



NATIONAL MEDIA AWARDS

YOUR GUIDE TO THE

NATIONAL MEDIA AWARDS 2025

NATIONAL MEDIA AWARDS

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ONE

STORY

CELEBRATING THE STORYTELLERS

HONORING THE CRAFT

ELIGIBILITY

Who Can Enter? What Qualifies?



I.1. INSTITUTIONAL ELIGIBILITY

- 1.1.1. Entries must be submitted with the endorsement of a registered media house in Eswatini.
- 1.1.2. Works published or hosted on the official website or platforms of a registered media in Eswatini are eligible.

I.2. JOURNALIST ELIGIBILITY

- 1.2.1. Open to practicing journalists (staff , freelance, part-time) whose work is published or broadcast through Eswatini registered media outlets.
- 1.2.2. The entrant must be the author, co-author, or credited reporter of the submitted material.
- 1.2.3. In case of co-authorship, (1.2.1.) Applies to all work authors , including of multi-part works.
- 1.2.4. Freelancers are eligible so long as their submitted work was commissioned or accepted by a registered local media platform.
- 1.2.5. Each entrant may submit up to 3 entries total across categories.
- 1.2.6. A single work may be entered in up to 2 categories, provided it legitimately meets the criteria for both.

I.3. WORK ELIGIBILITY

1.3.1. Admissibility Period

- 1.3.1.1. Only works published or broadcast between 1 December 2024 and 30 November 2025 may be entered.
- 1.3.1.2. Works outside this period will be automatically disqualified.

1.3.2. Language

- 1.3.2.1. Submissions must be in English or Siswati (the official languages of Eswatini).



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I.3. WORK ELIGIBILITY (CONTINUED)

1.3.3. Format / Medium

- 1.3.3.1. Entries must correspond to their published or broadcast format, as follows:
- 1.3.3.2. Print: original article, feature, or cut-out (Scanned article, or print clipping).
- 1.3.3.3. Online / Digital: URL link + screenshot(s) showing date and hosting website.
- 1.3.3.4. Radio / Audio: MP3 or equivalent audio file, with broadcast metadata.
- 1.3.3.5. Television / Video: MP4 or broadcast-quality video file with date and station metadata.

1.3.4. Length & Scope

- 1.3.4.1. There is no rigid word limit or duration cap for 2025. Submit in original published form.
- 1.3.4.2. Multi-part works are only permissible with only one category, News Story of the Year. The work should be submitted in representative segments that convey the story's full scope.

1.3.5. Originality & Intellectual Property

- 1.3.5.1. Entries must be the entrant's original work.
- 1.3.5.2. Plagiarism, fabrication, or copyright infringement will result in disqualification.
- 1.3.5.3. Joint entries are only permissible within the News Story of the Year Category. Theses must list all contributors and secure necessary permissions. All contributors must be eligible to enter.

TWO

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IT'S ALL IN THE TIMING

Deadlines That Define the Journey.



2.1. TIMELINES

- 2.1.1. Entries Open: 6 October 2025
- 2.1.2. Entries Close: 23:59 on 30 November 2025 (Eswatini local time)
- 2.1.3. Finalists Notified: Early December 2025
- 2.1.4. Awards Gala: 12 December 2025
- 2.1.5. Late entries will not be accepted.

2.2. SUBMISSION PLATFORM

- 2.2.1. Entries must be submitted via the official NMA Online Entry Portal: www.nationalmediaawards.co.sz
- 2.2.2. Confirmation receipts will be sent to entrants via email immediately upon submission.
- 2.2.3. Entrants will be notified by early December to prepare for the awards gala.

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THREE

OF

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AWARDS CATEGORIES & CRITERIA

What We Honor. How It Will Be Judged.



