

Mental Health Media AWARDS 2007

Award Categories

1. **Print:** Article or feature which most constructively covers a mental health issue or story.
 2. **Television & Radio News:** News article transmitted on television or radio that is no longer than 15 minutes duration.
 3. **Television Documentary:** Television programme presenting the facts about a person or event.
 4. **Factual Radio:** Radio programme presenting the facts about a person or event.
 5. **Raising Public Awareness:** Information, discussion or advertising about mental health: talk shows, TV & radio public awareness campaigns.
 6. **Single TV Drama & Serial TV Drama:** **Single TV Drama:** a single drama transmitted and concluded on one night only (when part of a strand, the umbrella title should also be listed).
Serial TV Drama: a drama of more than one episode transmitted over two or more nights, where the story and characters develop through the programmes and the story is completed in the last episode
 7. **Soaps & Continual TV Drama:** **Soaps:** a television drama transmitted in half hour episodes twice or more each week continuously for at least six months of the year.
Continual TV Drama: a drama of more than one episode where stand-alone storylines conclude within each episode but the main characters and contact continue throughout the series.
 8. **Radio Drama:** A single, serial or continual drama radio programme.
 9. **Young People's Media:** A factual or drama television or radio programme, website or awareness campaign that deals with growing up and life experiences, targeted at young people up to the age of 24.
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10. **Speaking Out:** A survivor of mental distress that has spoken out about their experience in one or more of the shortlisted entries.
 11. **Making a Difference – Judged and awarded by Mental Health Media:** The Making a difference Award is presented to broadcasters or individuals, whose innovative and inspirational portrayals of mental health makes a genuine impact. The award is for those who set the agenda, speak out, and initiate change.
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