



**OIC INTERNATIONAL MEDIA AWARD FOR  
MEDIA PERSONALITIES AND OUTLETS  
EXCELLING IN THE PROMOTION OF  
INTERCULTURAL DIALOGUE, TOLERANCE AND  
HARMONY**

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**Technical Profile**

**1- Background**

The Organization of Islamic Cooperation (OIC) has consistently expressed its deep concern at the rise of Islamophobia induced by certain western media outlets that exploit new Information and Communication Technologies (ICTs) to target Islam and Muslims. In the face of this situation, the OIC has adopted “The OIC Media Strategy in Countering Islamophobia and its Implementation Mechanisms” with a view to evolve an integrated information plan to promote the true values of Islam, in an effective and coherent manner, and to spotlight the tolerance of Islam and its lofty values.

In this context, His Excellency Mr. Macky Sall, President of the Republic of Senegal, and Chairman of the Standing Committee for Information and Cultural Affairs (COMIAC) has launched an international award to honor media personalities and outlets that excel in the field of promoting intercultural dialogue, tolerance and harmony. Resolution No. 9/11-INF, adopted by the 11<sup>th</sup> Session of the Islamic Conference of Information Ministers (Jeddah, 21-22 December 2016), officially established the Award.

**2- Award’s Objective**

The award seeks to encourage media stakeholders to engage more actively in the promotion of the true values of Islam, to motivate them to partake in redressing the prevailing stereotypical image about Islam and Muslims, and to highlight, through creative information work, all the issues related to the promotion of dialogue, tolerance and mutuality between cultures, civilizations, and the diverse beliefs and customs, as well as issues of emigration and asylum.

**3- Scope**

Competition is open for men and women of the media from the OIC Member States or from non-Member States who work in the audio-visual, print/electronic media or photojournalism.

**4- Award’s Conditions:**

**A- General Conditions:**

- Nomination for any of the Award’s categories must involve one work only.
- The nominated works shall be accompanied by a brief description or a technical card in Arabic, English and French.

- Advance authorization from the nominated journalist or institution to the Award organizer for a five-year free utilization of the submitted work, if the candidate wins.
- Nomination files shall not be returned to their owners, whether individuals or institutions.
- Expenses related to the submission of the nomination file for the Award shall be borne by the individuals or institutions nominating the file.

**B- Conditions for Nominated Media Institutions:**

- The media institution, whether public or private must be officially registered in the OIC or non-OIC Member State from which it broadcasts.
- To be a member of a national, regional or international press or media federation.
- The nominees shall not be members of the Award organizing committee or the jury.
- The institution must submit its candidacy either individually or collectively within the framework of a working group.
- The institution must not have been awarded a prize on the same subject.(i.e. the work must be a fresh one produced in the preceding year.)
- The work must be a radio, television or print/electronic production.
- Not to have any ideological tendencies that may prejudice the reputation of Islam or Muslims.
- Not to have any role in inciting strife and hatred among the OIC Member States.
- Not to have any affinities, within the borders of the country from which it broadcasts or outside, with any organizational activity that supports terrorist ideology or religious extremism.

**C- Candidate's Requirements:**

- To be a national of a Member State or from a non-Member State.
- Be serving and specializing in the print/electronic or audio-visual media.
- To enjoy their civil rights and be morally upstanding.
- Not to be part of or supporter of terrorist movements or those on the terrorism-supporting lists.

**D- Entries Requirements:**

- The submitted work must not have won any of the OIC awards in the preceding year's event.
- The entry may be in any of the OIC's three languages (Arabic, English or French).
- The entry should be aimed at effectively promoting the true values of Islam.
- The entry should be a print material or televised, radio or e-production.
- The entry should be based on artistic media foundations that combine beauty of text, content, and output for the recipient.
- The entry have achieved a great impact among the recipients concerning the tolerance of Islam.

- The entry is not intended solely for financial gain.
- The entry does not imply or prejudice the sovereignty and systems of the OIC Member States.
- The entry should serve the values of tolerance of Islam without raising issues related to sects.
- The entry should highlight the tolerance of Islam to humanity regardless of the differences of followers of religions.
- The entry should express a good understanding of the Islamic Sharia and its purposes and tenets.

## 5- **Award's Value**

The prize will be valued at one hundred and five thousand US dollars (US\$ 105,000) to cover the print/electronic and visual media, since the award's first edition will be limited to these two categories, with the other two categories (audio and photojournalism) to be taken on board in the following years, with the value of their respective prize to be fixed in due time.