NATIONAL MEDIA AWARDS

3.I. AWARD CATEGORIES

Note: All self-submitted entries must include 1) Form C (Impact Statement, unless this is filled in as part of Form A: Section C) as well as Form D (Editor's Endorsement - confirming authenticity and publication under editorial supervision)

3.1.1. Journalist of the Year: Print/Online + Electronic

- 3.1.1.1. Who Receives the Award: An individual journalist whose combined entries best represent excellence.
- 3.1.1.2. Criteria: Overall body of work; impact across topics; professional integrity; quality and consistency. Entrant must submit at least 3 pieces of work that demonstrate their consistent journalistic impact.
- 3.1.1.3. Judging Rubric:

Impact	25%
Originality & Relevance	20%
Depth & research	20%
Storytelling Quality	15%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.2. News Story of the Year: Print/Online + Electronic

- 3.1.2.1. Who Receives the Award: An Individual journalist or team (In the case of multi-part work or joint entries) behind the most compelling news report.
- 3.1.2.2. Criteria: The News Story of the Year must demonstrate accuracy, timeliness and public significance with demonstrable impact.
- 3.1.2.3. Judging Rubric:

Relevance and Timeliness	20%
Accuracy and Verification	20%
Impact	20%
Depth & research	10%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.I. AWARD CATEGORIES (CONTINUED)

3.1.3. Editorial Leadership Award

3.1.3.1. Who Receives the Award: An editor or newsroom leader who has more than editor or newsroom leader who has 3 years (or above) of service within the newsroom/s of media houses registered in Eswatini. The individual must have made consistent, demonstrable impact and should showcase exceptional leadership skills. This nomination-based category is applicable to current, practicing editors. Individuals nominated are required to be in good standing.

3.1.3.2. Criteria: Nominations should be made based on the nominated individual's demonstrable leadership vision, mentorship, consistent application of newsroom ethics and demonstrable application of innovative solutions.

3.1.3.3. Judging Rubric:

Vision & Strategy	30%
Ethical Leadership	30%
Mentorship & Impact	20%
Innovation	10%
Influence (within the media fraternity)	10%

3.1.4. Lifetime Achievement Award

3.1.4.1. Who Receives the Award: An Individual Journalist who has **10 years of distinguished service (or above)** within newsroom/s of media houses registered in Eswatini. This nomination-based category is applicable to both current practicing journalists or ones that are no longer in active journalistic practice. Individuals nominated are required to be in good standing.

3.1.4.2. Criteria: Nominations should be made based on the nominated individual's enduring contribution within the sector, their mentorship, their impact, a notable level of public trust as well as a demonstrable positive legacy.

3.1.4.3. Judging Rubric:

Professional Integrity	30%
Contribution to Industry	25%
Public Impact	20%
Mentorship	15%
Legacy	10%



NATIONAL MEDIA AWARDS

3.I. AWARD CATEGORIES (CONTINUED)

3.1.5. Regional Integration Award: Print/Online + Electronic

3.1.5.1. Who Receives the Award: An individual journalist advancing regional cohesion and awareness of regional initiatives and their impact to Eswatini and/or the region.

3.1.5.2. Criteria: Entries submitted under this award should focus on a regional scope, showcase understanding of regional issues and how they integrate into local societies as well as have a demonstration of developmental insight.

3.1.5.3. Judging Rubric:

Regional Relevance	30%
Understanding and Integration of Issues	15%
Depth of Research	15%
Impact	10%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.6. Investigative Reporter Award

3.1.6.1. Who Receives the Award: An individual journalist whose entry addresses issues of public significance and public interest. The entry show initiative in uncovering elements that would otherwise remain unpublicized but are in the public’s interest.

3.1.6.2. Criteria: The work should demonstrate critical depth of investigation, often against all odds, and be ethical in its interpretation, showcasing why it matters.

3.1.6.3. Judging Rubric:

Investigative Depth	30%
Impact	20%
Originality & Coverage	10%
Depth of engagement & Demonstration of unbiases	10%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.I. AWARD CATEGORIES (CONTINUED)

3.1.7. Community Impact Award

3.1.7.1. Who Receives the Award: An individual journalist whose work drove measurable social change. The work will demonstrate a significant and positive influence on a local community and/or local communities.

3.1.7.2. Criteria: The work submitted should demonstrate local engagement, be inclusive and acknowledging of diversity and its impact as well as drive empowerment outcomes.

3.1.7.3. Judging Rubric:

Community Relevance	30%
Depth of Engagement	20%
Social Change Impact	20%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.8. Emerging Reporter Award

3.1.8.1. Who Receives the Award: This Award recognizes an early-career journalist who is below the age of 30 and has 3 years professional journalistic experience. This individual will have consistently produced high-quality work and has displayed excellence in the newsroom. This is both a self-submission and nomination category.

