

The AIBD Golden Bridge Awards on Intercultural Understanding

Organiser

Asia-Pacific Institute for Broadcasting Development (AIBD)

Overview

The Asia-Pacific Institute for Broadcasting Development (AIBD) was established in 1977 with a mandate to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and resource development. AIBD is an intergovernmental organisation with a membership of 26 governments, over 60 affiliates and over 50 partners in Asia, Pacific, Europe and North America. The Agreement Establishing the AIBD is kept at the office of the Secretary-General of the United Nations in New York, and accession to membership of the AIBD is approved by acceding to the Agreement and depositing the document at the UN.

The AIBD Golden Bridge Awards on Intercultural Understanding will highlight the finest radio/TV/online programmes and Films from across the world focused on the theme of *intercultural understanding*. The Awards will showcase and recognise entries that explore cross-cultural interactions, bridge social and cultural divides, and foster diversity and harmony.

Objective of the Award

To promote communication between peoples of different culture and different countries in the world. This can always be realised by truthful representation of a culture for audiences of other cultures to appreciate and understand.

Definition of the Award

The Award recognizes excellence in content production and distribution for the purpose of promoting the understanding of cultural diversity. The content needs to be produced in a way appreciable by audience of other cultures. Culture is perceived as the general way of life, in particular the customs and beliefs, of a particular group of people at a certain time.

Timeline

The working procedure of the Awards will follow the established norms of major international awards.

The initial declaration of the launch of the AIBD Golden Bridge Awards will take place at the Asia Media Summit 2016 in Incheon, Republic of Korea from 24 - 26 May 2016. Later, it will be submitted to the General Conference to be held in Iran, August 2016 for its official approval.

The call for submission for the Awards will be targeted in September 2016, with a period of one (1) year between the call for submission and the Awards Ceremony.

Entries will go through a pre-selection process, which will be linked to the membership of the AIBD and other international organisations concerned, upon receipt by AIBD. A shortlist of entries will be compiled. A jury of notable international media figures selected by AIBD and approved by the Board will do the final selection of the shortlisted entries.

Winners and runner-ups for the Awards will be asked to attend the official Awards Ceremony. Winners and runner-ups will each receive a trophy, certificate and cash prize.

Working Language

The working language of the Award shall be in English.

Life of the Award

The Award is intended to be a permanent event held annually.

Hosting

The host for the AIBD Golden Bridge Awards would be expected to provide the main venue for the final awards ceremony, as well a venue for the final jury selection of the different award categories. The host would also be expected to fund the prize money to be awarded to each of the winners.
