



The 16th
**HENRY
FORD
AWARDS**



Go Further

ENTRY FORM

Full Name: _____

TIN: _____

Publication / Station / Website: _____

Beat / Column / Section: _____

Office Address: _____

Home Address: _____

Mobile Number: _____ Landline Number: _____

Email Address: _____

***Please submit three (3) copies of the entry form.**

REGULAR CATEGORIES:

A. EXCLUSIVE TO PRINT:

Automotive Print Feature

C. EXCLUSIVE TO ONLINE:

Automotive Online Feature

Automotive Blog

B. PRINT AND ONLINE

Automotive Column

Automotive Lifestyle Feature

Published Photograph

Automotive Road Safety Feature

Automotive Green Feature **(NEW)**

Smart Technology Feature **(NEW)**

D. TV AND ONLINE VIDEO:

Automotive Video Feature

SPECIAL CATEGORIES:

Ford Automotive Feature

Ford Automotive Video Feature

Ford Published Photograph

Ford 'Go Further' Feature

Best Automotive Broadsheet

Best Automotive Magazine **(NEW)**

Title of Entry: _____

Date Published/Aired/Posted: _____

Publication / Station / Website: _____

I hereby declare that I understand and accept the mechanics of the 16th Henry Ford Awards Program and certify the originality of submitted entries.

Signature: _____

All entries must be works published/posted/aired from October 1, 2015 to September 16, 2016



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GENERAL MECHANICS:

1. The Henry Ford Awards (HFA) is open to all legitimate journalism professionals residing in the Philippines.
2. All entries must be original and published within the period October 1, 2015 to September 16, 2016.
3. Articles should be written in English. Filipino/Chinese entries, and entries in any other language, should be accompanied by an English translation.
4. Only one (1) entry PER JOURNALIST, PER CATEGORY may qualify. Entries may be nominated by colleagues, editors, publishers, TV producers and/or entered by the journalist. Should two entries by the same journalist be submitted for one category, the journalist must select ONE piece as his official entry for that category.
5. Entries must be submitted and received by The Henry Ford Awards Secretariat NO LATER than 5:00 p.m. on Friday, September 16, 2016.

The Henry Ford Awards Secretariat
Ogilvy Public Relations Worldwide Manila (new office address)
14th Floor, 8 Rockwell, Hidalgo Drive,
Rockwell Center, Makati City 1224
Attention: Mavic Casas
Email: mavic.casas@ogilvy.com
Telephone Number: + 632 238-7000

6. Entries may be submitted in two ways (see below) and must be received by the HFA secretariat NO LATER than 5:00pm on September 16, 2016:

A. PHYSICAL SUBMISSION

Each entry must be placed in a long brown envelope clearly labeled with the participant's name, publication/station/website represented and entry category on the upper left hand corner of the envelope.

See "Mechanical Requirements for Submission" for a list of requirements.



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B. ONLINE SUBMISSION

Each entry must be submitted in a file folder named (participant's name)(category). The file folder must contain scanned copies of the participant's entry form and all submission requirements itemized in "Mechanical Requirements for Submission"

7. Ford Philippines and/or the Secretariat reserve the right to re-categorize entries as they deem fit. The journalist will be advised by the Secretariat about the change in category for his/her entry.
8. Entries will submit to a two-stage judging process. Only shortlisted entries from the 1st stage will be forwarded to the 2nd stage judges. Final judging will take place two (2) weeks before the awards ceremony.
9. Winners will be announced at the 16th HFA awards ceremony. The schedule will be announced soon.
10. A cash prize of P20,000.00 and a trophy will be awarded to the winners of the Regular Categories a cash prize of P25,000.00 and a trophy will be awarded to the winner of the Special Categories.
11. All winners will also be included in the Henry Ford Awards Wall of Fame.
- 12. Journalists or Broad sheets that have won thrice in the same category will automatically be included in the Hall of Fame. They will not be eligible to join or be included in the same category for the next year and will only be able to join again after the one-year resting period to give more opportunities for others.**
- 13. Journalists who are part of the Hall of Fame are still eligible to join other categories in which they have not won three times.**



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A. PRINT AND ONLINE:

1. **Automotive Print Feature** (print)

A feature story, published in a motoring print section/publication, providing an in-depth analysis and comprehensive review of a vehicle or reported trends and updates in the automotive industry, not exclusive to Ford.

