



BEST JOURNALISM AWARD

BEST COMMUNITY COMMUNICATION AWARD

Call for entries

(Deadline for submission of entries: 1 Sept 2009)

CTA (the Technical Center for Agricultural and Rural Cooperation ACP-EU) is holding its annual seminar in October 2009. The subject of the seminar is the role media can play to enhance the agricultural and rural development of ACP countries (Africa, the Caribbean and the Pacific).

In advance of the seminar, CTA is holding a competition to select the best journalism about agricultural and rural development, and the best community communication project in support of communities' development. Panos London is managing this competition on behalf of CTA.

The competition is open to professional and non-professional journalists, media houses, and community-level communication projects from ACP countries. There are two categories:

(A) journalism published or broadcast through print, radio, TV, or online outlets; and

(B) community-level communication projects (any medium).

We recognise that there can be overlap between A and B. An applicant can select which category to enter.

For Category A, Journalism, CTA is looking for journalism that has had impact at national, local or community level – raising awareness or creating a debate, sharing important information or contributing to change. Topics may be agriculture or related environmental, social, political or economic topics.

For Category B, Community-level communication projects, CTA is looking for initiatives that have used participatory communication (through any medium, including face-to-face communication) to strengthen communities' agriculture or their capacity to manage related issues such as natural resources.

The Awards

First prize in each category: 2,500 Euros and a 2-week opportunity for training, study or research (location and terms to be agreed between CTA and the winner).

Second prize in each category: 1,500 Euros and a 2-week training, study or research opportunity as above

Third prize in each category: 500 Euros and a 2-week training, study or research opportunity as above.

All three winners in both categories will also participate in the CTA seminar in Brussels, October 12-16 2009 (all costs covered).

How to participate in the competition

Journalism – Category A

Who can submit

A journalist (free-lance contributor or staff of a media house) who is a national of and working in an ACP country may submit his/her own work. In addition, a media house or other organisation or individual may nominate the work of a journalist who is a national of and working in an ACP country.

What can be submitted

A single journalistic output (article or broadcast), or a series of outputs, that were produced and published/broadcast during the period January 2008 – August 2009. Any type of journalism is eligible – investigation, analysis, reporting, information-sharing, feature, debate.

How to submit

Print and text material, forms and supporting letters may be submitted in English, French or Portuguese. Any text material in other languages must be accompanied by a translation into one these. Audio and audio-visual material may be submitted in English or French only, and any material in other languages must be accompanied by a transcript into one of these.

The submission should consist of:

1. The journalistic output itself (**See Annex for formats, languages etc**)
 2. Details of the journalist, publication/broadcast of the work and the media outlet, **using Form A attached**.
 3. A statement in which the applicant or the institution/ individual nominating a journalist describes the impact of the journalism in raising awareness or creating a debate, sharing important information or contributing to change. **Please use Form B, attached**.
 4. A statement from the journalist him/herself, confirmed by the journalist's employer if appropriate, that if selected the journalist would be available to travel to Brussels to participate in the CTA meeting, October 12-16 2009, and is in possession of a valid passport.
 5. Shortlisted entrants will be required to submit a letter from their editor or from a reputable organisation in the media or agriculture/rural development fields confirming that the articles submitted are the journalist's own work, detailing the editorial process, confirming that the articles were published/broadcast as stated, and confirming that their impact was as described.
- If the submission consists of a series of articles/broadcasts, please send a short summary of each article in the series and one or two complete articles/programmes.
 - Entries may consist of journalism that was initiated by the journalist or media house, or journalism that was commissioned or supported by a development organisation or government department.
 - Journalism commissioned by CTA or CTA partner organisations is eligible.
 - Pieces of journalism directly commissioned and/or editorially supported by any of the Panos Institutes are **not** eligible.
 - A winner who does not confidently speak and understand English or another EU language will need to be accompanied to the CTA Brussels seminar by someone who can act as interpreter for him/her (Costs paid by CTA). A letter from a reputable partner organisation (government or non-government) will be required, verifying the winner's need for such a companion and giving information about the companion. (Relationship with the winner, language capacities, etc).

Community-level communication project - Category B

Who can submit

An individual, group or organisation living/working in an ACP country and working at the community level using communication to achieve rural development objectives may submit their own project/activity. Alternatively, an individual, group or organisation may nominate and submit a project initiated and carried out by another individual, group or organisation.

What can be submitted

CTA is looking for formal projects or informal initiatives that have used community media or communication to tackle agriculture or agriculture-related concerns and stimulate participation and positive change within a rural community. The activity must have taken place in an ACP country, during the period January 2008 – August 2009. It may be a one-off event or a longer communication process. It can be something that was initiated within the community itself or by an external actor, government or non-government. It may use a mass-media channel (such as local radio), ICTs, traditional communication forms such as drama, or simply face-to-face communication such as meetings. Projects initiated or supported by Panos Institutes, Panos partners and CTA partner organisations **are** eligible.

