



NATIONAL AIDS COMMISSION

Powered to Conquer HIV and AIDS

P. O. Box 11232, Maseru 100, Lesotho, Southern Africa; Orpen Road,
Maseru Sun Office Complex; Tel: +266 22326794, Fax: +266 22327210

HIV and AIDS Red Ribbon Media Award for excellence in Journalism 2009

Rules and Regulations

The NAC HIV and AIDS Red Ribbon Media Award for Excellence in Journalism, serves two purposes. The first is to identify and reward journalists who have displayed exceptional skill in reporting on HIV and AIDS, and the second is to motivate journalists to cover the subject more regularly in their outlets. The award covers the Radio, Television and Print/Online categories with a specific focus on Prevention.

The Prize

The prize in each category is M10, 000 and each award includes a certificate of achievement.

Eligibility

The competition is open to journalists in Lesotho working for local Print, Radio and Television media organisations.

How to enter

To enter, simply fill the official application form and mail it along with your entry to the address provided below. There are no entry fees.

Entry Rules

1. Participation is open to Print/On-line, Radio, or Television journalists employed by the local media in Lesotho. They should submit one entry previously published or broadcast in the general news media on the subject of HIV and AIDS Prevention.
2. Each entrant can compete only once and may submit one article or a report on the same subject. The Jury will award the best entries in three categories as follows: a) Print/On-line b) Radio, c) Television.
3. All entries must have been published or broadcast between May 01 and November 06, 2009 inclusive. The deadline for submission of all entries is November 06, 2009 at 12:00 noon.
4. The NAC reserves the right to use all material submitted for the award in any way and to reproduce it for the purposes of promoting the Red Ribbon Media Award.

5. All entries must be with the written consent of the authors; and with proof that they are bona fide journalists. In addition, they must declare that their entry is their original work, apart from normal sub-editorial/production treatment. A senior editorial manager must certify that the work was published, broadcast or posted on an internet site.
6. All entries should declare any subsequent formal corrections, challenges to the accuracy of an entry or claims of plagiarism or defamation against the work.
7. Entries must be in English or Sesotho.
8. An independent jury consisting of seven members from among respected professionals in the field of HIV and AIDS as well as the media will judge the entries.
9. Winners will be chosen on the basis of journalistic excellence. However, the jury will also judge the intentions of promoting HIV prevention, behaviour change and to an understanding of HIV and AIDS and those affected and infected. Consideration will be given to general criteria including; newsworthiness, research, writing, production, incisiveness, impact, public benefit, ethics, innovation, handling of content and creative flair. The jury will take regard of the resources available and effort expended in the preparation of the work.
10. The jury may take a decision to award NO prize in any category. Equally, the jury may reject an entry, which, in their opinion, does not comply with the requirements of the competition. The jury further reserves the right to withdraw a prize should it emerge later, that an entrant did not comply with the entry conditions.
11. The jury's decision is final.
12. Applicants should keep copies of all material submitted, as organizers will not return entries.
13. Print articles should be between 1300 to 1500 words while for radio and television snippets should not be more than 30 minutes long.

Entries to Print/On-line Category;

Print journalists must supply a full-page tear sheet of the work, where possible. Where a tear sheet of the original work is not available, a high quality certified copy will suffice. On-Line journalists must send a disk or a CD-ROM in HTML format or an internet address that can be viewed (unaltered) for judging.

Entries for Radio Category;

Radio entries must submit a standard audio cassette/CD of the report and one copy of the script. The name of entrant, title and duration of the programme should be marked on the tape or CD.

Entries for Television Category; Television entrants must supply a standard VHS tape/CD of the report and one copy of the script. The name of the entrant as well as the title and duration of the programme should be marked on the tape or CD.

**The NAC HIV and AIDS RED RIBBON MEDIA AWARD FOR EXCELLENCE
2009**

Entry Form

1. PERSONAL DETAILS

Entrant's name: *Personal e-mail:*

Home address: *Telephone*

2. EMPLOYER/MEDIA ORGANIZATION

Name:

Position.....

Telephone:*Fax:*

3. OUTLET WHERE ITEM WAS PUBLISHED OR BROADCAST

Name:*Date appeared/broadcast:*

Range and nature of the publication, station, website, or service

.....

4. CATEGORY (Tick one) *Print/On-line, Radio, Television*

5. ENTRY

Title of entry:

.....

Brief description of the entry and its impact

.....

.....

.....

6. PROFESSIONAL EXPERIENCE OF THE ENTRANT:

.....
.....
.....
.....

7. DECLARATION OF ENTRANT

I hereby declare that this entry is my original work, apart from sub-editorial/production treatment; confirm that I complied with all copyright requirements. I further authorize NAC to use this entry as may deem fit for the purposes pertaining to the promotion of the Red Ribbon Media Award.

Signature of entrant **Date**

8. DECLARATION OF THE EMPLOYER/COMMISSIONING COMPANY:

I confirm that Is a bona fide journalist and the work submitted is her/his own work. It does not owe its merit to sub-editing, rewrites or other production treatment.

Submit your entries to:

**Head of Advocacy and Communications
National AIDS Commission
Maseru Sun Office complex
Orpen Road
Office # 831/832**