

# KUNNIOITTAVASTI KÖYHYDESTÄ

## Implementation of journalism- prize in Finland

Meeting in Vienna 30.3.2017

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[www.eapn.fi/kokemustoiminta/kunnioittavasti-koyhydesta/](http://www.eapn.fi/kokemustoiminta/kunnioittavasti-koyhydesta/)



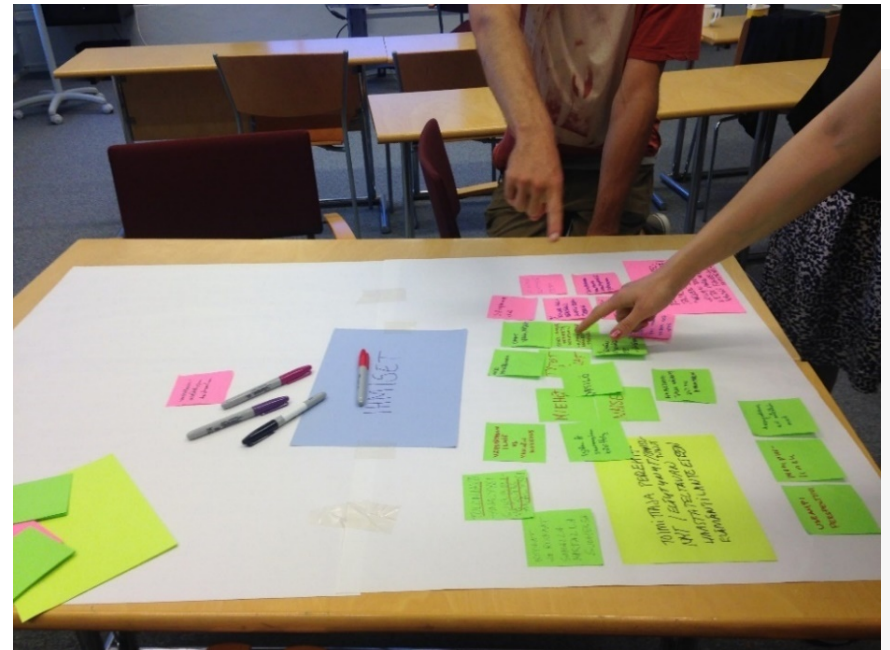
## Time-line

- Workshop for journalists and PeP-people **24.5.2016.**
- We made our own guide and criteria in **June-August.**
- We started to invite people to the jury in **June.**
- Started to advertise the competition in **August**, deadline was **31.10.2016.**
- First jury meeting in **8.9.2016.**
- Second jury meeting in **4.11.2016.**
- Third jury meeting in **21.11.2016.**
- Prize giving ceremony was in **29.11.2016.**



## Workshop for journalists and PeP-people 24.5.2016

- Worked to shape the criteria for writing about poverty: What kind of things make an article good and what elements don't. We used a World Café method.
- Collected also proposals for the name of the prize → we chose Kunnioittavasti köyhyydestä (Respectfully about the poverty)
- We invited people to the workshop with an open invitation
  - In social media
  - Through member NGOs of EAPN-Fin and their networks
  - Association for Journalists
  - Journalist-magazine wrote a little news about workshop 28.4.



## Working with the jury (1)

- Based on the material from the workshop and Austria's guide *Leitfaden für Respektvolle Armutsberichterstattung* we made our **own guide and criteria** to help the work of the jury. We sent them for comments to people who took part in the workshop.
- We started to invite people to the jury in **May-June**. Open invitation: in workshop, social media, EAPN-Fin's networks (PeP-group, member NGOs). 10 people signed up.
- **First jury meeting was in 8.9.2016**: got to know each other, talked about the prize, it's rules and criteria, timeline and prize giving ceremony (location, performer, what would be the actual trophy that we give to the winner etc.). Jury wanted to create a Facebook group to share information.

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## Working with the jury (3)

- There was 10 people in jury at the beginning of the process, but some of them dropped out on a way (a child/ themselves got sick, got a job etc.) -> it's good to have enough people in jury.
- During the process people got to know each other and were excited about the prize. Almost all of them want to continue this year.
- Together with the jury we noted, that this was a rehearsal round and next year we will do it better. For example the sociocratic method was new to us and maybe not used quite correctly.

