

PCI'S SECOND ANNUAL MEDIA AWARD

Call for Applications

Introduction

Much of what is published in the media in Serbia and Kosovo about 'the other side' is by and large negative. Stories about everyday life and peaceful coexistence remain untold. For two neighbouring nations, a continuing divisive narrative only reproduces and strengthens current negative perceptions and prejudices. Too many stories outside this prevailing narrative receive little attention.

Peaceful Change initiative (PCi), as part of a UK-government funded project, commissioned a research study by IPSOS Strategic Marketing on "Understanding divisive narratives – Media analysis in Serbia & Kosovo" ([Link to study](#)). This analysis demonstrated that media in Serbia and Kosovo "do participate in the process of 'othering' between two entities.

To counter these trends and for the second consecutive year, PCi will be giving awards that will acknowledge and reward media content that offers a different picture about the daily realities of life in Serbia and Kosovo. This award recognises and rewards both journalists and media outlets.

ABOUT THE MEDIA AWARD

Objective

The goal of the Media Award is to promote and reward media content from Kosovo and Serbia that explore themes related to the co-existence of communities.

Themes

The media award will recognize and reward outstanding media content that explores one or a combination of the following themes:

- Multi-ethnic co-existence

Despite the current journalistic trend in Kosovo and Serbia to use just a black and white portrayal of 'the other', life offers many shades of not just grey, but a palette of colours that prove that multi-ethnic co-existence is not just possible but a reality.

- Daily realities of life for a particular community in a particular place

Being a minority community is implicitly portrayed in the media as a disadvantage, but is it? Can a minority community prosper and thrive among the 'other' majority?

- Commonalities of daily life for communities in Serbia and Kosovo

Far too often, a community's problems are portrayed as unique and often blamed on the 'other'. In reality, most problems facing both communities are one and the same: poor public services, unemployment, job insecurity, the Covid 19 pandemic, consequences of the war in Ukraine etc. Highlighting the commonalities of daily life helps to change entrenched negative perceptions about the 'other'.

Formats

Building upon the specific objective, we are looking to award media content in the following formats:

- Audio-visual (*Including, but not limited to, TV stories, documentaries, social media videos, radio stories, podcasts, interviews*).
- Written (*Including, but not limited to, newspaper articles, magazine articles, web-news, web-stories, online portal stories, personal stories and blogs, social media stories*).

The Award

The jury will select one winning story from each format category.

Award Category		Journalist Award (Albanian language)	Journalist Award (Serbian language)	Media Outlet Award (Albanian language)	Media Outlet Award (Serbian language)
Audio-visual	1 st Prize	€2,000	€2,000	€1,000	€1,000
Written	1 st Prize	€2,000	€2,000	€1,000	€1,000
Audio-visual	2 nd Prize	€500	€500	N/A	N/A
Written	2 nd Prize	€500	€500	N/A	N/A
Audio-visual	3 rd Prize	€300	€300	N/A	N/A
Written	3 rd Prize	€300	€300	N/A	N/A

Eligibility

The Media Award is open for application to all media outlets (TV, Radio, Web). The applicants can be journalists, media representatives, organizations, and/or independent individuals that have originated content related to the Award Themes and have published them in a recognised media outlet (not only an individual's personal website, social media page, blog, etc.) within the Award timeframe (**1st January 2022 – 31st December 2022**).

The submitted content must:

- Provide only media content that has been published before sending the application;
- Be written and published in either Albanian and/or Serbian language;
- Be telling stories focused on Serbia and/or Kosovo;
- Have been published between 1st of January 2022 and 31st December 2022.
- Be if in written format a single story not a series of stories.

Submission Process

All submissions must be submitted through the provided application form online: <https://forms.gle/1cp7dkz7NnttwLE69>.

The deadline for submission is **31st of December 2022**. Any potential questions related to the award can be addressed to the media.award@peacefulchange.org.

Selection criteria

The award's juries will select the winners based on the following criteria:

- Relevance to the theme.
- Style and quality.
- Uniqueness.
- Issues tackled.
- Human voices.

Permission to rebroadcast and/or republish

All applicants are required to agree to their media content being re-shared on other websites and/or media outlets.