How to submit

All submitted material, forms and supporting letters may be in English, French or Portuguese. Any material in other languages must be accompanied by a translation into one these.

See Annex for formats.

The submission should consist of:

1. When possible a sample of the media work (web links, radio output, etc). If the sample is in a local language, it should be accompanied by either a transcript or a summary of the information in English, French or Portuguese.
2. A description of the project, **using Form C** attached.
3. Details of the person/organisation whose work is being submitted, **using Form D** attached. In the case of an organisation or community project, details must also be given of the person who will represent the project if it is selected to win.

4. Description of the impact the project has had on the rural community, **using Form E** attached.
5. A statement from the project organiser or other person who will represent the project, confirmed by the person's employer if appropriate, that s/he will be available, if selected, to travel to Brussels to participate in the CTA meeting October 12-16, 2009, and is in possession of a valid passport.
6. For shortlisted entries, the person responsible for the project/activity will be required to submit a letter from a relevant independent person who knows the project – for instance, a local government official or development NGO officer – confirming the description of the project and its impact. (One of the competition judges may also visit the project).

Deadline: Entries must be received at Panos London by: 1st Sept 2009

Send post or electronic entries, marked "CTA competition entry", to Valentina Bau at Panos London.

Email address: Valentina.bau@panos.org.uk

Postal address:

Valentina Bau

Panos London

9 White Lion Street

London N1 9PD

UK

How the winners will be chosen

Initial review of entries and drawing up a short-list will be done by Panos London.

Final selection of winners will be made by an independent panel of judges drawn from different ACP regions.

All shortlisted applicants will be invited to travel to Brussels to participate in the CTA Annual Seminar, October 12-16 2009 (Costs paid by CTA). Shortlisted applicants will be notified by Tuesday September 8th. Winners will be notified by September 25th 2009.

Form A.

This form must be completed and submitted with all entries in Category A.

Category A – Professional journalism – Journalist details

1	Full name of journalist (name generally used professionally, <i>and</i> name as in passport, if different)	
2	Title(s) of piece of journalism submitted	
3	Name of media outlet in which the piece of journalism was published/broadcast, date(s) of publication/broadcast, and name of broadcast programme if applicable.	
4	Gender of journalist	
5	Nationality	
6	Email address	
7	Postal address	
8	Contact telephone number(s)	
9	Website, if applicable	
10	Are you available to participate in the CTA seminar, October 12-16 th ?	
11	Languages: mother tongue, principal working language(s), other languages spoken	
12	Freelance, employed, or not a regular journalist?	
13	If employed, position	
14	If employed, name of publication/radio station/TV station that employs you	
15	Description of the publication/broadcaster that employs you and/or	

	<p>published the submitted material:</p> <ul style="list-style-type: none"> • Language • ownership (public, government, private, NGO, community, etc) • Number of employees • Date of establishment 	
16	Location: (capital, other urban, rural?)	
17	Physical and/or postal address:	
18	Website, if applicable	
19	Readership / audience? (For broadcasters, reach in Km and estimated audience)	
20	Main type of audience (educated/less educated, rural/urban, any other description you can give)	
21	Who commissioned the article/broadcast(s) submitted?	
22	What editorial support did you receive?	
Entries being submitted by someone other than the journalist him/herself:		
23	Name of person submitting entry, if it is not the journalist him/herself	
24	Position of person submitting entry	
25	Email address	
26	Postal address	
27	Contact phone number	
28	Relationship with the journalist being nominated (eg professional colleague, employee , friend, etc)	
29	How did you come to know about the journalism being submitted and its impact?	

Form B

This form must be completed and submitted with all entries in Category A.

Category A – Professional journalism – Impact of journalism submitted

1	Name of journalist	
2	Title/headline of article/broadcast(s) submitted	
3	Describe any public interest stimulated by the articles/broadcasts (e.g. further media articles, radio talk shows, letters from public to editor, etc)	
4	Why do you think the piece generated this interest?	
5	Why is this public interest significant, in your opinion?	
6	Describe any response by government or private sector that was generated by this journalism (e.g. public statement, investigation, new initiative)	
7	Why do you think the piece generated this response?	
8	Why is this response significant, in your opinion?	
9	Describe any response at grass-roots level generated by this journalism (e.g. feedback from community leaders, trial of a new agricultural practice)	
10	Why do you think the piece generated this response?	
11	Why is this response significant, in your opinion?	

Form C

This form must be used for all submissions of projects in Category B. The most important section of this form is Question 9.

