AN IMAGE FOR CHANGE

Photo and illustration competition contributing to ethical media reporting on violence against women

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Violence against women is a complex social problem that affects not only the survivors, but their children, family, friends, the safety of the entire community. Women are a majority among those exposed to domestic or partner-relationship violence.

Media are important allies when it comes to raising awareness about the prevalence of violence against women, as well as in its public recognition. Still, despite this significant role of drawing attention to and reporting about this problem, research in Serbia indicates also sensationalist and stereotypical media reporting, most frequently on concrete cases, without a significant number of reports intended to prevent and educate. Inappropriate reporting contributes to the normalization of violence in public, women survivors are adversely affected by putting their safety and privacy in jeopardy and additional victimization. In contrast, responsible reporting can mean support for women exposed to violence to leave the violent situation, and the promotion of zero tolerance for violent behaviour in the wider public.

The group Journalists against Violence developed Guidelines on Media Reporting on Violence against Women to contribute to increasing the quality of media reporting on this topic, to solve dilemmas journalists often have, but also to help avoid or at least minimize the level of trauma for women survivors of violence, occurring as a consequence of public exposure. Through monitoring media reporting on violence against women, the Analysis of the group Journalists against Violence, found that besides the use of sensationalist and stereotypical phrases for the violence, survivor and perpetrator, there is an evident use of photos and video covers that depict violence in an inappropriate and stereotypical way, in 28% of media reports. The group also conducted an analysis of media reporting on cases where violence against women was committed with firearms and developed recommendations for media on combating “gun culture” that contributes to violence against women.

Illustrations that show situations of violence, crime scenes, weapons used to commit violence, can trigger the feeling of fear and anger in women exposed to violence, and can
be a source of additional trauma instead of encouragement. This is why it is not only important to report on violence responsibly, but also to avoid the use of photographs and visuals that depict violence, survivors and perpetrators in an inappropriate and stereotypical way, and to use visuals to send the message of the unacceptability of violence and no impunity for it, and show solidarity with those exposed to violence.

To improve the practice of media reporting on violence against women, the group Journalists against Violence against Women, the Commissioner for the Protection of Equality and the United Nations Development Programme (UNDP) in Serbia, have initiated the forming of a database of photographs and illustrations that depict the problem of violence, its forms and reactions to it in a responsible and ethical way and focus on the empowerment of and express solidarity with persons exposed to violence. The database would be available for free use by the press and media portals which aim to contribute to better public understanding and prevention of violence against women through responsible reporting.

Therefore, we invite photographers and illustrators to submit their works developed according to the following criteria:

- The topic of the competition is “Ethical media reporting on violence against women”.
- Photographs and illustrations are eligible for submission.
- Photographs and illustrations should be based on principles and Guidelines on Media Reporting on Violence against Women of the group Journalists against Violence against Women, especially on the part regarding photographs and video material.
- All materials should be at least 3000px on the longest side, 300dpi in jpg format.
- Works that are not digital should be scanned or photographed in high quality.
- The maximum number of works per author is 20.
- Each work should be named so that the title does not contain the author’s name. The name of the author, full name of the work, place and date should be included in the file info, sections description/caption and author (completed in Photoshop or similar program).

Please send your works, along with the completed application form/copyright statement and (if applicable) signed model release form, to the address: photovaw.rs@undp.org. Use of tools for transfer of large files is recommended.

The deadline for submissions is April 30th, 2021. Applications received after this date will not be considered.

After the above deadline, submitted works will be considered by a jury, consisting of the following members:
1. Aleksandar Kelić, Professor of Photography, Faculty of Applied Arts in Belgrade
2. Nikola and Nenad Radojčić (Braća Burazeri), graphic designers
3. Marija Janković, photographer, Photo Editor of the “Vreme” Magazine
4. Marija Ćečen, member of the group Journalists against Violence and Director of the B92 Fund
5. Danijela Šegan, Media Advisor at the office of the Commissioner for the Protection of Equality
6. Maja Branković Đundić, Gender Equality Portfolio Manager, UNDP in Serbia
7. Aleksandra Ivanović, Digital Media Assistant, UNDP in Serbia

Of the submissions that are in accordance with the listed criteria, the best 30 works will be selected by the jury. Authors of the selected works will each receive a set consisting of graphic drawing tablet and external hard disk.

All submitted works that are in accordance with the listed criteria, will become part of the database of photographs and illustrations contributing to ethical media reporting on violence against women.

For all additional questions, please write to the above provided e-mail address, no later than April 23rd, 2021.

