



Asociacioni i Gazetarëve të Kosovës  
Association of Journalists of Kosovo



## Journalism Poverty Prize - 2019

### Terms of Reference

#### 1. Background

##### ***Eradication of Poverty and Sustainable Development Goals in Kosovo***

Through the United Nations resolution adopted on December 22, 1992, the General Assembly has proclaimed October 17 as the International Day for the Eradication of Poverty.

This significant day of advocacy is an opportunity to recognize the struggles and difficulties of people living in poverty and an opportunity to hear their concerns.

Building a sustainable future requires intensified efforts to eradicate extreme poverty and discrimination and ensure that everyone can fully exercise their human rights. The full participation of people living in poverty, in particular in decisions that affect their lives and communities, should be central to policies and strategies to build a sustainable future. In this way, we can guarantee that our planet and our societies can meet the needs and aspirations of each for this generation and future generations.

In September 2015, world leaders have adopted the Sustainable Development Goals (SDGs) - a set of universal Goals for a Better Future for Everyone. These redesigned Objectives assume the key role of the work done through the Millennium Development Goals (MDGs). Although not a signatory to the United Nations General Assembly, Kosovo has joined efforts to put an end to all forms of poverty, combating inequality and addressing environmental issues in a participatory manner, and through engaging with regional partners on demands. globally meeting their institutional priorities.

The SDGs first goal - "Eradicating poverty in all its forms everywhere" - explicitly recognizes that poverty is the result of not only the absence of one, but of many different interrelated factors affecting the lives of people living in poverty.

This means that we do not have to view poverty simply as a lack of income or what is needed for material well-being - such as food, housing, land and other wealth - to fully understand poverty in its multiple dimensions.



## Kosovo Journalism Poverty Prize

To raise awareness of the importance of poverty eradication efforts in the Kosovo context, the Association of Kosovo Journalists in close partnership with the UN Kosovo Team (UNKT), through the Office of Development Coordinator, is organizing the 13th edition of the award. annual "Journalism Poverty Prize".

The awards ceremony will take place on 14 October 2019 in Pristina and will include representatives of the media, central and local institutions, civil society, the private sector, international organizations and other partners committed to eradicating poverty and promoting the Goals. Sustainable Development in Kosovo.

The purpose of the Poverty Journalism Award is to promote and raise debate on the issues and causes of poverty, and to indirectly influence poverty reduction by pressuring policy makers to change policy. At the same time, the initiative aims to encourage creative solutions to poverty reduction by setting constructive priorities and addressing the audience efficiently.

## 2. Evaluation Criteria

The delivered stories / products (written, audio, visual) will be assessed based on their relevance to the main topic of poverty eradication, including issues related to institutional efforts to reduce poverty through specific measures (such as social protection, access in employment, the provision of quality education), taking into account the human rights perspective.

For the selection of the winners, the evaluation panel will consider the following detailed criteria:

- The relevance of the topic on the Eradication of Poverty in Kosovo;
- Journalistic quality, including objectivity, critical analysis, understanding, ethical approach to treating interviewees with dignity and respect (with special attention to children's rights);
- Including and respecting diversity: efforts to ensure that different ethnicities, voices and ideas are represented in Kosovo;
- The impact the story has had on society in Kosovo (and subsequent actions by decision makers, if any);
- Creativity and style.

Within the broader topic of poverty, covering the following topics will be given some additional points in the evaluation process:

- Gender equality and empowerment of women in decision making;
- Reproductive health, family planning and related issues.
- Environmental impact on health, especially with focus on air pollution;
- Impact of poverty on the lack of access to quality education, with a particular focus on Roma, Ashkali and Egyptian and children in general;



- Sustainable Development Goals and Agenda 2030.

### 3. Criteria for applications.

#### a. Who can apply?

- Journalists who are legal residents of Kosovo and over the age of 18 may apply at the time of the conclusion of the Call for Applications. (Teams consisting of more than one person may also apply, provided the team leader identified in the Application Form meets the above criteria.)
- Journalist is considered any person who is a member of any association of Kosovo journalists and / or has been or is working with media registered in Kosovo.

#### b. Required Characteristics of Stories / Products Delivered:

- Each application can contain a story / product. For multimedia stories (e.g. written and photographic article), applicants must specify in which category they wish to participate.
- Only applicants in the Best Photography category can submit up to three photos for each application.

#### c. Works should be focused on the Kosovo context and should be:

- Written / produced by professional journalists who meet the above criteria;
- Published / broadcast in Kosovo media between September 7, 2018 and September 12, 2019;
- Written / produced in English, Albanian or Serbian;
- Stories written or produced in any other language can only be submitted if they are translated into English, Albanian or Serbian.

### 4. Official Categories

- A. Best short video story. Minimum length 3 minutes. Maximum length 10 minutes. Broadcasting on TV, WebTV, or any other media;
- B. The Best TV Documentary. Minimum length 10 minutes. Maximum length 60 minutes. Broadcasting on TV, WebTV, or any other media;
- C. The best audio story. Broadcasting on Radio or Web Radio;
- D. Best Written Story. Published in Newspapers / Magazines with offline and / or online presence;
- E. The Best photography made in Kosovo and published in print and / or online media.

### 5. Application Process

**Call for application is announced September 13, 2019.**

**The application deadline is October 7, 2019, 5:00 pm.**

Applications received after the deadline will not be considered.



Those interested in applying, please download the application form from the link and email it to [office@agk-ks.org](mailto:office@agk-ks.org) with the title: Application for Poverty Journalism Award - 2019.

For questions about the application process, please contact us (during business days, 8:30 am to 4:30 pm):

Association of Kosovo Journalists

Tel. 049 300 197

[office@agk-ks.org](mailto:office@agk-ks.org)

## **7. Selection Process**

### **Jury**

The jury is an independent body, created solely for the purpose of evaluating and selecting the best stories / products from all different categories.

The Kosovo Journalists Association and UNKT will select the jury members. All members of the jury must have a good knowledge of poverty issues in Kosovo, as well as experience and skills in journalism / communication.

For eligible applications within the category of Best Video, a film / video professional will be added to the jury as an observer to help jury members assess the technical quality of video production.

### **Prizes**

Each winner of the five Official Categories will be awarded a prize of € 1,000 (one thousand euros).

The winners will be announced at the Award Ceremony, which will be held in Pristina on October 14, 2018. A special invitation will be sent to this event. The Association of Kosovo Journalists and the UNKT will have the right to re-publish / broadcast the winning stories / products in their media.

