



# The Prime Minister's Science Prizes

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Celebrating New Zealand Science

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## The Prime Minister's Science Media Communication Prize Guidelines

### About the Prize

This Prize will be given to a practising scientist who is an effective communicator and will provide them with an opportunity to further develop their knowledge and capability in science media communication.

Effective communication of science is increasingly important given the influence of science and technology on New Zealanders' lives. It is also important given the specialisation of science which can isolate scientists and their ideas.

This Prize will support the recipient to carry out a programme of activities to further their understanding of media communication.

The Prime Minister's Science Media Communication Prize is worth \$100,000 with \$50,000 going to directly to the scientist and \$50,000 to be used to further their understanding of media communication.

### Eligibility

The Prize will be awarded to a practising scientist who can demonstrate an interest, passion and aptitude for science communication, using recent examples.

\$50,000 of the prize money will be used to enable the recipient to carry out a program of activity that will enable them to further develop their understanding and skills in science media communication.

The details of this programme will be developed in conjunction with the Prime Minister's Science Prizes Secretariat.

This \$50,000 will cover all costs which could include a stipend for the time the recipient is away from their normal employment, accommodation and travel costs, and tax liabilities.

Applicants must be a New Zealand citizen or New Zealand permanent resident.

In subsequent years of this Prize, a person who has already received it will not be eligible a second time. However, renomination by unsuccessful applicants is encouraged as long as the Nominee continues to satisfy the eligibility criteria.

## Selection Criteria

Selection for the Prime Minister's Science Media Communication Prize will be based on evidence of the applicants' commitment and aptitude for science communication. This will include submitting evidence of recent science communication activities they have been involved in.

Applicants will also need to demonstrate their commitment to effective science communication in the media, and how receiving this Prize will support them in achieving this.

In summary, applicants will need to:

- Be a practising scientist
- Have an interest and passion for science communication
- Provide evidence of their ability to effectively communicate science to public audiences using recent examples
- Provide evidence of how they will benefit from the opportunity offered by the Prize
- Demonstrate how they could contribute to science media communication in the future

## Entry Process

All entries must be completed and received by **27 August 2010**.

The process will involve interested individuals filling out an online entry form.

They will also need one Supporter who must be knowledgeable about the applicant's communication activities and is able to comment on their effectiveness.

The Supporter will be expected to fill out an on-line form which asks them to address the selection criteria. *A link will be emailed to the supporter after the entry section has been completed.*

They will also need to provide a short CV to demonstrate that they are able to comment on the entry.

Please note that information provided in the nomination may be subject to the Official Information Act.

## Confidentiality of application material

The Secretariat gives no undertaking to keep confidential any information that is provided in the nomination form unless this is identified as information that should be treated as such. It may, for example, be used to prepare promotional material for the Prize in future years.

## Judging Panel

The Prime Minister's decision to present the Prize will have regard to the advice of the Judging Panel. The Judging Panel will comprise a leader in the New Zealand media, a scientist with extensive media experience and a communications professional with experience working with the science sector.

It is recognised that occasionally members of the Judging Panel will know applicants or have other conflicts of interest. They will be expected to declare all such knowledge and conflicts of interests. In the case of knowing an applicant the Chair of the Judging Panel will rule if this is significant enough for the judge to be stood down from the Panel for that applicant. (In the case of the Chair having a conflict of interest the decision will be made by another member of the Panel who has been identified in this role at the beginning of the process). If there is a conflict of interest the judge will stand down for that application.

The Judging Panel will not enter into any correspondence concerning its deliberations. All inquiries should be directed to the Secretariat. Note that information on matters such as ranking, or names of unsuccessful Nominees, will not be disclosed.

The Secretariat for the Prime Minister's Science Prizes is The Royal Society of New Zealand.

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## Judging Process

The Panel will make its decision based on the information on the on-line forms completed by the Applicant and Supporter.

The Judging Panel reserves the right to hold interviews to help inform their decision.

## Checklist for entering for The Prime Minister's Science Media Communication Prize

- You are a New Zealand citizen or New Zealand permanent resident

## The Prime Minister's Science Media Communication Prize - Guidelines

- You are a practising scientist
- You have nominated a Supporter who has a solid understanding of your interest in communication and is able to give expert opinion
- You are able to provide evidence of your commitment and aptitude for science communication. This will include submitting evidence of recent science communication activities you have been involved in
- You can provide evidence of how you will benefit from the opportunity offered by the Prize
- You can demonstrate how you could contribute to science media communication in the future

### **Starting the Entry Process**

The Applicant can apply through the online entry form. The entry form will become available on **Wednesday, 5<sup>th</sup> May 2010**.