

# 2009 International Children's Day of Broadcasting (ICDB) Awards

Presented by



## Rules and Regulations

The International Children's Day of Broadcasting Awards aim to reward not only excellent programming on the International Children's Day of Broadcasting, but also a broadcaster's efforts to foster and encourage the genuine participation of young people in broadcasting throughout the year.

To be eligible for the 2009 Award, the main ICDB broadcast presentation must have taken place on or around Sunday, **1 March 2009** in conjunction with the 2009 International Children's Day of Broadcasting. Broadcasters are required to submit a programme presentation of their work on the ICDB and are also invited to submit a compilation of youth-driven programming throughout the year.

## Eligibility Requirements

**Programme Length:** If the ICDB programme presentation is longer than one hour, please submit an edited version of at least 30 minutes and no more than 45 minutes, which should include all the segments pertaining to ICDB.

If you are submitting a compilation of year-round broadcasting/events, please submit an edited version of no more than 30 minutes.

**Language:** All presentations may be submitted in their original language. If dubbing or subtitling is not feasible, the entry **must** include an English-language summary detailing the presentation. Regional winners will be asked to provide a full English-language transcript of the entry for final judging. The more detail available, the better the judges can evaluate the program.

**Entry Fee:** There is no entry fee, but all materials must be delivered to UNICEF pre-paid and free of any shipping, customs, brokerage fees, duties and/or taxes.

**Deadline:** All entries must arrive by **Monday, 15 June, 2009**.

**Shipping Instructions:** We strongly recommend that you use an international air courier, such as DHL or FedEx, so that you can track delivery.

## Submission Requirements

To be considered for the 2009 ICDB Award, please submit the following required materials:

- The completed official entry form (entry forms are available in downloadable format from [www.unicef.org](http://www.unicef.org))
- One (1) copy of your ICDB presentation on a DVD-R or VHS tape (for TV) or CD (for radio)
- A written summary, in English, detailing the programme presentation
  
- Please send all submission materials to the appropriate UNICEF Regional Office. See below for a complete list.
- No entry will be considered until all materials are complete
- A Beta copy of the presentation will be requested only if selected to compete in the Final Round of Judging

## How your Presentation will be Judged

The regional offices of UNICEF will organize a judging session consisting of television, radio and media professionals from their region. The top-scoring program from each region will then compete as a Nominee in the Final Round of Judging organized UNICEF in New York City.

The Jurors will score the ICDB entries according to how effectively the presentation communicates the Day's themes and concepts as well as the production value of the presentation. They will also look at the year-round commitment to including youth in the media-making process. The theme for the 2009 International Children's Day of Broadcasting was **Unite for Children: Tune in to Kids**. The three (3) criteria for judging are:

- **Concept:** Does the programme promote UNICEF's principles, purpose and themes for the Day?
- **Execution:** Are youth involved in the presentation of the programming? Have they been part of the production process? Are youth represented in the programme? Did they use their resources effectively to create a high-quality programme? Do the writing, directing, and production convey the idea of this program effectively to the viewer?
- **Year-round youth participation:** Has the broadcaster invested time to children's programming on more than one day? Have youth been engaged in the production process? Has there been any training or other activities for youth throughout the year?

Submission materials entered into the competition will not be returned. Excerpts of a maximum of fifteen (15) minutes of each nominated programme may be used in any television broadcast, webcast, or audio/video promotion produced for or by UNICEF.

## UNICEF Regional Judging Centers

Please send all submission materials to the appropriate UNICEF Regional Office.

### INDUSTRIALIZED COUNTRIES

Andorra, Australia, Austria, Belgium, Bulgaria, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Netherlands, New Zealand, Norway, Poland, Portugal, Republic of Korea, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States of America

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### CENTRAL AND EASTERN EUROPE, COMMONWEALTH OF INDEPENDENT STATES AND BALTIC STATES

Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Georgia, Kazakhstan, Kyrgyzstan, Republic of Moldova, Romania, Russian Federation, Serbia and Montenegro, Tajikistan, The former Yugoslav Republic of Macedonia, Turkey, Turkmenistan, Ukraine, Uzbekistan

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### EAST ASIA AND THE PACIFIC

Cambodia, China, Cook Islands, Fiji, Indonesia, Kiribati, Democratic People's Republic of Korea, Lao People's Democratic Republic, Malaysia, Marshall Islands, Federated States of Micronesia, Mongolia, Myanmar, Nauru, Niue, Palau, Papua New Guinea, Philippines, Samoa, Solomon Islands, Thailand, Timor-Leste, Tokelau, Tonga, Tuvalu, Vanuatu, Viet Nam

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#### **EASTERN AND SOUTHERN AFRICA**

Angola, Botswana, Burundi, Comoros, Eritrea, Ethiopia, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Seychelles, Somalia, South Africa, Swaziland, United Republic of Tanzania, Uganda, Zambia, Zimbabwe

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#### **LATIN AMERICA AND THE CARIBBEAN**

Antigua and Barbuda, Argentina, Barbados, Belize, Bolivia, Brazil, British Virgin Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haití, Honduras, Jamaica, México, Montserra, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, Venezuela

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#### **MIDDLE EAST AND NORTH NORTH AFRICA**

Algeria, Bahrain, Djibouti, Egypt, Iran (Islamic Republic of), Iraq, Jordan, Kuwait, Lebanon, Libyan Arab Jamahiriya, Morocco, Occupied Palestinian Territory, Oman, Qatar, Saudi Arabia, Sudan, Syrian Arab Republic, Tunisia, United Arab Emirates, Yemen

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#### **SOUTH ASIA**

Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka

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#### **WEST AND CENTRAL AFRICA**

Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Democratic Republic of the Congo, Côte d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone, Togo

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