ARTICLE WRITING

Necessary Criteria

Each article should:

➢ Have a striking title of not more than 100 characters (max 20 words).

➢ A maximum of 1000 words.

➢ Focus on a local sustainable development issue.

➢ Be structured in a way that has a beginning, a body and a conclusion; and covers the various dimensions of the issue explored.

➢ Be uploaded digitally .pdf format with any accompanying pictures (pictures to be uploaded separately as .jpg, .png, .tif or .gif).

➢ Maximum 3 pictures are allowed and with a caption of max 20 words each.

➢ Be accompanied by a brief description (and proof) of how it was disseminated through at least 3 media outlets (including school channels).

➢ Acknowledge any reference/use of non-original texts, illustrations and photographs.

Special consideration will be given to articles:-

➢ That are supplemented by relevant illustrations and photographs (source of non-original photos must be given).

➢ That focus on specific local sustainable development issues also presenting a global perspective.

➢ That include opinions from stakeholders, e.g. environmental experts, local inhabitants, officials.

➢ That objectively present different sides of a debate allowing readers to form their own opinion about the issue.

➢ That refer to scientific or statistical reports supported by sources/footnotes.
PHOTOGRAPHY

Necessary criteria - photos

➢ Have a title (of not more than 140 characters).
➢ Be accompanied by a short caption for reportage photos (2-3 sentences max).
➢ Presented as a single photograph or a series of 3-5 photos.
➢ Be submitted digitally as .jpg, .png, .tif, or .gif format with a resolution of not less than 150-300 dpi. (megapixles)
➢ Document specific local sustainable development issues.
➢ Nature photography will be accepted only if it highlights a local sustainable development problem or issue.
➢ Be accompanied by a brief description (and proof) of how it was disseminated through at least 3 media outlets (including school channels).

Special consideration will be given to photos that:-

➢ Address the theme from an original point of view
➢ Are well composed and of technical quality
➢ Clearly convey the intended message
VIDEO ENTRIES

**Necessary criteria – videos**

Any video clip submitted should:

- Document a local sustainable development issue and may be reporter/interview style (recommended) or public service announcement.
- Have a title (of not more than 140 characters).
- Be accompanied by a brief description (and proof) of how it was disseminated through at least 3 media outlets (including school channels).
- Be of a duration of not more than 3 minutes.
- Be voiced or subtitled in English.
- Credit any music and/or pictures used.
- Be of a high resolution.
- Not solely composed of a slide shows of images. Such entries will be disqualified.
- Be in a format that is compatible with YouTube, such as:
  - WebM files - Vp8 video codec and Vorbis Audio codecs
  - .MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
  - .AVI - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
  - .MPEGPS - Typically supporting MPEG2 video codec and MP2 audio
  - .WMV
  - .FLV - Adobe-FLV1 video codec, MP3 audio
- Be of good audio quality.

**Special consideration will be given to videos that:**

- Are creative and convey original ideas.
- Are of high quality and impactful.
- Include short interviews with key persons.
- Quote and use real, credible sources.
- Have an introduction that highlights the issue.
- Presents different perspectives of the issue.