- **First Category:** Thirty five Thousand U.S Dollars (US \$ 35,000) for the print media divided into three: First: 20,000 US \$, Second: 10,000 US \$ and Third: 5,000 US \$.
- **Second Category:** Seventy Thousand US Dollars (70,000 US\$) for the audio-visual press, in three components: First: 40,000 US \$, Second: 20,000 US \$ and Third: 10,000 US \$.

Winners may all receive each an honors certificate, as well as a training and capacity-building grant. Also offered will be meetings with the Award and OIC officials, along with visits to symbolic sites, etc.

## 6- **Withholding The Prize**

The Award may be withheld or suspended if the nominated works, fail to meet the required standards.

## 7- **Selection of Winners**

- Winners shall be selected according to the recommendations of the judging panel for the Award.
- The jury's recommendations shall be made by simple majority.
- In the event of the death of a laureate, the prize can be awarded to his/her legal heirs.

## 8- **Organizing Body of the Award**

The organizing body of the award shall be summarized as follows:

1. **Award's High Committee:** it is comprised of the current Chairman of COMIAC and the OIC Secretary General.  
The High Committee assumes the following tasks:
  - Approving the Jury's memberships.

- Approving the Jury's decisions.
- Approving the Award's expenses.
- Fixing the dates for announcing calls for nomination, the date and venue of the Award distribution ceremony.
- Assessing the performances of the Award and its sub categories.
- Reviewing all matters relevant to the Award and its development in all areas.

## 2. **Jury**

The jury shall be composed of fifteen (15) members from the Member States and OIC institutions, and two (2) non-voting permanent coordinators. New members are elected after each of the Award's sessions, with the exception of the two coordinators who are permanent members.

The countries and institutions members of the Jury:

- Kingdom of Saudi Arabia: 2 representatives.
- Republic of Turkey: 2 representatives.
- Islamic Republic of Pakistan: 2 representatives.
- Republic of Senegal: 2 representatives.
- Kingdom of Morocco: 2 representatives.
- Republic of Burkina Faso: 2 representatives.
- Union of OIC News Agencies (UNA): 1 representative.
- Islamic Broadcasting Union (IBU): 1 representative.
- Islamic Educational, Scientific and Cultural Organization (ISESCO): 1 representative.
- OIC Media Forum (OMF)
- Research Center for Islamic History, Art and Culture (IRCICA)

### **The two coordinators are:**

- The Director of the COMIAC coordination office
- The Director of the OIC Information Department

The Jury assumes the following tasks:

- Evaluation, which shall be a distance process via the Award's platform, the Jury not being required to gather for any of the Award categories.
- The Jury gathers in Dakar, Republic of Senegal, to review the results of the evaluation process and decide thereon.
- The jury may solicit assistance from specialist journalists and researchers and academics in the evaluation of submitted entries.
- The jury members shall examine the evaluation forms and the entries submitted for the Award no less than a month prior to the date of the jury's meeting.

- The jury shall coordinate with the technical committee and the Award's High Committee in the evaluation and decision process.
- The jury members may not nominate themselves or any of their relatives during their mandate.

### 3. **Secretariat of the Award's Technical Committee (COMIAC)**

The secretariat of the Award's Technical Committee is comprised of the coordination office of COMIAC in Dakar.

The Secretariat of the Award's Technical Committee undertakes the following:

- Administrative supervision of the progress of the jury's work, following its activities in the evaluation process and in observing the standard evaluation criteria on the part of the jury members regarding the various categories' entries.
- Establishing an evaluation form according to well defined criteria such as to standardize the evaluation process for all the entries.
- Methodical supervision of the substance of the information material submitted for the competition and definition of what is required of the candidates in each category based on the evaluation form, in addition to compartmentalizing the entries according to their separate fields before their distribution among the jury members.
- Overseeing the development of a logo for the Award at each separate edition, with the understanding that the OIC's logo must be included in each.
- Printing and broad distribution of the Award's introduction material through all available media and communication outlets, once the material has been approved by the Award's High Committee.
- Holding press conferences and ensuring press coverage as required particularly at the announcement of the Award and at the distribution ceremony.
- Creating a website and electronic platform to track the Award's progress, to popularize the Award and to set coded links with the nominees, the jury and the High Committee for their common follow up of the nomination process and the evaluation results.
- Announcing the launch of the Award and spreading word about it.
- Preparing for the High Committee's annual meeting.
- Receiving and documenting nominations and circulating them, according to their specific fields, to the jury members.

