



# THE CARIBBEAN BROADCASTING AWARDS

## RULES

Revision 4  
Approved December 12, 2014

I. OWNERSHIP

The CARIBBEAN BROADCASTING AWARDS are the sole property of and are administered by the Caribbean Broadcasting Union (CBU). All rights reserved.

## **II THE AWARDS**

The Caribbean Broadcasting Awards shall go annually to the most outstanding works adjudged in the categories listed below.

**A. PEOPLE'S CHOICE AWARDS - Trophy (no cash award)**

To the radio entry and the television entry that receive the most votes in open polling (on-line or otherwise)

**B. PRODUCTION AWARDS (RADIO) - Trophy and US\$500**

1. Best Documentary Programme
2. Best Magazine Programme
3. Best Drama Programme
4. Best News Item
5. Best Investigative Report

**C. PRODUCTION AWARDS (TELEVISION) - Trophy and US\$500**

1. Best Documentary Programme
2. Best Magazine Programme
3. Best Drama Programme
4. Best News Item
5. Best Investigative Report

**D. THEME AWARDS (RADIO) - Trophy and US\$500**

To the best radio entry on each of the following themes:

1. Indigenous Peoples of Suriname (sponsored by UNDP Suriname)
2. Rights and Governance in Suriname (sponsored by UNDP Suriname)
3. Citizen Security & Community Safety in Trinidad and Tobago (Sponsored by UNDP Trinidad and Tobago)
4. Children/ Youth (sponsored by UNICEF)
5. Education/ Culture (sponsored by UNESCO)

**E. THEME AWARDS (TELEVISION) - Trophy and US\$500**

To the best television entry on each of the following themes:

1. Indigenous Peoples of Suriname (sponsored by UNDP Suriname)
2. Rights and Governance in Suriname (sponsored by UNDP Suriname)
3. Citizen Security & Community Safety in Trinidad and Tobago (Sponsored by UNDP Trinidad and Tobago)
4. Children/ Youth (Sponsored by UNICEF)
5. Education/ Culture (Sponsored by UNESCO)
6. Agriculture (sponsored by FAO)

**F. SPECIAL AWARDS -**

**Special Awards (Health) Trophy & US\$500**

1. Best healthy lifestyle feature (Radio)
2. Best healthy lifestyle feature (Television)
3. Best investigative reporting on health issues (Radio)
4. Best investigative reporting on health issues (Television)
5. Clare Forrester award for best health journalism (Radio) (sponsored by PAHO Barbados & the Eastern Caribbean)
6. Clare Forrester award for best health journalism (Television) (sponsored by PAHO Barbados & the Eastern Caribbean)

**Open to Members and Non-Members Trophy (no cash award)**

1. Best Commercial Spot (Radio)
2. Best Commercial Spot (Television)
3. Best Public Service Spot (Radio)
4. Best Public Service Spot (Television)

**G. NOTES**

1. Themes listed in D, E, and F above are subject to alteration from time to time at the discretion of the CBU.
2. The CBU may offer, as and when advisable, sponsored, incentive awards open to particular member groupings, with a view to encouraging their greater participation in the competition.

### **III AWARDS DESCRIPTION**

1. The CBU shall identify or commission an original design for the trophy to be presented at each Awards ceremony.
2. The names of Caribbean Broadcasting Hall of Fame inductees and other persons whom the CBU may wish to honour signally may be attached to particular awards at the discretion of the CBU.
3. Each trophy won by a member shall be inscribed with the name of the member stations, together with the name/names of the producer/presenter or production team as identified on the entry form.
4. In the case of Special Awards trophies won by non-members, each shall be inscribed with the name of the originating production entity, together with the name/names of the producer/production team as identified on the entry form.
5. The CBU shall seek institutional or commercial sponsorship for every award. In any case, where the CBU, despite its best endeavours, is unable to obtain institutional or commercial sponsorship, the award shall be financed by the CBU itself.
6. The names of institutional and commercial sponsors of awards shall be publicly associated with particular awards they sponsor.

