



© WDR/3sat

Ladies and Gentlemen, Colleagues,

Europe's Media Prize for integration and cultural diversity is celebrating a special anniversary in 2012: "25 Years of CIVIS". The official ceremony and the prize-giving will take place on May 9, 2012 in the European Parliament in Brussels.

For over two decades, CIVIS has been recognizing programme contributions on radio, television and since 2010 also in the internet which promote the peaceful coexistence of people of the most varied national, ethnic, religious or cultural origins.

I would like to cordially invite you to take part in the European competition 2012 of the CIVIS Media Prize. Send us your best programmes focussing on the issues of integration and cultural diversity!

The media determine our image of the current developments and can make a considerable contribution to the process of social integration. The media, thereby, have a great responsibility: because the media not only shows the change of society – it also forms it. The understanding between people of different cultural, ethnic and religious backgrounds can only be successful if the media covers these issues accurately and informatively. That also means that we must address problems openly. Combating racism and discrimination is a pan-European task.

In their programme output, the broadcasting corporations in Germany and Europe already regularly devote extensive coverage to the issues of integration and cultural diversity. CIVIS was launched to honour these achievements and, at the same time, stimulate new ideas and perspectives by highlighting some exemplary case studies from across Europe.

In 2012 the CIVIS Media Prize will be awarded both as a European and German television prize as well as a European radio prize to German-language programmes in the European Union and Switzerland. We are also awarding the Young CIVIS Media Prize, a European sponsorship prize. The CIVIS Online Media Prize is offering an additional European award for journalistically-presented webpages on the theme of integration and cultural diversity. The Online Prize will be awarded on April 2012, in Berlin.

The CIVIS Media Prize is organised by the Association of the Public Broadcasting Corporations in the Federal Republic of Germany (ARD), represented by Westdeutscher Rundfunk (WDR), together with the Freudenberg Foundation.

The Austrian Broadcasting Corporation, the Swiss Broadcasting Corporation, the Deutsche Welle, the Slovenian Radio and Television, the Deutschlandradio, the Franco-German culture channel ARTE, 3sat, PHOENIX and the European Broadcasting Union (EBU) are media partners.

The German Savings Banks Association, the European Parliament, the German Federal Government Commissioner for Migration, Refugees and Integration, the European Union Agency for Fundamental Rights, the WDR mediagroup, Bavaria Film and Bavaria Television are co-operation partners.

The organisation of the CIVIS Media Prize has been entrusted to the CIVIS Media Foundation, based in Cologne.

The ARD/DasErste and other European television channels will be reporting on the official ceremony and the TV-Gala in the European Parliament in Brussels. The CIVIS Media Prize 2012 is endowed with a fund of 40,000 Euro.

The competition is open to all programmes and webpages which satisfy the conditions of entry and which have been submitted to the CIVIS Media Foundation by January 20, 2012.

I wish you every success with your entry to the CIVIS Media Prize 2012!

With kind regards

Monika Piel
Chairwoman of the Board of Trustees of the CIVIS Media Foundation
ARD-Chairwoman and Director-General of Westdeutscher Rundfunk

Conditions of Entry

CIVIS Television Prize Europe | CIVIS Television Prize Germany

CIVIS Radio Prize | CIVIS Online Media Prize | Young CIVIS Media Prize

Closing date
January 20, 2012

All conditions of entry via Internet:
<civismedia.eu>
(Media Prize)

The CIVIS Media Prize honours the best programmes on the theme of integration and cultural diversity in Europe. We are looking for programmes on radio and television which promote the peaceful coexistence of people with the most varied national, ethnic, religious or cultural origins.

The CIVIS Media Prize will be awarded as the European Television Prize, the German Television Prize as well as Radio Prize for German-language programmes within Europe, as the European Online Prize and the European Young CIVIS Media Prize. The conditions of entry for the Young CIVIS and the CIVIS Online Prize you will find on the internet

The European Television Prize is open to all television broadcasters within the European Union and Switzerland. The CIVIS Television Prize is awarded in the information and entertainment categories. The television entries must be submitted in either German, English or French or with an adequate translation of the original into one of these languages. In the case of a serial or series being nominated, a maximum of up to three episodes only may be submitted.

All broadcasts submitted to the European Prize from Germany also qualify for entry into the German CIVIS Television Prize. The German CIVIS Media Prize presents the national results of the European CIVIS Television Prize. Consequently, it is not necessary to submit duplicate entries to both the German and European CIVIS Television Prize.

All radio stations within the European Union and Switzerland are eligible to submit German-language entries for the CIVIS Radio Prize for German-language radio programmes. The Radio Prize is awarded in both the short programme (up to 6 minutes) and long programme (from six minutes to a maximum of

120 minutes) categories. Admitted are all forms and formats of radio programmes – for example, classical reports, features, portraits, radio dramas via interviews, comedies, and collages right through to interactive shows or sets of programmes with a common theme. Music contributions may be shortened if the editorial content and the overall impression is retained. The cuts must be noted on the online registration form. The verbal share may not exceed a total of 120 broadcasting minutes. In the case of a serial or series being nominated, a maximum of up to three episodes only may be submitted. The radio entries must be submitted in German.

