



United Nations
Educational, Scientific and
Cultural Organization

*Circular Letter to All UNESCO National Commissions, NGOs, and
Professional Organizations in the Field of Communication*

May 2007

UNESCO-IPDC Prize for Rural Communication \$ 20,000

Dear Sir/Madam,

On behalf of the Director-General, I am pleased to invite you to submit nominations for the UNESCO-IPDC Prize for Rural Communication, to be awarded for the eleventh time during the twenty-sixth session of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC), which will be held at UNESCO Headquarters, Paris (France) from 26 to 28 March 2008.

The UNESCO-IPDC Prize for Rural Communication was established by the UNESCO Executive Board at its 120th session, in pursuance of a decision of the fifth session of the Intergovernmental Council of the IPDC.

It is intended to recognize a meritorious and innovative activity in improving communication in rural communities, mainly in the developing countries. The UNESCO-IPDC Prize, consisting of a sum of US\$20,000.00 is awarded every two years.

Criteria for the awarding of the Prize

The prize-winners shall be nationals of UNESCO Member States, or they shall be institutions or organizations which have their headquarters in those States. They shall have adopted one or more particularly outstanding measures to promote rural communication in the spirit of UNESCO's ideals by such means as:

- furthering the use of local newspapers, films, radio, television and / or multi-media programmes;
- furthering the use of traditional forms of communication;
- implementing new plans with a view to the full use or improvement of communication and its techniques and methods in ways adapted to the rural environment.

The activity shall have been exercised within a period of two years preceding the submission of nominations.

The following are the recipients of the IPDC prize since its inception:

- 1985:** The Kheda Communications Projects of **India**
- 1987:** The Rural Radio Project of **Congo**
- 1989:** The National Association of Small Farmers of **Cuba** and the Accion Cultural Popular of **Colombia**
- 1991:** Mr Mazin Al Qubbaj of **Jordan**
- 1993:** The College of the Air of **Mauritius**
- 1995:** The Tambuli Community Radio Project, **Philippines**
- 1997:** The Prize was not awarded
- 1999:** Radio **Tanzania**
- 2001:** Maestro Pablo Pizzurno School for its radio network, **Argentina**, Quispillacita radio project, **Peru**
- 2003:** Toco Radio **Trinidad & Tobago**
- 2005:** Malayala Manorama newspaper, **India**

It is important that the nominations reach the IPDC Secretariat, **by 1 October 2007** at the latest, accompanied by a detailed description of work for which the candidature is proposed, as well as supporting documentations including photographs and / or short video on the work carried out by the candidate.

Enclosed herewith is a submission sheet which should also accompany your nomination duly completed.

These documents and any further supporting material you may wish to send should be in English or French.

All the applications which meet the criteria of the awarding of the price will be submitted through the Chairperson of the Intergovernmental Council of the International Programme for the Development of Communication to its Bureau, which will act as the Selection Jury of the Prize-winner.



Wijayananda Jayaweera
Secretary of the IPDC,
Director
Division of Communication Development

Cc: Permanent Delegations
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General Rules Governing the UNESCO-IPDC Prize for Rural Communication as Revised by the 120th Session of the Executive Board

1. Aim

Since one of the objectives of the IPDC is to promote the awareness of all parties concerned of the important role that communication plays in the development process, a UNESCO-IPDC Prize for Rural Communication is hereby established to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions or by persons or groups of persons working on a personal basis or as members of the staff of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, and primarily in the developing countries.

2. Amount and frequency of award

The Prize shall consist of a sum of twenty thousand dollars of the United States of America payable from the IPDC Special Account. The Prize shall be awarded once every two years. A prize not awarded in any given year may be awarded two years later to a second prize-winner.

3. Criteria for the awarding of the prize

(a) The prize-winners shall be nationals of UNESCO Member States, or they shall be institutions or organizations which have their headquarters in those States. They shall have adopted one or more particularly outstanding measures to promote rural communication in the spirit of UNESCO's ideals by such means as:

- furthering the use of local newspaper, films, radio television and / or multi-media programmes;
- furthering the use of traditional forms of communication;

- implementing new plans with a view to the full use or improvement of communication and its techniques and methods in ways adapted to the rural environment.

(b) The activity shall have been exercised within a period of two years preceding the submission of nominations.

4. Submission of nominations

Nominations shall be submitted to the Chairperson of the Intergovernmental Council of the IPDC by the governments of Member States of UNESCO in consultation with their National Commissions and by the appropriate non-governmental organizations having consultative status with UNESCO. In support of each nomination, a written recommendation shall be supplied, which shall include:

- (i) a description of the work undertaken;
- (ii) a summary of the results achieved;
- (iii) an evaluation by reference to the criteria mentioned above.

The closing date for submission of nomination shall be fixed by the Chairperson of the Council.

5. Selection of Prize-winner

The prize-winner shall be selected by the Bureau of the Intergovernmental Council of IPDC.

6. Presentations of the Prize

The Prize shall be presented by the Director-General or his representative at an official ceremony at which the Chairperson of the Intergovernmental Council of the IPDC or his representative shall be present.

UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

CANDIDATURE

1.	Name of Member State or Non-governmental Organization submitting candidature:
2.	Name of the national institution or organization which proposed the candidature:
3.	Nature of candidature: An institution or organization: A person: A group:
4.	Name of candidate (if a group of persons, give the name of all its members):
5.	Nationality of the candidate:
6.	Address of the candidate:
7.	Description of the work for which the candidature is proposed:
8.	A summary of the results achieved by this work:
9.	Evaluation of this work in relation to the criteria for the award of this Prize as shown in paragraph 3 of the General Rules (please include external evaluation/appreciation reports, if available):