Recommendations regarding the content of photographs/illustrations

Photographs depicting violence cause women to feel afraid, upset and remind women of the violence they survived. On the other hand, photographs that send a message that each act of violence is punishable and that perpetrators will be punished, have a positive effect on interviewees, giving them a feeling of safety and peace... (Autonomous Women’s Centre, 2017)

- Media reports should not be accompanied by photographs/illustrations that present violence, survivors and perpetrators in an inappropriate or stereotypical way;
- Photographs/illustrations must not show a simulation of violence;
- Photographs/illustrations must not show physical injuries, women with their mouth sealed, women depicted as weak, passive or focus only on male domination over women;
- The photographs/illustrations should be appropriate for use in media content referring
to individual cases of violence against women and/or reports containing a wider analysis of the problem of violence against women and deal with violence against women as a phenomenon;

- Photographs/illustrations may point to physical violence, but should not be limited only to this form of violence; the illustration of other, less visible forms of violence, such as psychological, sexual and economic violence is encouraged;

- Photographs/illustrations can show feelings of the survivor, her strength and determination to leave the violent situation, they can refer to leaving a violent relationship behind, the sanctioning of the perpetrator, support of professionals and the environment; in addition to this, photographs/illustrations may refer to solidarity among women and general condemnation of violence.

For more information about the problem of violence against women and media response, please see:

1) Analysis of media coverage of firearm misuse in violence against women committed by men (UNDP, 2020)

2) Analiza medijskih objava o problemu nasilja prema ženama (UNDP, 2020)-available in Serbian only


4) Kako vas žene čitaju (Autonomni ženski centar, 2017) – available in Serbian only

**Competition rules**

**Article 1: ORGANIZERS**

The competition “An image for change” is organized by the group Journalists against Violence against Women, the Commissioner for the Protection of Equality and the United Nations Development Programme (UNDP) in Serbia.

The competition is implemented within the joint project “Integrated response to violence against
women and girls in Serbia III”, implemented by UNPD, UNICEF, UN Women and UNFPA, in partnership with the Government of the Republic of Serbia, with the Coordination Body for Gender Equality as lead partner, and with the support of the Government of Sweden. The “Integrated response to violence against women and girls” project is aimed at the development of a social and institutional environment that contributes to zero tolerance and elimination of violence against women in Serbia.

Person responsible for the implementation of the competition: Maja Branković Đundić, Gender Equality Portfolio Manager, UNDP in Serbia and coordinator of the project “Integrated response to violence against women and girls in Serbia III”. Person responsible for reception and administrative check of submitted documentation: Marina Ileš, Gender Equality Advocacy Associate, UNDP in Serbia. E-mail address for submission of applications and questions: photovaw.rs@undp.org.

Article 2: DURATION, PURPOSE AND PLACE OF IMPLEMENTATION

The competition “An image for change” is organized with the purpose of creating a free photograph and illustration database for journalists and other media professionals, contributing to responsible and ethical media reporting on the problem of violence against women in the Republic of Serbia. The competition ends on April 30th, 2021, at 23:59 local time in the Republic of Serbia.

Article 3: WHO CAN PARTICIPATE

Participants of the competition can only be adult citizens (18+) with a place of residence on the territory of the Republic of Serbia during the competition, except employees of the organizer and members of the jury, as well as their immediate family members (parent, spouse, children, sisters and brothers).

Article 4: HOW TO PARTICIPATE

During the competition, the participants’ task will be to submit in electronic form, to the provided address, photographs and illustrations. These photographs and illustrations need to be in accordance with specifications described in the call and accompanying materials. Each participant may submit up to 20 works.

Article 5: SELECTION OF BEST WORKS

A selection of the 30 best submitted works will be made by a jury, whose members are:

1. Aleksandar Kelić, Professor of Photography, Faculty of Applied Arts in Belgrade
2. Nikola and Nenad Radojičić (Braća Burazeri), graphic designers
3. Marija Janković, photographer, Photo Editor of the “Vreme” Magazine
4. Marija Čečen, member of the group Journalists against Violence and Director of the
Selected works will be publicly announced within 30 days from the competition's closing date.

Authors of the best works will each receive an identical set consisting of graphic drawing tablet and external hard disk.

Upon the jury’s selection of the works, the name of authors of these works will be published on UNDP Serbia’s website, as well as posted on UNDP Serbia’s Facebook and Instagram accounts.

All submitted works that are in accordance with the listed criteria, will become part of the database of photographs and illustrations contributing to ethical media reporting on violence against women.

**Article 6: DELIVERY OF SETS FOR BEST WORKS**

Participants provide their contact information through their completed application forms. Authors of the works selected will be contacted based on provided contact information.

Sets will be delivered via post in the Republic of Serbia or will be handed over in person at the premises of UNDP in Belgrade. The timeframe for the delivery of the sets is 60 days from the day of the organizer contacting the author of the selected work.

Once the sets are handed over, the organizer will have no further obligations towards the authors of selected works.

**Article 7: PUBLICITY**

By participating in this competition, participants agree that their name, photo or illustration may be used by the organizer and published without charge in print, audio, image, video material and social media, without any restrictions, to promote the competition and any future promotional activities under the project „Integrated response to violence against women and girls in Serbia III” and similar projects.

**Član 8: INTELLECTUAL PROPERTY AND COPYRIGHTS**

By submitting a photograph/illustration for this solidarity competition, the applicant automatically declares that it is an original work and he/she is the sole owner of the copyright.

