

**UNICEF and PAJ Introduce New Award
For Reporting on Children**

KINGSTON, January 16, 2012 – UNICEF, in partnership with the Press Association of Jamaica (PAJ), has established a new award for outstanding work in reporting on issues affecting Jamaican children.

The UNICEF Media Award for Excellence in Reporting on Children’s Rights will be awarded annually to journalists through the PAJ awards mechanism. Cash prizes and a plaque will be awarded for two categories: TV/Radio and Print/Online.

Submissions for the inaugural 2012 UNICEF award must focus on at least one of the major developmental issues affecting children, including violations of children’s rights as enshrined in the Convention on the Rights of the Child (CRC).

Entries must be submitted to the Press Association for works broadcast/published during the period November 1, 2011 – October 31, 2012, which are between 800-1,000 words for print/online media and three to five minutes for radio and TV. The deadline for submissions is October 31, 2012.

All submissions will be judged by a panel of experts with expertise in media and child-focused development. Winners will be awarded at the PAJ journalism awards banquet in December 2012.

Submitted work must adhere to the highest standards of journalism, including clarity of expression, accuracy, fairness and strict observance of International Federation of Journalists’ ethical guidelines on reporting on children’s issues and respect for the CRC.

All submissions must include the voices of children in order to be considered.

Additionally, the criteria for judging will include, but not be limited to the following: relevance; content; balance (objectivity and impartiality); level of analysis; originality; timeliness; quality and impact. Radio and TV submissions will also be judged on sound and technical quality.

The UNICEF award is part of a wider initiative to strengthen reporting on children’s issues, which has been developed in collaboration with the Child Development Agency (CDA), Office of the Children’s Registry (OCR) and Office of the Children’s Advocate (OCA). This will include annual training sessions for media on key issues concerning children’s rights.

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