

UGANDA WASH MEDIA AWARDS

1.0 INTRODUCTION

The Uganda WASH Media Awards initiative is a collective sector effort aimed at recognising and encouraging excellence across the media fraternity in raising awareness on the importance of Water, Sanitation and Hygiene (WASH).

The overall purpose of the initiative is to promote coverage of WASH issues in the local, national and international media and to have a positive influence on decision-makers, the private sector, the civil society as well as individuals and households. The Awards will also build and maintain strong relations with the media thus bridging information gap to its citizenry. A key expected outcome of the initiative is a heightened media engagement in WASH promotion.

The awards seek to inspire sector stakeholders to go beyond their call of duty and produce work of highest standard and in so doing empower communities towards sustainable WASH services. The awards will become a benchmarking tool that government along with other sector players can measure their performance against.

1.2 RATIONALE

Journalists are critical partners for WASH sector professionals in their awareness-raising, advocacy and behaviour change work. The potential of the media as critical change agents remains largely untapped in Uganda with sporadic WASH engagements (paid supplements) occurring in specific sector events like the World Water Day, Global Hand Washing Day, Sanitation week, etc. These are solely monetised and hardly benefit the most vulnerable rural groups.

Journalists play a central role in highlighting of WASH related issues and triggering transparency and accountability among the duty bearers as well as positioning the rights holders to demand for transparent and accountable leadership in service delivery. They greatly contribute to bringing in the spotlight the too often neglected issues of the necessity of access to improved latrines and hand

washing for a dignified, safe and healthy life for millions of people. As a public private partnership and collaboration initiative, the Uganda WASH Media Awards aims at eliciting and promoting deliberate sustainable and effective media engagement in WASH. The awards will continue to be a valuable asset in creating an effective multi-stakeholder platform for advocacy and influence in the WASH sector.

2.0 OBJECTIVES OF THE AWARDS

- I. To reward and encourage excellence in the reporting and implementation of WASH service delivery.
- II. To build and maintain strong working relations with the media and facilitate progressive dialogue thus bridging information gap and thereby have informed citizenry.
- III. To promote professionalism in media engagement and build capacity in documentation of WASH stories.
- IV. To foster and promote public-private-partnership and collaboration in sustainable WASH service delivery.

3.0 PARTICIPATION, CATEGORIES AND PARAMETERS¹

The competition is open to all bone fide-practising journalists in the mainstream media in Uganda. Focus will be on journalists who write or broadcast original investigative reports on WASH issues. The WASH Media Awards intend to provide recognition to those journalists who deliberately and consistently make public awareness of water, sanitation and hygiene, and their related development issues a priority.

The Uganda WASH Media Awards will target mainstream media with specific focus on TV, Print, Online, and Radio & Magazines. Based on the recommendation from the panel of judges, special attention will be given to female journalists to encourage their participation and entries. Honorary awards will be dedicated to televisions and radios for outstanding work in WASH as evidenced by overall publicity given to WASH. The National Organizing Committee (NOC) will have overall responsibility in collaboration

¹ Focus on criteria for entries.

with expert panel of judges to review the categories and proposed parameters.

MAIN CATEGORY	SUB-CATEGORY	KEY PARAMETERS
1. Print/ Newspaper/ Magazines	I) <i>News</i> <i>Stories:</i> features	<ul style="list-style-type: none"> ● Does it address key issues in WASH ● Longevity in news ● Angle ● Quote sources ● Style ● Analysis ● Quality of investigative journalism demonstrated
	II) <i>Photos</i>	<ul style="list-style-type: none"> ● Perspective / what is the picture? ● Message ● Picture quality²
	III) <i>Graphics:</i> Illustrations /Cartoons	<ul style="list-style-type: none"> ● Issue covered ● Element of humour
2. Television	IV) <i>News</i> <i>stories:</i> features/ documentaries	<ul style="list-style-type: none"> ● Does it address key issues in WASH ● Longevity in news ● Angle ● Quote sources ● Style ● Analysis ● Quality of investigative journalism demonstrated
	V) <i>TV</i> <i>Shows:</i> Sitcoms/ Drama	<ul style="list-style-type: none"> ● Issues covered ● Quote sources ● Analysis

