

## **Pop Media Prijs**

### **Procedure**

The long list is compiled by the organisers of the prize (ESNS and Sena) in collaboration with the jury. In this context, particular attention is paid to whether the nominee has delivered a special journalistic performance in the past year (for example, the publication of a book, documentary, special report, a new platform or program). This long list is then made public via the ESNS website, after which the public and pop journalists are asked to cast their votes. The result of this public vote is taken into account during the jury meeting. The final selection of the nominees and the winner is executed by the jury.

Criteria used for nominating a person or organisation:

- Pop journalism in the broadest sense of the word (in other words: all media formats compete);
- The nominee can either be an individual journalist, a title or organisation;
- Particular attention is paid to the question whether the nominee delivered a special performance in the past year.

“Special performance” is understood to mean:

- An outstanding publication in the past year, such as a book, broadcast, documentary or launch of a new platform;
- Paying specific attention to unknown (or lesser known) music;
- Reach; managing to reach a great audience with a journalistic achievement;
- An innovative initiative within the media field;
- High-quality journalistic interpretation of the cultural value of pop music, for example a background article about an artist or music genre.

### **Questions?**

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