Announcing the new categories for the 2017 Digital Publishing Awards

Toronto, ON (November 10, 2016) – The NMAF is proud to present the lineup of categories for the second annual Digital Publishing Awards, recognizing excellence in digital editorial content in Canada. This year, the DPAs will present awards in 22 categories focusing on the work of Canadian digital creators. Individual awards include a cash prize of $500.

"After a successful inaugural year, the industry feedback clearly indicated there was a need to broaden the Digital Publishing Awards to be more inclusive of areas of excellence in the digital landscape," said **Nino Di Cara**, President of the NMAF. "We surveyed our judges, sought feedback from our participants, and convened an Advisory Committee of industry experts to help shape the program for the future. Based on these learnings, the program has substantively evolved to recognize excellence in digital content and journalism, and in particular to call attention to the best practices and innovations in the craft. We believe the program this year reflects that enthusiasm."

Changes to this year's Digital Publishing Awards reflect new trends and attitudes toward digital publishing and content, with an eye on aligning the awards with these trends. Changes include:

- The top overall prize—General Excellence in Digital Publishing—will be presented in two divisions, for large and small publications.
- Other new categories include:
    - Best Social Storytelling
    - Best Online Video in 3 divisions:
        - Short (under 2 minutes)
        - Feature (2-5 minutes)
        - Mini-Doc (more than 5 minutes
    - Best News Coverage in 2 divisions:
        - Provincial & Local
        - National & International
    - Best Personal Essay
    - Best Arts & Culture Story
    - Best Service Feature: Lifestyle

- o Best Service Feature: Family, Health & Careers
- o Best Fashion & Beauty Story
- o Emerging Excellence Award
- o Digital Publishing Leadership Award

For a complete list of awards categories, rules and judging procedures, visit digitalpublishingawards.ca.

This year's Digital Publishing Awards Advisory Committee members, who provided invaluable guidance to crafting the 2017 program, include:
- **Craig Silverman**, Editor-in-Chief, BuzzFeed Canada
- **Kenny Yum**, Managing Editor, Huffington Post Canada
- **Kathy Vey**, Executive Producer, Digital, TVO.org
- **Haley Cullingham**, Senior Editor, Digital, Hazlitt and Penguin Random House Canada
- **Laura de Carufel**, Editor-in-Chief, The Kit

The NMAF is grateful to the members of the Advisory Committee, as well as to all those who participated in our survey and submitted their feedback.

The Call for Entries for the 2017 Digital Publishing Awards will go out on **January 2**. Stay tuned for updates this fall and winter.

At the first Digital Publishing Awards in 2016, more than 60 Canadian digital publications participated, and 21 received nomination for awards in 14 categories.

The 2017 Digital Publishing Awards are open to all Canadian digital publishers—including those that support established brands in consumer & B2B magazines, newspapers, broadcast and other journalism, as well as those that serve their audiences exclusively as digital brands—published in either English or French.

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For more information about the Digital Publishing Awards, please contact:

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