2. **Automotive Online Feature** (online)

A feature story, published in a motoring online blog or website, providing an in-depth analysis and comprehensive review on a vehicle or reported trends and updates in the automotive industry, not exclusive to Ford.

3. **Automotive Video Feature** (TV or online video)

A feature story presented in a motoring television show or online video, providing an in-depth analysis and comprehensive review on a vehicle or reported trends and updates in the automotive industry, not exclusive to Ford.

4. **Automotive Lifestyle Feature** (lifestyle print or online)

A feature story, published in a lifestyle print or online section, created with the everyday consumer in mind on the driving and riding experience of a vehicle, or reported trends and updates in the automotive industry, not exclusive to Ford.

5. **Automotive Column** (print or online column)

An automotive column that presents the author's opinion and views while maintaining journalist integrity on his/her insights on the industry, not exclusive to Ford.

6. **Automotive Blog** (online)

An automotive blog that presents the author's opinion and views and presents a comprehensive reportage of the latest news, trends and issues that affect the Philippine motoring industry.

7. **Published Photograph** (print or online)

An original automotive photograph published in a newspaper, magazine or online publication, not exclusive to Ford.



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8. Automotive Green Feature (print, online) - NEW

A feature story published in a print or online section that focuses on 'green technology', energy conservation engineering, or an automotive manufacturer's CSR initiative or advocacy that help reduce carbon footprint. Feature stories need not be exclusive to Ford.

9. Smart Technology Feature (print, online) - NEW

A feature story published in a print or online section that highlights 'Smart' technologies in the automotive industry. It may include, but not be limited to, an automotive manufacturer's delivery of a leading technology or product that make the driving and riding experience safer and convenient for the consumer. Feature stories need not be exclusive to Ford.

10. Automotive Road Safety Feature (print or online)

A print or online feature published in a print or online section that promotes or emphasizes the importance of road safety, not exclusive to Ford.

SPECIAL CATEGORIES:

11. Ford Automotive Feature (print or online)

A print or online feature, published in a motoring section/publication, that gives an in-depth review or analysis of a Ford vehicle, its key features, launches, and media drives specific to the Ford brand.

12. Ford Automotive Video Feature (TV or online)

A feature story aired or posted in a motoring television show or online publication that gives an in-depth review or analysis of a Ford vehicle, its key features, launches, and media drives specific to the Ford brand.

13. Ford Published Photograph (print or online)

An original automotive photograph published in a newspaper, magazine or online publication, specific to the Ford brand.

14. Ford 'Go Further' Feature (print or online)

A print or online feature that highlights how Ford Philippines has continued to "go further" with its business operations and product innovation in the Philippine market.



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15. Best Automotive Broadsheet (print)

The best automotive section in a broadsheet that presents a comprehensive reportage of the latest news, trends and issues that affect the Philippine motoring industry. This category will also consider a motoring section's overall layout and visual appeal.

16. Best Automotive Magazine (print) - **NEW**

The best automotive magazine should present accurate reportage of relevant news and trends that shape the Philippine motoring industry, automotive experts' opinion, and comprehensive reviews of automotive products. This category will also consider a magazine's overall layout and visual appeal.

**16th HENRY FORD AWARDS
SUBMISSION INSTRUCTIONS**

MECHANICAL REQUIREMENTS for SUBMISSION

A. PRINT:

1. Each entry must be submitted with a clear and properly accomplished 16th HFA Entry Form. One entry per envelope. Entry forms are available at www.ford.com.ph, HFA section.

PHYSICAL SUBMISSION: Six (6) copies of the manuscript must be submitted along with one (1) tear sheet (whole page where the article was published)

In case a corresponding tear sheet cannot be submitted with the entry, a hard copy letter from the participant's editor or publisher confirming that the article was indeed published (indicating the date), will be accepted.

