



Malaysian AIDS Foundation

RED  IBBON
MEDIA AWARDS
2018

Celebrating Journalistic and Creative Excellence in Ending AIDS

STRATEGIC PARTNER



ENTRY FORM



RED RIBBON MEDIA AWARDS 2018

Background

The Malaysian AIDS Foundation (MAF) is proud to announce the 2018 edition of the Red Ribbon Media Awards presented to members of Malaysia media – print, broadcast and web-based – for outstanding journalism on HIV and AIDS.

First held in 1996, the awards are returning this year after a six-year hiatus to commemorate MAF's 25th anniversary and celebrate years-long strategic and meaningful partnerships with a multitude of media outlets and practitioners in the fight to end AIDS.

Eligibility

The Red Ribbon Media Awards are open to journalists, writers or producers of HIV/AIDS related media content that was published or broadcasted between 1 January 2016 and 31 December 2017. All works must have appeared in Malaysia and entrants must be citizens/residents of Malaysia.

Categories

Outstanding Achievement in Print Media

Newspapers and Magazines

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

Outstanding Achievement in Broadcast Media

TV & Radio

- News
- Talk shows
- Documentaries
- Fiction (Dramas etc.)
- Advertisements and PSAs
- Announcements (PSAs)

Web-based Media*

*Includes online news portals, online broadcast channels (streaming services), blogs, social media and other web-based media platforms and digital contents.

- News/Features
- Talk shows
- Documentaries
- Fiction (Dramas etc.)
- Advertisements and PSAs

Panel of Judges

The panel of judges will comprise experts representing MAF, Malaysian AIDS Council, Malaysian Press Institute as well as the media sector and community of people living with and most affected by HIV/AIDS.

Judging Criteria

- Ability to convey clear and accurate information on HIV/AIDS and/or to constructively address or challenge HIV/AIDS-related stigma
- Considered use of sensitive, appropriate and inclusive language
- Originality and creativity in 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 of RM 3,000 and a certificate of excellence.

Presentation Ceremony

The Red Ribbon Media Awards 2018 will be presented at an afternoon cocktail reception (date and venue to be confirmed) with the attendance of guests of honour, past Presidents of the Malaysian AIDS Council, Red Ribbon Celebrity Supporters, nominees and the media.

For more information, please contact:

MALAYSIAN AIDS FOUNDATION

Media and Communications Department

Zaki Arzmi | 016-2922948 | zaki@mac.org.my

Meera Abi | 016-4146400 | meera@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 the actual work.
- If submitting by email, a scan copy of the actual work in PDF format.

Broadcast Media

- TV and other visual media – One digital recording in DVD format or uploaded to a file sharing website.
- Radio and other audio files – One digital recording in CD format or uploaded to a file sharing website.

Web-based Media

- Link (URL) to the digital content (feature article, video etc.)
- If submitting visual content (images, videos etc.), please upload the digital files to a file sharing website or digital recording in DVD format.

To submit your entries by post, write or hand-deliver to:

RED RIBBON MEDIA AWARDS 2018

Malaysian AIDS Foundation

No 12, Jalan 13/48A,

The Boulevard Shop Office, Off Jalan Sentul,
51000 Kuala Lumpur.

(Attn: Zaki Arzmi)

For online submissions, email together with your attachments to:

Zaki Arzmi (zaki@mac.org.my) and
c.c. Meera Abi (meera@mac.org.my)

Please write *Red Ribbon Media Awards 2018:*
For Your Consideration in the subject line.

Deadline for Entries

29 MAY 2018

Section A: About the entrant.

Name _____

Organisation _____

Designation _____

Address _____

Phone (O) _____ (M) _____

Email _____

Role in the submitted entry Writer Editor Producer Other (specify) _____

Section B: About the work.

Category (Choose one only) Outstanding Achievement in Print Media
 Outstanding Achievement in Broadcast Media
 Outstanding Achievement in Web-based Media

Name / Title / Headline of entry _____

Name of publication / Broadcast station / programme _____

Link (URL) to submitted entry (if applicable) _____

Date of publication / broadcast _____

Language (Choose one only) Malay English Chinese Tamil Other (specify) _____

Type of submitted entry (Choose one only) Feature News Talk show Documentary
 Fiction (dramas etc.) Advertisement / PSA Other (specify) _____

Length / Duration
 Print: _____ words
 Broadcast: _____ hours _____ minutes
 Web-based: _____ words or _____ hours _____ minutes

Section C: For our consideration.

Brief synopsis of the work _____

Circumstances in which it was produced _____

Entrant's intentions in producing the work _____

Final impact on the submission _____

Please attach relevant supporting materials wherever possible (press clippings, reviews, photographs etc.)

Signature

Date



Malaysian AIDS Foundation

No 12, The Boulevard Shop Office, Jalan 13/48A, Off Jalan Sentul, 51000 Kuala Lumpur, Malaysia.

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