

man
Anderson
David Aukin
Boaden
Ed Caesar
Mark Cousins
Gary O'Donohue
Nick Fraser
Lindsey Hilsum
Peter Kosminsky
Stuart Ramsay
Rogers
Sinnerton
Mike Thomson
Dominic Waghorn
Tim Whewell
Leslie Woodhead
Woods
Will
Sarah Boseley
Dan Chung
Jenny Cuffe
Jonathan Dimbleby
Omid Djalili
Emma Hurd
Kim Longinotto
Rupert Murray
Norma Percy
Saira Shah
Jonathan Steele
John Wa
Boseley
Chung
Cuffe
Dimbleby
Djalili
Hurd
Longinotto
Murray
Percy
Shah
Steele
Wa
Waghorn
Whewell
Woodhead
Wynn

Be part of it

Call for Entries

Closing date Monday 30th January 2012
Enter online oneworldmedia.org.uk/awards



Introduction

2011 has been a media year like no other. Humanitarian crisis in East Africa brought an echo of earlier mobilisations, but the Arab spring brought something new – explorations of the role of social media in major political upheavals. Did events in Egypt amount to a Facebook, Twitter or Al Jazeera revolution? Could pictures uploaded to YouTube from Syria be believed? Professional ethics and editorial standards themselves became part of the tale. Social media is now both a source for professionals and a mechanism for holding ‘old media’ to account.

In a world where events are moving fast and the media landscape is also changing rapidly, we continued to rely on journalists and filmmakers to sift fact from rumour, ask searching questions, show us authentic pictures and tell us the whole story. They pulled off some extraordinary work this year. We fully expect our judges to have a more difficult time than ever in selecting the winners.

Next year we mark our 25th anniversary, so the Awards ceremony on May 8th will be a special celebration. We hope you’ll join us to be part of it.

Marion Bowman
Director

One World Media’s mission is to influence the people who control and work in the media around the world to promote global dialogue, tolerance and understanding, give marginalised people a voice, and contribute to international development.

We believe the media can be a powerful tool to increase global dialogue and understanding, to support international development and promote democracy and fair government worldwide.

Our Awards reward the most outstanding media coverage of the developing world and recognise the unique role of journalists and filmmakers in bridging the divide between different societies and raising awareness of vital development issues.

One World Media Awards 2012

The 2012 Awards ceremony, hosted by Jon Snow of Channel 4, will be held on the evening of Tuesday, 8th May at Kings Place, London.

Tickets to attend the ceremony go on sale from Wednesday, 14th March 2012. Full booking details will be available at oneworldmedia.org.uk/awards

25
CELEBRATING
25 YEARS

How to Enter

All entries must be submitted online at oneworldmedia.org.uk/awards

You may submit an entry into more than one category, but a separate entry fee is required for each.

The deadline to submit entries is Monday 30th January 2012.

Entry Materials

Once you have submitted the online entry form, you must send us the following materials before the entry deadline:

1. Five copies of each entry with title, category and online reference number clearly marked.

Entries must be in the following formats:

Television/film: DVD PAL

Radio: CD

Print: Originals or copies of articles

New media: Judges will view content online at the URL indicated on your application. If not currently viewable online, please submit DVDs and screen grabs as appropriate.

2. Five copies of a synopsis of up to 300 words for each entry, describing the entry and how it meets the criteria.

We regret that we are unable to return entry materials unless specifically requested and postage is covered.

Payment

The quickest way to pay your entry fee is online during the submission process using a credit or debit card. For alternative payment methods, please email or call us.



Entry Fees

Early bird rate

Entry by 3rd January 2012

£100 + VAT per entry, regardless of medium

Freelancers: £50 + VAT

Students: £20 + VAT

Entry from 4th January 2012

£125 + VAT per entry, regardless of medium

Freelancers: £60 + VAT

Students: £30 + VAT

Entries will not be accepted into the Awards competition until payment has been received and this must be no later than the entry deadline of 30th January 2012. Entry fees cannot be refunded.

One World Media

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Above: Claire Foy in *The Promise*. Photo: Ed Miller

Award Categories

Journalist of the Year Award

Sponsored by Concern Worldwide

For the television, radio, print or online journalist who has made the most outstanding contribution in this field in the UK during the year. A maximum of four pieces of work in any medium can be submitted.

Radio Award

For an outstanding report, series of reports or single programme transmitted in the UK.

Television Award

For an outstanding report, series of reports or individual programme transmitted in the UK, which deals with current events and issues.

News Award

For a single news report, in print, broadcast or online media, which has had great impact in increasing UK audiences' understanding of the developing world.

Press Award

For an outstanding article with arresting and revealing writing in the UK print media, including specialist features such as sport, music, women's interest, food and health.



New Media Award

Sponsored by CBA

For websites that use creative and innovative techniques to extend knowledge and understanding of, and engagement with, the developing world.

Drama Award

For feature films and television or radio dramas that include characters and stories from the global south. Entries must have been broadcast or screened theatrically in the UK.

Popular Features Award

For broadcast and print media in the UK that offers fresh perspectives of the developing world through creative treatment of a subject or issue, attracting new and/or extended audiences.