3.1.8.2. Criteria: For self-submissions, the individual must produce no less than three (3) pieces of work that demonstrate their professional edge and further. For nominations, only an editor/supervisory nomination qualifies with stipulated justifications on consistency, integrity, adherence to ethics and demonstration of professionalism.

3.1.8.3. Judging Rubric:

Originality & Innovation	30%
Potential for Growth	30%
Storytelling skills	10%
Impact (both in-and-outside the newsroom)	10%
Adherence to Code of Ethics (demonstrated in-story)	20%



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3.I. AWARD CATEGORIES (CONTINUED)

3.1.9. Business Reporter Award

3.1.9.1. Who Receives the Award: An individual journalist who delivers accurate, contextual and impactful financial and/or economic journalism.

Criteria: The work submitted must have depth, demonstrate an understanding of economics, business and financial markets, while have the potential to inform/influence public discourse. The work should also showcase analytical clarity and showcase be relevant and timely.

Judging Rubric:

Relevance to business & the economy	30%
Depth of Analysis	20%
Unpacking of Complexity	10%
Impact	10%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.10. Sports Reporter Award

3.1.10.1. Who Receives the Award: An individual journalist who produces quality, in-depth sports reporting that has an impact, is accurate and analytical while advancing the role of sports within either the community and/or business/the economy.

3.1.10.2. Criteria: The work submitted should demonstrate a deep understanding of both the sport and its context, clearly articulating the relevance of the issue being reported on in a timely, relevant manner that takes into account the full scope of relevant factors.

3.1.10.3. Judging Rubric:

Relevance to full sporting context (as per covered sport)	30%
Originality & relevance	20%
Depth & research	15%
Storytelling Quality	15%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.I. AWARD CATEGORIES (CONTINUED)

3.1.11. Environment & Climate Change Reporter Award

3.1.11.1. Who Receives the Award: This award recognises an individual journalist for their contribution to environmental and climate change issues. The journalist should showcase a deep understanding of environmental and climate change issues and have an ability to showcase their interconnectedness while demonstrating their impact.

3.1.11.2. Criteria: The work submitted should clearly articulate environmental and climate change issues/challenges, address the human/social impact of these while highlighting possible innovations/solutions that can directly impact societies.

3.1.11.3. Judging Rubric:

Environmental Impact	30%
Depth & Research	20%
Originality	10%
Innovation	10%
Storytelling Quality	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.12. Entertainment Reporter Award

3.1.12.1. Who Receives the Award: This award recognises an individual journalist who has demonstrated excellence in covering the arts, culture, and entertainment sector through engaging, accurate, and insightful storytelling that elevates the creative industry's voice in

3.1.12.2. Eswatini.

Criteria: The work submitted should highlight the cultural and social relevance of the creative sector, reflecting both the artistry and business behind entertainment. The work should showcase depth of coverage, must be well researched and capture audiences and

3.1.12.3. showcase creativity.

Judging Rubric:

Relevance to the Creative Economy	30%
Depth & Research	20%
Originality	10%
Creative Storytelling	20%
Adherence to Code of Ethics (demonstrated in-story)	20%



NATIONAL MEDIA AWARDS

3.I. AWARD CATEGORIES (CONTINUED)

3.1.13. Photographer Award

3.1.13.1. Who Receives the Award: This award recognises a photographer with outstanding visual storytelling ability through photography. They should demonstrate narrative power through bringing to life emotion with impact, showcase technical mastery and storytelling coherence.

3.1.13.2. Criteria: The portfolio of work submitted (minimum: 5 images) must reflect strong visual composition, showcasing storytelling through imagery, while capturing the spirit, emotion, or significance of the subject/s or event/s being captured.

3.1.13.3. Judging Rubric:

Visual Impact & Composition	30%
Narrative strength (across all images)	20%
Technical Excellence (lighting, focus, framing)	20%
Originality & Creativity	10%
Adherence to Code of Ethics (demonstrated in-story)	20%

3.1.14. Columnist of the Year Award (Opinion & Analysis)

3.1.14.1. Who Receives the Award: An individual journalist or freelancer (with published or broadcasted work within a registered, local media house) whose work has demonstrable public influence.

