

ROAD SAFETY PRESIDENTIAL AWARDS 2026

APPLICATION FORM

Best Road Safety TV Programme

SECTION 1 – APPLICANT / MEDIA ORGANIZATION DETAILS

1. **Organization Name:**

2. **Contact Person:**

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

SECTION 2 – PROGRAMME INFORMATION

1. **Name of Programme / Programme Series:**

2. **Type of Programme:**

- ☐ Television Programme
- ☐ Documentary
- ☐ Special Feature
- ☐ Magazine Programme
- ☐ Investigative Programme
- ☐ Other:

3. **Programme Duration:**

- ☐ Ongoing ☐ Completed

Start Date:

End Date (if completed):

4. **Date(s) of Broadcast:**

5. **Frequency:**

- ☐ One-off Programme ☐ Weekly ☐ Monthly ☐ Other:

6. **Brief Programme Summary**

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

(Maximum 200 words)

SECTION 3 – ALIGNMENT WITH NATIONAL ROAD SAFETY

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

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

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SECTION 4 – PROGRAMME RESULTS AND IMPACT

1. Programme Results

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

Include, where applicable:

- Number of beneficiaries reached
- Training programmes conducted
- Schools or communities engaged
- Reduction in crashes or injuries
- Infrastructure improvements
- In-kind support or resources provided
- Policy or behavioural changes

2. Inclusivity and vulnerable road users

Describe how the programme 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 presenting road safety issues, such as investigative reporting, storytelling, demonstrations, interviews, visual content or audience interaction.

(Maximum 100 words)

4. Consistency and continuity

If the programme is a series or recurring programme, 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 audience / viewership:**
2. **Geographical reach:**
☐ Islandwide ☐ Provincial ☐ District ☐ Other:
3. **Audience engagement / public response:**
Briefly describe the level of audience engagement and any notable public response to the programme, including digital engagement where applicable:
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SECTION 6 – CONTENT QUALITY AND CREDIBILITY

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

Please attach or provide links to relevant supporting material.

- ☐ Programme recording / video link
- ☐ Broadcast confirmation / schedule
- ☐ Audience / viewership statistics
- ☐ Social media / digital analytics
- ☐ Programme photographs / screenshots
- ☐ Audience feedback / testimonials
- ☐ Other supporting documents

Programme / Video Link:.....

SECTION 8 – DECLARATION

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

Name of Authorized Representative:

Designation:

Organization:.....

Signature:

Date: