



**celebrating excellence
in the media**

asianmediaawards.com



**recognising the
strength and depth of
the media industry.**



Asian Media Awards 2021 Categories

Journalism

Journalist of the Year
Best Investigation
Regional Journalist of the Year
Outstanding Young Journalist
Sports Journalist of the Year
TV Report of the Year

Radio

Radio Station of the Year
Regional Radio Station of the Year
Best Radio Show
Radio Presenter of the Year

TV

Best TV Character
Best Programme / Show
TV Channel of the Year

Print & Online

Best Publication / Website
Best Blog
Best Podcast

Marketing & PR

Media Agency of the Year
Creative Media Award

Live Productions

Best Stage Production

Special Awards

AMA Best Newcomer

Media Personality of the Year

The Sophiya Haque Services to British
Television & Film Award

Outstanding Contribution
to Media Award

Journalism

Journalist of the Year

Our Journalist of the Year is an individual who has made a lasting impression with a series of reports on TV, radio, print and online. He or she is also an individual whose talent and drive has helped to inspire others within the media industry. He or she is someone who has made a valued contribution with a series of exclusive reports locally, nationally or internationally.

Work must have been aired or published in Britain between May 1 2020 and August 19 2021.

NOTE: Applicants can submit no more than ten pieces of work.

Best Investigation

This award recognises an individual who has helped to highlight an important issue with an exclusive piece of work on TV, radio, print and online. It aims to reward an investigation, which has had a profound impact for the public good.

Work must have been aired or published in Britain between May 1 2020 and August 19 2021.

The award is open to investigations across the world but must have been produced by a British based media organisation or production company.

Regional Journalist of the Year

This award is in recognition of the work of an individual working in TV, radio, print and online at a regional or local level. He or she is someone who has produced consistent and varied work at a regional level.

Work must have been aired or published in Britain between May 1 2020 and August 19 2021.

NOTE: Applicants can submit no more than ten pieces of work.

Outstanding Young Journalist

The Young Journalist Award recognises a person who has made valuable breakthrough into the media with a series of reports on TV, radio, print and online.

Work must have been carried out between May 1 2020 and August 19 2021.

NOTE: Finalists must be aged under 26 (as of August 5 2021). Applicants can submit up to ten pieces of work. Applicants must submit an up to date CV with all work.

Sports Journalist of the Year

An award which recognises the work of Sports Journalists and presenters in

the UK. It honours an individual who has made a lasting impression with a series of reports and updates on TV, radio, print and online. He or she is someone who has made a valued contribution with a series of reports locally, nationally or internationally. Award is open to presenters, hosts, sports reporters and bloggers

Work must have been carried out or aired between May 1 2019 and August 19 2021.

NOTE: Applicants can submit no more than ten pieces of work

TV Report of the Year

This recognises the best local news and special feature report affecting the Asian community. This is a team award and nominations can be submitted on behalf of the producer, writer, editor and presenter.

Work must have been carried out or aired between May 1 2020 and August 19 2021.

NOTE: Work must have been carried out and produced in the UK. Work must have been aired on a UK mainstream TV and digital channel.

Radio

Radio Station of the Year

This award is for a radio station that has maintained a high level of standard over a sustained period of time. It will reward those radio stations that have gained a valued listenership through quality programming and promotional ventures during the year.

The radio station can be internet based but must be produced and transmitted from a UK base.

Regional Radio Station of the Year

Local radio stations including those reaching listeners on the internet remain a valuable service to their communities.

The award will be presented to a radio station that has, as well as maintaining a high level of programming, helped to involve itself in community and charity ventures.

The radio station can be Internet based but must be produced and transmitted from a UK base.

Best Radio Show

This award recognises a radio show and programme that continues to sustain creative high standards.

The radio show can be internet based but must be produced and transmitted from a UK base.

Work must have been aired or published in Britain between May 1 2020 and August 19 2021.

Radio Presenter of the Year

This award acknowledges a radio presenter who has helped to sustain high standards over a period of time both in creativity and innovation.

The radio station can be internet based but must be produced and transmitted from a UK base.

Work must have been aired or published in Britain between May 1 2020 and August 19 2021.

TV

Best TV Character

This award recognises the best and most original TV fictional character on a mainstream UK channel.

Work must have been carried between March 1 2019 and August 19 2021.

Best TV Programme / Show

This award recognises the best programme or show aired on TV or online.

The show must have been aired or produced between March 1 2019 and August 19 2021. The TV show must have been produced in the UK.

TV Channel of the Year

This award recognises an Asian TV channel aired in the UK which has helped to transmit quality content over a sustained period of time.

The TV channel may be foreign based but must transmit to a UK audience.

Print & Online

Best Publication / Website

An award honouring the best content, style and design in print and online media. It is open to all local and national publications and takes into account website and social media presence. It rewards use of navigation, design and recommendation likelihood. The publication may be solely website based. The newspaper/magazine or website must be UK based and produced in the UK.

