



The Arab Media Award on Child Rights

Partners:

- UNICEF Regional Office for the Middle East and North Africa
- Dubai Press Club
- Al Bayan Newspaper (United Arab Emirates)

I. Principles:

- The Media Prize is awarded for excellence in reporting in Arab media on the situation and issues of children in the Middle East and North Africa.
- Each year, the Forum will agree on the topic for the award for the year to come: **for 2008, the topic is: adolescents (ages 10 to 19).**
- Prizes will be awarded for four different categories: TV, Radio, print and on-line (web based).
- Prizes are non-financial.
- Prizes will reward individuals not institutions. However, institutions employing the finalists and winners will be recognized.
- Works submitted can tackle national or regional issues.
- Among the fundamental selection criteria jurors will consider are: the relevance and significance of the chosen topic; the quality and originality of the journalistic approach; the depth and accuracy of the investigative work; the effort involved in telling the story(ies); objectivity and impartiality; the potential positive impact of the story(ies). Judges will look favorably at solution-oriented pieces.
- Nominee works must adhere to the highest standards of journalism, including clarity of expression, accuracy, fairness and strict observance of ethical guidelines in reporting on children's issues (see relevant document on the guidelines) and respecting the Convention on the Rights of the Child.
- The jury for the final award will be composed of UNICEF/ex-UNICEF officials, media partners and members of youth-led media initiatives.
- The pre-selection committee for the 4 nominations per country will be composed of six persons ideally a mix of :

UNICEF staff,
Adolescent partners,
Media and independent observers

II. Technical Characteristics:

- The eligible work is in the form of a produced news story, essay, opinion column, a news feature, documentary, or a series on a single topic or an investigative report. Letters to the Editor are not eligible.
- The prize will accept no more than 5 editorials, columns, or news stories per person/per category. All entries, without exception, must ideally consist of a single article or broadcast or a series of related articles or broadcasts that will be judged as a unit. If the entry is, for example, a continuing column or series, no more than 5 examples should be submitted.
- Articles specifically produced for and published on a newspaper, magazine, Radio or TV programme and websites will be accepted.
- If a team was involved in the writings, only one name should appear on the entry form.
- Individual journalists or group applicants seeking the Prize may offer only one topic for consideration.
- An entry letter should accompany the application for the prize. It should explain the motivation behind the candidate's application and include a brief explanation of how the journalistic piece was conceived.
- Radio and television works must have been broadcast between 1 January 2008 and October 15, 2008 on any TV/radio station in countries in the Middle East and North Africa and/or affiliate companies globally. Each TV/Radio entry must be accompanied by the corresponding Application Form and a Broadcast Certification Form signed by a General Manager, Program Director, News Director or Editor, network or program producer, attesting a) to the date of broadcast and b) that the work is certified to be substantially that of the nominee. **ONLY ADOLESCENT PRODUCERS ARE EXEMPTING OF THIS PROCEDURE.**
- All entries must be received on or before **15 October 2008**.

III. Language:

- The language of eligible pieces is initially limited to **Arabic** for 2008. Other languages will be considered in future years.

IV. Submission Guidelines:

- Applications should be submitted to the UNICEF communication officer of the relevant UNICEF country office. Each Country Office will form a selection committee that will select the four country finalists for the 4 different award categories. The selection committee of six persons is ideally a mix of the following:

UNICEF staff members

Adolescents

Media persons & others

- Four copies of each work must be submitted on betacam, CD or hardcopy, depending on the original format. Each copy must be packaged individually.
- The winners will be chosen by the designated jury, and publicized no later than **15 November 2008**.
- Entries that have already been submitted once may not be resubmitted for future competitions.