3.1.14.2. Criteria: The submitted work should showcase consistency, impact, timeliness, relevance while ensuring that it demonstrates subject matter expertise as well as clarity and distinctiveness of voice, offering unique perspectives. To qualify the entrant must submit three (3) pieces of work, alongside an editor’s endorsements.

3.1.14.3. Judging Rubric:

Thought Leadership	30%
Originality/Uniqueness	15%
Depth & research	15%
Storytelling Quality	20%
Adherence to Code of Ethics (demonstrated in-story)	20%

FOUR

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TO ENTER: BE GUIDED

**Submit With the Confidence of
Knowing You're In.**



4.1. ENTRY GUIDELINES

- 4.1.1. Use a separate entry form per submission.
- 4.1.2. Ensure supporting documents (work being entered, impact statement, editor endorsement, impact data, CVS, Headshots) are properly labelled.
- 4.1.3. If entering the same work in multiple categories, tailor your rationale per category.
- 4.1.4. Include an Impact Statement outlining significance, reach, and outcomes. This can be done either within Form A – Section C (the Entry Form) or filled in separately within Form C: Impact Statement and attached as part of your final submission.
- 4.1.5. For self-submissions (Form A: Entry Form), ensure to include Form D: Editor's Endorsement.
- 4.1.6. Keep file sizes manageable; compress multimedia files without losing quality.
- 4.1.7. Attach Form D – Editor's Endorsement to your Entry Form (A) prior to upload. This ensures compliance with institutional eligibility requirements.
- 4.1.8. Complete all metadata fields (date, platform, medium, etc.).
- 4.1.9. All entries must comply with Eswatini's media laws and codes of journalistic ethics.

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FIVE

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JUDGING WHAT MATTERS

Behind The Scenes. How Winners Are Chosen.



5.I. ADJUDICATION & JUDGING PROCESS

- 5.1.1. Judging is conducted by an independent, expert panel appointed by ESNAJ and the EEF.
- 5.1.2. Judges will sign non-disclosure and conflict-of-interest agreements before review.
- 5.1.3. The criteria and rubrics will be published for transparency.
- 5.1.4. Entrants must not contact any member of the judging panel pertaining their submissions.
- 5.1.5. The panel's decision is final, though appeals based on fair process may be submitted through official channels once published.

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NATIONAL MEDIA AWARDS

SIX

QO

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EYES ON THE PRIZE

When The Spotlight Finds You at Your Job.



6.1. WINNER ANNOUNCEMENT

- 6.1.1. Finalists and Award Winners will be announced at the Gala Dinner on 12 December 2025.
- 6.1.2. All winners and Runner Ups will be featured on the official NMAs website and media channels
- 6.1.3. Runner-Ups may be profiled on official NMA digital platforms.

6.2. CATEGORY PRIZES

- 6.2.1. The full structure of prizes, including trophies, certificates, and sponsored awards, will be announced closer to the Gala Dinner.
- 6.2.2. All category winners will receive the NMA2025 Trophy and Certificate of Excellence.
- 6.2.3. All NMA Runner Ups will receive Certificates of Achievement.
- 6.2.3. All official prize details will be published on the official NMAs website and press releases as soon as they are confirmed

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NATIONAL MEDIA AWARDS

SEVEN

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RULES TO STICK BY

Guidelines That Keep It Credible.



7.1. GENERAL RULES

- 7.1.1. Only eligible works submitted through the official channels will be considered.
- 7.1.2. Entries must comply with Eswatini's media laws and codes of journalistic ethics.
- 7.1.3. Entrants must ensure the information provided is accurate and complete at the time of submission.
- 7.1.4. Entries submitted without a signed Form D: Editor's Endorsement Form, will not be considered complete and may be disqualified.
- 7.1.5. The organizing committee reserves the right to amend categories, deadlines, or judging criteria as necessary.
- 7.1.6. Misrepresentation, plagiarism, or falsified information will result in immediate disqualification.
- 7.1.7. Entries that do not meet eligibility or quality requirements may not be advanced for adjudication.
- 7.1.8. No entrant may attempt to influence the judging process. Any such attempt will lead to disqualification.

