

ANNUAL UGANDA WASH MEDIA AWARDS

Introduction

The Uganda WASH Media Awards initiative is a collective sector effort aimed at recognising and encouraging excellence across the media fraternity in raising awareness on the importance of Water, Sanitation and Hygiene (WASH).

The overall purpose of the initiative is to promote coverage of WASH issues in the local, national and international media and to have a positive influence on decision-makers, the private sector, the civil society as well as individuals and households. The Awards will also build and maintain strong relations with the media thus bridging information gap to its citizenry. A key expected outcome of the initiative is a heightened media engagement in WASH promotion.

The awards seek to inspire sector stakeholders to go beyond their call of duty and produce work of highest standard and in so doing empower communities towards sustainable WASH services. The awards will become a benchmarking tool that government along with other sector players can measure their performance against.

Rationale

Journalists are critical partners for WASH sector professionals in their awareness-raising, advocacy and behaviour change work. The potential of the media as critical change agents remains largely untapped in Uganda with sporadic WASH engagements (paid supplements) occurring in specific sector events like the World Water Day, Global Hand Washing Day, Sanitation week, etc. These are solely monetised and hardly benefit the most vulnerable rural groups.

Journalists play a central role in highlighting of WASH related issues and triggering transparency and accountability among the duty bearers as well as positioning the rights holders to demand for transparent and accountable leadership in service delivery. They greatly contribute to bringing in the spotlight the too often neglected issues of the necessity of access to improved latrines and hand washing for a dignified, safe and healthy life for millions of people. As a public private partnership and collaboration initiative, the Uganda WASH Media Awards aims at eliciting and promoting deliberate sustainable and effective media engagement in WASH. The awards will continue to be a valuable asset in creating an effective multi-stakeholder platform for advocacy and influence in the WASH sector.

Objectives of the Awards

- To reward and encourage excellence in the reporting and implementation of WASH service delivery.
- To build and maintain strong working relations with the media and facilitate progressive dialogue thus bridging information gap and thereby have informed citizenry.
- To promote professionalism in media engagement and build capacity in documentation of WASH stories.
- To foster and promote public-private-partnership and collaboration in sustainable WASH service delivery.

Participation, Categories and Parameters

The competition is open to all bone fide-practising journalists in the mainstream media in Uganda. Focus will be on journalists who write or broadcast original investigative reports on WASH issues. The WASH Media Awards intend to provide recognition to those journalists who deliberately and consistently make public awareness of water, sanitation and hygiene, and their related development issues a priority.

The Uganda WASH Media Awards will target mainstream media with specific focus on TV, Print, Online, and Radio & Magazines. Based on the recommendation from the panel of judges, special attention will be given to female journalists to encourage their participation and entries. Honorary awards will be dedicated to televisions and radios for outstanding work in WASH as evidenced by overall publicity given to WASH. The National Organizing Committee (NOC) will have overall responsibility in collaboration with expert panel of judges to review the categories and proposed parameters.

MAIN CATEGORY	SUB-CATEGORY	KEY PARAMETERS
1. Print/ Newspaper/ Magazines	I) <i>News Stories: features</i>	<ul style="list-style-type: none"> • Does it address key issues in WASH • Longevity in news • Angle • Quote sources • Style • Analysis • Quality of investigative journalism demonstrated
	II) <i>Photos</i>	<ul style="list-style-type: none"> • Perspective / what is the picture?

		<ul style="list-style-type: none"> • Message • Picture quality¹
	III) <i>Graphics: Illustrations /Cartoons</i>	<ul style="list-style-type: none"> • Issue covered • Element of humour
2. Television	IV) <i>News stories: features/ documentaries</i>	<ul style="list-style-type: none"> • Does it address key issues in WASH • Longevity in news • Angle • Quote sources • Style • Analysis • Quality of investigative journalism demonstrated
	V) <i>TV Shows: Sitcoms/ Drama</i>	<ul style="list-style-type: none"> • Issues covered • Quote sources • Analysis • Angle
3. Radio	VI) <i>Radio Programme: radio shows/features/dramas (authentic and non-sponsored programs)</i>	<ul style="list-style-type: none"> • Issues covered • Quote sources • Style • Analysis • Angle
	VII) <i>Radio News: features</i>	<ul style="list-style-type: none"> • Issues covered • Quote sources • Analysis • Angle
4. Online - Has to be exclusively online not a repeat of what's in the print, TV or radio Stories (can	VIII) <i>Online Stories: features/ photo stories/ new stories/ blogs</i>	<ul style="list-style-type: none"> • Issues covered • Quote sources • Style • Analysis • Angle • Perspective / what is the picture? • Message • Picture quality² • Interactivity – between author / reader

¹ To be regarded flexibly to take care of less facilitated journalists

be feature, photo story, new story, blogs)		<ul style="list-style-type: none"> • Search hits • Level of reference by other users •
5. Special media recognition award	IX) <i>Special Media Recognition:</i> National and Local	<ul style="list-style-type: none"> • Outstanding work in WASH-demonstrated by overall publicity given to WASH. Winners of this award go out of their way despite the limited resources to ensure maximum promotion of WASH in their platforms

Judging Process

A panellist made up of a group consisting of top-tier professionals from acclaimed media institutions, government communications system and other strategic role players in the communications industry will select all finalists for the Uganda WASH Media Awards.

Winning entries for the awards are selected by the panel to uphold our commitment to fairness and merit-based achievement. This ensures each entry is accorded equal chance of winning an award, as all entries are judged to evaluate distinction in creative work. In determining excellence, entries are judged based on a standard of excellence in their respective fields-see 3.0 agreed parameters.

Based on analysis of past submissions, it's noted that there's low participation of women in the awards. To encourage more female entries, its' recommended that the panel of judges give special consideration to uplift women in all categories.

Guidelines for Entries

- Practicing Journalist / attached to media house.
- Entry must be on WASH related issue.
- Individual and group entries are limited to only two categories per entrant.
- Original works of the author with publication date.
- Timeline – within the Awards year – exactly one year.
- Submissions by Journalists / authors / ask for nominations.
- Submissions should not have been previously submitted for similar awards and won.

Rules

- The process is open and transparent.
- Entry forms that do not meet the requirements are disqualified.
- The decision of the Adjudication Panel is final and no correspondence is entered into
- Each entrant assumes full responsibility in respect of the entry and quality of support material and discharges the Adjudication Panel from any responsibility in respect of third parties.
- Members of the Awards Project Team and Adjudication Panel are not eligible for the awards or for nomination.
- Where judges believe that an entry has been entered into the incorrect category, they have the right to change it to a suitable category.
- Any submitted material cannot be claimed back after the competition unless through prior arrangement.

Organizational structure of the Uganda Wash Media Awards

The National Organizing Committee (NOC) is a multi-stakeholder composition involving Government institutions (Ministry of Water and Environment, Ministry of Health, Civil Society UWASNET, UNICEF, Water Aid, SNV, IRC-International Water and Sanitation Center, plan International, World Vision, HAI Agency, and Water for People, Water Mission Uganda) and being coordinated by the Ministry of Water and Environment