## Contributions and advertising the competition (1)

- In the end of August we put to our website rules and information how to register contributions to the competition. **Deadline was 31.10.2016.** Material had to be published in **1.11.2015-31.10.2016** in Finnish media.
- We had an **advertisement** in magazine Iso Numero (like The Big Issue) in September. Had advertisements also in Voima-magazine (in October) and in some magazines and newsletters of EAPN-Fin's member NGOs. Had also Facebook add.
- Sent a call for contributions to **Association for Journalists** and it's member associations (13).

### KUNNIOITTAVASTI KÖYHYDESTÄ

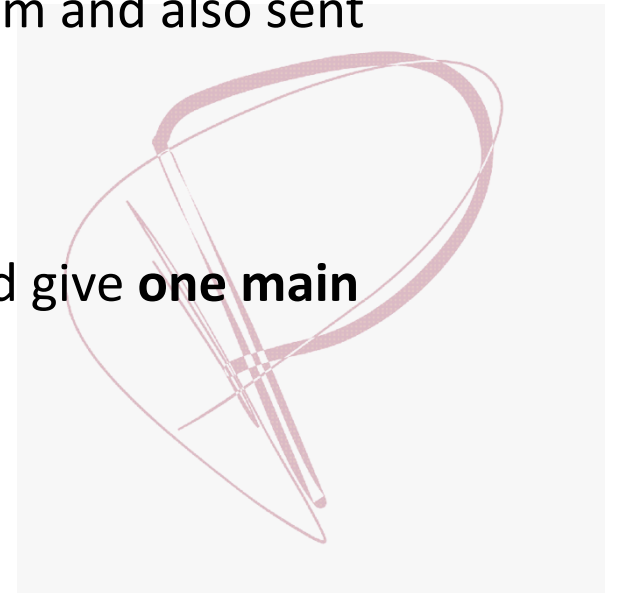
Uusi **Kunnioittavasti köyhydestä** -tunnustus journalisteille

Suomen köyhyyden ja syrjäytymisen vastainen verkosto EAPN-Fin jakaa Kunnioittavasti köyhydestä -tunnustuksen journalisteille, jotka ovat tehneet juttuja kunnioittavasti sekä sosiaalisia ja taloudellisia syitä analysoiden köyhydestä ja köyhyyttä kokeneiden elämästä. Palkinnon saajat valitsee köyhyyttä kokeneista koostuva raati.

**Ilmoita yllä olevaan kuvaukseen sopiva kirjoitus, kuva tai ohjelma (oma tai jonkun toisen tekemä) mukaan kilpaan 31.10.2016 mennessä!** Jutut voivat olla julkaistu niin lehdissä, radiossa, televisiossa kuin verkkomediassakin. Lisätietoa: [www.eapn.fi](http://www.eapn.fi)

## Contributions and advertising the competition (2)

- Had also a advertisement in a seminar that Association for Journalist's arranged and a little news in a newsletter that they send to they members.
- Contributions were asked to sent to email-adress [materiaalit@eapn.fi](mailto:materiaalit@eapn.fi), articles in printmedia were asked to sent by mail.
- We got **26 contributions**, mainly articles. Some of them had also video material online. We printed them and also sent them by email to jury.
- Few contributions came after deadline.
- We decided to have only **one category** and give **one main award** and **two honorary awards**.





## Prize giving ceremony 29.11.2016 (1)

- We had in the forenoon EAPN-Fin's General Assembly and in the afternoon the prize giving ceremony in the same location.
- Location was Magito Oy, an old industrial real estate, wich is nowadays a festivall hall and photography studio.
- Performer was a blind singer.
- There were some light catering after the event (salads, savory pies, cake).
- Members of the jury (3) kept speeches to introduce the winning works.



## Prize giving ceremony 29.11.2016 (2)

- The main award was a silver bell made by an artist that one of the jury member knew. Everybody got diploma and flowers.



## Prize giving ceremony 29.11.2016 (3)

- Main award was given to a radio show, where theme was "breadlines". The honorary awards were given to an article about work without payment (rehabilitative work) and to an article in "women's magazine" that told about peoples poverty in different life situations.





## Prize giving ceremony 29.11.2016 (4)

- Before prize giving ceremony we sent a media invitation and also invited people through EAPN-Fin's member NGOs, newsletter, social media etc.
- Journalist that won the prize came there and also one other. Altogether there were about 30 people. This year we'll have to try to get more people interested.
- We sent press release at the same time as the ceremony started. We did not get much media attention.
- Afterwards I was interviewed for Journalist magazine. They made an article how to write respectfully about poverty.

