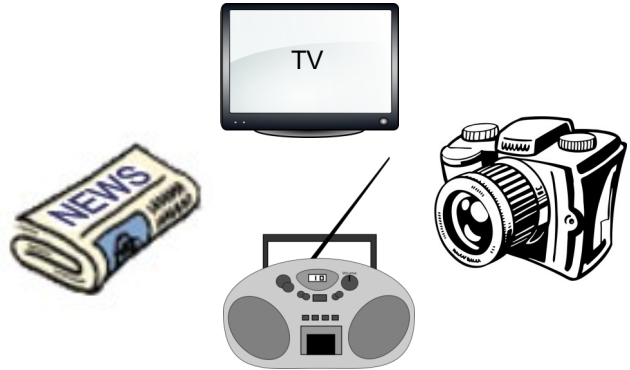


SADC MEDIA AWARDS



Guidelines for National Adjudication





GUIDELINES FOR NATIONAL ADJUDICATION FOR THE SADC MEDIA AWARDS



OVERVIEW

The SADC Regional Adjudication Committee (RAC) was established by the SADC Council of Ministers in August, 1996 to adjudicate on the annual SADC Media Awards.

The SADC Regional Adjudication Committee (RAC) comprises of all SADC National Media Coordinators and SADC National Adjudication Committee (NAC) members.

The RAC meets annually to adjudicate on media entries from Member States. The entries are first adjudicated on by the National Adjudication Committee, sometimes in the presence of the National Media Coordination and forwarded to the SADC Secretariat for processing to the RAC meeting. Each SADC National Media Coordinator is expected to establish a National Adjudication Committee for the purposes of facilitating the processes of the media awards at the national level.

NAC COMPOSITION

The NAC should have a membership of a minimum six and maximum twelve representatives of National Institutions such as the Chambers of Commerce, Universities, NGOs, Departments of Information, Broadcasting Services, Journalists' Associations, Trade Unions, Public and Private Media institutions, etc. This committee elects a chairperson who is not necessarily the SADC Media Coordinator.

The NAC develops National Action Plans on the SADC Media Awards covering communication and publicity strategies that a respective Member State intends to undertake from the launch of the competition to the submission of entries. Such plans should be developed within two months after the launch of the competition at the regional level.

NATIONAL ADJUDICATION PROCESS

The NAC receives notification of the launch of the awards through the Media Coordinator from the SADC Secretariat. It encourages media practitioners to submit their entries to the NAC for adjudication. NAC screens and adjudicates on the entries and submits the national winning entries (one per category) to the Media Coordinator for further submission to the SADC Secretariat.

Entries should reach the NACs on or before end of February each year for adjudication at the national level. The winning entries should then reach the SADC Secretariat on or before end of February each year. Entries are submitted on specially designed forms that are used by the NAC.

The Secretariat will then compile all entries for adjudication by the RAC at its meeting in June of each year.

All SADC Media Coordinators and Chairpersons of the NAC are expected to attend the RAC meeting for the adjudication of the SADC Media Awards. First prize winners of the various categories receive their prizes/awards at the opening session of the SADC Summit of Heads of State and government.

GUIDELINES FOR NATIONAL ADJUDICATION

- All entries should be submitted by the NACs using the SADC Media Award Entry Form as cover for the entries in all categories.
- All entries must strictly adhere to the prescribed length and / or duration.
- The length and duration of entries should be clearly stated on the entry forms.
- Categories should be clearly specified (e.g. Print, Radio, TV and/or Photo)
- Entries must be the individual work of the entrant/entrants.
- NACs must only submit entries from practitioners in their specific Members States.
- Entry forms written in ink should be legible to make it easier for translations.
- Electronic version of printed articles and/or radio/television transcripts should be submitted to the Secretariat in word format to make it easier for translations
- All entries must obtain a minimum score of 50% in order to qualify for a prize.
- Photos should be submitted in jpeg format