Only radio and television broadcasts publicly aired from January 21, 2011 to January 20, 2012 are eligible for entry and must correspond to the publicly transmitted version. The programmes must be submitted in the broadcast form. Magazine contributions should be submitted without introduction, leader or jingle. All formats and genres are admissible.

Your registration for the competition must be made online. Each programme submitted must be described in terms of its content.

With the fully completed online registration form you will receive a competition number (registration). For each radio or TV contribution submitted for the competition, two copies of the programme as well as a summary must be submitted with the online registration form (pdf). For tv contributions we require two DVDs and for radio contributions two CDs or one audio file:

Radio contributions please via audio file!
Please use the possibility of uploading radio contributions as audio files in mp3 format with data rates between 96 and 192 kbit/s and in the sampling frequency 44.1 kHz via the CIVIS competition homepage.



Lutz Marmor, NDR Intendant



Lis Borner, SRF Chefredakteurin, Tom Buhrow, ARD-Moderator, Katja Artsiomenka, CIVIS Preisträgerin 2011



Nicole Rosenbach, CIVIS Preisträgerin 2011, Monika Piel, ARD-Vorsitzende und WDR Intendantin





CIVIS Preisverleihung im Auswärtigen Amt Berlin 2011

The DVDs and CDs must be checked and technically perfect. The title details on registration form and data carriers must be identical. The summary of content can be between at least 700 characters and no more than 2,000 characters. The summary must be submitted in German, English or French.

All co-production partners must be listed on the registration form. A co-production will be regarded as a contribution of the institution which submits the programme. The consent of all co-producers to the participation in the CIVIS competition is presupposed. The productions submitted for the competition may not include any advertising or advertising blocks.

The organisers shall not reimburse any costs for the entries submitted nor any associated financial expenses incurred. Transport, customs and insurance costs will not be reimbursed by CIVIS. The submitted DVDs, or CDs are not returnable and become the property of the CIVIS Medienstiftung (CIVIS Media Foundation).

An independent, international jury of leading journalists and media experts will adjudicate on the radio and television entries and select the prize-winners. The decision of the jury is final. Legal action is excluded.

Please send your fully-completed application forms, together with two DVDs or CDs, or as an audio file to the European competition:

via post
CIVIS Medienpreis 2012
50608 Köln
Germany

via courir
CIVIS Medienpreis 2012
Westdeutscher Rundfunk
Appellohofplatz 1
50667 Köln
Germany

Entries can be registered online as of December 6, 2011. Closing date is January 20, 2012.

The CIVIS Medienstiftung has the right to publicly reproduce the Radio and TV entries submitted and, within the context of its reporting about the presentation of prizes to broadcast them or have them broadcast, free of charge, on radio and television and to make them available on the CIVIS webpages and the webpages of the co-operation partners of the CIVIS Medienstiftung (ARD, ORF, SRG SSR, among others). In particular, among the contributions as a whole also single images, photos and/or clippings from the submitted Radio and TV entries, may be used by the CIVIS Medienstiftung and its co-operation partners in connection with the presentation of prizes and the reporting on this event. CIVIS can also grant these rights to third parties for the purposes of press and public relations activities.

Registration for the European CIVIS Media Prize 2012 constitutes acceptance of the above conditions of participation. Incomplete or incorrect information may result in disqualification from the competition. Legal action is excluded.



CIVIS Online Preisjury 2011 im NDR Hamburg

CIVIS Online Preis
2012

CIVIS Online Medienpreis

Gesucht werden innovative journalistische Internetangebote zum Thema Integration und kulturelle Vielfalt.

Die Internetbeiträge müssen webgerecht grafisch und multimedial aufbereitet sein. Alle gestalterischen Formen sind zulässig. Die Internetseiten müssen unter Angabe der genauen Webadresse in deutscher oder englischer Sprache erreichbar sein. Entscheidend ist die Zugänglichkeit der Webseiten. Der Preis ist mit 5.000 Euro dotiert. Einsendeschluss ist der 20. Januar 2012.

Ihre Anmeldung muss online erfolgen.

Teilnahmebedingungen und weitere Informationen:
>civismedia.eu< (Medienpreis)

Die Preisverleihung des CIVIS Online Medienpreises findet am 18. April 2012 im Bundeskanzleramt in Berlin statt.

CIVIS Online Media Prize

We are looking for innovative journalistically-presented Internet offers which consider the theme of integration and cultural diversity.

The Internet contributions must be developed by using graphics and multi-media which are ideally suited for the web. All formal forms are permitted. The internet pages must be accessible with details of the exact web address in German or English. The accessibility of the webpages is decisive. The prize is endowed with 5,000 Euro. Closing date is January 20, 2012.

Registration only online.

Conditions of participation and more information:
>civismedia.eu< (Media Prize)

The CIVIS Online prize-giving ceremony will be presented on April 18, 2012 at the Federal Chancellery in Berlin.