



# WORLD FOOD DAY 2013 MEDIA AWARD IN KENYA

Recognizing outstanding contributions by the media to food security



## BACKGROUND AND CONTEXT

### World Food Day, 16 October 2013

The official World Food Day theme – announced at the start of every year by the Food and Agriculture Organization of the United Nations (FAO) – gives focus to World Food Day observances and helps increase understanding of problems and solutions in the drive to end hunger. This year's theme is "Sustainable Food Systems for Food Security and Nutrition"

Today almost 870 million people worldwide are chronically undernourished. Unsustainable models of development are degrading the natural environment, threatening ecosystems and biodiversity that will be needed for our future food supply. Calls for profound

changes in our agriculture and food systems are becoming more frequent and more insistent.

What would a sustainable food system look like? Is it possible to get from here to there? What would need to change to move us in that direction? World Food Day 2013 is an opportunity to explore these and other questions, and help bring about the future we want.

It is against this backdrop that the Food and Agriculture Organization of the United Nations in Kenya is launching the **World Food Day Media Award in Kenya** for journalists under 30 years, which will encourage the highest standards of excellence in agricultural/scientific reporting, focusing on food and agricultural issues and honour Kenyan journalists under 30 years for their outstanding achievements.

## THE COMPETITION

Journalists have an essential role to play in promoting understanding of food and agricultural issues and specifically on challenges related to food security. They can help by educating their communities, so that their audiences are aware of the issues affecting food security.

The **World Food Day Media Award in Kenya** for Kenyan journalists under 30 years, which intends to harness the power of the media, is designed to elevate the standards of excellence in **print media** and offer winners a boost in marketing and exposure.

## DEADLINE FOR APPLICATIONS

Applications will be accepted until **30 September, 2013 midnight, Nairobi time.**

## ABOUT THE AWARD

The award is organized by FAO in cooperation with our partners in Kenya. The award places a premium on compelling stories occurring in or affecting Kenya that report problems and solutions related to food and agriculture and linking it to food security.

Awards will be given as follows for excellence in Print Media (web/print):

**Winner: Ksh. 75,000**

**1st Runner-up: Ksh. 50,000**

**2nd Runner-up: Ksh. 25,000**

Certificates of Recognition will also be presented to all the winners.

All winning stories will be published on FAO and partner websites. FAO reserves the right to publish all/any entry, including those that are not awarded a prize, on its website.

Applicant(s)/author(s) should include in their application an authorization for publication on these websites, and for non-profit use by the awards organizers and partners. Negotiations regarding media rights with other entities should be done directly by the applicant(s) /author(s) /editor(s).

## COMPETITION RULES /ELIGIBILITY CRITERIA

1. Print journalists from any Kenyan media house are invited to participate in the World Food Day Media Award for Kenyan journalists under 30 years in Kenya (as individuals).
2. All applicants are expected to have a knowledge/understanding of issues relating to food security and agriculture.
3. Applicants can only send one application. Applicants submitting more than one application will be automatically disqualified.
4. Applicants must submit one news and current affairs report/piece or series (research works or other non-journalistic works will not be accepted), specifically referring to food and agriculture.
5. Works submitted should have been published between November 2012 and 30 September 2013.
6. Articles/reports should be submitted in English.
7. Applications can only be made by email on or before 30 September 2013.
8. Titles of files sent should clearly indicate the name of applicant.

## THE SELECTION JURY

Selection will be done by a jury consisting of representatives from FAO, partners and media experts. The jury will meet and select top 3 original content stories from pre-selected stories.

1. Selection for the prize will be made public through the award's web pages.
2. The jury may choose not to award prizes if applications do not meet the minimum standards defined by the jury for its selection.
3. Decisions taken by the jury should be considered final and cannot be appealed.
4. Top winners will be invited to a venue to be determined where they will meet top FAO officials and receive their awards.