#### **IV            SELECTION CRITERIA**

1. Only entries submitted by the CBU's Full Members and Caribbean-based Associate Members shall be eligible (except where otherwise specified).
2. Entries in the Special Awards category, open to non-members, must be nominated and submitted by CBU members.
3. All entries (except those in the Special Awards category open to non-members) must be original productions by the member entities concerned.
4. All entries must have been broadcast on a member station during the calendar year preceding the final date of submission.
5. Entries may be in any of the official languages of the countries/ territories in which the submitting members are located.
6. Where the selection criteria herein stated have not been met, the entry shall be disqualified.

## V DEFINITIONS

1. For the **Production Awards** the following definitions will be applied:
  - a. Documentary - a programme of twenty (20) minutes or greater length which uses interviews with people involved in real events to tell factual stories about current or historical events or to present a “personal story”
  - b. Magazine - a programme of twenty (20) minutes or greater length that contains a variety of topical items
  - c. Drama - a scripted programme which portrays fictional events and may be based on a stage play or other original written work
  - d. News item - a report on a current event presented during a radio or television newscast, without editorial comment
  - e. Investigative report - an item of systematic, in-depth, and original research and reporting, usually involving the unearthing of hidden information
  
2. For the **Theme Awards**, the following definitions will be applied:
  - a. Indigenous Peoples of Suriname - programming in any genre that highlights any aspect of the life of Surinamese indigenous people including, but not limited to: cultural and traditional practices, rights and social exclusion
  - b. Rights and Governance in Suriname - programming in any genre that highlights but is not limited to the following issues: transparency and anti-corruption, freedom of information, gender, women in leadership,
  - c. Citizen Security & Community Safety - programming in any genre that highlights the developmental issues arising from crime and violence, justice and law enforcement as well as the preventative measures that can help to resolve these issues in order to build peace and stability
  - d. Children/ youth - programming in any genre that highlights issues affecting children and youth, and accords with the principles of responsible coverage of / programming on children’s issues
  - e. Education/ culture - programming in any genre that highlights issues related to education or culture in any individual country/territory or grouping of countries/territories in which the CBU is represented
  - f. Agriculture - programming in any genre that highlights issues related to: food security, food sovereignty, livelihoods in agriculture, modernization of and innovation in agricultural techniques, agricultural value chains and tie-ins with other economic sectors

3. For the **Special Awards (Health)** the following definitions will be applied:
  - a. **Healthy lifestyle feature** - programming in any genre on radio and television that highlights but is not limited to food and nutrition, exercise and fitness as well as wellness trends. The key criteria of assessment are sound reporting, the depth of understanding of the subject, accuracy and the ability to inform, motivate and inspire listeners/ viewers to lead healthier lives.
  - b. **Best investigative reporting on health issues** - investigative reporting on radio and television on a health or healthcare issue, presented as a single item or an item in a series by an individual or team. The entries will be assessed for solid and responsible reporting, quality of research, clinical and scientific accuracy and likely implications for the healthcare arena and broader society
  - c. **Best health journalism** - a news report on radio and television on a health or healthcare issue in the media. The winning entries will be original in presentation; demonstrate skilful integration of sound and/or visuals; show clarity and depth of understanding; and be clinically and scientifically accurate



## V SUBMISSION PROCEDURES

1. A record of each entry shall be submitted on the official entry form. Where the entry form has not been completed in all respects and signed by an authorised representative of the member, the entry shall be disqualified.
2. The responsible producer or production team shall be clearly identified on the entry form. Where a non-member's entry is submitted by a member in the Special Awards category, the names of the originating production entity must also be stated.
3. Each entry shall be submitted for an award **in only one category**. The relevant category must be clearly specified on the entry form. Where members submit a single entry for more than one category they will be advised by the Secretariat and required to select a single category in which each entry is to be judged.
4. Where an entry is a series or serial, unless otherwise specified in the rules for a particular award, only one programme from the series or serial shall be submitted per category.
5. Members may enter as many categories as they wish but **shall not submit more than five (5) entries per category**. Where members exceed the maximum number of entries per category they will be advised by the Secretariat and asked to select the five (5) or fewer entries to be submitted. Failure to respond will disqualify all entries from the member involved in that particular category of award.
6. Entries shall be submitted electronically, with their entry forms, to the CBU address [info@caribroadcastunion.org](mailto:info@caribroadcastunion.org) attached to an e-mail message titled "CBU Caribbean Broadcasting Awards Entry". Multiple entries and their associated forms may be attached to a single message.
7. Where members are unable to submit entries electronically they may do so on tape or disc or other physical medium as appropriate. Where physical entries are submitted, the tape or disc as well as the case/sleeve must be clearly labelled with the entry title and duration and the name of the submitting member. Material submitted is not returnable.
8. Where entries are not self-contained, they must be accompanied by transcripts of the lead-ins. All video entries are to be prepared at the start with colour bars and the international standard ten (10) second countdown.
9. Entries received after the stated closing date will be disqualified.
10. Only entries from members who are in good financial standing as of the closing date for submissions will be eligible for judging.

