

## IAFF Media Awards Categories

### Affiliate Categories

- 1. Best Newsletter or Magazine (circulation less than 1,000)**  
Recognizes excellence in periodical communications that deliver engaging and informative news to the fire service and union members.
- 2. Best Newsletter or Magazine (circulation more than 1,000)**  
Recognizes excellence in periodical communications that deliver engaging and informative news to the fire service and union members.
- 3. Best Political Campaign Messaging**  
Recognizes excellence in political campaign messaging when promoting municipal elections, ballot initiatives and referendums, and public safety.
- 4. Best Public Safety Campaign**  
Recognizes excellence in public safety outreach and education.
- 5. Best MDA Outreach Project**  
Recognizes the IAFF's decades-long partnership with MDA and the efforts of IAFF affiliates to raise money to find a cure for neuromuscular disease. Entries can include Fill the Boot campaigns, other fundraising efforts, testimonials, or other communications that highlight the importance of the IAFF's support for MDA.
- 6. Best Fire Service Photo (not previously published) Taken by an IAFF Member**  
Recognizes excellence in photography that best portrays the challenging and courageous work of fire fighters and emergency medical personnel.
- 7. Best Social Media Account**  
Recognizes excellence in social media strategy, content, and engagement via a single IAFF-related social media account.

### Journalist Categories

- 1. Best News Story/Series (Print)**  
Recognizes outstanding journalistic print reporting in the realm of firefighting and emergency services. Entries in this category should showcase compelling, accurate, and timely news stories or series that have informed the public about critical incidents, events, or developments related to firefighting, fire safety, and emergency response.
- 2. Best News Story/Series (Broadcast)**  
Recognizes outstanding journalistic broadcast reporting in the realm of firefighting and emergency services. Entries in this category should showcase compelling, accurate, and timely news stories or series that have informed the public about critical incidents, events, or developments related to firefighting, fire safety, and emergency response.
- 3. Best Feature/Series (Print)**  
Celebrates an in-depth print feature reporting that delves into the various aspects of the firefighting profession and its impact on individuals and communities. Entries can cover a wide range of topics, including human-interest stories, behind-the-scenes looks at fire departments, and explorations of firefighting challenges and innovations.
- 4. Best Feature/Series (Broadcast)**  
Celebrates in-depth broadcast feature reporting that delves into the various aspects of the firefighting profession and its impact on individuals and communities. Entries can cover a wide range of topics,

including human-interest stories, behind-the-scenes looks at fire departments, and explorations of firefighting challenges and innovations.

**5. Best Published Photograph (Print or Digital)**

Honors a professional photojournalist's excellence in producing images that best portray the challenging and courageous work of professional fire fighters and emergency medical personnel.

**6. Best Column, Editorial, or Opinion Post (Print or Digital)**

Recognizes exceptional editorial content that presents a distinct perspective on firefighting-related issues, policies, or events. Entries should provide insightful commentary, thought-provoking analysis, or constructive criticism concerning the firefighting profession and its role in society.

**7. Best Investigative Reporting (Print or Digital)**

Acknowledges exemplary investigative journalism that sheds light on significant issues, incidents, or practices relevant to firefighting and emergency services. Entries should showcase thorough research, rigorous fact-checking, and in-depth reporting that uncovers new information, exposes wrongdoing, or brings to attention critical matters related to firefighting.