

THE 2nd CHIEF MINISTER'S SARAWAK ICT MEDIA AWARDS 2008

COMPETITION DETAILS, RULES & REGULATIONS

ITEM	DESCRIPTION
BACKGROUND	Sarawak Information Systems Sdn Bhd (SAINS) is proud to organize the 2 nd Chief Minister's Sarawak ICT Media Awards 2008 under the patronage of the Chief Minister of Sarawak, Y.A.B Pehin Sri Haji Abdul Taib Mahmud.
OBJECTIVES	<ol style="list-style-type: none">1. The main objective of this competition is to encourage journalists and writers in Sarawak to write more on ICT related matters for the purpose of promoting and educating the people of Sarawak on the importance and benefits of ICT for economic usage.2. The competition will focus on ICT reporting/ writing having the following content –:<ol style="list-style-type: none">a. A well researched article - rich in factual contents, preferably analytical and/or portraying human interest and valuesb. Creative presentation, good command of the languagec. Easily understood by readers or audience from all levels of societyd. ICT-related matters in Sarawak3. The goal of the competition is to ensure that the people of Sarawak are well informed and has a positive attitude in embracing and adopting ICT essential for a knowledge society and the corresponding k-economy development and social changes that come with it.
CATEGORY	<p>The 2nd Chief Minister's Sarawak ICT Media Awards is divided into 2 categories, the print media and the broadcast media.</p> <p>The competition for the print media is divided into three (3) main languages sub-category as follows: -</p> <ul style="list-style-type: none">• English• Bahasa Melayu• Chinese <p>The broadcast media category is open to television or radio broadcast in Sarawak for feature reporting or documentary in any of the above three languages.</p>
PARTICIPATION	This competition is open to all writers or journalists with entries published with a licensed media organization from the print media or broadcast media .

THE 2nd CHIEF MINISTER'S SARAWAK ICT MEDIA AWARDS 2008

ITEM	DESCRIPTION
THEME/TOPICS	All submitted articles and materials must be ICT-related, published or aired/broadcast in Sarawak; for example on ICT development in various segments of the community, people's involvement in ICT and the beneficial outcomes, overcoming digital divides, addressing ICT issues and concerns, etc.
JUDGING CRITERIA	<p>Evaluation of the entries are based on:</p> <ul style="list-style-type: none"> • Journalistic quality – clear, imaginative and error-free feature appropriate to the general audience in Sarawak • Communication impact - significance in increasing public knowledge and understanding of ICT, especially its economic benefits • Objectivity – well-researched, valid and accurate information free from undue commercial, political or racial bias
PRIZES	<p>Print Category - The best ICT feature article in each language sub-category will receive a cash prize of RM1,000 and a certificate of recognition from the YAB Ketua Menteri Sarawak.</p> <p>Broadcast category - The best news reporting or documentary will received a cash prize of RM2,000 and a certificate of recognition from the YAB Ketua Menteri Sarawak.</p>

THE 2nd CHIEF MINISTER'S SARAWAK ICT MEDIA AWARDS 2008

RULES & REGULATIONS	<ol style="list-style-type: none">1. All entries must be feature articles, feature reporting or documentary on ICT related subject matter printed or aired over radio or television in Sarawak by licensed media organization.2. All entries must comprise of recent published feature articles in newspapers/magazines, broadcasted news or documentary of not more than 3 years old from closing date.3. Winning entries from the 1st Chief Minister Sarawak ICT Media Award in 2007 are not eligible for re-submission.4. Each participant can submit more than one (1) entry.5. All entries must be in the form of the news clippings in which the feature article(s) have been published and the date(s) clearly stated. For broadcast media category, the feature reporting or documentary must be in the form of either VCD/DVD and the date(s) of broadcast must be clearly stated as well.6. Each entry must be accompanied by an entry form.7. Entry forms can be photocopied or downloaded from SAINS website www.sains.com.my8. Each entry must be endorsed and certified as original work by the Editor-in-Chief or an authorized signatory of the licensed media organization.9. For the print category, the submitted feature article must be from a minimum 300 words onward to qualify for the entry. A serialised feature is also allowed.10. For the broadcast media category, the feature reporting or documentary must be more than 3 minutes to qualify for the entry.11. SAINS reserves the right to reproduce/publish the entries submitted.12. The decision of the organisers and judges are final
CLOSING DATE	All entries must be submitted latest by 14th November 2008 before 5.30pm . Late entries will not be accepted. The organizer is not responsible for late, lost, stolen, incomplete, illegible or misdirected mail or submissions.

Please send your entries along with the Entry Form attached to: -

THE SECRETARIAT
The Chief Minister's Sarawak ICT Media Awards
Sarawak Information Systems Sdn Bhd
Lot 9366, Jalan Uplands,
93620 Kuching, Sarawak

For enquiries, please contact **SAINS Corporate Communications** at **082-426733** or visit www.sains.com.my for more information