

# Population First



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MEDIA & ADVERTISING AWARDS  
FOR GENDER SENSITIVITY

2020

## Call for Entries

Media Partner

**patrika group**

राजस्थान पत्रिका | पत्रिका

Cause Partner



The **LMAAGS** highlight, acknowledge and celebrate the commendable efforts of various media in analyzing programs, policies, social trends and behaviors from a gender perspective. Population First aims 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 media leaders, cultural icons, and gender experts from academic institutions and NGO representatives. **There is no entry fee.** All the entries should be original and comply with copyright requirements.

### Criteria for Eligibility

A gender sensitive communication would:

- 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 gender equations
- Analyze the social, religious and economic factors that promote gender inequality and gender based violence
- Report on current events from a gender perspective
- Create awareness about gender discriminatory practices such as pre-birth sex selection, child marriages, Devadasi system etc
- 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
- Give visibility to women achievers and women breaking gender barriers.

## Entries are Invited From

### 1. ADVERTISING

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

- Single Advertisements
- Campaigns

### 2. PRINT/ELECTRONIC MEDIA

Entries invited from print and electronic news media professionals and Media Houses undertaking campaigns on gender issues

- News Reports, Features, Investigative Stories, Editorials, Op-Eds, Columns, Campaigns, Documentaries and Topical or Issue Based Programs

### 3. RADIO

- Community and University Radio, Jingles, Radio Plays, Campaign

### 4. WEB

- E-Magazines, Blogs, Features, Social Media Campaigns, Special Edition

## Languages & States

**Northern Region:** English, Hindi, Urdu, Punjabi & Chhatisgarhi (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, Lakshwadeep, Puducherry, Tamil Nadu and Telangana)

**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

**Three copies of each entry should be submitted along with web links/electronic copies (PDF or JPEG) if available.**

- **Print entries** should contain evidence of publishing and must be accompanied by a **legible copy** of each entry. Font size should be 12points minimum.
- **Television and Online video entries** should include clearly labeled CD or DVD bearing the name, address and telephone number of the entrant and a transcript. **Three copies of the CD/DVD need to be sent.** All entries should be accompanied by an entry form. Each **broadcast, television and online video entry** should provide 1-3 still images representing the entry (high resolution JPEG or TIF)
- **Radio entries** should include a 30-second highlight of the entry
- **Print Ads:** One mounted copy and three A3 size copies should be submitted along with evidence of publication
- **OOH Media:** A 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 panel.**

## Terms & Conditions

- All the entries should clearly state, on top of the entry form, **“Entry for LMAAGS: 2018-19 (Category, Language, Region)”**
- Incomplete entry forms 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
- **Winners of regional awards will be required to submit the synopsis of the award winning entry to be considered for the national awards.**

**Entries should have been published/ displayed/ broadcast or telecast from 1st January, 2018 through 31st December, 2019**

**Multiple entries are allowed.**

**Last date for sending entries for all regions:  
15th April, 2020**

### **All Entries To Be Sent To**

#### **POPULATION FIRST**

Bungalow No 3, Paramhans Cooperative Housing Society  
Ramkrishna Nagar  
Thane (West) 400604  
Email: laadlimediaawards2020@gmail.com  
Tel: +91-9167902776

#### **Entry Form**

Entry form in **English & Hindi** can be downloaded from [www.populationfirst.org](http://www.populationfirst.org)

For more information and any queries please write to us at:  
[laadlimediaawards2020@gmail.com](mailto:laadlimediaawards2020@gmail.com)/ [info@populationfirst.org](mailto:info@populationfirst.org)  
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**Laadli**

Celebrate Her Life

An Initiative by Population First