



## MEDIA & ADVERTISING AWARDS FOR GENDER SENSITIVITY



2nd Edition, South Asia - 2017

### In Association with



Inspiring Excellence  
in Communications  
Worldwide™

### Cause Partner



United Nations Population Fund

### SDG Outreach Partner



Global Compact  
Network India

Entries published/broadcast/telecast from  
between Jan 1, 2017 to December 31, 2017  
are eligible. Send your entries to win one of its  
kind Media and Advertising Award for Gender  
Sensitivity.

For more details, logon to:  
[www.populationfirst.org](http://www.populationfirst.org)

# Call for Entries

By highlighting, acknowledging and celebrating the commendable efforts of media in promoting gender sensitivity, the LMAAGS aim to establish gender sensitivity as an integral value of good journalism.

The awards are open to all journalists, advertising professionals and media organizations. Your entries will be judged by an eminent jury comprising leaders from the media fraternity and leaders from other NGOs working on similar issues. There is no entry fee. All the entries should be original and comply with copyright requirements.

## CRITERIA FOR ELIGIBILITY

An entry to the *Laadli* Media and Advertising Awards for Gender Sensitivity should emphasize or highlight one or more of the following:

- Analyze policies, programs and laws from a gender perspective
- Highlight influence of gender perceptions on the functioning of police, judiciary, administrators and other service providers in the implementation of laws and programs
- Challenge gender stereo-types by focusing on men and women who are redefining their gender equations e.g. changing work participation patterns of men and women, changing work distribution at home between men and women etc.
- Analyze the social, religious and economic factors that promote gender inequality and gender violence
- Report on current events from a gender perspective e.g.: disasters, communal riots, elections, sports events etc.
- Create awareness about pre-birth sex selection and other acts of gender discrimination and violence
- Interpret research and other reports/documents from a gender perspective e.g. census, economic survey, budgets etc.
- Voice the experiences of survivors of gender violence

## ENTRIES ARE INVITED FROM

### 1. ADVERTISING

For Print/ TV /Radio /OOH/ Digital/ Direct Mail under the categories of Services, Products and Public Service Announcements

- 1(A) Single Advertisements
- 1(B) Campaigns

### 2. PRINT

From journalists writing for Newspapers and Periodicals in the individual category and Media Houses undertaking media campaigns on gender issues in the group category

- 2(A) Journalism - Print - News Reports, Features, Investigative Stories, Editorials, Op-Eds, Columns and Campaigns
- 2(B) Journalism - Electronic - News Reports, Features, Investigative Reporting, Documentaries, Topical or Issue Based Programs and Campaigns

### 3. ELECTRONIC MEDIA

3(A) TV and Radio: From TV Channels and Radio Stations (including Community and University Radio), News Reports, Features, Documentaries, Jingles, Radio Plays

3(B) Web: E-Magazines, Blogs, Features, Social Media Campaigns.

## LANGUAGES & STATES

**Northern Region:** English, Hindi, Urdu, Punjabi & Chhattisgarhi (Chandigarh, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Punjab, Uttar Pradesh and Uttarakhand)

**Southern Region:** English, Hindi, Urdu, Tamil, Telugu, Kannada and Malayalam (Andaman & Nicobar, Andhra Pradesh, Karnataka, Kerala, Lakshadweep, Puducherry, Tamil Nadu and Telangana state)

**Eastern Region:** English, Hindi, Urdu, Bengali, Assamese and Oriya (Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura and West Bengal)

**Western Region:** English, Hindi, Urdu, Gujarati and Marathi. (Daman and Diu, Goa, Gujarat, Maharashtra and Rajasthan)

## FORMAT FOR SENDING ENTRIES

- **Print entries** should contain evidence of publishing and must be accompanied by a legible copy of each entry. Optionally, the same can be sent electronically on a labeled disc or via email (PDF or JPEG only)
- **Print Ads:** One mounted copy and two A3 size copies should be submitted accompanied with evidence of publication

- Each **broadcast, television and online entry** should include clearly labeled CD or DVD bearing the name, address and telephone number of the entrant and a transcript, along with the completed entry form
- **Television and Online entries** should also provide 1-3 still images representing the entry (high resolution JPEG or TIF) and Radio entries should be a 30-second highlight of the entry for use at the Awards presentation
- **OOH Media:** One mounted photograph (size 6x8) of the hoarding, or screen with details of the location and duration of the campaign should be provided
- **Date of publication** should be clearly visible in all the entries.
- **All CDs, DVDs should be in data format to enable us to make copies for submission to the jury members.**

## TERMS & CONDITIONS

- All the entries should clearly state, on top of the entry form, "**Entry for SALMAAGS 2017: (Region, Category)**"
- All entries must be accompanied by photograph of the entrant
- Incomplete entry forms and illegible entries will not be considered
- A group entry will be entitled to ONE trophy only
- Please note that entries and submitted material will not be returned
- Population First reserves the right to use all material submitted for purposes of promoting the awards.

## ENTRY REQUIREMENTS

- All entries (except from freelancers and from those applying under the web category) must include a declaration from the Editor/ Direct Supervisor or commissioning organization
- Multiple entries in more than one category are allowed.

## ALL ENTRIES TO BE SENT TO

POPULATION FIRST  
Ratan Manzil, Ground Floor,  
64, Wodehouse Road,  
Colaba, Mumbai-400005  
Email id: [laadlimediaawards@gmail.com](mailto:laadlimediaawards@gmail.com)  
Entry Form available at  
[www.populationfirst.org](http://www.populationfirst.org)

## FELLOWSHIPS

Four from among the winners of the *Laadli* Media Awards would be selected as *Laadli* Media Fellows to do investigative stories on a specific topic chosen for the year. The fellows will be paid 50,000/- as part of the fellowship and are required to publish 4 stories in 3 months time.