

Emirates Literature Foundation Media Awards 2016-2017 Policy



Introduction

Emirates Literature Foundation is a not-for-profit organisation, recently recognised for its Year of Reading efforts at the 2016 UAE Pioneer Awards. The Foundation supports and nurtures literature in the United Arab Emirates through a year-round programme of events and is home to the Emirates Airline Festival of Literature. The ninth Festival will be held from 3-11 March, 2017 during the UAE's Month of Reading.

The international and regional media has played an integral role in the success and prominence of the Festival and the promotion of literature in the UAE. Since the first edition of the Festival in 2009, the media have helped communicate the Festival vision and the importance of reading in the country.

As the Festival has evolved into the UAE's premier annual literary festival, winning awards for four years running in the UAE, the Media Award is dedicated to the hard work of journalists and editors who will be honoured for their efforts and coverage of the ninth annual Emirates Airline Festival of Literature.

Emirates Literature Foundation Media Awards 2016-2017

For the first time, the Emirates Literature Foundation has instituted Media Awards to reward journalists and editors who provide the most informative coverage about the Foundation's flagship event, the Emirates Airline Festival of Literature, and spread the message of reading for pleasure.

The eligible coverage dates are 19 October 2016 to 10 April 2017. Participants will be invited to an Awards dinner in April, where the winners will be announced.

Participants

Language categories:

1. Arabic
2. English

Eligibility Criteria:

1. Open to Print and Online media
2. Participant must enter Three separate pieces of coverage to qualify for the Award
3. Maximum number of coverage to be entered – Five
4. All entries must be submitted either by delivering physical copies of the completed application form and the coverage to the offices of BPG Cohn & Wolfe – Emirates Airline Festival of Literature PR Agency, or by completing the online form and uploading the coverage on <http://www.emirateslitfest.com/media-awards-2017/>

Award Categories

Category	Award
Best Arabic Media Feature About Emirates Airline Festival of Literature (Original Content Only) – Print or Online	4-day weekend trip for two to New York or London including: <ul style="list-style-type: none"> • Flights for two • Accommodation at the five star InterContinental Hotel
Best English Media Feature About Emirates Airline Festival of Literature (Original Content Only) – Print or Online	4-day weekend trip for two to New York or London including: <ul style="list-style-type: none"> • Flights for two • Accommodation at the five star InterContinental Hotel

Judging Criteria

The award is supervised by a qualified panel of judges consisting of highly regarded media personnel and media experts. All nominations will be evaluated by a distinguished panel of judges whose decision will be final and binding. No correspondence will be entered into with the judges. The judges are chosen at the discretion of the Emirates Literature Foundation management.

Criteria for evaluation will include the following:

Writing Style	Score
Quality of Research	35
Quality of Content and Focus on Promotion of Reading	25
Overall Presentation	25
Degree of Innovation	15
Total	100

Definition and Specifics:

Quality of Research

The feature must be built on a solid foundation of research and should be the result of an actual interaction with the Emirates Airline Festival of Literature, be it through author interviews, interviews with Festival representatives or a visit to the Festival to engage and convey an accurate impression of the literary event in the form of an article.

Quality of Content and Focus on Promotion of Reading

The content must show a high degree of professionalism, relevance and aspire to reach the highest standards of credibility as well as promote a passion for reading among the reader.

Overall Presentation of Article

This takes into account the overall visual attractiveness, the depth of the material, the clarity of the language and the impression that is left in the target audience's mind.

Degree of Innovation

The news angle must stimulate the audience to ask deeper questions. It must spark a desire to find out more about the Emirates Airline Festival of Literature and prompt the readers to explore it.

Terms and conditions

- 1- Open to print and online media in Arabic and English, only.
- 2- The participant can submit entries in more than one language category.
- 3- Only one winner will be chosen per language category although a participant can submit multiple entries in the two language categories.
- 4- The Award submissions must cover the 2017 Emirates Airline Festival of Literature between **19 October – 10 April**
- 5- Participants must submit their original media material with the completed Media Award Application Form and the required documents along with the applicant's personal data (as per the form) either by calling BPG Cohn & Wolfe – Emirates Airline Festival of Literature PR Agency to arrange for the envelope pick up or by completing the online form and uploading the coverage at <http://www.emirateslitfest.com/media-awards-2017/>
- 6- Media material sent to BPG Cohn & Wolfe should be submitted in a sealed envelope with the application form and business card stapled on the outside of the envelope. The submissions must bear the publication's name and if the winner is no longer working for that media, then the award will be presented to the media outlet itself.
- 7- Online submissions for entry **MUST** bear the attestation of a senior sub-editor or editor at the publication (other than the participant).
- 8- Proof of published material is mandatory. A copy of the media material, published during the coverage dates, must be submitted for the desired language category/ categories of entry.
- 9- International participants must arrange their own flights and accommodation to attend the Award ceremony.
- 10- Emirates Literature Foundation management has the right to disregard any application in lieu of any missing documents and/or not complying with the above mentioned terms and conditions and will not be under obligation to notify the applicant of the same.
- 11- The deadline for all submissions is 10 April, 2017.
- 12- No correspondence will be entered into and the judges' decision is final.