



Terms of Reference: Journalism Poverty Prize 2016

1. Overview

2016 marked the conclusion of the UN Millennium Development Goals (MDGs) and the commencement of UN Sustainable Development Goals (SDGs). Fighting poverty – the first and arguable most important global goal – still remains a challenge in Kosovo.

Though previous research indicates that proper legislation exists in Kosovo, it is not properly implemented and there is a low level of accountability. The lack of access to services, political interferences in employment opportunities, and nepotism contribute to the Kosovo's high poverty levels. As such, the eradication of poverty is everyone's duty – whether as an individual, institution, or society.

To raise awareness on the importance of this topic in the context of Kosovo, the UN Kosovo Team (UNKT) and the Association of Journalists of Kosovo (AJK) will organize the 11th annual award the "Journalism Poverty Prize", to be held this year on October 17 on the International Day for the Eradication of Poverty or approximate date for the 2016 year.

This event is meant to raise awareness on the topic of poverty and social inclusion, with a particular focus on the poverty issues.

2016 marks the 11th year of the Journalism Poverty Prize given by UNKT and AJK.

Additionally, all Kosovo journalists, students and civil society members will be encouraged to upload blogs to the new UNKT website blog page. Topics for these blogs, based on the SDGs, will be provided, and ("Best Blog" prize) could be awarded as agreed among UN Agencies and AJK.

2. Goal

The purpose of the Journalism Poverty Prize is to promote and increase the debate around the issues and causes of poverty, and to indirectly impact poverty reduction through pressuring the government for policy change. At the same time, it aims to encourage creative solutions to reducing poverty through constructive prioritizing and effective audience targeting.

3. Eligibility criteria

The stories will be evaluated based on their relevance to the main theme of poverty. The events encourage journalists who have tackled the causes of poverty, and if possible covering women's empowerment in decision-making, environmental impact on health, including topics related to institutional efforts to alleviate poverty through specific measures (such as social protection, employment, quality of education) and take into account the human rights perspective.

The evaluation panel will take into account the following criteria for selection of the awardees:

- The relevance of the article to the theme of poverty and its strict focus to one area of poverty eradication
- Addresses the issue(s)
- Journalistic quality – including objectivity, critical analysis, insight and ethics in addressing the topic;
- Diversity: efforts to ensure that a diversity of ethnicities, voices and ideas in Kosovo reflect life in a good way;
- The depth and coverage of the story: the impact the story has had and subsequent follow-up if available;
- Creativity and style.

Additional criteria for evaluation but not decisive will be the three UN communication themes in Kosovo for this year:

- Gender equality and women’s empowerment in decision making
- Environmental impact on health
- Public awareness of the Sustainable Development Goals (i.e. “the Global Goals”) and their relevance for Kosovo

Entries must have been published between September 18 2015 and until 8 September 2016.

All materials should be written in English, Albanian, or Serbian. For other non-majority languages, translated, or interpreted into one of the Kosovo official languages or in English. The competition is open to residents of Kosovo, 18 years and over. The materials should have been published in Kosovo media.

There are 5 categories of regular competition for journalists:

1. Best video story (TV, webTV, video etc.)
2. Best audio story (Radio, webRadio, etc.)
3. Best text and press story (Newspapers/Magazines published in Kosovo and online with only photos, and no video or audio)
4. Best story from the online media (with multimedia text and/or video and/or audio, etc)
5. Best photography (published in Kosovo and portraying Kosovo)

Special Prize 2016

If there is an exceptional publication that does not fall within the above criteria, UNKT and the Association of Journalists of Kosovo may decide to award a prize to that individual. The Special Prize can include previously published articles from blogs on the internet, social media, and other interactive forms of expression. Selection criteria are the same as those for professional work.

4. Jury and Selection Process



The evaluation jury will be composed of independent bodies organized solely for this purpose. Two members jury will be selected by UNKT and will represent UNKT, while three representatives (at least two from civic society and one possible from authorities) will be selected by the AJK. At least one representative of the Association of Journalist of Kosovo and at least one representative of UNDCO will be serving as an observer in the jury. The selection process will be conducted under strict confidentiality, measures of ethical transparency and gender sensitivity.

One additional member of the jury is possible, if we find that there are good applications with regards to video pieces. This particular jury member will be a filming/video professional, and will only review the camera and editing quality of the video works. In case there is a case of very good entry the jury can decide to allocate special prize for video/camera/editing work. The prize will be award to the respective signed team/individual.

All jury members have good knowledge of poverty issues in Kosovo, positive media relations or proficient writing skills.

The jury will select the final publications that best meet the criteria based on the above eligibility criteria for each of the categories of professional journalists and non-professionals.

Winners will be announced at a ceremony which will be held in Pristina on October 17, 2016.

Entries should be sent to unkt.ks@one.un.org by October 7, 2016 at 17:00 with subject line indicating category of application:

Eg. "Subject: JPP2016 / Best Photography."

The application should contain materials, or links to materials, with all the below required references:

Name and surname (author & co-author(s) if applicable)	
Address Telephone and or cell	
Email	
Story Title	
Media house (if applicable)	
Publication date/ page Length (words, or minutes)	
<p>Link to the:</p> <p>Video (youtube/vimeo) or any publicly available online platform, or uploaded to a file transfer drive) Making sure that file is at least playable by VLC.</p> <p>Audio uploaded to a file sharing drive. Making sure that the file is at least playable by VLC.</p> <p>Photo/photos- uploaded to a file sharing drive with reference of publication. Please provide link/ and or scanned version of the publication.</p> <p>Active link, if it is still online, and if not that the whole content uploaded on a file sharing drive</p> <p>Press scans uploaded in a file sharing drive</p> <p>In case of difficulties please contacts us.</p>	

5. Prizes

This prizes will be awarded to authors and co-authors, who has/have made a significant contribution to poverty alleviation in Kosovo in terms of development, through the journalistic and/or published work.

The jury will choose the best story in each category. The winners of each category will be rewarded with a prize of € 1,000.00 (one thousand euros). Should two stories in the same category come very close in quality, the jury reserves the right to divide the prize in half.



The special prize winner (if there is/are eligible candidate(s)) will be awarded with a prize of € 1,000.00 (one thousand euros).

The work/s will be (re)published on the UNKT, UNDP websites, the AJK website and other possible.

Sources:

www.unkt.org

www.undg.org

www.kosovo.undp.org

www.apjk.org

6. Deadline and electronic address for application:

Entries should be sent to unkt.ks@one.un.org by October 7, 2016 at 17:00 with subject line indicating category of application:

Eg. "Subject: JPP2016 / Best Photography."

Further inquiries by phone 038 249 066 ext. 415/416/418 every working day from 08:30 until 17:30.

NOTE: Entries must include full name, home address, email, mobile number and / or landline. Competitors must declare the category of story, piece, photography. For application please enter data in the form as see above. If two or more stories/materials are interconnected, they can be submitted as one entry, and will be then considered as such.