Prize in Journalism and Professional Communications in the US-Mexico Border

The Pan American Health Organization/World Health Organization (PAHO/WHO) U.S.-Mexico Border Office leads efforts to promote equity in health, combat disease, and improve the quality of life for the people in the ten states along the US-Mexico border. Issues facing the border region include – communicable diseases and chronic illness, environmental pollution, violence and accident prevention, emergencies and disasters, drug and alcohol abuse, gender issues, mental health, and other topics in public health. In addressing these issues, the work of the organization is guided by the values of equity, excellence, solidarity, respect, and integrity.

In honor of World Press Freedom Day on May 3, the PAHO/WHO U.S.-Mexico Border Office has called on journalist and communications professionals to submit entries for recognition in outstanding contribution to journalism in the border region. We encourage journalist from both sides of the border region to participate. The aim is to honor pieces of work that best address the issues and realities of the region while promoting the values of the Pan American Health Organization and contributing to progress in health and well-being. Entries may be in English or Spanish and should be submitted by August 17, 2012. Materials must have been published or aired between May 1, 2011 and May 3, 2012. Prizes will be awarded in September 2012. This contest focuses on local journalist; entries from journalists outside of the region who write about the region may be accepted and given an honorable mention, but they will not be in the running for an award.

CATEGORIES:

Entries in each category will be judged on two fronts – the value of the content and the journalistic investigation as they contribute to informing the public, promoting heath issues, and upholding integrity; and the quality of the piece, including style, originality, and ability to capture the audience. Special series on one theme may be submitted, with no more than 6 articles, stories, or photographs. The categories and elements specific to these are:

- **Print Media** – a good article will provide valuable information and engage a reader with its descriptive style. Photographs and photo series of up to 8 photographs may be submitted in this category.
- **Radio** – a good story covers an important event or an investigation with impact. It includes audio effects and sounds that capture an audience and brings to life the subject of the story.
- **Television** – a good report covers an important event or an investigation with impact. It includes audio effects and visual images that capture the audience..

- **Electronic Media** – a good article will provide valuable information and engage a reader with its descriptive style. Additionally, user friendliness, design, interactive features, and innovation will be taken into account. Narratives in the form of photo galleries of up to 6 photographs may be submitted in this category.

WHO MAY PARTICIPATE:

Individuals or groups of independent journalists, as well as journalists in and contributors to established local media, in the areas of television, print news sources, online news sites, blogs, radio, and communications media affiliated with a university.

CALL FOR ENTRIES:

Entries are being accepted from May 3, 2012 to the closing date on August 17, 2012. All submissions must have been published or aired between May 1, 2011 and May 3, 2012.

A panel of expert judges will choose the winners in each category. Winners will be notified in August 2012 and will be invited to a ceremony in September 2012 (TBA) to be recognized.

HOW TO ENTER:

All entries should be sent by mail to:

Journalism Contest
The Pan American Health Organization/World Health Organization
5400 Suncrest Dr. Suite C-4
El Paso, TX 79912

Please include:

- Name(s) of participant(s.)
- Name of the organization, site, or place where the piece was published, aired, or exhibited.
- Email address.
- Address and phone number.
- Name of the journalistic piece.

Specific requirements by category:

- **Print Media** – copy of the article, printed story or newspaper, or a PDF version submitted by CD or USB. (Mailed documents, CDs, and USBs will not be returned.)
- **Radio** – audio of the original aired transmission in MP3, MP4, WAV or AIFF format submitted by CD or USB. (Mailed documents, CDs, and USBs will not be returned.)

- **Television** – original story as it was aired in MOV, AVI, MPEG format on a DC or USB or a DVD. (Mailed documents, CDs, DVDs, and USBs will not be returned.)
- **Electronic Media** – please send the URL/web address with specific instructions on how to access the material being submitted, as well as the original story in PDF format on a CD or USB. (Mailed documents, CDs, DVDs, and USBs will not be returned.)

RULES:

1. All pieces must have been published or aired between May 1, 2011 and May 3, 2012. Entries must be submitted by Friday August 17, 2012 at 5pm, MDT.

2. No more than one entry per participant(s) per category may be submitted. Series of no more than six stories will be accepted as one entry.

3. To be in the running for an award, entries must have been published or aired in the border region.

4. Areas for evaluation may include precision, content, analysis, impact, originality, focus, consistency, balance, relevance, technique, and in some cases, audio and visual quality.

5. Once entries are submitted, the materials may be used for promotional purposes and within the PAHO/WHO.

Find more on our website: http://new.paho.org/fep/

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