

Asia-Pacific Millennium Development Goals Media Awards 2007

Contest Rules

1. The competition is open to all print, radio and TV producers/journalists from public service broadcasting organizations, private networks and free-lance producers, and web-based news services covering the Asia and the Pacific
2. Contest year is 1 January 2006 through 30 June 2007. All entries must be postmarked on or before midnight of 25 March 2007.
3. Entries can be in English and in the local language with corresponding English translation.
4. Entries must have been originally published or broadcast in any country within the Asia-Pacific region during the competition period, or are scheduled for publication and airing not later than end of June 2007.
5. The applicant must secure signed authorization from his superiors, granting the following royalty-free worldwide rights to AIBD and UNESCAP:
 - a. The right to redistribute the submitted material to contest judges for the purpose of screening.
 - b. In the event your entry is chosen as a winner, the right to redistribute the material via cable, terrestrial broadcast, satellite, CD/DVD, internet webcast or other media, in original or in any re-encoded digital or analogue form, for the purpose of promoting the millennium development goals.

Furthermore, you guarantee that the material is free from rights of 3rd parties worldwide. Entries will not be returned.

6. If the entry is yet to be published or aired, the applicant must secure written commitment from the duly authorized media representative for a definite airing or publication not later than 30 June 2007.
7. All entries should be sent to the following address:
Asia Pacific Institute for Broadcasting Development
C/o Jose Maria G. Carlos
2nd Floor, Bangunan IPTAR
Kompleks Angkasapuri
50614 Kuala Lumpur
Malaysia

Content

Entries in the three categories should focus on one or all of the following aspects in their reports:

- **Tracking progress on the MDGs in your country:** How are countries in the region performing? Which countries are 'on track' to achieve the MDGs and which aren't? Why are some countries performing well and not others?
- **Human Face of MDGs:** What does MDGs mean for citizens in the region? What is the role of civil society? What are the success stories heading towards 2015? Who are the key players driving forward change and what are they doing?
- **Changes needed in achieving the MDGs** – What changes are needed to meet the 2015 target? Eg. improving public service delivery (including education, health, water and sanitation); engaging communities; empowering women; fostering public-private partnership; etc.

Entries don't have to cover all eight MDGs, but could focus on one. The range of content for the media awards is enormous. Suggested ideas include

- A person or family's struggle to ease hunger and fight disease (MDG Goal 1)
- Success story of an AIDS victim and the role government, civil society and other institutions play into that family's ordeal. (MDG Goal 6)
- Young peoples concerns with climate change and air quality (MDG Goal 7)
- A 'day in the life' of a rural child trying to obtain an education (MDG Goal 2)

Reference to the MDGs (whether one or all MDG Goals) in your content is mandatory.

For more information on the MDGs, please go to www.un.org/millenniumgoals. For information on MDGs in the Asia Pacific region, including reports and_ 10-minute film on MDGs, visit www.mdgasiapacific.org

Who can Participate

Radio & Television

1. The competition is open to all radio and TV producers/journalists from public service broadcasting organisations, private networks and free-lance producers covering the 'UNESCAP' Asia and the Pacific region. Entries will be accepted from all producers, regardless of the nature, size and shape of the organization they might belong to.
2. Eligible entries include a special report, current affairs programme, talk show or a documentary with a length of between 15 minutes and 60 minutes. A series of at least 10-minute feature report each (minimum of two reports) is acceptable. Daily news stories are excluded.

3. Each producer can submit up to two programmes only. All entries can be in English and/or in the local language. If they are in the vernacular or local language, a subtitle in English should be in place for television, and for radio, they should be accompanied by a typewritten English translation. In both instances, entry must be submitted together with the entry form and a written certification from the editor/executive producer that the translation truly reflects the content of the programme script in the local language.
4. Each applicant can submit up to two entries only.
5. All entries must be submitted in VCD/DVD for TV programmes and in CD for radio programmes.

Print

1. Journalists covering the 'UNESCAP' Asia and the Pacific region, whether freelance or affiliated or regularly employed in a newspaper or magazine company can join the competition.
2. Eligible entries include a special report, feature and investigative piece. Daily news stories and publicity materials are excluded.
3. Entries must be in English and/or in the local language and must have a minimum length of 1,000 words. Entries in the local language, however, must be accompanied by a typewritten English translation and a written certification from the chief editor of the newspaper/magazine, which published the article that the translation truly reflects the content of the article in the local language.
4. Each applicant can submit up to two pieces only. They should have been published in a newspaper or magazine of mass circulation in the country of origin within the contest year.
5. If the article is yet to be published, the applicant must secure a written commitment from the duly authorized media representative for a definite schedule of publication.

