

ENTRY FORM

The 2011 Lilly MDR-TB Partnership / Red Cross Annual TB Media Award



THE *Lilly*
MDR-TB
PARTNERSHIP



**SPEAK
UP**
to Stop TB



BACKGROUND TO THE AWARD

Tuberculosis is one of the oldest diseases known to mankind, and yet we have not been able to contain its spread. Despite highly effective drugs, disease and death due to tuberculosis are increasing worldwide.

The media shapes the knowledge and attitudes to health and disease in the minds of the general public and has a significant social responsibility to ensure authentic, timely and appropriate health information. Effective media campaigns for TB help create awareness, and motivate individuals and communities to engage in healthy behaviours and seek proper healthcare, thereby reducing vulnerability to the disease.

The Lilly MDR-TB Partnership in South Africa, in association with the South African Red Cross and with support from the National TB Control Programme, has for the first time, established a South African Tuberculosis Media Award: "Speak Up to Stop TB" - A media award for excellence in print journalism when reporting on TB and related issues.

Entries must be submitted by Friday 25 February 2011. Winners will be announced at the end of March (World TB Month).

The "Speak Up to Stop TB" Award recognises outstanding print and online journalism and honours journalists who serve their readers by providing responsible, accurate and timely information on tuberculosis prevention, research, development and treatment.

PRIZES

A first prize of R 20 000.00, second prize of R10 000, and third prize of R5 000, will be given.

ENTRY DEADLINE

Journalists may enter up to **25 February 2011**. Entries received after 25 February 2011 will not be included in the judging process. Journalists are permitted to submit more than one article. Entries will not be returned.

The article selected for recognition must have been published between 01 January 2010 and 25 February 2011 in general circulation newspapers, magazines or online. Articles may be co-authored. The author(s) must be residents of South Africa. Broadcast submissions are not allowed.

ELIGIBILITY

Any and all employees or agents of Eli Lilly and Company (Lilly South Africa) and its affiliates, The Red Cross, the National TB Control Programme, and/or the National Department of Health, are not eligible to enter the award.

AWARD COMMITTEE CRITERIA:

An independent panel will judge entries based on the following criteria:

1. News value (significance of the information presented)
2. Ability to stimulate awareness about tuberculosis prevention and treatment
3. Presentation of new data, research and treatments
4. Clarity and accuracy in describing the science behind the story
5. Effectiveness in communicating the story
6. Creative journalistic approach

HOW TO ENTER:

Please check that your entry includes:

- Entry form
- For articles not in English, the first 200 words of the article must be translated into English

Entries to be emailed to leigh@thewriteagency.co.za or faxed to **011 467 5372**.

For further information about the "Speak Up to Stop TB" Media Award, please email leigh@thewriteagency.co.za.

AWARD RULES:

1. Entries will be accepted between 01 December 2010 and 25 February 2011. The article being entered is to be submitted along with the entry form.
2. Journalists may nominate themselves.
3. The entry form must be completed in English.
4. Articles may be submitted in languages other than English; however, at least the first 200 words of the article must be translated into English and must accompany the entry form.
5. Any materials without an entry form will not be accepted.
6. Incomplete entry forms will not be accepted.
7. Entry forms will be accepted by email or fax only.
8. Journalists are permitted to submit more than one article or entry, provided that a separate nomination form is attached to each entry.
9. All entries submitted must be original pieces of work.
10. If you are nominating someone other than yourself for this award, please ensure that you have obtained their consent.
11. Entry forms and accompanying articles will not be returned.
12. Only entries from authors residing in South Africa and published within South Africa will be eligible for the award.
13. Entries must have been published between 01 January 2010 and 25 February 2011.

SPEAK UP to Stop TB

The following entry form must be received by
25 February 2011.

Please type or print legibly.

Please provide all information requested.

Name of journalist: _____

Publication name: _____

Date entry published: _____

Language in which article(s) is/are published: _____

Phone: _____ Fax: _____

E-mail: _____

Postal address: _____

Postal code: _____

Type of article(s): _____

Person nominating journalist for award (if relevant):

Name: _____

Phone: _____ Fax: _____

E-mail: _____

By submitting your entry, you acknowledge that the submission is your original work/original work of the nominee, and does not violate another party's copyright, intellectual property rights, rights of publicity, or any other rights. Each signed entry gives Eli Lilly and Company (Lilly South Africa) and the South African Red Cross royalty-free permission to reproduce, publish and translate the submission alone or as part of other works for non-commercial use in any form or media. Lilly and the Red Cross will give appropriate copyright and publication credit. If the person submitting the entry form does not hold copyright of the article, the publisher's name and signature is required.

Signature of journalist

Date

I have copyright of the article(s)

I do not have copyright of the article(s)

If you do not have the copyright, please ask your publisher/copyright owner to sign below, giving Lilly permission to use the article, as described.

Publisher's / copyright owner's name

Publisher's / copyright owner's signature

Date

Justification for entry

Please justify below (in no more than 500 words), or on a separate sheet, why you / the nominee should be considered for the "Speak Up to Stop TB" Media Award (to be completed in English):