

For Inquiries;

Bashir Hangi
Communications Manager
bashir.hangi@wildlife.go.ug
0414-355315
0772-446115



PRESS RELEASE

FOR IMMEDIATE RELEASE

UWA LAUNCHES FIRST EVER CONSERVATION MEDIA AWARDS IN UGANDA.

Kampala, January 31, 2023 - Uganda Wildlife Authority has today officially launched the first ever conservation media awards in Uganda.

The Uganda Conservation Media awards are aimed at promoting conservation reporting across all forms of media.

The launch doubles as a call for entries for the Uganda Conservation Media Awards 2023, to reward outstanding reporting about wildlife conservation and environmental issues.

Uganda Wildlife Authority recognizes the critical role the media plays in raising awareness, and aims to encourage, motivate and inspire journalists to produce the best in conservation reporting.

“It is our anticipation that these awards will encourage more reporting by the Ugandan media about the conservation successes in our nation, challenges and the solutions to those challenges” said Uganda Wildlife Authority Executive Director, Sam Mwandha. “Conserving Uganda’s wildlife and natural heritage is vitally important. Therefore, we hope to see reporting on the success stories as well as the problems” he added.

Mr. Mwandha observed that UWA works with partners including the media to execute her conservation mandate and that the role of media in conservation cannot be overstated. “Media plays a fundamental role in highlighting efforts and challenges for wildlife conservation, and helps set the agenda and frame messages for public debate. In so doing, the media influences public opinion, making it a key partner for the conservation fraternity”, said Mwandha.

The main objective of the Uganda Conservation Media Awards is to develop and promote excellence in conservation reporting.

The awards feature four categories;

- 1. Community conservation.**
- 2. Wildlife protection.**
- 3. Wildlife crime.**

4. Habitats and environment.

In each category, separate awards will be given for the following media groups:

1. Print and/or online
2. Radio
3. TV

A separate award will be given for the **Uganda Wildlife Photograph of the Year**.

Winners will be given a cash award of 5,000,000 Uganda shillings, a winner's plaque, and free entry to Uganda's national parks for the winner for one year.

The awards are co-sponsored by conservation group WildAid, and winners will be announced at a special ceremony in July 2023.

“The media can play a vital role in raising awareness about the importance of conservation and we are excited to be partnering with UWA to launch these awards”, said Simon Denyer, Africa Program Manager for WildAid. “We want to encourage the very best reporting on wildlife issues and we are looking forward to seeing entries.”

Eligibility

Stories published between 1st June 2022 and 31st May 2023 are eligible for entry. Only Ugandan nationals are eligible to enter.

Entry procedure

Entries should be submitted via email to awards@wildlife.go.ug. Submissions should include the work together with a brief statement explaining its importance and impact, specifying publication date and which award category is being applied to. Links should be provided where appropriate. For print pieces, please supply legible scans or photos of the published piece. Scripts should also be submitted for television and radio pieces, and translations provided for entries in languages other than English. Entries must be the original work of the author or authors. The closing date for the 2023 awards is 31st May 2023.

Details of the awards can be found at <https://ugandawildlife.org/conservation-media-awards/>

Judging process

A panel made up of leading professionals from the media, communications and conservation communities will select winners. Judges will score each submission based on clear criteria set out below, using their professional expertise to determine a



standard of excellence. Winning entries for the awards will be selected jointly by the panel in order to uphold our commitment to fairness and merit-based achievement.

Judging criteria

The panel will evaluate entries according to four criteria set out below. Each entry will be marked from 1-10 on each criterion.

1. **Originality.** *Does the story break new ground or give new perspective on an issue?*
2. **Accuracy.** *Is the story properly researched, accurate and balanced?*
3. **Impact.** *Each entry should include information on the impact achieved and audience reached.*
4. **Presentation.** *How well-written or well-presented is the story? Extra marks may be given for stories with powerful content across multiple media.*

About UWA and WildAid

Uganda Wildlife Authority (UWA) is a semi-autonomous agency operating under the Ministry of Tourism, Wildlife and Antiquities. UWA was established in 1996 by the Uganda Wildlife Statute, following the merger of Uganda National Parks and the Game Department. UWA manages 10 national parks; 12 wildlife reserves; 5 community wildlife management areas; and 13 wildlife sanctuaries.

WildAid is an international wildlife conservation organisation that uses social behaviour change communications and the power of the media to change attitudes and behaviours towards wildlife and the environment.

UWA and WildAid have partnered on various mass media campaigns since 2016, including *Poaching Steals From Us All* and *Join Our Team! Defend Our Wildlife*.

Conserving for Generations

ENDS.