Web-Based Materials

1. Articles published on a web site fall within the print category. Videos published on a web site fall under the TV category. In both cases, web-based materials must be publicly available on the internet throughout the competition period (1 January 2006 to 30 June 2007). Any entrant can submit a maximum of two web-based articles and up to two web-based videos. Entries can be in English or the local language, with an accompanying English translation.
2. The URL address where the entry material is found should be provided.

3. Web-based works are judged as-in, meaning as they appear on the web site. We will not accept DVDs or CD-ROMs with an off-line replication of a web site. Web-based works have to be live and on-line.
4. The MDG Media Awards assumes that any entered web-based work is authentic in all its parts: text, pictures, audio, video and other multimedia elements. Entries must be secured with signed authorization from the creator(s) (i.e. author and/or producer) as well as from the current owner of the intellectually property rights on the work (i.e. the employer).

Judging Process & Criteria

1. Each category will have 3 jurors. An AIBD panel will undertake the first screening to ensure basic rules and requirements are met.
2. Professional and independent jurors with relevant expertise and experience in each category will do the second screening.
3. They will judge each entry submitted in its entirety, in an independent and objective manner. All entries must meet the universally accepted standards of professional journalism relating to fairness, relevance, accuracy and balance.
4. Other equally important criteria will involve the following:

Radio and Television

- a. **Innovation** - (25) Points are awarded for originality, creativity, and novelty.
- b. **Clarity of Message** – (25) Points are awarded for substance in communicating the topic/issue to the listener/viewer, for raising level of awareness of the value and impact of MDGs and for holding the attention of the audience.
- c. **Technical Quality** – (25) Points are awarded for production quality, best use of production elements such as music, voice, graphs, interviews, etc.
- d. **Overall Presentation** – (25) Points are awarded for how various editorial and production elements are combined to produce a compelling programme that impact society as a whole.

Print

- a. **Sourcing** – (25 Points) article must feature more than one source of data. Claims must be corroborated by interviews, documents and/or studies.
- b. **Clarity of Message**–(25 Points) the article explains the topic clearly to the newspaper/magazine audience, ensuring right grammar, syntax and choice of words.

- c. **Technical Proficiency** – (25 Points) the piece must show above average level of writing skill/style, appealing and able to communicate complex issues into understandable piece to the ordinary reader.
 - d. **Impact on Society** – (25 Points) article must exhibit scope and significance of issue/subject and its impact on society as a whole
5. All the jurors will select the winning entries on 30-31 March 2007 at the AIBD office in Kuala Lumpur, Malaysia. The Awards will be presented during the 63rd UNESCAP Commission Session in May 2007..
 6. The decision of the board of judges is final.

Prizes

1. The 1st prize winner in the print, radio and TV categories will receive seven thousand US dollars (**\$7,000**), a trophy and a certificate.
2. The runner –up in the print, radio and TV categories will receive two thousand US dollars (**\$2,000**), a trophy and a certificate.
3. First prize winners will be invited to the 63rd UNESCAP Commission Session in May 2007 for the awarding. Airfares and hotel accommodations will be covered by the secretariat.
4. Cash prizes will be given to the winning producers for radio and TV and to the winning author/writer for print. The winning networks and publications will receive trophies and certificates.

Submission Procedures

Broadcast

1. Submit a completed entry form with one recording of the broadcast material, and four (4) copies of a short description of the broadcast material. Each copy of the short description should have a copy of the entry form attached.
2. For radio, the recording should be submitted as a CD. A television entry may be submitted as a one-half inch VHS videocassette or a DVD. An English translation of the radio programme should also be submitted.

Print

1. Submit a completed entry form and four (4) copies of the entry, which may consist of tear sheets, reprints or photocopies. Each of the copies should have a copy of the completed form attached. The submitted stories should clearly show the author's byline, the name of the publication and the date of the publication.

For further details, please contact Mr. Jose Maria G. Carlos at joecarlos@aibd.org.my, phone number at +60-3-2282-3719/-4618.