## VI JUDGING PROCESS

1. The CBU Secretariat shall scrutinize all entries upon receipt and tabulate for the judging process those entries which meet the selection criteria and adhere to the submission procedures.
2. For the judging of all categories except “People’s Choice” awards (selected by on-line and other means of polling) the CBU shall appoint each year a panel of qualified assessors and shall designate from among them a Chief Judge. Panel members shall not be affiliated to CBU member systems and shall be drawn from two (2) or more member territories.
3. The size of the judging panel and its modus operandi shall be determined each year by the CBU in consultation with the Chief Judge.
4. Technical Criteria for the judging of entries shall be:
  - i. Content - Judges will assess the text of the entry for clarity, grammatical correctness, cohesiveness and flow. Judges will assess audio and/or video inserts for relevance to the overall production.
  - ii. Production - Judges will assess where applicable, quality of research demonstrated by the entry. Judges will also assess the entry for creativity in the use of material.
  - iii. Presentation - Judges will assess the entry for skill of on-air presenters, including interviewers, in audibility, clarity of speech, and use of voice. Judges will also assess entries for skill in directing (video) quality of set design (video) and, where applicable, wardrobe (drama).
  - iv. Technical - Judges will assess skill demonstrated in editing (audio and/ or video) quality of sound (actuality, voice and music) as well as lighting and camera work (video)
  - v. Impact - Judges will assess entries for overall interest and effect
5. Depending on their assessment of the standard of entries, the judges may withhold awards in any category as they see fit. They may also ascribe “Special Mention” (without award) to an entry where warranted.
6. Decisions of the judges shall be by consensus and shall be final.

## **VII                    AWARDS PRESENTATION**

1.    Trophies won become the property of the member stations originating the winning entries and shall be received on their behalf by persons duly authorized by them.
2.    Any re-assignment of a trophy to the permanent custody of a person or persons participating in a winning entry is at the discretion of the originating station and is not a prerogative of CBU.
3.    In the case of Special Awards trophies won by non-members, each becomes the property of the originating production entity, which shall have sole discretion over any re-assignment of custody.
4.    Each cash prize shall go to the producer/presenter of a winning entry or be shared equally among the production team as identified on the entry form.
5.    The precise date, venue and form of the Presentation Ceremony shall be decided from year to year by the CBU.
6.    Unless otherwise specified, the CBU shall not be responsible for costs related to the attendance of persons receiving awards at the Presentation Ceremony.
7.    The CBU shall have the right to use extracts from winning entries for promotional/publicity purposes.

**VIII            TIMETABLE**

|                              |  |
|------------------------------|--|
| <b>December 16, 2014</b>     | <b>Call for 2014 entries</b>   |
| <b>January 30, 2015</b>      | <b>Reminder to members</b>   |
| <b>February 27, 2015</b>     | <b>Reminder to members</b>   |
| <b>March 31, 2015</b>        | <b>Closing date for entries</b>  |
| <b>April 1-15, 2015</b>      | <b>Sorting of entries and preparation for judging</b>                                      |
| <b>April 16, 2015</b>        | <b>Entries for on-line polling uploaded to CBU website</b>                                 |
| <b>April 16-May 25, 2015</b> | <b>Judging of entries by panel and/or public polling</b>                                   |
| <b>May 26-June 9, 2015</b>   | <b>Collation of results</b>  |
| <b>June 10-July 31, 2015</b> | <b>Preparation of trophies, certificates and other materials for Presentation Ceremony</b> |
| <b>August 18, 2015</b>       | <b>Presentation Ceremony: St. George's, Grenada</b>  |