By entering the competition, participants retain full copyright of their images/illustrations, but
also grant the competition organizer the full, free-of-charge (royalty-free), irrevocable, perpet-
ual, worldwide non-exclusive license and rights to use, edit (include graphical elements, add
watermark with the author’s information, etc.), reproduce, distribute, display, publish internally
and externally via all of its communication channels, in whole or in part, in connection with the
competition, in any media now or hereafter known; including but not limited to:
- creating copies of the photo/illustration through a specified technique, including printing,
reprography and digitally;
- recording and reproducing through all techniques;
- circulating domestically and abroad;
- storing in computer memory;
- publishing the photo/illustration in printed media and media portals;
- publishing the photo/illustration on website and social media pages of UNDP and websites
informing on violence against women, with UNDP’s approval;
- publishing the photograph/illustration in electronic, spoken and digital editions of United
Nations agencies and the group Journalists against Violence;
- in the organiser’s activities, on internet services, in particular in advertising in the press, radio,
television, the internet, on billboards, outdoor and on any and all internet websites and domains,
in mobile services, on promotional and advertising gadgets and other forms of promotion of the
culture of non-violence towards women;
- public performance, exhibition, projection, reproduction and broadcasting and rebroadcasting,
as well as public sharing of the photo/illustration.

The organizer will not be required to pay any additional compensation or seek any additional
approval in connection with authorized uses. Use of the photo/illustration can also take place in
any and all forms and any and all graphic settings and in combination with other works, images
and elements, as well as in the form of a collection of images or a collection of covers.

Participants of the competition should also retain the original digital file of their entry as they
may be asked to prove the ownership of their work, as well as provide the organizer with the
highest possible resolution.

**Article 9: PERSONAL DATA**

The organizer, UNDP in Serbia, is the handler of the data that participants submit during the
competition. The organizer will process personal data submitted by the participants only for
purposes of contacting authors with the purpose of presenting or delivering sets consisting
of graphic drawing tablet and external hard disk. The organizer will also post names of authors
of selected works on social networks. After selecting the works and sending the sets, within 3
months upon reception of written confirmation of received sets the latest, the organizer will de-
lete personal information of authors of selected works. The submission of personal data is vol-
untary. Personal data will be processed in accordance with personal data protection regulations
Jury members

Aleksandar Kelić
Taught photography at the Belgrade Polytechnic, Faculty of Design and Faculty of Media and Communications between 1997 and 2012. Has worked at the Faculty of Applied Arts in Belgrade since 2012. He has participated in over 200 group exhibitions in the country and abroad and has had over 15 individual exhibitions. He has participated in the planning of and as member of the jury in numerous thematic exhibitions.

Braća Burazeri
Nikola and Nenad Radojčić (Braća Burazeri) are graphic designers from Belgrade. Between 2002 and 2012, they were members of B92’s creative team and in 2012 they established their own design studio. They are the creators of the DechkoTzar fashion brand. In cooperation with the B92 Fund, they have participated in projects aimed at women’s empowerment in Serbia.

Marija Janković
Actively exhibits and publishes photographs in newspapers, magazines, media houses, portals and agencies in the country and abroad, since 2002. She is the illustrator of several books. She has had 10 individual exhibitions and participated in numerous group exhibitions. She has received awards for her works 8 times. She is currently the photo editor of the “Vreme” Magazine.
Marija Ćečen
She has led the B92 Fund for over 13 years, managing its greatest campaigns and projects, such as the Battle for Babies, SHE-Empowerment, construction of women’s safe houses... Has cooperated with UNDP for over 10 years on awareness raising campaigns concerning recognition of violence against women, training of media professionals for sensitized reporting and development of the group Journalists against Violence against Women.

Danijela Šegan
Worked at RTV STB from 1995 to 2014. From the position of deputy editor-in-chief and author of the program “From A to Š”, she started work at TV B92 as news editor and author and host of the show “Topic of the Day”. From 2018, she has worked as a media advisor at the independent state body of the Commissioner for the Protection of Equality.

Maja Branković Đundić
Gender Equality Portfolio Manager at the United Nations Development Programme and coordinator of projects for prevention of violence against women and girls in Serbia. One of the initiators of the establishment of the group Journalists against Violence against Women. She has been devoted to promoting programs and policies for the protection of women from domestic and gender-based violence for over ten years.

Aleksandra Ivanović
Participated in numerous projects in the private sector and cooperated with international organizations in Serbia and Spain, as project and public relations manager. As the internet has become a way of life, she specialized in social media communication. She works as a Digital Media Assistant at the United Nations Development Programme in Serbia.
Application checklist

1. Format is at least 3000px on the longest side, 300dpi in JPG. [  ]
2. Works that are not digital are scanned or photographed in high quality. [  ]
3. Work is named so that the title does not contain the author’s name. [  ]
4. Name of author, work, place and date is indicated in the file info (sections description/caption and author). [  ]
5. The number of works to be submitted does not exceed 20. [  ]
6. The application form/copyright statement is completed and signed. [  ]
7. The model release form (if applicable) is completed and signed. [  ]
8. Works should be submitted using transfer of large files to: photovaw.rs@undp.org [  ]
9. The deadline for submissions is April 30th, 2021. [  ]
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