PEPFAR MEDIA AWARDS BRIEF

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Background

• Media Awards Competition are designed to increase coverage of PEPFAR supported initiatives;
• The competition should focus on PEPFAR supported initiatives only;
• PEPFAR is able to support some media visits to certain projects on request.
Rational for media awards

• Increase reportage of PEPFAR supported initiatives in Zimbabwe;
• Raise community awareness of public health issues;
• Promote health seeking behaviors amongst communities;
• Increase uptake of health related services such as Antiretroviral therapy;
Awards Categories

- **Themes:** HIV and AIDS and related fields;
- **Categories:** Photo, Print/Online, Broadcast
- **Entries:** individuals or organizations
- **No of entries:** unlimited – quality reporting
- PEPFAR will monitor consistency of reportage on a monthly basis and;
- Journalist have the responsibility to notify PEPFAR of any publication in the media.
Submission Category

- **Print Journalism**: submit a minimum of 300 and maximum of 2000 words;
- **Submissions**: should have been published in different media – newspapers, newsletters, magazines, online;
- **Photo Journalism**: a minimum of a single photo to a pictorial of up to 10 or an album of up to 20 photos.
- A competition notification will be published in the press by HeJAZ;
Submission Category

• **Broadcast** (Television/Radio): a minimum duration to 1 minute and a maximum of 1 hour;

• All broadcast materials should be supported/accompanied by a transcript written in English.
PMAC Composition

• PEPFAR MEDIA AWARDS ADJUDICATION COMMITTEE (PMAC)
  – PEPFAR X 3
  – Ministry of Health and Child Care
  – National AIDS Council
  – Voluntary Media Council of Zimbabwe
  – Harare Polytechnic
  – Independent media specialist
SELECTION CRITERIA

• Impact of story on society and adherence to ethical guidelines set in the media code of ethics;

• A story that satisfies the basic tenets of journalism i.e. balance of story, fairness and accuracy;

• Articles should be significant to PEPFAR goals in Zimbabwe;

• Language usage and demonstration of depth of knowledge and research of the subject.

(Source Voluntary Media Council of Zimbabwe)
Selection criteria

Submissions should:

• Be concise/succinct introduction;
• Have a clearly identified audience;
• Be well researched and packaged in an appealing writing style;
• Be contextualized with a human face to the story
• Highlight a new angle - what's new and significant?
• Impact value/factor on communities/society on morbidity or mortality.
Selection Process

• Individual/Group to submit a portfolio – do a write up/justification why one should win;

• HeJAZ members only are eligible for entering the competition;

• In the absence of a byline, present evidence from a recognizable Editor.
Article submission

• Competition commenced in December 2016 to October 31, 2017;
• Winners to be recognized on November 30, 2017 at a venue to be advised;
• Submission of articles should be a continuous process;
• Journalist responsible for highlighting links to articles;
• Ensure that articles are saved in a user friendly format i.e. word.
Way Forward

- The competition is open for HeJAZ members only;

- Story links or articles should be send to NyakwendeG@state.gov as soon as published;

- Winners will be recognized on November 30 at a venue to be advised.