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In Collaboration



YAYASAN



Malaysian AIDS Foundation

RED RIBBON MEDIA AWARD

Celebrating Journalistic
and Creative Excellence
in Ending AIDS



ENTRY FORM



Malaysian AIDS Foundation
**RED RIBBON
 MEDIA AWARD**

Malaysian AIDS Foundation (MAF) is proud to announce the 2023 edition of the Red Ribbon Media Award 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 to commemorate MAF’s 30th anniversary and celebrate years-long strategic and meaningful partnerships with a multitude of media outlets and practitioners in the fight to end AIDS.

ELIGIBILITY

MAF Red Ribbon Media Award are open to journalists, writers or producers of HIV/AIDS related media content that was published or broadcasted between 1 January 2020 and 31 December 2022. All works must have appeared in Malaysia and entrants must be citizens/residents of Malaysia.

**OUTSTANDING ACHIEVEMENT IN
 PRINT MEDIA**

Newspaper 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)

**OUTSTANDING ACHIEVEMENT IN
 WEB-BASEDMEDIA**

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, 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:

- Cash prize of RM 5,000.
- A specially designed trophy.
- A certificate of excellence.

PRESENTATION CEREMONY

The MAF Red Ribbon Media Award 2023 will be presented at a Media Luncheon that will be hosted by MAF in August 2023 in Kuala Lumpur.

For more information, please contact:

**Malaysian AIDS Foundation
Communications Department**

**010-292 5162 (Zahra)
or email to rrma@maf.org.my**

 rrma@maf.org.my

SUBMISSION GUIDELINES

Entrants of the MAF Red Ribbon Media Award 2023 are required to submit details of their work, consisting:

- One copy of the completed official entry form.
- 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 platform.

METHOD FOR ENTRY SUBMISSION:

By Mail

Red Ribbon Media Secretariat
Malaysian AIDS Foundation
No 12, Jalan 13/48A, The Boulevard Shop
Office,
Off Jalan Sentul, 51000 Kuala Lumpur
(Attn: Zahra)

By Email

For online submissions, email your entry submission to rrma@maf.org.my.
Kindly write MAF Red Ribbon Media Award 2023 in the subject line.

Entry deadline
15 July 2023



Malaysian AIDS Foundation
**RED RIBBON
MEDIA AWARD**



ENTRY FORM

Deadline for entries: 15 July 2023

Section A: About The Entrant

Name: _____

Organisation: _____

Designation: _____

Address: _____

Phone: (O) _____ (M) _____

Email: _____

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

Section B: About The Work

Category (choose 1 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 1 only): Malay English Chinese Tamil Other (specify) _____

Type of submitted entry
(Choose one only): Feature News Talk Show Documentary
 Fiction (drama 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: _____

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: _____