



23rd January, 2013
Press Release

Uks-APNS Call for entries for the first ever Women in Media Awards 2013

DEADLINE FOR SUBMISSION: February 15, 2013

It is a pleasure to announce the first ever Uks-APNS 2013 media awards exclusively for women journalists. The awards aim to generate better awareness and understanding of the fact that positive media content can and does actually bring about positive social change, especially in the realm of women's development and gender equality.

It may be added that in 2012, Uks (www.uksresearch.com) and CIPE (Centre for International Private Enterprise) held a series of theme-based (Powerful Women, Powerful Nation) media trainings for women journalists to motivate them on how to highlight the positive angle in their content. It is also hoped that these 120+ women are stimulated, through the awards, to become a driving force in turning this theme into a national campaign.

A team of professional and independent jurors for each category (who are also part of the media Advisory Group at Uks) will select the winning entries. The criteria will cover accuracy and innovation, clarity of message, technical proficiency and overall presentation.

The first of its kind in Pakistan, the 'Women in Media', awards will be presented in Karachi on March 8, 2013 on the International Women's Day.

The 1st prizewinner for each category receives a cash prize plus a trophy and certificate, as does the runner-up. Recipients of the lifetime achievement award and the beginner's award also receive cash prizes, a trophy, and a certificate. Deadline for all entries is February 15, 2013.

Contest Rules

1. Contest period is January 01, 2012 through December 31, 2012. All entries must be postmarked on or before midnight of 15 February 2013.
2. Entries can be in Urdu, English or any regional language of Pakistan with corresponding requirements.
3. Entries must have been originally published or broadcasted in any media outlet during the

given time period.

4. The applicant must secure a signed authorization from her superiors, granting permission, free of royalty payments, to redistribute the submitted material to the judges of the contest for the purpose of screening as well as in the event the entry is chosen as a winner, the right to redistribute the material via cable, terrestrial broadcast, satellite, CD/DVD, internet web cast or other media, in original or in any re-encoded digital or analogue form, for the purpose of promoting positive images/reports on Pakistani women.
5. Furthermore, the applicant must guarantee that the material is free from rights of third parties worldwide. Entries will not be returned.
6. All entries should be sent to the following address:

Address: #7/1 C (1st floor), Stadium Lane 1, Khadda Market, DHA, **Karachi**

Address: House No. 51-A, Street No. 63, Sector F-8/4, **Islamabad**

Content

Entries in the four categories should focus on one or all of the following aspects in their reports:

- Stories of women who have faced and successfully dispelled gender stereotypes; highlighting the main features.
- Changing mindsets to promote gender-sensitivity through the media.
- Efforts - at government and civil society level - to improve women's access to education, politics, work, health, water and sanitation.
- Highlighting communities that have engaged in empowering women in Pakistani society and/or communities who can work proactively to empower women in society.

Who can participate?

Radio & Television

1. The competition is open to all radio and TV producers/journalists from public service broadcasting organisations, private networks and freelance producers working in Pakistan. Entries will be accepted from all producers, regardless of the nature, size and shape of the organization they might belong to.
2. Eligible entries include a special report, current affairs programme, talk show or documentary with a length of between 15 minutes and 60 minutes. A series (minimum of two reports), of at least 10-minutes for each feature is acceptable. Daily news stories are excluded.
3. Each producer can submit up to two programmes only. All entries can be in Urdu, English, and/or in any regional language. For programmes in any of the vernacular or regional languages, a subtitle in Urdu/English should be in place for television, and for radio, they

should be accompanied by a typewritten Urdu/English translation. In both instances, entries must be submitted together with the entry form and a written certification from the editor/executive producer that the translation truly reflects the content of the programme script in the regional language.

4. Each applicant can submit up to two entries only.
5. All entries must be submitted in VCD/DVD for TV programmes and in CD for radio programmes.

Print

1. Journalists, whether freelance or affiliated or regularly employed in a newspaper or magazine can join the competition.
2. Eligible entries include a special report, feature and investigative piece. Daily news stories and publicity materials are excluded.
3. Entries must be in Urdu, English and/or in any regional language and must have a minimum length of 1,000 words. Entries in a regional language, however, must be accompanied by a typewritten Urdu/English translation and a written certification from the editor of the newspaper/magazine which published the article that the translation truly reflects the content of the article in the regional language.
4. Each applicant can submit up to two pieces only. They should have been published in a Pakistani newspaper or magazine within the contest period.