- Technical management of the Award's website and its linkage mechanisms with the nominees, the jury members and the High Committee.
- Arrangements for the members' travel and accommodation during the jury's meetings, if needed.
- Preparation for the Award's ceremony and selecting the appropriate venue, in coordination with the High Committee.
- Arranging for the laureates' travel and accommodation to attend the ceremony.
- Reviewing and updating the evaluation forms to accommodate requirements for each category.
- Sending advance electronic copies, in confidence, to all the jury members, thirty days at least before the date set for the jury's meeting.
- Documenting, together with the jury, the results and submitting them to the High Committee.

## **9- Criteria for Selecting the Winners**

The jury shall set, at its first meeting, the professional criteria for the selection of the winners.

## **10- Launching the Award and Calling for Nominations**

### **A. Launching the Award**

The Award will be launched in 2019, and to this effect, a broad information campaign shall be undertaken to publicize the Award through the various local media outlets in each Member State as well as through the following channels:

- The OIC website (<https://www.oic-oci.org>)
- COMIAC's website (<http://www.comiac-gouv.sn>)
- Broadcasting advertising spots in the three official languages of the OIC

**B. Establishing the Award's website:** a special website shall be set up on the internet for the Award in the OIC's three official languages.

### **C. Submission of Nominations**

- Nominations are submitted in a completed package (completed form together with the entry in question and the nominee's CV) through the Award's website or its links on the OIC's website at (<https://www.oic-oci.org>) and the COMIAC website (<http://www.comiac-gouv.sn>). Nominations may also be submitted at COMIAC's coordination office in Dakar at the following address:

Avenue Cheikh Anta Diop, Complex Sicap Point E, Immeuble D Aile gauche. 6eme etage.  
Dakar, Senegal.

### **11- Jury's Deliberations**

- Once the deadline set for the submission of nominations is passed, the jury shall meet in Dakar to deliberate and decide on the winners.

### **12- Date and Venue of the Distribution Ceremony**

- The jury submits its results to HE the OIC Secretary General for the High Committee's adoption and to define the date and venue of the Awards' distribution ceremony
- The awards shall be distributed one month, at least, after the announcement of the jury's final decisions, and their adoption by the High Committee, at a special ceremony to be organized every two years, either at the OIC Summit sessions, or in Dakar, or at any other venue as may be decided by the High Committee.

### **13- Award's Cost Estimate**

The overall cost of the Award is estimated at US\$685,558.72 for the coverage of the following outlays:

- Travel tickets for the laureates, the jury members and the organizers
- Media campaign under the supervision of the OIC General Secretariat.
- Full board accommodation cost.
- The Award value.
- Compensations and per diem for the jury members and the organizers.
- Updating COMIAC's website.
- The Award's publicity campaign.
- Award Distribution Ceremony
- Technical support team
- Procurement of equipment
- Display material.
- Miscellaneous expenses

### **14- Award's Funding**

A special fund shall be set up to finance the Award, to be headquartered at the OIC General Secretariat, and the latter shall open a special banking account to that effect. COMIAC Chairman will write to the Member States and seek their support for the Award's fund. Also, OIC institutions and other organs or individuals may make voluntary contributions to the fund.

On the other hand, the Award may be financed through the amounts which will be deposited in the Waqf (Endowment) Fund for Media, based on Res.9/2-INF as adopted at the 9<sup>th</sup> Islamic Conference of Information Ministers held in Libreville, Republic of Gabon, on 19-20 April 2012, which was further endorsed under Res.41/4 issued by the Council of Foreign Ministers' 41<sup>st</sup> session held in Jeddah on 18-19 June 2014, calling on Member States and OIC institutions and other organs and individuals to make voluntary contributions to the said fund.



## 15- Publication and Dissemination of the Winning Entries

The winning subjects, studies, and visual or audio entries will be published on the OIC website, first on the internet, Twitter and Facebook, as well as on the Award's Website, the OIC News agencies, ISESCO, and the Member States' local news agencies. Furthermore, these winning entries will be copied on compact discs and circulated among the relevant authorities in the Member States.

