

Broadcast

1. Concept	30%	3. Content and Substance	30%
a. Interpretation or giving significant information	15%	<i>Are the information presented focused on the region's flagship commodity or consortium's commodity responsibility?</i>	
b. Innovativeness/creativity of delivery of message	15%	a. Background knowledge	5%
2. Clarity of Information	25%	b. Timeliness of the subject	10%
<i>Are the materials objective and the information applicable and easily understood?</i>		c. Relevance or significance	15%
a. Clear written/oral language	5%	4. Potential Impact on Audience	5%
b. Coherence and organization	10%	<i>Has the material caused any feedback or reaction/effect on the audience?</i>	
c. Factual and objective	10%	5. Broadcast Quality	10%
		a. Voice quality	5%
		b. Technical quality	5%
		Total	100%

PCARRD PROFESSIONAL MEDIA AWARDS



Prizes

Only candidates who garner a rating of at least 85% will qualify for the awards. Awards with the following prizes are conferred during the yearly PCARRD anniversary celebration:

First place	-	P30,000 and a plaque
Second place	-	P20,000 and a plaque
Third place	-	P10,000 and a plaque

For more information, please contact:

The Executive Director

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**Philippine Council for Agriculture, Forestry
and Natural Resources Research and Development**
 Department of Science and Technology

Rationale

PCARRD salutes the hardworking media practitioners who fill important roles and render invaluable support in science and technology (S&T) promotion, commercialization, and adoption.

The PCARRD Professional Media Award (PPMA) gives recognition in two main categories: print and broadcast. Under the print category, awards are given for articles published in national, regional, and local dailies; magazines; and professional newsletters. Broadcast awards are given for programs aired over the radio (television is included but currently not implemented).

Mechanics

Nominations (for Print and Broadcast)

1. Nominations are only open for media practitioners who belong to regional consortia member-agencies. Each consortium is allowed to nominate one entry for each category. The consortia are expected to have initially screened the entries. All nominations must be addressed to the Executive Director, PCARRD, Los Baños, Laguna and must be sent on or before June 30.
2. Nominees for the print category must have published S&T articles in agriculture, forestry, environment, and natural resources within the awarding year.
3. Nominees for the broadcast category must be practicing regional radio broadcasters who have consistently aired S&T topics or information and/or have sustained at least a one-year S&T-related program during the awarding period.
4. A letter of endorsement from the Regional Research and Development Coordinating Committee Chair, accomplished nomination form (PPMA Form 1), nominee's bio-data, original copies of 10 news and 5 feature articles published (for print) and taped broadcast material used (for broadcast) from June of the previous year to May of the current year should be submitted.
5. Media practitioners who have won first prize thrice (not necessarily consecutive winners) are automatically inducted into the "Hall of Fame" and will not be allowed to compete again. A special prize will be awarded to the Hall of Fame winner.

Content Requirements

Print

1. Only 10 news and 5 feature articles, all published and popularized, are evaluated for quality. A list of other articles published (PPMA Form 2) should be submitted, duly certified by the nominee's immediate supervisor and/or head of the agency.
2. The materials should focus either on the technology or commodity promoted, not necessarily the flagship commodity, and other S&T information, that can create awareness and interest on research and development (R&D) projects/services of PCARRD.

3. If articles have elicited feedback from the readers, the nominee must submit samples of such feedback. If there are more than two of them, a summary of the letters written, duly certified by the nominee's immediate supervisor, must be submitted.
4. Photo releases are not judged.
5. Entries with incomplete requirements will not be honored.

Broadcast

1. Nominees should have performed any of the following activities:
 - a. aired/broadcast S&T-related information;
 - b. arranged interviews for the PCARRD Secretariat, key officials, and staff of the National Agriculture and Resources Research and Development Network/consortium;
 - c. written/produced plugs for radio; and
 - d. written R&D messages incorporated in drama, variety, and other programs.
2. The following documents/requirements must be duly certified by the radio station manager before submission:
 - a. background description of the radio program;
 - b. certification of airing; and
 - c. summary outline of program formats employed in the program.
3. One taped sample of program (not less than 30 minutes), and at least three feedback letters from listeners.

Criteria

Print

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| 1. Quantity of published articles | 20% |
| a. Straight news | 10% |
| over 9 articles | 10 pts. |
| 5–8 articles | 8 pts. |
| 1–4 articles | 6 pts. |
| b. Feature | 10% |
| over 4 articles | 10 pts. |
| 3–4 articles | 8 pts. |
| 1–2 articles | 6 pts. |
| 2. Clarity of News | 35% |
| <i>Are the news/materials objective and easily understood?</i> | |
| a. Clear written language | 10% |
| b. Coherence and organization | 10% |
| c. Factual accuracy | 15% |

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|---|-------------|
| 3. Content and Substance | 40% |
| <i>Are the information presented focused on the region's flagship commodity or consortium's commodity or consortium's commodity responsibility?</i> | |
| a. Background knowledge | 15% |
| b. Timeliness of the subject | 10% |
| c. Relevance or significance | 15% |
| 4. Impact on Readers | 5% |
| <i>Have the materials caused any feedback or reaction from the audience?</i> | |
| Total | 100% |