

shape the future

ENGINEERING MEDIA CHALLENGE GUIDELINES

Please visit www.ice.org.uk/mediachallenge for further information.

BACKGROUND INFORMATION

Gordon Masterton, President of the Institution of Civil Engineers (2005/2006), initiated the **Engineering Media Challenge** in November 2005 to raise the profile of engineering in the media and encourage the public to see engineering professionals as positive role models in society. The media challenge will also hope to show the public how engineering industries offer exciting opportunities to build a challenging and rewarding career at many different levels. The Prize aims to attract young people into the profession whilst providing a great and unique opportunity for talented scriptwriters and authors to receive recognition for their work.

As a result of this initiative, the Institution of Mechanical Engineers, the Institution of Civil Engineering Surveyors and the Royal Academy of Engineering are also participating and the competition will be branded under the Academy's Shape the Future programme. Run in conjunction with the External Relations department at ICE, Masterton has personally contributed to the prize fund for this annual competition to find the best television drama, radio or theatre play, book, or even comic strip, featuring an fictional engineering character that has been published recently.

The competition will run annually with the major prize being awarded for the best representation of an engineering professional across all disciplines. Entries will also be considered in three specific categories: Civil Engineering, Mechanical Engineering and Civil and Heavy Engineering Surveying.

GENERAL

- There will be one overall prize of £10,000 cash for any engineering professional representation.
- There will be three category prizes of £8,000 in each of the three categories.
- The prize will be made to the author or scriptwriter responsible for creating the characters.
- Whoever nominates the winning entries will receive a prize of £250. In the event that there is more than one nomination for the winners of Engineering Media Challenge 2006, prize draws will take place.
- Nomination forms must be received by 30 August 2006.
- Proof of postage does not constitute proof of delivery. No responsibility can be accepted for any submissions that are lost, delayed or rendered illegible in the post.
- Entry must be by nomination only. Authors are welcome to nominate themselves.
- All forms of communication media will be considered. If you are unsure whether or not your submission will qualify, please contact mediachallenge@ice.org.uk
- One of the key criteria for the judging panel will be the level of impact that the submission has, in terms of circulation figures, audience viewing levels and the general level of interest shown by the media.
- The award is open to all, regardless of nationality, or country of origin. However, administrators of the competition will not be eligible to enter.
- Submissions **must** be fictional. Documentaries and factual literature are not eligible.



- To qualify, books must be made available for purchase by the general public in either hard cover or bound paperback form by the closing date. Authors who have a manuscript accepted by a publishing house or production company will not qualify until the submission has been published or broadcast.
- To qualify, broadcast materials must have been aired before the closing date.
- To qualify, plays or films must have been performed or screened before the closing date.
- In the event of a dispute over eligibility, the decision of the judging panel will be final.
- Self-published books are also eligible.
- The judges reserve the right not to award a prize in any category if the entries are not deemed to have achieved the standard worthy of an award.
- The winner will be announced in November 2006.
- For more information on the organisations and engineering professions involved in this Prize, please visit:
 - The Institution of Civil Engineers www.ice.org.uk
 - The Institution of Mechanical Engineers www.imeche.org.uk
 - The Institution of Civil Engineering Surveyors www.ices.org.uk
 - The Royal Academy of Engineering www.raeng.org.uk

YOUR CONTRIBUTION

Please use the attached nomination form to make us aware of contributions that you feel are worthy of winning the 'Engineering Media Challenge'. These may originate from a variety of media sources, so please do advise us of anything you consider to be relevant that meets the following criteria:

“Clearly endeavours to present engineering: in a positive light as exciting, challenging and rewarding, reinforcing to the public the important role that engineers and engineering professionals play in society and how their work touches the lives of people everywhere.”

If you have any further enquiries please contact the External Relations team by telephone: +44 (0)20 7665 2152, or email: mediachallenge@ice.org.uk.