<b>BUDGET OF OIC INTERNATIONAL MEDIA AWARD FOR MEDIA PERSONALITIES AND OUTLETS EXCELLING IN THE PROMOTION OF INTERCULTURAL DIALOGUE, TOLERANCE AND HARMONY</b>				
<b>Services</b>	<b>Price/unit (\$)</b>	<b>Units</b>	<b>Days</b>	<b>Total estimate (\$)</b>
<b>Air tickets</b>				
Air tickets for the prizewinners	\$ 3,475.00	6		<b>\$ 20,850.00</b>
Air tickets for jury members				<b>\$ 39,780.84</b>
Jeddah-Dakar-Jeddah	\$ 3,475.00	2	1	\$ 6,950.00
Istanbul-Dakar-Istanbul	\$ 2,916.00	2	1	\$ 5,832.00
Islamabad-Dakar-Islamabad	\$ 2,417.33	2	1	\$ 4,834.66
Casablanca-Dakar-Casablanca	\$ 1,752.50	2	1	\$ 3,505.00
Cairo-Dakar-Cairo	\$ 1,489.17	2	1	\$ 2,978.34
Ouagadougou-Dakar-Ouagadougou	\$ 1,751.67	2	1	\$ 3,503.34
Jeddah-Dakar-Jeddah (OIC)	\$ 3,475.00	1	1	\$3,475.00
Jeddah-Dakar-Jeddah (IINA)	\$ 3,475.00	1	1	\$ 3,475.00
Jeddah-Dakar-Jeddah (IBU)	\$ 3,475.00	1	1	\$ 3,475.00
Casablanca-Dakar-Casablanca (ISESCO)	\$ 1,752.50	1	1	\$ 1,752.50
<b>Media campaign supervised by OIC General Secretariat</b>				<b>\$ 10,000.00</b>
<b>Full accommodation (board and lodging)</b>				<b>\$ 55,425.91</b>
For the jury members	\$ 260.83	19	7	\$ 34,690.39
For invitees and winners	\$ 260.83	18	3	\$ 14,084.82
<b>Prize amount</b>				<b>\$ 105,000.00</b>
Amount for visual material	\$ 70,000.00	1	1	\$ 70,000.00
Amount for written press material	\$ 35,000.00	1	1	\$35,000.00
<b>Allowances for jury members and per diem for organizers</b>				<b>\$ 52,499.72</b>
Allowance	\$ 333.33	19	7	\$ 44,332.89
Per diem	\$166.67	7	7	\$ 8,166.83
<b>Updating of COMIAC website</b>				<b>\$ 8,333.33</b>
Updating expenses	\$ 8,333.33	1	1	\$ 8,333.33
<b>Cost for promotional media campaign for the prize</b>				<b>\$ 333,333.00</b>
Trailer France 24	\$ 3,333.33	4	5	\$ 66,666.60
Trailer Al Arabiya	\$ 3,333.33	4	5	\$ 66,666.60
Trailer Africable	\$ 3,333.33	4	5	\$ 66,666.60
Trailer Sky News	\$ 3,333.33	4	5	\$ 66,666.60
Advertisement in newspapers, radio and social media	\$ 3,333.33	4	5	\$ 6,666.60

<b>Prize award ceremony followed by cocktail</b>				<b>\$ 40,333.36</b>
One plenary hall auditorium for 400 persons	\$ 6,666.67	1	1	\$ 6,666.67
Cocktail for 400 persons	\$ 55.00	400	1	\$22,000.00
One meeting room equipped with simultaneous interpretation booths (for Arabic, English and French)	\$ 1,666.67	1	3	\$5000.01
One room for the secretariat	\$ -	1	1	\$ -
<b>Technical staff</b>				<b>\$ 9750.03</b>
Interpreters (English-French-Arabic)	\$ 666.67	3	3	\$ 6000.03
Translators (English-French-Arabic)	\$ 416.67	3	1	\$ 1,250.01
Revisers (English-French-Arabic)	\$ 500.00	3	1	\$ 1,500.00
Typists (English-French-Arabic)	\$ 333.33	3	1	\$ 999.99
<b>Purchase of materials</b>				<b>\$ 12750.00</b>
Projectors	\$ 666.67	2	1	\$ 1,333.34
Computers	\$ 750.00	7	1	\$ 5,250.00
Printers	\$ 583.33	2	1	\$ 1,116.66
Photocopiers	\$ 5,000.00	1	1	\$ 5,000.00
<b>Display material</b>				<b>\$ 819.91</b>
Banderoles (4*1.5 m)	\$ 166.67	3	1	\$ 500.01
Notepads	\$ 3.00	40	1	\$ 120.00
Badges	\$ 3.33	30	1	\$ 99.90
Manila folders	\$ 2.50	40	1	\$ 100.00
<b>Unforeseen expenses</b>				<b>\$ 10,000.00</b>
	\$ 16,666.67	1	1	\$ 16,666.67
<b>Total amount</b>				<b>\$ 685,558.72</b>