

ROAD SAFETY PRESIDENTIAL AWARDS 2026

APPLICATION FORM

Best Road Safety Print Media Publication

SECTION 1 – APPLICANT / MEDIA ORGANIZATION DETAILS

1. **Organization Name:**

2. **Contact Person:**

- Name:
- Designation:
- Telephone:
- Email:

SECTION 2 – PUBLICATION INFORMATION

1. **Title of Article / Publication / Feature:**

2. **Type of Publication:**

- ☐ Newspaper Article
- ☐ Feature Article
- ☐ Investigative Article
- ☐ Editorial / Opinion
- ☐ Special Supplement
- ☐ Magazine Article / Feature
- ☐ Other:

3. **Date of Publication:**

4. **Language:**

- ☐ Sinhala ☐ Tamil ☐ English

5. **Brief Publication Summary**

Provide a brief description of the publication and its contribution to road safety..

(Maximum 200 words)

SECTION 3 – ALIGNMENT WITH NATIONAL ROAD SAFETY

1. What road safety issue(s) does the publication address?

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2. What are the key road safety messages communicated through the publication?

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SECTION 4 – PROGRAMME RESULTS AND IMPACT

1. Publication Results

- Describe the measurable outcomes achieved through the publication.
(Maximum 200 words)

Include, where applicable:

- Number of readers reached
- Public or community response
- Awareness or advocacy generated
- Follow-up actions or initiatives
- Policy or institutional response
- Behavioural changes
- In-kind support or other road-safety actions generated
- Other measurable road safety outcomes:
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2. Inclusivity and vulnerable road users

Describe how the publication addresses the experiences, risks or needs of vulnerable road users, where applicable.

- | | | |
|--|--|--|
| ☐ School Children | ☐ Motorcyclists | ☐ Three-wheel Riders |
| ☐ Bus Drivers | ☐ Truck Drivers | ☐ Pedestrians |
| ☐ Cyclists | ☐ Persons with Disabilities | ☐ Women |
| ☐ General Public | ☐ Employees | ☐ Other (Specify) |

3. Innovation

Describe any innovative approaches used in communicating road safety issues, such as investigative journalism, storytelling, data journalism, visual presentation, human-interest stories, interviews or other approaches. (Maximum 100 words)

4. Consistency and continuity

If the publication is part of a series or recurring coverage, describe its continuity and contribution to keeping road safety on the public agenda.

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SECTION 5 – REACH AND PUBLIC ENGAGEMENT

1. **Estimated Readership / Reach:**.....
2. **Geographical reach:**
☐ Islandwide ☐ Provincial ☐ District ☐ Other:
3. **Public Engagement / Response:**
Briefly describe the public response or engagement generated by the publication, including digital engagement where applicable:
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SECTION 6 – CONTENT QUALITY AND CREDIBILITY

1. **Key experts, professionals or organizations featured/ consulted:**
.....
2. **Sources of information / data used:**
.....
3. **Measures taken to ensure accuracy, balance and credibility of the content:**
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SECTION 7 – SUPPORTING EVIDENCE

Please attach or provide relevant supporting material.

- ☐ Copy of Published Article / Publication
- ☐ Publication Link, where applicable
- ☐ Circulation / Readership Statistics
- ☐ Social Media / Digital Analytics
- ☐ Reader Feedback / Testimonials
- ☐ Follow-up Coverage / Evidence of Impact
- ☐ Other Supporting Documents

Publication / Online Link:.....

SECTION 8 – DECLARATION

I/We certify that the information provided in this application is accurate and that the publication submitted for consideration was published during the specified eligibility period of the Road Safety Presidential Awards – Sri Lanka.

Name of Authorized Representative:

Designation:

Organization:.....

Signature:

Date: