

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.491/Media Award/2013

Dated: 28th October, 2013

**NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON VOTERS'
EDUCATION & AWARENESS-2013**

Election Commission of India invites entries from concerned Media Houses for the National Media Award for best campaign on Voters' Education and Awareness during the general elections to the State Assemblies of Karnataka, Rajasthan, Madhya Pradesh, Chhattisgarh, NCT of Delhi and Mizoram. Entries from Gujarat, Himachal Pradesh, Meghalaya, Nagaland & Tripura have already been invited. There shall be two Awards, one for Electronic Media and one for Print Media.

The awards are to recognize the outstanding contributions by Media Houses to promote electoral participation by educating people about the electoral process and raising awareness among the general public about the relevance and importance of voting and registration.

The award(s) will be in the form of a citation and plaque and will be presented in a function on the National Voter' Day (25th January 2014).

Criteria

The Jury will base their assessment on the following criteria:

- Quality of campaign
- Extent of coverage / quantity
- Evidence of impact on the public
- Any other relevant factor/s

Conditions of entry

Entries must have been published or broadcast/telecast during the relevant period.

Print entries must include:

1. Summary of the work carried out during the relevant period which should include
 - i. number of news items / articles
 - ii. total print area in sq cms
2. A PDF soft copy OR a link to a relevant web address OR a full size photocopy/print copy of the newspaper/articles;

3. Detail of any other activity like direct public engagement etc.
4. Any other information

Broadcast Radio or Television entries must include:

1. A brief on the campaign/work carried out during the relevant period which should include
 - i. Material (in a CD or DVD) with duration and frequency of broadcast / telecast and total time of such broadcast of each spot during the period
 - ii. Sum of the total broadcast time for all spots
 - iii. News features or programmes on Voter awareness in a CD or DVD or other digital media, alongwith duration, telecast/broadcast date and time and frequency
2. Any other activity like direct public engagement etc.
3. Any other information

Important

- I. Entries submitted in a language other than English/Hindi will require an accompanying English translation.
- II. Entrants submitting broadcast material should be aware that this Jury may use only the first ten minutes of features/programme.
- III. The Commission's decision will be final and no correspondence will be entered into. The Commission reserves the right not to make an award.
- IV. Entries should carry the name, address, telephone and fax numbers and email of the Media House
- V. **Due date:** Entries must reach before 15th December 2013 at the following address:

Shri Rahul Sharma,
Under Secretary (Media)
Election Commission of India
Nirvachan Sadan, Ashoka Road,
New Delhi 110001
Email: rahulsharma.eci@gmail.com
Telefax: 011-23052070