7.2. TERMS AND CONDITIONS

- 7.2.1. By submitting an entry, entrants agree to the Rules, Regulations, and Privacy Policy of the National Media Awards (NMAs).
- 7.2.2. Entrants grant the NMAs, ESNAJ, EEF, and MARC the non-exclusive right to use submitted work (with full attribution) for promotional and educational purposes related to the Awards.
- 7.2.3. Entries remain the intellectual property of the creator, but the NMAs may reproduce excerpts or visuals for press, broadcast, or digital coverage of the event.
- 7.2.4. The organizing team reserves the right to withhold an award if entries in a category do not meet the required standard.
- 7.2.5. No entry fees apply for 2025; participation is free of charge for all qualifying journalists.
- 7.2.6. Entries received after the closing deadline will not be accepted or carried over to the next cycle.



7.2. TERMS AND CONDITIONS (CONTINUED)

- 7.2.7. Decisions of the adjudication panel are final and binding. Appeals are only permitted under procedural review (see Section 5).
- 7.2.8. The NMAs reserve the right to modify, postpone, or cancel the Awards due to unforeseen circumstances.
- 7.2.9. Entrants consent to receiving official NMAs communications (updates, newsletters, or invitations). You may unsubscribe at any time.
- 7.2.10. The NMAs, ESNAJ, EEF, or MARC will not be held liable for loss of materials, technical errors, or incomplete submissions.

7.3. INTEGRITY & PROFESSIONAL CONDUCT

- 7.3.1. The NMAs uphold the values of fairness, inclusivity, transparency, and accountability.
- 7.3.2. Judges, organizers, and partners are bound by confidentiality and ethical oversight.
- 7.3.3. All participants, including entrants, sponsors, and media houses, are expected to conduct themselves in a manner that reflects positively on the profession.

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NATIONAL MEDIA AWARDS

EIGHT

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PROTECTING YOU & YOUR DATA

Your Privacy. Our Promise.



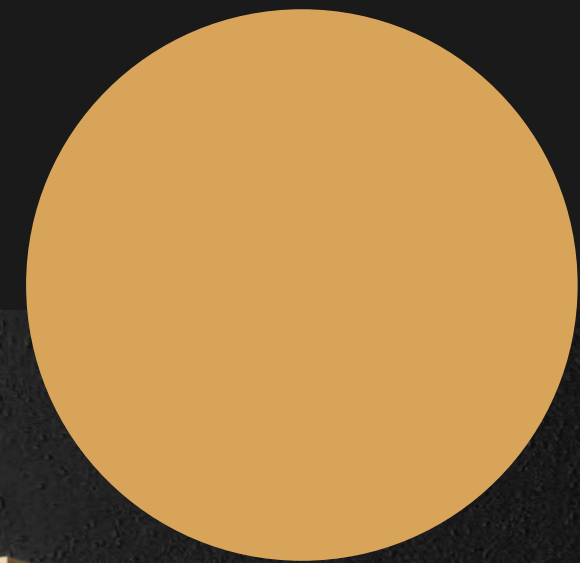
8.I. DATA PROTECTION STATEMENT

- 8.1.1. The NMAs are committed to protecting personal data in accordance with Eswatini's Data Protection laws.
- 8.1.2. Information collected will be used solely for adjudication, administration, and promotion of the awards.
- 8.1.3. No personal data will be sold or shared without explicit consent.
- 8.1.4. Entrants may opt out of future communications by contacting ESNAJ/EEF/MARC.

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NINE

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STAYING CONNECTED MADE EASY

Follow the Conversation. Your Plug to the NMAs.



9.I. FOR UPDATES CONTACT THE NMAS

For Feedback and Suggestions

Email
feedback@nationalmediaawards.co.sz

For Journalism and Editorial Enquiries

Email
ESNAJ: esnaj@nationalmediaawards.co.sz
EEJ: eef@nationalmediaawards.co.sz

For Entry Enquiries

Email
entries@nationalmediaawards.co.sz

Website
www.nationalmediaawards.co.sz

For Partnerships and Sponsorships

Zethu C. Dlamini | MARC
Call: 7602 9399
Email: partnerships@nationalmediaawards.co.sz

For Events and Operations

Wezizwe S. Ginindza | MARC
Call: 7602 1420
Email: comms@nationalmediaawards.co.sz

Stay Informed On Socials

Website: www.nationalmediaawards.co.sz
Facebook: National Media Awards Eswatini
X (Twitter): @nma_Eswatini
Instagram: @nma_Eswatini
LinkedIn: National Media Awards Eswatini



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