



REGIONAL MEDIA AWARD  
**CHILDREN'S RIGHTS**

**2016**

UNICEF Middle East and North Africa  
Regional Office (MENARO)

in partnership with

**CNN Arabic**

## 1) Principles

- The UNICEF Regional Media Award is granted for radio and television news stories aired on regional, global or local television or radio stations on the condition of children's rights in the Middle East and North Africa.
- The theme of the award is "**The Impact of Conflict and Changes on Children in the Middle East and North Africa**".
- The award aims to recognize the role of journalists whose work covers **five categories: TV news pieces; radio; print media; photojournalism; and social media** (including blogs and vlogs in addition to children's awareness campaigns).
- Awards will be in kind.
- The award will be granted to **journalists** rather than institutions. The institutions for which finalists and winners work will be recognized.
- Media pieces may cover topics related to national and regional issues excluding political, religious or racial matters.
- The jury will look into the following selection criteria: the relevance and significance of the subject; the quality and authenticity of the reporting; the depth and accuracy of investigation; the effort expended in objective reporting; journalistic integrity and impartiality; the positive impact of the stories.
- The jury will objectively consider the contribution towards problem solving and proposing solutions, as opposed to simply reporting a problem.
- The jury will include **UNICEF** current and ex-media officials in addition to **CNN Arabic** media specialists and media academics.
- The award holds two categories this year:  
Young Journalists: Participants should have no more than ten years of media experience,  
Experienced Journalists: Participants who have ten years or more of media experience

## 2) Technicalities

- Eligible media contributions should include one of the following:
  - News stories;
  - News articles or columns;
  - Media reports of less than five minutes;
  - Photo journals related to the theme of the award;
  - Blogs, vlogs or other pieces published on social media.
- Letters to the Editors do not qualify.
- Written pieces may not exceed 1,000 words.
- Participants may submit **only one piece of work**.

- Qualified submissions may include news excerpts made specifically for a certain journal, newspaper, magazine, radio station, website or photo journal, published through that particular form of media.
- Team submissions to include names of all team members.
- Motivation letters (one page maximum) explaining the participants' objectives and presenting a summary on the audience's level of understanding of the media excerpts to be enclosed with submissions.
- News excerpts will be considered if published or aired on regional, global or local television or radio stations between **1 September 2015 and 31 December 2016**. Submissions to include the media excerpt, the submission form, and publication certificate signed and stamped by the concerned entity, certifying the following:
  - Date of publication/broadcast;
  - Authentication verifying the participant's credit in the news excerpt.
    - \* *Young editors are exempted from this certificate*
- All submissions should be made before 30 March 2017.
- Results will be announced in **May – June 2017**.

### 3) Language

- Submissions will be accepted in Arabic, English or French.

### 4) Guidelines

- Submissions will be made directly to UNICEF offices in participating countries. Submissions to be addressed to the attention of communication officers in those offices. Please see the names of designated communication officers in each country in the table below.
- In partnership with CNN Arabic, each UNICEF office shall nominate five finalists. The regional committee shall then select the winner.

#### Technical specifications:

- **Films** to be submitted on a USB flash drive with minimum quality of HD(1080)/H.24/264Mbit.
- **Other material** to be submitted in original format and publication format on a USB flash drive (for example: Photoshop designs should be submitted with the original PSD file in addition to high quality .JPG file). Prints should be submitted as above with an additional printed version (in the actual dimensions).
- Other materials published on **social media** to be submitted according to the above criteria, with a Word file listing all relevant hyperlinks.

**For more information please contact:**

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**For further assistance in each participating country please contact:**

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*Participants from countries in the region not mentioned above are invited to contact the regional office.*