² To be regarded flexibly to take care of less facilitated journalists

		<ul style="list-style-type: none"> • Angle
3. Radio	VI) <i>Radio Programme:</i> radio shows/features/dramas (authentic and non-sponsored programs)	<ul style="list-style-type: none"> • Issues covered • Quote sources • Style • Analysis • Angle
	VII) <i>Radio News:</i> features	<ul style="list-style-type: none"> • Issues covered • Quote sources • Analysis • Angle
4. Online - Has to be exclusively online not a repeat of what's in the print, TV or radio Stories (can be feature, photo story, new story, blogs)	VIII) <i>Online Stories:</i> features/ photo stories/ new stories/ blogs	<ul style="list-style-type: none"> • Issues covered • Quote sources • Style • Analysis • Angle • Perspective / what is the picture? • Message • Picture quality³ • Interactivity – between author / reader • Search hits • Level of reference by other users •
5. Special media recognition award	IX) <i>Special Media Recognition:</i> National and Local	<ul style="list-style-type: none"> • Outstanding work in WASH-demonstrated by overall publicity given to WASH. Winners of this award go out of their way despite the limited resources to ensure maximum promotion of WASH in their platforms

5.0 JUDGING PROCESS

A panellist made up of a group consisting of top-tier professionals from acclaimed media institutions, government communications system and other strategic role players in the communications industry will select all finalists for the Uganda WASH Media Awards.

Winning entries for the awards are selected by the panel to uphold our commitment to fairness and merit-based achievement. This ensures each entry is accorded equal chance of winning an award, as all entries are judged to evaluate distinction in creative work. In determining excellence, entries are judged based on a standard of excellence in their respective fields-see 3.0 agreed parameters.

Based on analysis of past submissions, it's noted that there's low participation of women in the awards. To encourage more female entries, its' recommended that the panel of judges give special consideration to uplift women in all categories.

6.0 GUIDELINES FOR ENTRIES

- Practicing Journalist / attached to media house
- Entry must be on WASH related issue
- Individual and group entries are limited to only two categories per entrant⁴
- Original works of the author with publication date
- Timeline – within the Awards year – exactly one year
- Submissions by Journalists / authors / ask for nominations
- Submissions should not have been previously submitted for similar awards and won

7.0 RULES

- The process will be open and transparent
- Entry forms that do not meet the requirements will be disqualified
- The decision of the Adjudication Panel is final and no correspondence will be entered into

⁴ An individual should not appear in more than two submissions-whether as a group or an individual

- Each entrant assumes full responsibility in respect of the entry and quality of support material and discharges the Adjudication Panel from any responsibility in respect of third parties
- Members of the Awards Project Team and Adjudication Panel are not eligible for the awards or for nomination.
- Where judges believe that an entry has been entered into the incorrect category, they have the right to change it to a suitable category
- Any submitted material cannot be claimed back after the competition unless through prior arrangement.

8.0 AWARDS TIMELINE

The following timeline will lead up to the award gala:

8.1 NOC MEETINGS:

The NOC will have bi-monthly meetings on Thursdays from 8:30am and venue will be rotational as seen below.

AUGUST	SEPTEMBER	OCT
10 TH MoWE	6 TH MoWE	4 TH -WaterAid
23 RD WFP	20 TH UNHCR	11 TH -?
	27 th -?	18 th -?
		25 th -Sheraton

8.2 AWARDS:

- PPP Breakfast (strategic partners and sponsors)-end of August
Hotel Africana
- UWMA Regional Capacity Building & Launch- to be updated
- Media Campaign- August
- Close of Submissions-30th September

- Review of Submissions-Week II Sept
- Judges Report-30th September
- Announcement of nominees-Week1 Oct.
- WASH Media Awards Gala – 26th Oct (venue Sheraton Hotel Kampala)
- Post award reflection and get-to-together reflection for the NOC- Nov 2nd

