



LAUNCHING THE 2016 SADC MEDIA AWARDS AND SADC WATER MEDIA AWARDS COMPETITION

The Southern African Development Community (SADC) was founded as the Southern African Development Coordination Conference (SADCC) in 1980.

It was transformed into the Southern African Development Community (SADC) on August 17, 1992 and now consists of 15 Member states, namely Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe.

The SADC vision is one of a common future, within a regional community that will ensure economic well-being, improvement of the standard of living and quality of life, freedom and social justice, peace and security for the peoples of Southern Africa. This shared vision is anchored on common values and principles and the historical and cultural affinities that exist amongst the peoples of Southern Africa.

In 1996, the SADC Council of Ministers established the annual SADC Media Awards with a view to promoting regional integration through information dissemination as well as promoting journalism excellence in the region.

In the context of this competition, regional integration refers to inter alia; programmes, projects and activities supportive of the SADC common agenda involving, benefitting and/or affecting at least two SADC Member States.

The SADC Secretariat hereby announces the launch of the 2016 SADC Media Awards and the thematic SADC Water Media Awards competitions. The former is funded from SADC Member States contributions to the SADC budget, while the latter is funded by the Danish Development cooperation (DANIDA) through the SADC Water Sector.

Both the General and the thematic Water Media Awards are in the fields of Print Journalism, Radio Journalism, Television Journalism and Photojournalism.

Member States:

Angola	Lesotho	Malawi	Namibia	Swaziland	
Botswana	Madagascar	Mauritius	Seychelles	United Republic of Tanzania	
Democratic Republic of Congo		Mozambique	South Africa	Zambia	Zimbabwe

All correspondence should be addressed to the Executive Secretary

Prospective entrants are invited to submit their entries accompanied by proof of their nationality to the National Adjudication Committee (NAC) in their respective countries.

Rules of the competition

1. The entries should have been published/broadcast between January and December the year preceding the Awards (2015) by a registered and/or authorised media house or agency or carried on a website of a registered and/or authorised media house or agency in any of the SADC Member States;
2. The themes of the entries to be submitted for the competition must be on issues and activities promoting regional integration in the SADC Region, such as infrastructure, economy, water, culture, sports, agriculture, etc., as outlined in the Articles 5 and 12 of the SADC Treaty (amended in 2010).
3. All media practitioners who are SADC nationals may enter the competition, except SADC Secretariat staff members or those in institutions contracted by SADC.
4. All works entering the competition should be in one of the SADC working languages, i.e., English, Portuguese and French, or any national indigenous language of a SADC Member State and should be submitted as they were published/broadcast (newspaper cutting, websites, magazines, audio CDs or video cassettes/DVDs, newsletters); All entries submitted in indigenous languages must be accompanied by a script translated into at least one of the SADC working languages.

5. Water Media Awards Specific Guidelines

- 5.1 All the Rules of the Competition outlined above apply to the Water Media Awards;
- 5.2 While abiding by the general rules above, the focus of the entries for the Water Media Awards must be on the coordinated development and management of water and related resources, in a manner that maximises economic and social welfare without compromising the sustainability of the environment;
- 5.3 While maintaining the regional integration theme, entries should highlight any of the following:

Member States:

2

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- 5.3.1 Fresh water is a finite and vulnerable resource, essential to sustain life, development and the environment;
 - 5.3.2 Broader participation in water development and management, involving users, planners and policy makers at all levels and across sectors;
 - 5.3.3 The role of women and youth in the provision, management and safeguarding of water; and
 - 5.3.4 The economic value of water in all its competing uses and recognizing water as both a social and economic good;
6. Entries will be initially screened and adjudicated by the NAC in each Member State, in collaboration with a member of the SADC Water Resources Technical Committee in each Member State, who will select the best entry in each of the four categories to be forwarded to the Regional Adjudication Committee, through the SADC Secretariat;

Further details on the above specific rules may be obtained from the Department responsible for Water Affairs in each Member State.

7. Entries are invited for the 2016 general Media Awards and Water Media Awards from the following categories:
- (i) ***Print Journalism:*** comprising features/articles published in newspapers, newsletters, website, magazines; *Print Journalism submissions should have a minimum of 100 (one hundred words and a maximum of 2000 (two thousand) words.*
 - (ii) ***Radio Journalism:*** comprising broadcast material - broadcast material should have a minimum duration of one minute and a maximum duration of one hour and all broadcast material should be accompanied by a transcript in any of the languages indicated in Rule 4 above.
 - (iii) ***Television Journalism:*** comprising televised material - broadcast material should have a minimum duration of one minute and a maximum duration of one hour and all broadcast material should be accompanied by a transcript in any of the languages indicated in Rule 4 above.
 - (iv) ***Photojournalism:*** comprising published pictures with a caption - photographic entries should have a minimum of a single photo, a pictorial of up to 10 photos and an album of up to 20 photos.

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3

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8. All entries must be submitted to the National Adjudication Committee not later than **February 29, 2016**.
9. Each entry must be submitted on a separate SADC Media Awards Entry Form and the form must contain full contact details of the entrant, including, a passport-sized photograph, physical address, telephone and, where applicable, fax number and e-mail address;
10. Entries will be initially screened and judged by the SADC Media Awards National Adjudication Committee in each Member State, which will select the best entry in each of the four categories to be forwarded to the Regional Adjudication Committee (RAC) and must reach the Secretariat **not later than April 30, 2016**.
11. Selection of the best regional entries will be decided upon by the RAC;
12. The decision of the RAC shall be final;
13. The winners will be announced and receive their prizes during the 36th SADC Summit of Heads of State and Government;
14. The prize for each category is **US\$2000.00**, a certificate signed by the Chairperson of SADC, a daily subsistence allowance and all costs paid economy class return air ticket to the summit venue for the prize awarding ceremony.
15. Each prize will be paid directly to its winner. In case of a winner being unable to attend the ceremony, SADC will make arrangements to give the prize in his/her home country or to his/her SADC National Contact Point;
16. The RAC reserves the right not to award a prize in any of the categories if the entries do not satisfactorily meet the competition requirements herein outlined.

Further information and entry forms are obtainable from the National Adjudication Committees and SADC National Media Coordinators in each Member State. Their contacts are obtainable from the SADC website: www.sadc.int

Member States:

4

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