

By Speed Post/Email

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

No. 491/Media Award/2014

Dated: 9th October, 2014

To,
Chief Election Officers of all States and UTs

Subject - National Media Award 2014.

Sir/Madam,

I am directed to inform that the Commission has decided to give two National Media Awards separately for electronic and print media each for carrying outstanding campaign for voters' awareness to improve voters' participation in the general election to Lok Sabha, 2014.

You may therefore recommend the names of two media houses (one for print media and one for electronic media), for doing remarkable job in the said field of the said elections. I am also to say that the Commission's circular dated 9th October, 2014 (enclosed herewith) in this regard, describing all the criteria and details of the award may also be uploaded on your website. Media houses may also directly submit their nomination. All the nomination will be considered by a duly constituted Jury at ECI level. Recommendations must reach to the Commission latest by 30th October, 2014 positively.

Yours faithfully,



(Rahul Sharma)
Under Secretary

Email: rahulsharma.eci@gmail.com

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ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No.491/Media Award/2014

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NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON VOTERS' EDUCATION & AWARENESS-2014

Election Commission of India invites entries from Media Houses for the National Media Award for best campaign on Voters' Education and Awareness during the general elections to the Lok Sabha, 2014. 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 2015).

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 on or before 30th October 2014 at the following address:

Shri Rahul Sharma,
Under Secretary (Communication)
Election Commission of India
Nirvachan Sadan, Ashoka Road,
New Delhi 110001
Email: rahulsharma.eci@gmail.com
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(RAHUL SHARMA)
UNDER SECRETARY