

UNICEF Sudan Media Awards 2009: Health Promotion and Behavioural Change

Sudanese journalists working for all Sudanese media are invited to enter the 2009 UNICEF Sudan Media Awards.

Entries

The Awards recognize excellence in media reporting on issues and activities affecting children in Sudan. The awards are open to all journalists of Sudanese nationality working for Sudanese media. Entries will be accepted in five key categories:

1. Television media
2. Radio media
3. Print media (including photo essays and features)
4. Online media
5. Youth journalists – open to journalists aged between 10 and 18 years of age

In addition, a special Emerging Talent Award will be made to an entrant who has been working as a journalist for less than two years.

Awards will recognize individuals not institutions. However, institutions employing the finalists and winners will be acknowledged.

Submissions

Entries for the 2009 Awards should focus on this year's theme – **Health Promotion and Behavioural Change**. Entries should cover efforts to improve the health of children and mothers in Sudan with a specific focus on encouraging improved health and hygiene behaviours amongst families and communities.

Works submitted must address local, national or regional issues directly related to Sudan (both north and south), the Middle East and/or North Africa.

Among the fundamental selection criteria jurors will consider are: the relevance and significance of the chosen topic to children's issues; the quality and originality of the coverage; the depth and accuracy of the work; the effort involved in telling the story(ies); objectivity and impartiality; and the potential positive impact of the story(ies). Judges will look favorably at coverage that explores solutions and opportunities to children's issues.

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 and respecting the UN Convention on the Rights of the Child.

The winners

In addition to receiving a UNICEF Sudan Media Award for 2009, the five award category winners will be nominated for the UNICEF Regional Media Award for the Middle East and North Africa. All six national award winners will be invited to the UNICEF Regional Media Forum, scheduled for November 2009 in Beirut, Lebanon, as guests of UNICEF.

For full details and entry forms, please contact:

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UNICEF Sudan Country Office
Street 47, Khartoum – 2
Email: sabdelsayed@unicef.org

UNICEF Sudan Media Awards 2009

Detailed guidelines for entries

I. Principles:

- The UNICEF Sudan Media Award recognizes excellence in media reporting on issues and activities affecting children in Sudan.
- This year, the UNICEF Sudan Media Award will recognize excellence in reporting on the theme of **Health Promotion and Behavioural Change**.
- Entries should cover efforts to improve the health of children and mothers in Sudan with a specific focus on encouraging improved health and hygiene behaviours amongst families and communities.
- Awards will be granted in five categories: TV, radio, print (including photography), online (web based) reporting, and youth journalism for entrants aged between 10 and 18.
- A special “Emerging Talent” award will be made to a journalist employed in the profession for less than two years.
- Awards are non-financial.
- Awards will recognize individuals not institutions. However, institutions employing the finalists and winners will be acknowledged.
- Works submitted must address local, national or regional issues directly related to Sudan (both north and south), the Middle East and/or North Africa.
- Among the fundamental selection criteria jurors will consider are: the relevance and significance of the chosen topic to children’s issues; the quality and originality of the coverage; the depth and accuracy of the 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 coverage that explores solutions and opportunities to children’s issues.
- 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 officials and partners.

II. Technical Characteristics:

- The eligible work should be 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. Photography submissions are also encouraged.
- No more than 5 editorial, column, or news stories submissions per person/per category will be accepted. All entries, without exception, must consist of a single article or broadcast or 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.
- All works must have been printed, posted on the Internet or broadcast on any TV/radio station between **16 October 2008 and 3 September 2009** in media outlets in Sudan. Each TV/Radio entry must be accompanied by the official UNICEF Sudan Media Award 2009 Application Form and a Broadcast Certification Form signed by a General Manager, Program Director, News Director or Editor, network or programme 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 EXEMPTED FROM THIS PROCEDURE.

- Print and new media entries must be submitted on paper, in original or photocopy format. Electronic entries (radio or TV) must be submitted on a CD or DVD. Submissions cannot be returned.
- If a team was involved in the writings, only one name representing the team should appear on the entry form. The individual appearing on the entry form will represent the group if invited to the UNICEF Regional Media Forum.
- Individual journalists or group applicants seeking the award may offer only one topic for consideration.
- An entry letter should accompany the application for the award. It should explain the motivation behind the candidate's application and include a brief explanation of how the journalistic piece was conceived.
- Candidates entering the Youth Journalism category should also attach a copy of proof of date of birth – for example, birth certificate, passport or other official documentation.
- All entries must be received by UNICEF Sudan on or before **September 3, 2009**.

III. Language:

- The official languages of eligible pieces are Arabic or English

IV. Submission Guidelines:

- Applications should be submitted to the UNICEF Chief of Media and External Relations in Khartoum or the UNICEF Communication Manager in Juba (see contact information below).

Four copies of each work must be submitted on VHS, CD or hardcopy, depending on the original format. Each copy must be packaged individually.

- The winners will be selected by the designated jury, and announced no later than 30 September 2009.
- Entries that have already been submitted for UNICEF media awards may not be resubmitted for this or future competitions.

V. The Award itself

- In addition to receiving a UNICEF Sudan Media Award for 2009, the five award category winners will be entered into the UNICEF Regional Media Award for The Middle East and North Africa. All winners, including the Emerging Talent winner, will be invited to attend the UNICEF Regional Media Forum, scheduled for November 2009, as guests of UNICEF.

Where to send entries:

Edward Carwardine
Chief, Media and External Relations
UNICEF Sudan
House 74, Street 47
Khartoum – 2

Douglas Armour
Communication Manager
UNICEF Southern Sudan Area Programme
Totto Chan Compound
Juba

For more information, please also visit our website at www.unicef.org/sudan/media.html