



# ASEAN Youth Social Journalism Contest 2019

## Application Details

The ASEAN Youth Social Journalism Contest 2019 is inviting youth “Social Journalists” to submit an essay describing a theme that “explores the importance of responsive and transparent government in their day-to-day lives, promoting the ideals of fairness, equity, and transparency in their communities and at the ASEAN regional level”. Talented ASEAN youth are invited to share and promote fact-based and compelling messages showcasing the importance of reliable and transparent governance in ASEAN and its Member States through media platforms.

Based on their essay submissions, up to 20 youth will be competitively selected to participate in a workshop where they will develop and implement a social awareness activity in their respective countries.

A “Social Journalist” is a member of the general public who is interested making a positive contribution to his/her community by collecting and disseminating and/or publishing news and information based upon his/her observations, research, or through other means. Through this initiative, we invite active young social journalists to produce and publish a content related to the above theme and its impact on youth.

This contest is supported by the ASEAN Foundation and the ASEAN-USAID PROSPECT, a joint project of the U.S. Agency for International Development (USAID) and U.S. State Department. Additional support is being provided by the Scoop, a multimedia platform for news, commentary, culture, and life in Brunei Darussalam.

### Who can apply?

1. Any existing or aspiring social journalist that holds an ASEAN member country passport (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam) and resides in the country of citizenship. **Note:** professional journalists who are full-time employees of established media outlets are not eligible to compete).
2. Applicants must be between 18 and 30 years of age on 30 June 2019.
3. Selected finalists must have a valid passport allowing them to travel to Brunei Darussalam and must be able to communicate fluently in both spoken and written English.
4. Selected finalists must have active Facebook and Gmail accounts for ease of communication with the trainer and other participants.



## How to apply?

1. Write an **essay** on the selected theme described above, explaining the theme, why it is important for youth in ASEAN, how it is relevant in your own life. Essays must contain a maximum of 600 words, use 12-point Times New Roman font and be double spaced.
2. In a separate document, list any **supporting references** to existing publications or sources that support the information in the essay. Such references can be in any format, such as text, photos, infographics and audio/video. This document will be uploaded as part of the application package.
3. Visit [www.aseanyouthsjcontest.com](http://www.aseanyouthsjcontest.com), complete the application form [bit.ly/AYSJ2019](http://bit.ly/AYSJ2019) and upload the two attachments: 1) essay and 2) supporting references.

## Deadline for applications:

30 June 2019 at 23:59 pm Jakarta/Bangkok time

## Application process and evaluation criteria

A selected panel of judges will evaluate your essay submission. The selection criteria are outlined below:

1. **Clarity of ideas:** The essay clearly demonstrates an understanding of the theme and why it is important to youth in ASEAN Community.
2. **Creativity:** The essay is written in a creative and compelling way with a thoughtful approach from youth perspective.
3. **Potential reader impact:** The essay conveys personal or aspirational thoughts that are inspiring to viewers.

Following the evaluation process, the 20 finalists (two from each ASEAN Member State) will be selected to participate in a social journalism workshop in Brunei Darussalam in September 2019.

## What to expect in the workshop?

1. The two selected finalists from each ASEAN Member State (AMS) will be paired as a team representing their country.
2. During the workshop, each country team will develop one agreed upon activity proposal to raise the awareness and address the above-mentioned theme related to ASEAN and in their home country and pitch this proposal to the trainer and judges.
3. The trainer and judges will evaluate the proposal pitches and provide feedback to the finalists.



### What happens after the workshop?

Following the workshop, each team will be required to implement their proposed activity to attract public engagement. Each Team will be required to submit content posts (e.g: news articles, photos, videos, etc.) in English to be evaluated and published on the ASEAN Social Journalism Facebook Page. Activity and content will then be evaluated based on several indicators such as the amount of content published, the diversity of the content format, the frequency of the publication of the content, and audience engagement. Following the evaluation, the top three teams will be announced to receive attractive prizes to support the sustainability of the activity.

### Copyright

By submitting an entry to the contest, participants agree to grant ASEAN, ASEAN Foundation, the U.S. Agency for International Development (USAID), and the U.S. Mission to ASEAN the right to reproduce, distribute, display, and create derivative works of the entry in any media at any time.

### Timeline/Process

Action	Timeframe
The ASEAN Youth Social Journalism Contest is launched	<b>31 May 2019</b>
Applications are submitted to <a href="http://www.aseanyouthsjcontest.com">www.aseanyouthsjcontest.com</a> / <a href="http://bit.ly/AYSJ2019">bit.ly/AYSJ2019</a>	<b>30 June 2019 at 23:59 pm</b>
Technical Evaluation Panel reviews submissions and select the finalists per country.	<b>1 – 12 July 2019</b>
Shortlisted social journalists from Member States are notified, interviewed, and requested to verify their eligibility.	<b>15 – 19 July 2019</b>
The finalists per country shared with SOMY for selection of 2 finalists per country	<b>18 – 26 July 2019</b>



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Top 20 selected social journalists announced.	<b>22 – 26 July 2019</b>
The 20 social finalists participate in a four-day social journalism workshop in Brunei Darussalam to develop and pitch their Social Journalism campaign proposals.	<b>September 2019</b>
20 finalists execute their social journalism campaign proposal in English.	<b>September – October 2019</b>
Technical Evaluation Panel reviews final content posts to determine the top three teams.	<b>October 2019</b>
Top three team winners announced and prizes awarded	<b>End of October 2019</b>

**Contact Information**

If you have questions regarding the ASEAN Youth Social Journalism Contest 2019, please contact: [AYSJ@aseanfoundation.org](mailto:AYSJ@aseanfoundation.org).