

SVJETIONIK



NAGRADA
za dostojno izvještavanje
o siromaštvu



**HRVATSKA
MREŽA
PROTIV
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ERSTE Stiftung

National implementation

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**April -
June**

- Partners preparation
- Budapest partners meeting

July

- Kick off meeting

**Aug-
Sept**

- call for jury members – defining jury
- Zagreb partners meeting
- call for journalists

Oct

- collecting contributions
- 1^o jury meeting
- logo and trophies desing
- media promotion of the project

Nov

- 2^o and 3^o jury meeting with determining winners
- Organisation of the Prize giving ceremony

Dec

- Prize giving ceremony: 9 December



KICK OFF MEETING



Location: Red cross house, Zagreb mountain

Participants: CAPN members and EB, journalists, representatives of the City of Zagreb – Social Welfare Department, potential jury members

Topics: presentation of the project, discussion on criteria, brainstorming the name of Croatian prize, reactions from journalists and categories to be awarded

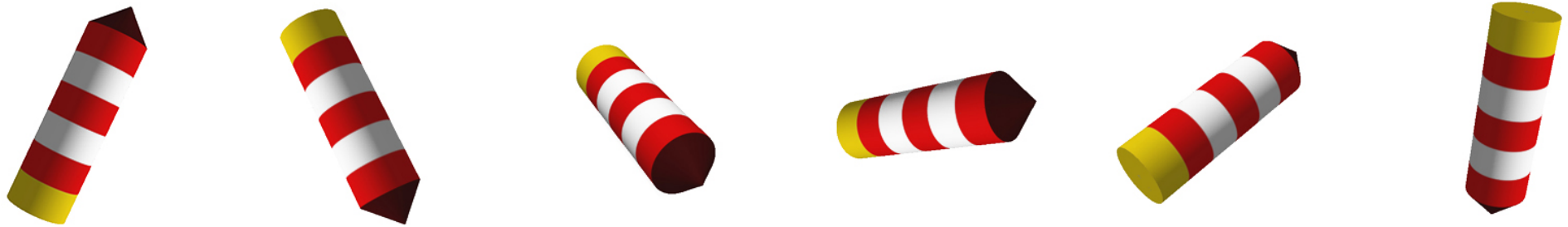


Emerged issues:

- ❑ Characteristics of **croatian media**: sensationalism; disrispectful representation of PePs; journalists as social workers and problem solvers

- ❑ Basic **principles** of Prize contest:
 1. submitted articles must contribute to awerness of poverty related problems
 2. articles have indirect impact on poverty eradication
 3. articles contribute to wider social understanding of poverty fenomenon and its causes

„LIGHTHOUSE“ - prize name



Trophies





Call for contributions

1 – 31 October

CONTENT:

- first prize of its kind in Cro
- jury made of PeP
- aim of the Prize and symbolism of its name
- criteria
- all three categories: radio, tv, printed/online
- time frame
- the origin of the idea and project support



Call for contributions

- sent to all croatian Media
- separate e-mail for applying to the contest
- **8 contributions received:** religious magazines, national, local and commercial TV, local radio station



Criteria for journalists

Journalistic work should:

- ☐ be published in croatian media from 1 Jan and 31 Oct 2016
- ☐ 1 journalistic work per journalist / redaction can apply more journalistic works from different authors
- ☐ refer primarily on situations, persons and dealing with povety in Croatia



- ❑ respect all **conventions and laws** regarding human rights and dignity and journalistic ethical code
- ❑ avoid (exclusively) **sensationalistic approach**, shouldn't implicate personal responsibility for poverty, potentiate prejudices towards persons in poverty
- ❑ focuses on a **comprehensive overview** of a specific case, examine the causality, history, context and reality in which it appears - be investigative
- ❑ avoid **uncomplete and superficial informations**, informations with unknown source and context and those which produce exclusively a sense of desperation, hopelessness and helplessness



- ❑ promote **wider social understanding of poverty**, educate the public about ways of preventing and combating poverty, indirectly affect the improvement of the quality of life of people in poverty
- ❑ avoid promotion of **„instant“ solutions** of someone's life situation. It would be important to promote systemic approach to the solution of poverty

JURY PROCESS





Jury members

- ❑ users of social services provided by CAPN members
- ❑ students with disabilities, single parent (with disabilities), pensioned woman, homeless from shelters and youth housing unit
- ❑ 8 ➡ 5
- ❑ bonus: participation in Eu PeP meeting!



The role of jury:

- Suggestions for the Prize name
- Criteria – confirmed by jury
- Assessment of contribution (printed individually, radio and tv together)
- „Laudatio” on prize giving ceremony



Sociocratic method:

- Coordinators led the discussion and voting in accordance to the method
- Every member could change his mind on base of others' opinion – happend often!

...and the winners are...



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PRINTED ARTICLE:

Vlado Čutura

Glas Koncila

„He resurrected for human dignity!”



RADIO:

Antonela Galić Pruša

Radio Rijeka – Croatian
Radiotelevision, *Actual today*
„Social selfservice Rijeka ”





TV:

Petra Marinčić

TV Zapad (West), *Right through life*
„Hepicentar connect”

THE CEREMONY





Location: Croatian Journalists Home

Participants: 50 journalists, NGOs, unions, ombudsman, academics, public

Media: CRT, Radio Rijeka, TV Zapad

Program:

- - music intro - -

☐Introducing speech of the CAPN President

☐Presentation of the Prize giving project

☐Discussion on respectful reporting on poverty

- - music - -

☐Prize giving with laudatio

- - music - -

☐Catering

total: 3 hours











Laudatio, Martina

...This tv report is a „rest“ among all sensationalistic reports on poverty that are bombing our public, because it describes a humanitarian initiative and at the same time it protects the identity of those who needed help.

The focus is on young persons that decided to help... They are the change that I wish to see in the world. They show that we can change the society with little contributions. Besides that, some of them may one day work with marginalised persons and... they will help them adjusting the law to men (not vice versa!), to make them live more respectfully and equally.



Project coordinators:

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Positive outcomes

Good connection and work with Media:

- 2 live promotion of the project before the Prize giving (local radio and tv stations)
- radio and TV 12 articles and TV reports on the Prize after the Ceremony
- 8 contributions (4 TV, 3 printed, 1 radio) – a good response from journalists
- Good reaction from the public – discussion during the ceremony
- Positive affirmation of the jury!

Some challenges

☐ jury members

criteria of selection

importance of analytical capabilities?

role of jury coordinator – how much involved?

☐ unexpected situation

one jury member, ex journalist

☐ work with Media

emotions before professionalism (investigative journalism)?!