



NATIONAL
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NATIONAL MEDIA AWARDS 2025

FORM C: IMPACT STATEMENT

This downloadable form is optional — the Impact Statement may also be completed directly within the NMA Entry Form (Section 4: Details of Entry).

Purpose:

Your Impact Statement allows you to articulate the real-world significance of your submitted work. Please complete it clearly and concisely, and include it as part of your final submission.

Word limits correspond with the collective word limit in **Section 4: Details of Entry** of the NMA2025 Entry Form.

SECTION 1: ENTRANT INFORMATION

Full Name: _____

Category Entered: _____

Media House / Institution: _____

Contact Phone/ Email: _____

SECTION 2: OBJECTIVE OF THE WORK (no more than 150 words) *Enter text below.*

Briefly describe the motivation behind pursuing the story, the main issue it addressed, and why it mattered at the time of reporting.



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SECTION 3: IMPACT & OUTCOME (no more than 200 words) *Enter text below.*

Explain the impact of your work and what changed as a result of it. You may illustrate impact through:

- Reach and engagement (based on distribution channel)
- Public discourse or awareness generated
- Policy or institutional responses
- Community action or behavioural change
- Testimonials, follow-up stories, or public feedback

SECTION 4: LEGACY OR FOLLOW-THROUGH (no more than 150 words) *Enter text below.*

Describe how the effect of your work has continued beyond its initial release. Highlight any ongoing influence, partnerships, or developments resulting from it.



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SECTION 5: SUPPORTING EVIDENCE (optional) *Enter text below.*

List or attach any data, feedback, or documentation that supports your Impact Statement.

SECTION 6: DECLARATION

I, the undersigned, declare that the information provided in this impact statement is true and accurate to the best of my knowledge.

Entrant Full Name: _____

Signature: _____ Date: _____