



PARTICIPATE BETWEEN FEBRUARY 20 AND MARCH 20, 2025

**AT THE ECOWAS EXCELLENCE AWARDS FOR THE BEST
JOURNALISTS IN WEST AFRICA.**

The Economic Community of West African States (ECOWAS) is celebrating its 50TH Anniversary in May this year. The regional body came into existence in 1975 by the treaty of Lagos through the selfless sacrifices and hard work of its founding fathers. To mark the golden jubilee of its birth, the Economic Community of West African States (ECOWAS) is pleased to launch from February 20 to March 20, 2025, its **Prize of Excellence Awards**, a prestigious prize aimed at rewarding the best journalistic and photographic productions in West Africa. This prestigious prize aims to highlight and honor Journalists and Media professionals who have contributed in an exceptional manner to produce and publish reports or photos highlighting the accomplishments, significant events and major milestones of the ECOWAS since its establishment.

The ECOWAS Excellence Awards aims to celebrate the contributions of media professionals who through their reports, articles and digital content have contributed to strengthening the understanding and visibility of ECOWAS initiatives in the areas of Peace, Security, Socio-economic Development, Human Development, Agriculture, Energy, Transport, Trade, Telecommunications, Gender, Youth, Regional Integration, etc.

The ECOWAS Excellence Awards for Journalists will be awarded in the following five (5) categories: Television, Radio, Print Media, Online Media and Photography.

Applications are open to all female and male Journalists and Media Professionals from ECOWAS Member States. The productions will be evaluated according to their impact, relevance, creativity and capacity to raise awareness and inform the general public about the actions and achievements of ECOWAS that benefits the population, (ECOWAS Citizens).

How to participate?

Below are the detailed characteristics of the content that candidates must submit to participate in the ECOWAS Excellence Awards in the fields of Television, Radio, Print Media, Online Media and Photography.

1. General Characteristics

- **Relevance, News and Languages:**

- The content must address a subject relating to the achievements of ECOWAS or a societal issue relevant to the region and to which ECOWAS has provided a solution.
- Content must be produced in one of the three (3) ECOWAS official languages (English, French, Portuguese).
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- **Originality and Innovation :**
 - The content must be distinguished through its approach, storytelling, or visual and audio presentation. Innovation in presenting information and capturing the attention of the public is highly appreciated.
- **Quality Production :**
 - A high standard of technical and artistic execution is required
 - The quality of images, sound, layout (for written and online press) or photographic composition must meet professional standards.
- **Impact and Social Impact**
 - The content must demonstrate its ability to inform, raise awareness or mobilize the public.
 - It must spark debate, positively influence opinion or highlight local initiatives.
- **Respect for Ethics and Professional Conduct:**
 - Content must respect the principles of truthfulness, impartiality and journalistic responsibility.
 - All information must be verified and presented with respect for the rights and dignity of the people concerned.

2. Category-Specific Requirements

2.1. Television

- **Format and Duration :**
 - Video reports or mini-documentaries of a minimum duration of 2 minutes and a maximum of 5 minutes must comply with the required formats.
- **Technical and Artistic Quality:**
 - Excellent image and sound quality, with particular attention to artistic direction and editing.
 - Utilisation of infographics, subtitles and visual effects to reinforce the message.
- **Narration and Screenwriting:**
 - A clear narrative structure that guides the viewer throughout the story, with a well-defined beginning, development and conclusion.

2.2. Radio

- **Audio quality and duration :**
 - Recording with excellent sound quality, free from extraneous noise and ensuring clear intelligibility.
 - Audio reports or mini-documentaries with a minimum duration of 2 minutes and a maximum of 5 minutes must respect the required formats.
- **Storytelling and Dynamics :**
 - The content must be structured around compelling storytelling, incorporating interviews, testimonies or narrative stories.

- **Innovative Sound Production :**
 - Creative use of music, ambiance and sound effects to enrich the narration.

2.3. Written Press

- **Clarity and Rigor in Writing:**
 - Articles must be written in precise language with impeccable syntax and spelling.
- **Structure and Coherence of Argument:**
 - Well-structured introduction, development and conclusion, ensuring a clear and logical flow for the reader.
- **Comprehensive Documentary :**
 - Relevant use of data, statistics and reliable sources to support the argument.

2.4. Online Press

- **Adaptation to Digital Media :**
 - Interactive, multimedia content adapted to the requirements of digital platforms (ergonomics, responsiveness and accessibility).
- **Originality in Presentation:**
 - Usage of innovative formats (interactive infographics, integrated videos, podcasts, etc.) to enrich user experience.
- **Engagement and Interactivity:**
 - Ability to integrate comment sections, hyperlinks and interactive elements that promote audience engagement.

2.5. Photography

- **Technical and Artistic Quality:**
 - High-resolution images with expert control of composition, lighting and colours.
- **Ability to Tell a Story:**
 - Each photograph must carry a clear message or a strong emotion, telling a story or highlighting a key aspect of current events.
- **Editorial Relevance :**
 - The images must be relevant to the subject matter and used in compliance with image rights and journalistic ethics.

3. Submission Requirements

- **Format and Support :**
 - Content must be submitted in the requested formats (video in MP4, audio in MP3 or WAV, documents in PDF, images in JPEG or PNG, etc.).
 - Ensure compliance with the technical specifications (resolution, duration, file size) outlined in the call for applications.
- **Presentation file :**
 - Each submission must be accompanied by a presentation file describing the context, objectives and journalistic approach used to produce the content.
 - Name of the media outlet or website that broadcasted or published the report, the country, as well as the full name, email address and telephone number of the

- journalist/cameraman for television, the journalist for radio/written press/online press or the photographer.
- Mandatory mention of sources, credits and necessary authorizations for distribution.
- **Deadlines and Administrative Requirements:**
 - Content must be submitted within the set deadlines and via the platform designated by ECOWAS.
 - Any submission that is incomplete or does not comply with the guidelines may be disqualified.

4. Commitment to Ethics and Professional Conduct

- **Originality and Non-Plagiarism:**
 - Submitted content must be original and not subject to plagiarism.
 - The candidate must be able to prove the intellectual property rights of all the material submitted.
- **Transparency and Accuracy:**
 - All factual information must be verified and properly sourced.
 - Respect for copyright and image rights is imperative.

These characteristics aim to ensure the quality, diversity and integrity of content submitted, while showcasing journalistic excellence in the ECOWAS region. Candidates are encouraged to exploit their creativity while adhering to the ethical and technical standards established by ECOWAS to ensure a fair and stimulating competition.

Productions must have been broadcast or published within the last 50 years and focus on a topic related to ECOWAS activities or achievements. Submissions should be sent via email to the address: ecowasprizeexcellence@ecowas.int

Applications are open from February 20 to March 20, 2025. For more information, kindly write to the following address jahofodji@ecowas.int , snogueira@ecowas.int

Let's celebrate journalistic excellence in West Africa together!

The ECOWAS Excellence Award is a way of recognizing the vital role of the media in advancing regional integration and the development of populations in West Africa.

#ECOWASExcellenceAward #AfricaJournalism #ECOWASMedia