



Reinhard Keune's Radio Award 2011 on FOREST ISSUES

Topic

Reinhard Keune's Memorial Award on "Radio programme dealing with forests issues"

In the framework of the International Year of Forests declared by the United Nations for 2011, the radio programme should raise awareness on sustainable management, conservation and sustainable development of all types of forests.

All the programmes will be judged according to the following two criteria

Idea:

- Is the subject relevant?
- How effective is the programme radio?
- Is it properly targeted?
- Is it instructive, creative, entertaining and/or innovative?
- Does it capture and hold attention?

Production values:

- Are the production, sound recording, editing, and mixing quality coordinated so as to enhance the programme?

Rules

The programme, if not in English, must be sent along with the full script in English.

The programme should not exceed 90 minutes in duration.

Broadcasting organizations are allowed to submit 2 programmes maximum.

Dead line

An entry form and a copy of the programme should reach the AIBD **not later than 1st June 2011.**

Tape format

Programmes must be submitted in the following formats: CD or DVD

Submission form available at <http://www.aibd.org.my/aibdradio> should be sent to Ms. Geraldine Mouche at the following address:

- ⇒ Asia-Pacific Institute for Broadcasting Development – AIBD
2nd Floor, Bangunan IPPTAR
Kompleks Angkasapuri,
50614 Kuala Lumpur, Malaysia

Jury

Jury members are senior media managers from various countries.

Prize

- ⇒ US\$500.00 cash in favor of the producer & his/her broadcasting organization par category.
- ⇒ A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

Note

- ⇒ The announcement of the winner will be made on the AIBD website from 20th June 2011.
- ⇒ The AIBD Director will hand over the prize to the winner during the 37th Annual Gathering & 10th AIBD General Conference (GC) and Associated Meetings in Mongolia from 25-28 July 2011.
- ⇒ A clip of the winner's programme will be played during the GC.