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## 2011 COMMUNICATION FOR SOCIAL CHANGE AWARDS

The *Communication for Social Change Award* was established in 2006 to recognise outstanding contributions made by individuals and organisations to the theory and practice of Communication for Social Change (CSC); specifically those that have demonstrated extraordinary commitment to using communication to transform and empower marginalised communities. Communication for social change is an emerging frontier, the goal of which is to use communication processes, techniques and media to facilitate social, economic and technological development.

This is the only Award of its kind in the world, and it is administered by the Centre for Communication and Social Change (CfCSC) at the School of Journalism and Communication, within The University of Queensland, Brisbane Australia. This award has been extremely successful in acknowledging 'unsung' and courageous people, recognising individuals from across the world, involved in diverse activities.

The award consists of a \$AUD 2500 prize and a travel package to participate in the Award Ceremony in Australia. The visit will also be used to promote the impact that communication projects can have in development efforts. Each year two awards will be presented: one to an individual and one to an organisation/institution. Those awarded can be either practitioners/activists working the field, or theorists.

### **The objectives of the award are to:**

- Recognise knowledge generation and major theoretical in the field of communication for social change;
- Acknowledge innovative and practical communication and social change projects that have contributed to grassroots-level sustainable development; and
- Appreciate the contributions made by individuals and organisations whose moral courage and extraordinary commitment to communication for social change expands the boundary of this field.

### **Process and eligibility**

Winners in the two categories will be selected by an independent jury comprising senior academics, media representatives and development assistance experts, based in Australia.

In selecting the Award winners, the CSC Award Jury will consider both significant contributions to the theory of CSC, and notable achievements in applied communication practice. The theoretical and practical work of Award nominees should reflect and/or be directly relevant to key CSC themes. The CSC Jury will also consider the pioneering contributions made by theorists and practitioners, as well as the long-term sustainable development impact of their work, communities impacted, commitment made, applicability, and timeliness. The award nomination process is open to women and men, from any political background, religion, nationality and culture. Individuals from minority groups, indigenous groups, and persons with disabilities are equally encouraged to apply.

## Criteria

The CSC Award Jury will review applicants and select those most outstanding according to the following criteria.

<b>Practitioner/Activist Applicant</b>	<b>Theoretical Applicant</b>
<ul style="list-style-type: none"><li>- Clearly in line with key communication for social change themes</li><li>- Innovative</li><li>- Timely/contemporary (completed work in the last 5 years)</li><li>- Grassroots and community based (in rural and urban contexts)</li><li>- Supporting marginalised groups/communities</li><li>- Contributes to sustainable development</li><li>- Demonstrated extraordinary commitment</li><li>- High percent of take-up with target group</li></ul>	<ul style="list-style-type: none"><li>- Clearly in line with key communication for social change themes</li><li>- Contributed to a major theoretical innovation or knowledge generation</li><li>- Timely/contemporary (completed work in the last 5 years)</li><li>- Applicable</li><li>- Contributes to sustainable development</li><li>- Demonstrated extraordinary commitment</li></ul>

## Announcement and Award Ceremony arrangements

The Award will be presented to the winners at an official ceremony to be hosted by the University of Queensland's School of Journalism and Communication in Brisbane in October 2011. The winners of the Award will be announced in the media prior to the formal Award presentation ceremony, and will be featured on the Centres website.

The Award-winners will deliver a keynote address at the Award ceremony.

The Centre for Communication and Social Change will meet the travel and accommodation expenses of the Award winners to attend the Award presentation ceremony and deliver guest lectures, based on our travel guidelines<sup>1</sup>.

## Additional conditions of the CSC Award

Award-winners may also:

- Be asked to present a public lecture (or lectures);
- Be asked to be part of a film series (both in Australia and in their home country);
- Be expected to make a presentation at the Award Ceremony;
- Be asked to take part in workshops and make the necessary travel; and
- Be prepared to be interviewed by the media.

## How to submit a nomination

The Centre for Communication and Social Change invites you to submit a nomination in **English** to Associate Professor Pradip Thomas by mail, fax or email (preferably by email).

Your nomination must include the following supporting documents:

1. A completed nomination form
2. A curriculum vitae or organisational profile (using the provided template)

3. Media articles, profiles and supporting documents, either written by or about the nominee (if applicable)
4. Two written reference forms (using the provided template). The Award Jury may later contact those persons to provide more detailed information on the nominee.

The nomination and referee forms, and the CV and organisational profile templates are available at: <http://www.uq.edu.au/ccsc/how-to-apply>

All nominations must be received by no later than **Friday the 24<sup>th</sup> of June 2011**

#### Contact details

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For further information on the CSC Award, also contact:

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#### Past Winners



**World Comics India, 2010 Winner Organisational Category:** Training communities to use grassroots comics to create awareness, education and social change in India around issues such as of gender, corruption, health, and domestic violence.



**Mr Santoso, radio KBR68H, 2010 Individual Category:** Tosca Santoso has demonstrated extraordinary moral courage by using the media, print and radio, as the means to strengthen democracy in Indonesia and bring about social change



**New Dawn Community Radio 95.3 FM, 2009 Overall Winner:** The Award was made to appreciate the brave and pioneering work to strengthen Bougainville autonomy through radio broadcasting to provide information and build community development.



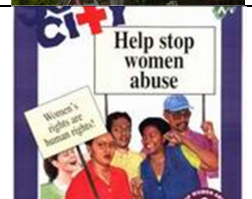
**Mrs Lakshmi Murthy, Vikalpdesign, 2009 Meritorious Commendation:** Mrs Lakshmi was recognised for her innovative use of art and graphic design for public education projects targeting illiterate rural and urban communities.



**Mr Chin Saik Yoon, Southbound Press, 2008 Award Winner:** Mr Chin himself is recognised as a long-standing and consistent activist in communication and social change issues through publishing and providing a voice to issues around development communication, ICTs, and the Internet, media, and research and development.



**Fantsuam Foundation, Nigeria, 2008 Meritorious Commendation:** As a rural women's NGO Fantsuam Foundation is recognised for their role in promoting ICT development in remote rural communities; particularly through mobilising volunteers to further development in Africa.



**The Soul City Institute, South Africa, 2007 Award Winner:** Harnessing the power of the mass media to produce relevant, informative and entertaining programs to make a positive difference to the lives of some of South Africa's most disadvantaged people, mainly in city slums and regional and rural towns.



**Ms Supinya Klangnarong, Thailand, 2006 Award Winner:** The award recognises the moral courage and on-going commitment through the 'Campaign for Popular Media Reform' in the furtherance of freedom of expression, media pluralism and communication for social change in Thailand.

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#### **<sup>i</sup> Travel guidelines**

- All travel and accommodation will be organised by the CfCSC.
- Economy international and domestic flights will be provided.
- Award winners will not receive per-diems, but a cash allowance (in Australian dollars) will be provided that cover meals, incidentals, and some travel expenses.
- Award winners will need to organise their own travel insurance (highly recommended) and visas; the CfCSC will provide a support letter for the visa to assist in this process.