



The NCCM/UNICEF Award for Children's Broadcasting

The NCCM/UNICEF Award for Children's Broadcasting aims to promote the making of creative and innovative programmes for children and young people. It will be awarded annually to a producer or broadcaster whose work has allowed children or adolescents to be part of the programming process, to talk about their hopes and dreams and share information with their peers. In particular, the Award will seek to recognize work which raised awareness and understanding among young people on the issues of HIV/AIDS, child labour, and tolerance.

Who Can Enter

The Award is open to Egyptian television and radio journalists and broadcasters. Entries can be submitted by individual journalists or broadcasters. The programmes or broadcast item must have been aired on Egyptian public or private broadcast media between January 1, 2005 and the closing date for submissions (October 31, 2006). Submissions should be on VHS tape, audio cassette or CD and should be accompanied by an English translation of the script.

Judging

Entries will be initially assessed by an internal panel comprising staff members of NCCM and UNICEF to ensure that they fulfill the criteria of the Award. They are then sent to a panel of young people and other judges who select a shortlist and winner.

The Award

The winner of the NCCM/UNICEF Award for Children's Broadcasting will be invited to participate – at UNICEF's expense -- in the 5th World Summit on Media for Children (theme: Media as a Tool for Global Peace and Democracy) to be held in South Africa in March 2007.

Further Information

For information about entries or other queries relating to the Award please contact:

UNICEF Egypt. Tel 526 5085 x 208. cairo@unicef.org

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