

Briefing on ILO GLOBAL MEDIA COMPETITION “Breaking Stereotypes on Labour Migration”

1. Background information

- On 14th September, 2016, the ILO launched its second Global Media Competition on ‘Breaking Stereotypes on Labour Migration’ to recognize exemplary media coverage on labour migration issues and to encourage a positive and less biased public narrative on migration. This year the competition was organised in collaboration with the International Trade Union Confederation, the International Organisation of Employers, the Office of the High Commissioner for Human Rights, the International Federation of Journalists, the Solidarity Center, Equal Times, Human Rights Watch, and Migrant Forum in Asia.
- 210 entries were received by 31st October 2016 when the competition officially closed. The competition invited professional journalists to send one piece of their work on labour migration to one of the following categories: (a) written articles and (b) multimedia/videos. Additional information on the competition is available at www.ilo.org/gmclm
- The names of the four winners will be announced on **16th December 2016** (latest 23:59, Central European Time), ahead of International Migrants’ Day (December 18th). The announcement of the winners will be made through ILO’s main website and the global media advisory. Each of the winners will receive a 1000 USD prize and their work will also be promoted as an example of good practice worldwide. Where possible, the ILO will seek to involve the winners, and the 6 judges of the competition, at major public events and media training plans in 2017.

2. Criteria

All submissions will be judged on the following criteria:

a) Creativity

- Contributes to a better understanding of migration for employment purposes, and of migrants and refugees’ situation in the labour market;
- Portrays a balanced opinion in reflecting the views of various stakeholders (migrant workers, governments, employers and trade unions);
- Presents creative solutions to overcome labour protection and labour market integration challenges (e.g. if possible comparing the situation before and after the introduction of new legislation, a new migration policy, a bilateral agreement, etc.);
- Helps combat stereotypes, xenophobia or discrimination in the labour market;
- Addresses new labour migration perspectives (e.g. Fair recruitment of migrant workers).

b) Accuracy:

- Gathers material using first hand sources;
- Includes an English, French or Spanish translation which must be faithful to the original meaning if parts of the submitted entry are in another language;

c) Protection:

- Protects vulnerable groups, sources and other sensitive components of the story by not providing unnecessary information that could risk harming them (including visual identities, names, locations etc.);

- Uses a rights-based terminology.