Social-Media

1. Web-based materials must be publicly available on the Internet throughout the competition period (1 January 2012 to 31 December 2012). Any entrant can submit a maximum of two web-based articles and up to two web-based videos. Entries can be in Urdu, English or a regional language, with an accompanying Urdu or English translation.
2. Submit a completed entry form with one colour print out of the material, and four (4) copies of a short description of the material which include the hyperlink to its live URL.
3. Web-based works are judged as-in, meaning as they appear on the web site. We will not accept DVDs or CD-ROMs with an off-line replication of a web site. Web-based works have to be live and on-line.
4. The Uks-APNS Women in Media Awards assumes that any entered web-based work is authentic in all its parts: text, pictures, audio, video and other multimedia elements. Entries must be secured with signed authorization from the creator(s) (i.e. author and/or producer) as well as from the current owner of the intellectually property rights on the work (i.e. the employer).

Judging Process & Criteria

1. Each category will have three jurors. They will be from the Media Advisory Group constituted by Uks and will undertake the screening to ensure basic rules and requirements are met.
2. They will judge each entry submitted in its entirety, in an independent and objective manner. All entries must meet the universally accepted standards of professional journalism relating to gender fairness, relevance, accuracy and balance.

Other equally important criteria will involve the following:

Radio and Television

- a. Innovation - (25) Points are awarded for originality, creativity, and novelty.
- b. Clarity of Message – (25) Points are awarded for substance in communicating the topic/issue to the listener/viewer, for raising level of awareness on how ‘Powerful Women can make a Powerful Nation’, and for holding the attention of the audience.
- c. Technical Quality – (25) Points are awarded for production quality from the gender lens, such as music, voice, graphs, interviews, etc that are gender sensitive.
- d. Overall Presentation – (25) Points are awarded for how gender balance and positivity in various editorial and production elements are combined to produce a compelling programme that impacts society as a whole.

Print

- a. Sourcing – (25 Points) article must feature more than one source of data. It must be supported by interviews, relevant research and /or studies.
- b. Clarity of Message–(25 Points) the article explains the message ‘Powerful women, powerful nation’ clearly to the newspaper/magazine audience, ensuring use of gender-sensitive and unbiased language and context.
- c. Technical Proficiency – (25 Points) the piece must show above average level of writing skill/style, appealing and able to communicate complex issues into an understandable piece to the ordinary reader.
- d. Impact on Society – (25 Points) the article must exhibit scope and significance of issue/subject and its impact on society as a whole.

The decision of the board of judges is final.

The same rules apply to all Social Media content.

Prizes

1. The 1st prizewinner in the print, radio, TV and Social Media categories will receive a cash prize, a trophy and a certificate.
2. The runner-up in the print, radio, TV and social media categories will receive cash prizes, a trophy and a certificate.
3. Winners of the Lifetime achievement awards and the beginner's awards will also receive cash prizes, a trophy and a certificate.

Submission Procedures

Broadcast

1. Submit a completed entry form with one recording of the broadcast material, and four (4) copies of a short description of the broadcast material. Each copy of the short description should have a copy of the entry form attached.
2. For radio, the recording should be submitted as a CD. A television entry may be submitted as a one-half inch VHS videocassette or a DVD. An Urdu or English translation of the regional language radio programme should also be submitted.

Print

1. Submit a completed entry form and four (4) copies of the entry, which may consist of tear sheets, reprints or photocopies. Each of the entry copies should have a copy of the completed form attached. The submitted stories should clearly show the author's byline, the name of the publication and the date of the publication.

Entrants for Social Media must follow rules for either the print or the electronic media.

For further details, please contact:

Uks office addresses

Address: #7/1 C (1st floor), Stadium Lane 1, Khadda Market DHA Karachi

Address: House No. 51-A, Street No. 63, Sector F-8/4, Islamabad

Phone: (+92 - 51) 285 0906, (+92 - 51) 285 0908

Fax: (+92 - 51) 285 0908

Email: info@uksresearch.com

Deadline

Applications must be submitted by **15th February, 2013**. *Late applications will not be considered.*