



## Regulations and Guidelines

- / APP  
The competition is open to works published in newspapers, official website or WeChat official account etc. from the Chinese Mainland, Hong Kong, Macau and Taiwan.
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- (PDF) 10MB( ) All  
article entries must be the original electronic version (PDF). Each entry must be within 10MB (except video).
- PDF  
Each entry must be submitted by separate PFD file. To allow the judges to view the original scripts, entries cannot be republished.
- Incomplete forms will disqualify entrants from the competition. Entry name in entry forms must be the same as the original text.
- Separate entry  
forms need to be submitted if an entry is to compete in more than one category (no more than 2 categories).

- Best in News Reporting ( )
- Best in News Writing ( )
- Best in Feature Writing ( )
- Best in Business News Reporting ( )
- Best in Arts and Culture News Reporting ( )
- Best in Tech News Reporting ( )

Entries for the above award categories should follow the rules below:

- PDF / ( ) Each entry must be submitted in PDF file. Hard copy submissions are not accepted. Please make sure the name of the publication, the university/college/institute and applicants are removed from the entries.
- 3,000 ( ) Each entry must be of no more than 3,000 characters (including punctuation, headlines and sub-headings). Article series or re-edited articles will not be accepted.
- Best in Headline Writing ( ) 30 Each title **MUST NOT** exceed 30 words. Please make sure the names of the publication, the university/college/institute and the applicant are blotted out on entry forms
- Best in News Video Reporting ( ) MP4 200MB 10 News Videos can only be uploaded with "MP4" file. The size of each video **MUST NOT** exceed 200MB and length **MUST NOT** exceed 10 minutes.
- Best in Features Video Reporting ( ) MP4 200MB 10 Features Videos can only be uploaded with "MP4" file. The size of each video **MUST NOT** exceed 200MB and length **MUST NOT** exceed 10 minutes.
- Best in News Page Design ( ) PDF JPG Each entry should be submitted by **PDF and JPG** file along with the original. **Entries cannot be redesigned.** Please make sure the names of the publication, the university/college/institute and the applicant are blotted out. There are two separate awards for each category - one chosen by judges and the other by online voting.
- Best in New-media Reporting H5 APP Refer to news work published on Mobile terminal (including but not limited to HTML5 Mobile

Website, WeChat Official Account, Mini Programs, App, etc.)

- **PDF JPG**

Each entry should be submitted by **PDF or JPG** file along with the original. **Entries cannot be redesigned.** Please make sure the names of the account, the university/college/institute and the applicant are blotted out.

Best in Short Video Reporting

- **MP4** **100 MB** **3** **Short**  
Videos can only be uploaded with "MP4" file. The size of each video **MUST NOT** exceed 100 MB and length **MUST NOT** exceed 3 minutes.

Best in News Photography ( )

Best in Feature Photography ( )

- **JPG** **10MB**  
Each entry should be in JPG format within 10MB. The entry must be a photograph without being edited. No word contents can be added on the photograph.
- Each university/college/institute can submit **no more than three pictures** per category.
- **word** Captions to the pictures must be put in a Word document separately.

## Panel of Judges

## Grading Criteria

**Structure**

**Writing Skills**

**Comprehensiveness**

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• :  
**Structure:**

• :  
**Writing skills:**

• :  
**Comprehensiveness:**

• :  
**Professional standards:**


• :  
**Shooting:**

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**Editing and Dubbing:**

• :  
**News value:**

• :  
**Features value:**

• :  
**Content value:**

• :  
**Professional standards:**

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