



August 29, 2012

FOR IMMEDIATE RELEASE

New Australian creative non-fiction prize announced

Writers aspiring to be the next Helen Garner or Chloe Hooper could win a publishing deal and have their work read by some of Australia's industry leaders, thanks to a new non-fiction prize.

Digital publishing start-up Editia today introduced the Editia Prize, a national award for previously unpublished works of longform journalism of between 10,000 and 35,000 words.

The winner of the Editia Prize will receive a digital publishing deal for a work of longform narrative journalism and receive a \$2500 advance on royalties.

The judges of the inaugural award are:

- Jane Caro (author and Gruen Transfer regular)
- Malcolm Schmidtke (former editor of *The Australian* and *The Sunday Age*)
- Matthew Ricketson (University of Canberra Professor of Journalism and deputy chair of the Independent media enquiry)
- Charlotte Harper (Editia founder and publisher)

Harper noted that until now, there had been no Australian award specifically for longform journalism.

"I hope that the Editia Prize will attract entries from former print journalists as they look to establish post-newspaper careers in the digital era, but also from up and coming young writers contemplating a future in entrepreneurial journalism," she said.

Ricketson said that the Editia Prize is a welcome addition to the prizes on offer for outstanding journalism.

"The award acknowledges and encourages an area of journalism and writing that is more widely published than is often thought, that engages readers' emotions and imagination as well as their head, and in the best stories, stays with them long after they have clicked onto the next bowl of cyber-chowder," he said.

"To rephrase writer Ezra Pound, long form journalism is news that stays news."

Entries will open on November 30 this year and close on March 1, 2013. For more information about the Editia Prize, visit Editia.com.

Charlotte Harper is available for interview.
Contact: Clare McHugh
0404 804 857 / publicity@editia.com