Websites and publications may NOT necessarily be news or features based.

Best Blog

This award rewards the best columns, opinions, reviews and commentary for their originality, humour and creativity.

The award also recognises an individual for the use of original and creative language over a sustained period of time on social media forums such as Youtube, Twitter, Facebook, Instagram and Snapchat. The blog must be UK based. The blog need NOT be news and features based.

The award is open to writers, beauty and fashion/lifestyle bloggers and public relations professionals.



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Best Podcast

This award celebrates the most original and creative video content on a video sharing channel, Facebook, Snapchat, Twitter & Instagram.

It aims to recognise work for its originality, creativity, likes, shares, and subscribers.

Work need not be based in the UK and may have been produced internationally.

Marketing & PR

Media Agency of the Year

This award will be presented to an agency that has delivered the most creative and innovative work for its clients targeting an Asian audience. Work must have been carried out and produced in the UK.

Work must have been produced between May 1 2020 and August 19 2021.

Creative Media Award

This award aims to highlight the creative use of digital or other media in a campaign to promote a product, brand or service. This includes best use of

social media to promote a product, brand or service.

Work must have been produced between May 1 2019 and August 19 2021.

Live Productions

Best Stage Production

This award recognises the most creative stage and theatre productions of the year.

The stage production must have taken place between May 1 2020 and August 19 2021.

The production must have been marketed to UK audience. The industry has been severely affected by the Covid pandemic. Entries can be

Special Awards

AMA Best Newcomer

This New Talent award recognises an individual who has made an impression on film, television, radio and online within a short space of time.

The award aims to showcase the work of producers, actors, writers, presenters and vloggers.

submitted of productions shared online during the period.

Media Personality of the Year

The Media Personality of the Year award aims to recognise an individual who has made a valued contribution in the media over a sustained period of time.

It aims to reward an individual who has made a significant contribution to the media in the UK.

The Sophiya Haque Services to British Television & Film Award

This award recognises an individual whose talent and drive has been an inspiration to others in British television and film.

Outstanding Contribution to Media Award

The award recognises the commitment and determination of an individual who has helped to shape the media within the UK.

It rewards the contribution of a special individual who is held within high regard by his or her contemporaries and whose work has made a lasting impression within the media landscape.

“”

“It is a huge honour and it is a wonderful honour coming from within the community in that there is recognition there. One always wonders whether the community thinks you as good as you think you are.”

Art Malik on being presented the 2016 Sophiya Haque Services to British Television and Film Award



Who Can Enter?

The Asian Media Awards are open to newspaper, radio, TV and websites dedicated to serving the British Asian community. They are open to mainstream media organisations which have aimed to target the Asian community within the UK. They are open to international companies who are serving the Asian community within the UK. Categories also aim to reward PR consultancies and in-house departments and the individuals who work within them.

Rules & Regulations

All work, unless award specifies, must be either carried out in the UK or where involving work overseas, initiated and co-ordinated by staff in the UK. Organisations and individuals can enter multiple categories and entries can be submitted on behalf of nominees or by themselves. All applications will be treated in the strictest confidence. The Asian Media Awards will be required to send nomination details to Judging panel members only to assist the nomination and judging process for the awards. Judging panel members

are bound by confidentiality agreement and will not divulge information to third parties.

We will not use your personal data for any other purpose than for this nomination. Full details of how we use personal data are available in our [Privacy Statement](#).

In specific cases entries may be considered for a different category. Entrants will be notified in advance. In specific cases entries may be considered for a different category. Entrants will be notified in advance. Not all award categories will have shortlisted candidates. Specific awards will have individual winners. Specific award categories will be short-listed on performance over a sustained period of time.

Entries will be judged by a panel of impartial judges. Judges will disclose to organisers any reservations they may have in judging any specific category if there is any conflict of interest. Those shortlisted must be available to attend a finalist event in London and the main ceremony in Manchester. Finalists for the awards will be issued with an official Asian Media Awards logo to promote on any marketing material.

The closing date for all entries is 11.59pm Thursday 19 August 2021.

How to Enter

Simply choose a category to enter and submit no more than 1000 words explaining why you or your selected organisation should be nominated as a finalist.

The following will be accepted alongside your submission:

- You may illustrate your submissions with PDFs, JPGs, videos and audio clips of relevant work.
- Screen prints of relevant designs and concepts
- Supporting statements from clients (especially relevant for media and PR agencies)

What to include in your submission:

- Name of category entered
- Title of work
- Company name
- Contact details

NOTE if you are submitting on the AMA website, each supporting evidence file must not exceed 10mb in size, larger file sizes can be sent via email using file sharing links such as We Transfer, Dropbox or Google Drive.

To enter please adhere to these requirements.

You can send submissions to nominate@asianmediaawards.com.



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