9.0 ORGANISATIONAL STRUCTURE OF THE UGANDA WASH MEDIA AWARDS

The National Organizing Committee (NOC) is a multi-stakeholder composition involving Government institutions (Ministry of Water and Environment, Ministry of Health, Civil Society UWASNET, UNICEF, Water Aid, SNV, IRC-International Water and Sanitation Center, plan International, World Vision, HAI Agency, and Water for People, Water Mission Uganda) and being coordinated by the Ministry of Water and Environment

9.1 NATIONAL ORGANISING COMMITTEE COMPOSITION AND KEY RESPONSIBILITIES

COMMITTEE:	LEAD AGENCY/ MEMBERS
NATIONAL COORDINATION	MoWE, MoH, MOEST
TECHNICAL EVALUATION & JUDGEMENT PANEL	IRC: WFP, WV, JUDGES
MEDIA AND PUBLICITY	UWASNET: HAI AGENCY, MOWE. WAU, UNICEF
EVENT MANAGEMENT	HAI AGENCY: MOWE, WAU
PRIVATE SECTOR ENGAGEMENT/RESOURCE	HAI AGENCY: MOWE, UWASNET

10.0 COMMITTEES FOR THE PREPARATION OF THE UGANDA WASH MEDIA AWARDS, 2017

1) Event management committee

It will be led by HAI Agency. Others include; MWE, WAU among others

Roles and responsibilities:

- Produce detailed proposals for events (for example, timelines, venues, suppliers, legal obligations, staffing and budgets);
- Research venues, suppliers and contractors, and then negotiate prices and hire;
- Manage and coordinate suppliers and all event logistics (for example, venue, catering, travel);
- Supervises and assists with set and stage construction and management
- Determines the necessary technical supports, such as lighting, sound, staging, and special needs, necessary for events and performances presented at the facility in advance of production dates.
- Liaise with sales ambassadors' teams to publicize and promote the event;
- Manage all pre-event planning, e.g. organizing guest speakers and delegate packs;
- Coordinate suppliers, handle client queries and troubleshoot on the day of the event to ensure that all runs smoothly and to budget;
- Organize facilities for car parking, traffic control, security, first aid, hospitality

2) Media engagement

This will be led by HAI AGENCY other members include; WAU,

Roles and responsibilities:

- Develop a marketing communications plan including strategy, goals, budget and tactics

- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, by-line articles and keynote presentations
- Monitor, analyse and communicate PR results
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

3) Technical evaluation committee

This will be led by UWASNET other members include; IRC, Water Aid, GIZ, UNICEF among others

Roles and responsibilities:

- Identification of judges
- Work and support the judging team during the evaluation process
- Refining of the evaluation committee
- Manage and identify central dropping centers
- Managing the judgment process i.e. facilitation of judges and arrangement of judgment rooms/space

4) Private sector engagement/Resource Mobilization

This will be led by MOWE/HAI Agency other members include; UWASNET, Water Mission among others

Roles and responsibilities:

- To identify potential private sector partners like banks, telecoms, beverage companies among others to support initiative

- Make appointments with different organisations and make presentations on the awards so as to solicit for funds
- Developing, implementing and monitoring fundraising strategies, that includes targets to meet the costs of the current and future budgets
- Approaching and raising funds from companies, trusts, partners/donors, Banks and foundations within Uganda and abroad;
- Conducting research on potential donors/partners
- Developing, managing and updating databases to record their contacts and preference information; Maintaining a network of corporate contacts and effectively managing and maximizing these relationships;
- Facilitating co-financing opportunities for partner organizations;
- Developing annual work plans based on the approved strategy and if needed, preparing income and expenditure budgets for each fundraising initiatives;
- Developing and coordinating web-based fundraising, if needed;
- Being well versed with the Uganda WASH Media Awards objectives in general and having access to various corporate forums; Being current and up to date with legal issues affecting corporate fundraising;
- Assisting in the preparation of project proposals for corporate and other funding agencies;
- Organizing events for partnership building between implementers and potential partners;
- Ensuring all partners receive appropriate and timely reports and updates;
- Sensitizing and training team members on fund raising and communications skills and strategy.