the winners of the top awards through a rigorous nomination and evaluation process.

Category Overview	Criteria	Submission format
<p>Best Newcomer Award</p> <p>The Best Newcomer award recognises excellence in reporting by a journalist with experience of three or less years.</p>	<ul style="list-style-type: none"> Vivid, consistent, powerful reporting showing great promise in the field of financial journalism 	<p>The award goes to a journalist with experience of three years or less, who the independent judges select (through objective nomination and evaluation)</p> <p>The winner should display high potential in their reporting and potential contribution to financial journalism in the future.</p> <p>News topics should cover business and companies, economy, financial markets, consumer financial education, ESG: business and its impact on the environment; ESG: business and its impact on society, and the African Growth Story.</p>
<p>Lifetime Achievement Award</p> <p>This award recognises the collective contribution brought to the profession of financial journalism by an individual through consistent professionalism, inspirational leadership including mentorship, influential writing, and management.</p>	<ul style="list-style-type: none"> + 20 years of experience in financial journalism on the African continent Citizen of and residing in any African country Proven track record as a practising financial journalist Should be a retiree from financial journalism in Africa (may have experience working on other continents) 	<p>The award goes to a veteran financial journalist who has made an immense contribution to the field.</p> <p>Nominated and selected by the independent judging panel.</p>
<p>Financial Journalist of the Year</p>	<ul style="list-style-type: none"> Relevance and impact Rigour in reporting Analysis Originality Integrity Specialist knowledge Storytelling in relevant platform 	<p>Must be a winner in at least one category.</p> <p>Nominated and selected by the independent judging panel.</p>