

**WTC 25**  
WORLD TROTTING CONFERENCE  
CANADA 2017 | 25TH ANNIVERSARY



**WDC**  
WORLD DRIVING CHAMPIONSHIP  
CANADA 2017

## 2017 INTERNATIONAL MEDIA AWARDS

The 2017 International Media Awards competition is a component of the World Trotting Conference to be held in Charlottetown, PEI in August. No cash prizes are associated with the awards and no entry fees are required.

Competition will be held in nine categories, and the programs, advertisements, or photos must have been published, originally broadcast or otherwise distributed between **January 1, 2015 and December 31, 2016** on a broadcast station, cable system, website, newspaper or magazine in their respective country during that time.

Entries should be received at Standardbred Canada **not later than 5 p.m. (EST) on Monday, May 1**. All entries should include a cover letter with the name, address, phone number, and email address of the producer, author or photographer, and the name of the station, cable system, or publication on or in which it appeared, along with the date of broadcast/publication.

Standardbred Canada (or a committee appointed by Standardbred Canada) will select three finalists in each category and submit them to the International Trotting Association (ITA) Members, who will vote online, on a 5-3-1 basis for each entrant. Each ITA member can only vote once.

On-line voting commences **July 24, 2017 and closes August 15, 2017**. The winners will be announced at the World Trotting Conference.

Send entries to:

Kathy Wade Vlaar  
Standardbred Canada  
2150 Meadowvale Blvd.  
Mississauga, ON  
L5N 6R6

Please direct any questions, via email, to [kwvlaar@standardbredcanada.ca](mailto:kwvlaar@standardbredcanada.ca).

The nine categories are as follows:

### **BEST NEWS ARTICLE**

For articles written 'on deadline' about 'breaking' events, including reporting about races, racing industry happenings and so forth, and published in daily or weekly newspapers or online publications. **Please send an electronic word doc or pdf version of the article.**

### **BEST MAGAZINE ARTICLE**

For 'long-form' articles written as 'features' and published online or in magazines. **Please send an electronic word doc or pdf version of the article.**

### **BEST PHOTOGRAPHY**

Photos, not enhanced by any computer-aided special effects, other than those used to clarify the subject matter contained in the photograph; **must be submitted as an 8-inch by 10-inch print, along with a high resolution digital version of the photo (minimum 300 dpi jpeg file).**

### **BEST PRINTED OR WEB-BASED ADVERTISEMENT**

For advertisements promoting races, breeding services and any other product, service or activity related to the sport of harness racing or Standardbred horses. **Please send an electronic pdf version of the ad.**

### **BEST VIDEO OR FILM (ONLINE VIDEO INCLUDED) ADVERTISEMENT**

Video or film-based advertisements for racing, breeding or any other product or service related to the standardbred industry. **Please send a DVD or provide a link via email to the video/film and provide a short summary of what the submission is about.**

### **BEST TELEVISION PROGRAM OR DOCUMENTARY (ONLINE OR BROADCAST)**

For programs that air on broadcast or the internet, whether long or short-form that do not include advertising content. **Please send a DVD or provide a link via email to the program and provide a short summary of what the submission is about.**

### **BEST POSTER**

For printed posters used to promote racing, breeding or any other industry-related activity, product or service. **Please mail the actual poster and email an electronic pdf version.**

### **BEST WEBSITE**

For publications, organizations or non-commercial entities that appear on the internet. **Please email a link to the site.**

### **BEST SOCIAL MEDIA (NEW CATEGORY)**

For demonstrated excellence in social media usage and innovation. **Please include a summary of the social media tools used, links to the social media tools, and relative measurements of reach and impact.**



# 2017 INTERNATIONAL MEDIA AWARDS

Presented by  
Standardbred Canada

## General Rules

1. All entries must have been published, originally broadcasted or otherwise first distributed between **January 1, 2015** and **December 31, 2016**.
2. Entries must be submitted to the governing body of the country in which the submission was published and/or crafted, that country will then select and submit one entrant in each category as a finalist to the 2017 host organization, Standardbred Canada.
3. Submissions must be made to Standardbred Canada, as in Rule 2 above, no later than **May 1, 2017**.
4. Standardbred Canada (or a committee appointed by Standardbred Canada) will select three finalists in each category and submit them to the International Trotting Association (ITA) Members, who will vote online, on a 5-3-1 basis for each entrant.
5. Each ITA member can only vote once.
6. On-line voting commences **July 24, 2017** and closes **August 15, 2017**.
7. Magazine and newspaper category entries should include a clear reproduction of the original article and a translation into English if written in a language other than English. Broadcast entries should include a brief summary, written in English, of what the soundtrack of the submission contains.
8. All entries must include the name, mailing address and email address for the author or other person responsible for creating the entry.
9. There will be no cash rewards; the winners will receive a suitable trophy from the 2017 host organization, Standardbred Canada.
10. There is no entry fee required.

Submissions should be either mailed or emailed (see requirements in each category) to:

Kathy Wade Vlaar [kwvlaar@standardbredcanada.ca](mailto:kwvlaar@standardbredcanada.ca)  
Standardbred Canada  
2150 Meadowvale Blvd.  
Mississauga, ON L5N 6R6

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