



RED RIBBON MEDIA AWARDS 2012

ENTRY FORM

Celebrating Journalistic and Creative Excellence in HIV/AIDS Awareness





Introduction

The Red Ribbon Media Awards, evocative of journalistic and creative excellence, were first introduced by the Malaysian AIDS Foundation in 1996 as part of its effort to acknowledge and honour the vital role played by the Media in HIV/AIDS education. The Awards are presented to members of the Media (print, broadcast and advertising) as well as the performing and visual arts for outstanding work to create greater awareness of HIV/AIDS through their respective mediums.

This Award is a celebration of creative, effective, responsible and courageous journalism, and is our tribute to local Media practitioners who have helped us take one step closer to eradicating the HIV stigma and materialising our goals of *Zero New HIV Infections*, *Zero Discrimination* and *Zero AIDS Related Deaths*.

Eligibility

The Red Ribbon Media Awards is open to writers, reporters, journalists, performers and artistes of HIV/AIDS related works that have been published, broadcasted or performed between 1 January 2010 and 31 December 2011. All work must have appeared in Malaysia and entrants must be citizens or residents of Malaysia.

Categories

1. Print media:

Newspapers and Magazines

- Features/columns/supplements (Bahasa Malaysia, English, Chinese and Tamil)
- Advertisements and Public Service Announcements (PSAs)

2. Broadcast Media: TV & Radio

- News
- Talk shows
- Documentaries
- Drama
- Advertisements and PSAs

3. Non-traditional Media

- Digital media and other Internet-mediated communications, e.g. websites, blogs, social networking websites
- Stage or street plays and performances

Panel of Judges

The panel of judges will comprise editors and journalists from the various language newspapers, experts from creative and broadcasting fields, HIV/AIDS resource people, artistes and members of the public.

Judging Criteria

The Judges' decision will be based on:

- Ability to convey clear and accurate information on HIV/AIDS
- Ability to constructively address HIV/AIDS-related stigma
- Use of sensitive, appropriate and inclusive language
- Effort to highlight HIV/AIDS-related issues that are of particular importance to society
- Originality, creativity and execution

Awards will ONLY be presented for work considered by the Panel of Judges as exceptionally outstanding. Should the Judges feel that no work is eligible for a particular category, then no Award will be presented for said category.

Prizes

Winner of each of the Red Ribbon Media Award category will receive a specially designed trophy, cash prize worth RM 5,000 and a Certificate of Excellence.

Presentation Ceremony

The Red Ribbon Media Awards 2012 will be presented at a prestigious dinner gala celebrating media partners of the Malaysian AIDS Council and Malaysian AIDS Foundation (date and venue to be confirmed).

For more information, please contact:

ZAKI ARZMI

Resource Centre, Malaysian AIDS Council

Tel: +603 4045 1033

Email: zaki@mac.org.my

Submission Guidelines

Entrants of The Red Ribbon Media Awards 2012 are required to submit details of their work, consisting:

1. One copy of the completed official entry form.
2. The following materials corresponding to the category of submission:

Print Media:

- One hard copy of actual work.

Broadcast Media:

- TV and other visual media - One VHS or digital recording in DVD format of the work.
- Radio PSA - One cassette or digital recording in CD format and corresponding script.

Non-Traditional Media:

- Photographs of the works mounted on plain A3 cardboards - one side only; and if available/applicable VHS, cassette or digital recording and script

3. One copy of a typewritten introduction, not more than two pages, including information on the following:
 - Brief synopsis of the work
 - Circumstances in which it was produced
 - Entrant's intentions in producing the work
 - Final impact on the submission
4. Relevant supporting materials wherever possible (press clippings, reviews, photographs, drawings, sketches etc).

All entries should be sent in together with a stamped self-addressed card to enable us to acknowledge all entries.

Please mail or hand-deliver your entries to:

Red Ribbon Media Awards 2008
Malaysian AIDS Council
No 12, Jalan 13/48A
The Boulevard Shop Office,
Off Jalan Sentul
51000 Kuala Lumpur
(Attn: Zaki Arzmi)

Deadline for Entries
23 April 2012



MEDIA AWARD

ENTRY FORM

Deadline for the entries: 23 April 2012

Section A: The following requires details of the entrant for the Red Ribbon Media Awards 2012

Name:

Designation and organisation:

Mailing address:

Post Code:

Tel / HP:

Fax:

Email:

Section B: Categories (Please tick one only)

Print (features)

☐ Malay ☐ English ☐ Chinese ☐ Tamil

Broadcast

☐ TV Talkshow / Documentaries Language _____ Duration _____ mins

☐ TV Dramas Language _____ Language _____ Duration _____ mins

☐ TV Dramas Language _____ Language _____ Duration _____ mins

**Nontraditional Media (Arts)
(please specify)**

Name / title / heading of entry

**Date of publication /
broadcast / presentation**

Publication channel / venue

- 1) All entries are non returnable. Submitting an entry acknowledges the right of the Malaysian AIDS Council to use it for exhibition or publicity purposes.
- 2) The Malaysian AIDS Council will not be responsible for the loss or damage of any entries that are sent by mail.

Signature

Date



Contact Details:

Malaysian AIDS Council

No 12, The Boulevard Shop Office, Jalan 13/48A, Off Jalan Sentul, 51000 Kuala Lumpur, Malaysia.
T +603 4045 1033 F +603 4042 6133 www.mac.org.my

For further queries, please email to zaki@mac.org.my