ONLINE SUBMISSION: A copy of the manuscript must be saved as a Microsoft Word document and must be submitted with a clear scanned copy of the tear sheet.

In case a corresponding tear sheet cannot be submitted with the entry, a scanned copy of a letter from the participant's editor or publisher confirming that the article was indeed published (indicating the date), will be accepted.

2. Format: Microsoft Word document with Arial font sized 12 pts, 1.5 spacing, and 1-inch margins printed on a letter sized bond paper (8.5" x 11").



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3. Entries must have **ONLY** the title, date of publication, and the article copy. **DO NOT** indicate the name of the author and the publication title.
4. Entries for the **Published Photograph** and **Ford Published Photograph** categories must include six (6) copies of the actual photograph print sized 10" x 8" along with the tear sheet (whole page where the photo was published) of the entry. Only **PRINT** submissions will be accepted for this category.

In case a corresponding tear sheet cannot be submitted with the entry, a letter from the participant's editor or publisher confirming that the photo was indeed published (indicating the date), will be accepted.

5. Entries for the **'Go Further' Feature** and **Ford Published Photograph** categories will go through a second phase judging process which will be an open voting by the Ford Philippines employees. The finalist with the most number of votes from the Ford Philippines employees will be announced the winner.
6. All Broadsheet Motoring Sections will automatically vie for the **Best Automotive Broadsheet** award. Eight (8) section samples will be collected at random within the contest period for each courtesy of the HFA Secretariat.
7. For **Best Automotive Magazine**, entries must include five (5) copies each of their three (3) best issues published between 1 October 2015 and 16 September 2016 to qualify.
8. All entries will go through a two-phased judging process where content will be judged by experts from the academe, industry and media experts, and Ford executives (for Ford special categories).

B. ONLINE:

1. Online entries submitted must be original and intended for online syndication. Uploaded versions of articles published in print channels will not be honored.
2. Each entry must be submitted with a clear and properly accomplished Entry Form. One entry per envelope. Entry form is available at www.ford.com.ph HFA section.

PHYSICAL SUBMISSION: Six (6) copies of the manuscript must be submitted along with one (1) copy of posting printed on letter sized bond paper (8.5" x11").



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ONLINE SUBMISSION: A copy of the manuscript must be saved as a Microsoft Word document and must be submitted with a screen capture of the complete posting saved as a jpeg file.

3. Format: Microsoft Word document with Arial font sized 12 pts, 1.5 spacing, and 1-inch margins printed on a letter sized bond paper (8.5" x 11").
4. Entries must have ONLY the title, publishing date and the article. DO NOT indicate the name of author and website or URL.
5. The complete site address must be indicated in the entry form. Entries should still be intact and accessible upon nomination until the end of the judging period. The site must be accessible in a current version of the leading browser and to windows.
6. Entries for **Best Automotive Blog** must include six (6) snapshots of the site taken at random dates within the contest period. Judging of the current online publication will be part of the standard judging process.

BROADCAST/VIDEO MEDIA

1. Each entry must be submitted with a clear and properly accomplished Entry Form. One entry per envelope. Entry form is available at www.ford.com.ph HFA section.
2. Five (5) copies of the entry must be submitted in individual flash drives, sealed in an envelope. Each envelope must be properly labeled with the Program Title, Station, Date Aired and Length of the content.
3. For Television: Submit the Taped On Air (TOA) version of the entry. DO NOT include the whole episode. Total running time should NOT exceed 10 minutes.

IMPORTANT: To be eligible, entries must be originally written, by-lined pieces that are not lifted in part or reproduced in entirety from any press release or sources such as the Internet, books or other publications. Sources used or cited must be credited within the article.



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TIMETABLE:

All entries must be works published/posted/aired from October 1, 2015 to September 16, 2016

Submission of entries: Friday, September 16, 2016, by 5:00 PM

Screening Period: October 1 to November 20, 2016

Awards Ceremony: December 1, 2016, Thursday