

27 August 2010

**“Keeping the candle burning”  
A call for submissions for  
Amnesty International Canada Media Awards 2010**

The essential role that journalists play in shining a light on human rights violations is immeasurable. Members of the public become more aware of human rights violations which motivates the public to act and help force governments and opposition groups to change. Journalists deserve recognition for their vital importance in supporting human rights. Amnesty International Canada is now calling for submissions for its 16<sup>th</sup> Annual Media Awards for excellence in covering human rights stories. The winners will be announced on December 10, Human Rights Day.

“Without the work of journalists, many human rights violations would remain unknown,” says Alex Neve, Secretary General, Amnesty International Canada. “Amnesty International is calling on all journalists writing and broadcasting in Canada, who covered human rights issues this year, to make submissions for consideration for these annual awards.”

Amnesty International Canada Media Awards recognize the efforts of journalists to help Canadians become aware of human rights issues within the mission of Amnesty International. The awards are given in memory of Dr. John Humphrey, the law professor and principal author of the Universal Declaration of Human Rights, who died in March

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1995. Journalists are invited to submit for consideration articles and tapes, printed or aired between 1 October 2009 and 30 September 2010.

**The deadline for submissions is 15 October 2010.**

The winners will be announced in December 2010.

Awards will be given in three categories in English for:

\* **national print** - including newspapers and magazines,

\* **video and audio** - television or radio / news and documentaries, and

\* **local/ alternative** - covering newspapers, internet sites and magazines.

**\*Online - Amnesty International Canada is now adding an online award to the list of national print, local/alternative print and audio/video awards that are presented annually. To be eligible for the award the submission must be a journalistic product, produced for a Canadian audience, that is only available online from a website where journalists have originated the content, or selected and amplified it.**

Submissions should focus on areas of human rights work covered by the mandate of Amnesty International. The worldwide voluntary movement's **mission is to undertake research and action focussed on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination**, within the context of work to promote all human rights.

"Information is crucial before action can be taken to prevent human rights violations," says Alex Neve. "Journalists provide a vital link in the efforts to protect 'rights for all' that is recognized with these awards".

For further information  
please contact

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# AMNESTY INTERNATIONAL CANADA

## MEDIA AWARDS 2010

Presented annually in memory of John Humphrey -  
principal author of the Universal Declaration of Human Rights (UDHR).

**Amnesty International Canada** invites journalists to make submissions for its annual **Media Awards**. These awards are to honour the efforts of journalists to increase Canadians' awareness and understanding of human rights issues.

These awards for coverage of international human rights issues are for reports and features that are within the mandate of **Amnesty International**.

**Amnesty International (AI)** is a worldwide movement of people who campaign for internationally recognized human rights.

AI's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights standards.

In pursuit of this vision, AI's mission is to undertake research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote all human rights..

### Categories

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1. National print - including newspapers and magazines
2. Video and audio - television & radio/ news and documentaries
3. Local/ alternative – newspapers, internet and magazines
4. \*Online - For this new category, the submission must be a journalistic product, produced for a Canadian audience, that is only available online from a website where journalists have originated the content, or selected and amplified it.

**Amnesty International Canada** reserves the right to withhold the prize in one or more categories if the jury is not satisfied with the quality of the submissions.

**Entrant Information**  
**Amnesty International-Canada Media Awards**

**Eligibility**

Entries must be published or broadcast between October 1st, 2009 and September 30th, 2010 and have been produced for publication or broadcasts in Canada.

**Jury**

English only submissions will be reviewed by a jury made up of representatives of Amnesty International and members of the media.

**Date of the announcement**

The 2010 Amnesty International-Canada Media Awards will be announced in December 10, 2010.

**Print submissions**

Please submit the best available copy of the entry in the way it was originally published.

**Television, radio and online submissions**

Television entries should be submitted on DVD. Radio and internet entries should be CD or DVD. Please label the entries clearly with the date of the broadcast.

**A COPY OF THE ENTRY FORM MUST TO INCLUDED WITH EACH SUBMISSION.**

Send entries in English to:

**Amnesty International Canada Media Awards,**  
1992 Yonge Street, 3<sup>rd</sup> Floor  
Toronto, ON,  
M4S 1Z7

**THE DEADLINE FOR ENTRIES IS OCTOBER 15TH, 2010.**

**AMNESTY INTERNATIONAL CANADA MEDIA AWARDS 2010 ENTRY FORM**

**CATEGORY: (please circle)**

NATIONAL PRINT    VIDEO / AUDIO    LOCAL/ ALTERNATIVE /MAGAZINE    ONLINE

**TITLE OF ENTRY:**

\_\_\_\_\_

**NAME OF JOURNALIST/REPORTER:**

\_\_\_\_\_

**NAME OF EDITOR:**

\_\_\_\_\_

**TRANSMISSION/PUBLICATION DATE:**

\_\_\_\_\_

**PRINT MEDIA:**

**TITLE OF PUBLICATION & ADDRESS:**

\_\_\_\_\_

**BROADCAST MEDIA:**

\_\_\_\_\_

**NAME OF PRODUCER:**

\_\_\_\_\_

**NAME OF DIRECTOR:**

\_\_\_\_\_

**NAME OF RADIO OR TELEVISION BROADCAST OR INTERNET WEB SITE:**

\_\_\_\_\_

**NAMES OF OTHER CONTRIBUTORS:**

\_\_\_\_\_

**NAME OF PRODUCTION COMPANY:**

\_\_\_\_\_

URL of INTERNET SITE: \_\_\_\_\_

**ENTRIES FOR THE 2010 AWARDS MUST HAVE BEEN PRINTED OR BROADCAST FOR THE CANADIAN PUBLIC BETWEEN OCTOBER 1ST, 2009 AND SEPTEMBER 30TH, 2010.**

**THE DEADLINE FOR SUBMISSIONS IS OCTOBER 15TH, 2010.**

**THE WINNERS OF THE 2010 AMNESTY INTERNATIONAL CANADA - MEDIA AWARDS WILL BE ANNOUNCED IN DECEMBER 2010.**

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For further information please contact:  
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416-363-9933, ext. 332

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