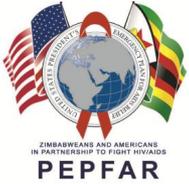




PEPFAR/HeJAZ MEDIA AWARDS

Gay Nyakwende

19/11/2015



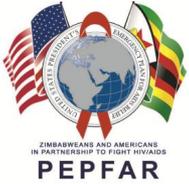
Rational for media awards

- 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
- Impact on society



Awards Categories

- **Themes:** HIV/AIDS and related fields
- **Categories:** Photo, Print/Online, Broadcast
- **Commencement:** officially launched on Tuesday 17 November, but competition commenced October 2015 – October 2016
- **Entries:** individuals or organizations
- **No of entries:** no more than 3 published articles



Submission Category

- **Print Journalism:** submit a minimum of **300** and maximum of **1000** 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



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.



PMAAC Composition

- PEPFAR MEDIA AWARDS ADJUDICATION COMMITTEE (PMAAC)
 - PEPFAR X 3
 - HeJAZ Executive
 - Ministry of Health and Child Care
 - National AIDS Council
 - Voluntary Media Council of Zimbabwe



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;
- Language usage and demonstration of depth of knowledge and research of the subject

(Source Voluntary Media Council of Zimbabwe)



Section criteria

Submissi

- Succinct introduction
- Well identified audience
- Well Packaged/Appealing Writing style
- Well Researched and
- Be Concise
- Contextualize and put a Human face to your story
- An article should highlight new angle - whats new and significant?
- What is the impact value/factor on communities/society on morbidity or mortality
- sociologist to assess using a defined scoring framework)



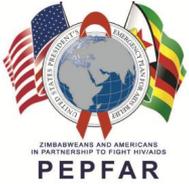
Selection Process

- Individual/Group to submit a **portfolio** – do a write up/justification why one should win –
- All paid up HeJAZ members can enter the competition
- In the absence of a byline, present evidence from a recognizable Editor



Selection Process

- Talk to the target audience
- Judges to go back to the objectives of the constitution
- Judges to go back to the objectives of PEPFAR in Zimbabwe



Winners of the Competition

- Overall Winner - cash prize and certificate
- 3 winners from each category receive cash prize and certificate
- On behalf of PEPFAR , I urge you to participate and encourage other to participate
- THANK YOU