

ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/Media Award/2018/Communication

Dated:16th November, 2018

MEMORANDUM

**NATIONAL MEDIA AWARD FOR BEST CAMPAIGN ON
VOTERS' EDUCATION & AWARENESS-2018**

Election Commission of India invites entries from Media Houses for the National Media Award for best campaign on Voters' Education and Awareness during the year 2018. **There shall be four Awards, one each for Print media, Television (Electronic), Radio (Electronic) and Online (Internet)/Social media.**

2. The awards are to recognize the outstanding contributions by Media Houses to promote electoral participation by creating awareness about accessible elections, educating people about the electoral process and raising awareness among the general public about the relevance and importance of voting and registration.

3. The award(s) will be in the form of a citation and plaque and will be presented in a function on the National Voters' Day (25th January 2019).

Criteria

The Jury will base their assessment on the following criteria:

- Quality of Voter awareness campaign
- Extent of coverage / quantity
- Evidence of impact on the public
- Any other relevant factor(s)

CONDITIONS OF ENTRY

Entries must have been published or broadcast/telecast during the relevant period.

Print entries must include:

1. Summary of the work carried out during the relevant period which should include
 - i. number of news items/articles
 - ii. total print area in sq cms
2. A PDF soft copy OR a link to a relevant web address OR a full size photocopy/print copy of the newspaper/articles;
3. Detail of any other activity like direct public engagement etc.
4. Any other information

