




The **Media for Liberty Award** seeks to acknowledge and encourage media contributions that explore the relationship between economic and political liberty. The most outstanding entry published or transmitted in the preceding calendar year will receive an award of \$50,000.

Economists and political theorists have long debated the relationship between economic liberty (i.e., the freedom of individuals to participate in a free-market environment) and political liberty (i.e. freedom from government intervention and fostering of civil liberties). Prominent economists such as Milt Friedman have argued that free economics are conducive to political freedom. The promotion of economic and political liberties requires continual examination by policy makers both in the United States and across the globe. But the media can play an equally vital role in promoting these freedoms through its treatment of and attention to current issues and news events and the societies, cultures and people who are either prospering or struggling in their pursuit of them. Journalism – in various viewpoints and in various formats – that offers new insights to illustrate this correlation will become increasingly relevant as boundaries are lifted and these ideas applied globally. The objective of this award is to create a society that is better informed and more engaged. The contest is structured as follows:

<p><b>RECOGNIZED MEDIA OUTLETS</b></p>	<p>Entries must either have been published or transmitted via print or electronic media. Eligible media outlets, including newspaper, magazines, journals, radio, television and websites, must be generally recognized in their markets and accessible to a broad audience in the United States.</p>
<p><b>KEY PARAMETERS</b></p>	<ul style="list-style-type: none"> <li>✦ <b>LENGTH:</b> Print entries may not exceed 20,000 words. Electronic entries may not exceed 120 minutes.</li> <li>✦ <b>LANGUAGE:</b> All entries must be in English, or submitted with an English translation or with English subtitles.</li> <li>✦ <b>DATES:</b> Entries must be originally published or transmitted between January 1 and December 31, 2010.</li> <li>✦ <b>EXAMPLES:</b> Eligible entries may include news reporting, feature coverage, investigative reporting, articles, essays, editorials, commentaries, documentaries and educational works.</li> <li>✦ Programs produced and intended for general theatrical motion picture release are not eligible.</li> </ul>



<p><b>JUDGING CRITERIA</b></p>	<ul style="list-style-type: none"> <li>✦ Degree to which theme is addressed</li> <li>✦ Inspirational and educational value</li> <li>✦ Mastery of media format</li> </ul>
<p><b>SUMMARY OF CONTEST RULES</b></p>	<ul style="list-style-type: none"> <li>✦ Entries must be received by January 7th, 2011.</li> <li>✦ This contest is open to entrants worldwide who are at least 21 years of age at the time of entry. Employees of Liberty Media (and its affiliates), their immediate families and those living in their household are not eligible.</li> <li>✦ Original creative works only. Collections of quotes, passages, and speeches etc. will not be accepted.</li> <li>✦ Two copies of each entry must be submitted for judging in the format prescribed in the Official Contest Rules.</li> <li>✦ Entry form (available on Liberty Media’s website: <a href="http://www.LibertyMedia.com/MediaforLibertyAward">www.LibertyMedia.com/MediaforLibertyAward</a>) must be fully completed and secured to the front of each entry. Entry forms may be copied as needed.</li> <li>✦ Liberty Media must be granted a non-exclusive license to reprint, rebroadcast or otherwise use the work as further set forth in the Official Contest Rules.</li> <li>✦ All entries become property of Liberty Media and no entry materials will be returned.</li> <li>✦ Winner will be announced in February, 2011.</li> <li>✦ The 2011 Media for Liberty Award will be presented to the winner at an awards banquet in the Spring of 2011 in Washington D.C. Winner agrees to attend the event; travel costs and accommodations will be covered by Liberty Media.</li> <li>✦ Entries improperly submitted may be rejected.</li> <li>✦ Judging decisions are final.</li> </ul>
<p><b>ADDRESS ENTRIES TO</b></p>	<p><b>MEDIA FOR LIBERTY AWARD</b>          Liberty Media Corporation          12300 Liberty Boulevard          Englewood, CO 80112</p>
<p><b>OTHER INFORMATION</b></p>	<p>For Entry Forms, Official Contest Rules and other information about the program please visit <a href="http://www.LibertyMedia.com/MediaforLibertyAward">www.LibertyMedia.com/MediaforLibertyAward</a>. You may also request a hard copy of the Entry Form or Official Contest Rules by calling 1-720-875-5400 during normal business hours (9 a.m. to 5 p.m. Mountain Time), or by sending a written request to “Media for Liberty Award” Contest, 12300 Liberty Blvd., Englewood, Colorado, United States 80112. Questions can be directed to 1-720-875-5400 or email <a href="mailto:MediaforLibertyAward@libertymedia.com">MediaforLibertyAward@libertymedia.com</a>.</p>
 <p>LIBERTY MEDIA CORPORATION</p>	<p><b>NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS CONTEST.</b> The Contest is open to entrants who are at least 21 years of age at the time of entry. Contest begins on May 18, 2010; all entries must be received by 5:00 p.m. Mountain Time on January 7, 2011. For complete details see Official Contest Rules online at <a href="http://www.LibertyMedia.com/MediaforLibertyAward">www.LibertyMedia.com/MediaforLibertyAward</a>. THIS CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.</p>