Category B – Community communication activity – Project description

1	Name of communication project submitted	
2	Country, district within country	
3	The community within which this activity occurs(ed): location, size of community, characteristics of community	<i>100-300 words (approx)</i>
4	The problem the communication activity was designed to address	<i>100-300 words (approx)</i>
5	The purpose and specific objectives of the project: what kind of information is being exchanged, between which stakeholder groups?	
6	Is the communication activity being submitted a stand-alone activity (e.g. a telecentre) or part of a larger whole (e.g. a regular programme on a community radio station) or part of a network of similar activities?	
7	Project description: Year the project/activity began	
8	Where did the initiative for the project/activity come from (e.g. an individual farmer, an external NGO)	
9	Describe the communication activity: communication channels used, type of information exchanged, processes, information outputs, etc.	<i>Up to 500 words</i>

10	Who is involved, as producers and users of information? What are their different roles? Specify the roles played by women.	
11	How many full-time employees/officials are involved in running the project? How many part-time employees or voluntary contributors? Specify how many of them are men, how many women.	
12	Funding: any external financial or in-kind support the project receives; and financial or in-kind resources from within the community.	
13	Describe any technical support (e.g. training) the project has received, from outside or within the community	
14	If the project/activity is part of a larger entity, please give some information about that entity and its relationship to the project. (e.g. commercial radio station, on which the project pays for airtime; agricultural extension service, in which a development agency funds a post of community communication officer, etc) <i>(Note: you do not need to repeat here any information that is given in Form D)</i>	

Form D.

This form must be completed and submitted with all entries in Category B. Please read the whole form and make sure you answer all the questions that are relevant to your submission.

Category B – Community-level communication project – Project contact details and background

1	Name of communication project submitted	
2	Country, district within country	
3	Contact person within the project – name	
4	Position within the project	
5	Gender of contact person	
6	Email address	
7	Postal address	
8	Contact telephone number(s)	
9	Is the person named above, or another person who can represent the project, available to participate in the CTA seminar in Brussels October 12-16 th ?	
10	Languages: mother tongue, principal working/national language if different, other language(s)	
11	Is the project an individual/informal initiative, or run by an organisation?	
	For projects run by organisations:	
12	If the project is run by an organisation: Name of organisation	
13	Description of organisation (e.g. local NGO, international NGO, village	

	development committee, etc)	
14	Main purpose/activities of organisation (e.g. "Forming women farmer groups", or "Promoting new agricultural techniques")	
15	Contact person within the organisation, if different from person named above for the project	
16	Local office of organisation: Physical and/or postal address	
17	Phone number(s) of contact person within organisation	
18	Email of contact person within organisation	
19	National office of organisation, if different and if applicable	
20	Website, if applicable	
21	Name of person submitting this project (whether the same as one of the people named above, or different)	
	For projects submitted by a third party	
22	Name of person submitting entry	
23	Position of person submitting entry	
24	Email address	
25	Postal address	
26	Contact phone number	
27	Relationship with the project being nominated (e.g. professional link, local resident, etc)	
28	How did you come to know about the project being submitted, and its impact?	

Form E

This form must be completed and submitted with all entries in Category B.

Category B – Community-level communication project – Impact of project on the community

1	Name of communication project submitted	
2	Country, district within country	
3	Describe any improvements in agricultural practices, productivity, income etc to which the communication activity has contributed	
4	Why are these changes significant?	
5	Describe any changes in management of natural resources to which the communication activity has contributed	
6	Why are these changes significant?	
7	Describe any changes in roles and relationships within the community (e.g. women, young people, marginalised people) to which the communication activity has contributed	
8	Why are these changes significant?	
9	Describe any changes in the relationship of the community to outside bodies (e.g. local or national government, officials, NGOs, service providers, private sector) to which the communication activity has contributed	
10	Why are these changes significant?	
11	Describe any other change to which	

	the communication activity has contributed	
12	Why are these changes significant?	

ANNEX

Instructions for submission of entries

- Material may be submitted either in hard copy or electronically.
- Electronic text files can be sent in .pdf, Office 2007 (.docx), Office 2002 (.doc), .rtf or .txt formats.
- Photographs may be submitted to accompany articles or project descriptions. Photographs should be sent as jpeg files.
- For online text entries, please send the material as an electronic file, as well as providing a web link.
- Print and text entries will be accepted in English, French, and Portuguese.

- Audio and audiovisual entries may be sent by post on DVDs, in any format except Flash video.
- Audio and audiovisual entries may also be transferred as electronic files via the internet using Yousendit.com or a similar facility for transferring large electronic files.
- Please do not send audio or audiovisual files by email.
- Audio and audiovisual entries that are in English or French may be submitted without transcripts. For audio and audiovisual entries that are in Portuguese or in local languages, please send a full transcript in English or French.