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COMMUNICATIONS

PRESS RELEASE [IMMEDIATE RELEASE]

INNOVATIVE COMMUNITY MEDIA AWARDS 2010

Motheo District Municipality launched the project (Innovative Community Media Awards) in February 2010. The project was conceptualized with the aim of recognizing excellence in the community media journalism. This prestigious event rewards excellence across a range of reporting media including electronic and print media. This is to be accomplished through the recognition and promotion of strategic and inventive media ideas that are clearly enhancing the appropriate delivery and efficient receptivity of the media's message.

The core objective of these awards is to restore existing relations between the community media and government. It is through these channels that the community is informed about government's objectives, programmes and projects that improve the standard of journalism and also to encourage objective reporting within the community media in the Motheo District.

The project will create a platform through which sterling work of various community media bodies will be showcased. The intention is to celebrate creative excellence and honor powerful form of communication and its impact on the lives of the ordinary people of Motheo.

The award categories will be as follows:

- Print media
- Electronic media
- Photographic journalism
- Online media

The principal objective of honouring excellence in four (4) categories is to encourage community media institutions within Motheo District to fully enjoy, exercise and promote the universal values, linked to democracy, such as "freedom of expression, media freedom, freedom of thought, tolerance of divergent views and opinions, participatory democracy, media development, democracy, accountability and transparency, support for the local community economic and social development programmes" as enshrined in the Constitution of the RSA, 1996.

The award process will be managed by the appointed adjudication committee comprising of: University of the Free State, Government Communication Information Systems (GCIS), Department of Cooperative Governance & Traditional Affairs, Free State Province (COGTA), Radio OFM, SABC and Representatives from Motheo District Communicators Forum.

The award procedures will be through submission of presentations of the following:

Print, audio news item, interview, commentary, documentary, feature, public debate or general discussion as well as a brilliantly taken journalistic photo.

The closing date for entries will be the 12 April 2010 at 12h00. For more details please log on to www.motheo.co.za or contact Mr Tseliso Leba at tseliso@motheo.co.za, 051 407 3339, 0787622049.

Issued by

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