Children's Rights Award

For outstanding broadcast and print media made about, for, or by, children, which advances the rights of children worldwide and includes the perspectives of young people in a compelling and imaginative way.

Documentary Award

Sponsored by Malaria Consortium

For the highest standard of documentary that has been broadcast or screened at festivals or theatrically in the UK.

“The recent events in the Arab World and rapid changes in the balance of global economic power are making quality reporting of the wider world more important than ever.”

Jon Snow, Presenter, One World Media Awards



Sustainable Development Award

Sponsored by IIED

For outstanding print, broadcast and online media that addresses the progress or challenges in achieving sustainable development, including environmental, health, social, economic and educational concerns, particularly in relation to the 2015 Millennium Development Goals.

Student Award

For a piece of work made by a student as part of a media, journalism or documentary filmmaking course at a UK university or film school.

Special Award

For an outstanding project working on the ground in the developing world where media activity has made a real impact on people's lives. The purpose of the award is to demonstrate the value of media in progressing development and human rights.

There is no entry fee for this category.

Above: Eunice Maina, Editor, and Kades Njogu, DJ & Scriptwriter, recording for ShujaazFM.

Last year's Special Award winner was ShujaazFM from Nairobi, Kenya.

ShujaazFM (meaning 'Heroes' in Kenya's youth slang) is an interactive multimedia project designed to inspire and motivate young Kenyans to take action to improve their lives and engage with urgent practical issues that shape their future.

Reaching more than 15 million youth across the country, ShujaazFM provides information and advice on all aspects of everyday life – health, employment, agriculture and social relations. The project includes a popular comic, radio programmes, websites, TV animations and social networks – a multiple approach offering audiences numerous ways to engage, to learn, to get involved, to share their voices, experiences and opinions, and to interact with their peers across Kenya.

Eligibility and Criteria

The One World Media Awards encourage and celebrate the best content about the developing world in the UK media. They recognise international media coverage that broadens horizons and impacts on the lives of people in the global south.

All entries should be concerned with some aspect of social, political or cultural life in Africa, Asia, the Caribbean, Latin America, the Middle East or the Post-Soviet states (excluding EU members).

Entries must have been broadcast or published in a professional media setting for the first time in the UK between **8th February 2011 and 30th January 2012** and must not have been entered for a previous One World Media Award.

One World Media selects jurors with relevant expertise and proven experience in the media industry and/or not-for-profit sector. For more on judging, visit oneworldmedia.org.uk/awards/jury.

Winners receive a trophy, certificate and copy of the jury's citation.

Timetable for the 2012 Awards **Closing date for entries**

Monday, 30th January 2012

Shortlist announced

Wednesday, 15th February 2012

Nominations announced

Wednesday, 14th March 2012

Awards ceremony

Tuesday, 8th May 2012

Right: Blood, Sweat and Luxuries: E-Waste. Agbogbloshie Dump, Ghana.

Criteria For All Categories

Judges will be looking for material that:

- combines compelling storytelling with a clear analysis and understanding of the issues and nuances involved and communicates these to the audience in an accessible and intelligible way
- includes the voices and views of people in the developing world
- reveals new stories or fresh approaches on familiar stories
- illustrates the interdependence of today's world and communicates how the actions of the world's rich impact upon the lives of the world's poor and vice versa
- helps increase understanding of different cultures
- draws attention to possible solutions
- makes a demonstrable contribution to human rights or development policy
- demonstrates investigative, journalistic or production skills of the highest level
- appeals to UK audiences
- covers issues related to the 2015 Millennium Development Goals, such as health, education and poverty.

Please note that not all of these criteria are required in any single entry.





“There are several important awards for the press in covering foreign affairs, often focused on war coverage... but when it comes to stories on aid and development and the way they affect politics and are affected by politics, there is really only one award that any journalist hopes to win – and that is, of course, the One World Media Award.”

Jonathan Steele
Winner, One World Media Press Award 2011

Above: Sacks of wheat for distribution, from *Real Life Inside Helmand* by Jonathan Steele, *The Guardian* (G2).
Photo: Nadi Ali

With gratitude to our sponsors



One World Media Awards 2011 winners

Journalist of the Year

Lindsey Hilsum
Channel 4

Radio Award

India's Microcredit Meltdown
BBC World Service

Television Award

Unreported World: Philippines
Quicksilver Media for Channel 4

Press Award

Real Life Inside Helmand
Jonathan Steele for The Guardian (G2)

New Media Award

Highrise, Out My Window
National Film Board of Canada

Drama Award

The Promise
Daybreak Pictures for Channel 4

Popular Features Award

Blood, Sweat and Luxuries: Gold and E-Waste
Ricochet for BBC Three

Children's Rights Award

Dispatches: Children of Gaza
True Vision Productions for Channel 4

Environment Award

Unreported World: Pakistan After the Floods
Quicksilver Media for Channel 4

MDGs Award

Guardian Global Development
Guardian Media Group

Documentary Award

Welcome to Lagos
KEO Films for BBC Two

Student Award

Miles Apart
Ling Lee, NFTS

Special Award

ShujaazFM
Kenya

One World Media promotes media that contributes to global dialogue and understanding, human rights and development.

Visit us online at oneworldmedia.org.uk