



THE CARIBBEAN MEDIA AWARDS

RULES

Approved December 12, 2018

I. OWNERSHIP

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

II THE AWARDS

The CBU Caribbean Media 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 entries in each of the eligible formats (TV, radio, print and digital) 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. SPECIAL AWARDS - Open to Members and Non-Members
Trophy (no cash award for spots)**

1. Best Commercial Spot (Radio)
2. Best Commercial Spot (Television)
3. Best Public Service Spot (Radio)
4. Best Public Service Spot (Television)
5. **GOLDEN CONCH SHELL AWARD (Radio, TV, Print, Digital) -
Sponsored by Island Media**
To a Caribbean journalist for outstanding coverage of events or issues that had regional impact or significance

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

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

1. Responsible Coverage of Children's Issues (sponsored by UNICEF Eastern Caribbean Area Office)¹
2. Coverage of HIV/AIDS Prevention, Treatment, Care & Support (sponsored by CVC)

¹ See Note 3

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

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

1. Responsible Coverage of Children's Issues (Sponsored by UNICEF Eastern Caribbean Area Office)²
2. Coverage of HIV/AIDS Prevention, Treatment, Care & Support (sponsored by CVC)

G. THEME AWARDS (DIGITAL)

1. Responsible Coverage of Children's Issues (Sponsored by UNICEF Eastern Caribbean Area Office)³
2. Coverage of HIV/AIDS Prevention, Treatment, Care & Support (sponsored by CVC)

H. THEME AWARDS (PRINT)

1. Responsible Coverage of Children's Issues (Sponsored by UNICEF Eastern Caribbean Area Office)⁴
2. Coverage of HIV/AIDS Prevention, Treatment, Care & Support (sponsored by CVC)

NOTES

1. Themes listed in E to H 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.
3. The Theme Awards for Responsible Coverage of Children's Issues (sponsored by UNICEF Eastern Caribbean) are open only to eligible members operating from: Anguilla; Antigua and Barbuda; Barbados; the British Virgin Islands; Dominica; Montserrat; Grenada; St. Kitts & Nevis; St. Lucia; St. Vincent & the Grenadines; Trinidad and Tobago; and the Turks & Caicos Islands.

² See Note 3

³ See Note 3

⁴ See Note 3

III AWARDS DESCRIPTION

1. The CBU shall identify or commission an original design for the trophy to be presented at each Awards ceremony, except the Golden Conch Shell Award.
2. The names of CBU 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, together with the name/names of the responsible person or persons as identified on the entry form.
4. In the case of trophies won by non-members, each shall be inscribed with the name of the originating production entity, together with the name/names of the responsible person or persons 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. All CBU members are eligible to submit entries for the annual competition. However, only entries submitted by CBU's full and Caribbean-based associate members shall be eligible for cash prizes (except where otherwise specified).
2. Entries in the Golden Conch Shell Award may be nominated and submitted by CBU members, as well as by the judging panel to be convened by the Award sponsor
3. All entries must be original productions by the submitting entities concerned.
4. All entries must have been published for the first time by the submitting entity during the calendar year preceding the final date of submission. In the case of the 2018 CMAs the material must have been published between January 1 and December 31, 2018.
5. Entries submitted and assessed in a previous year of the competition are not eligible for entry in a later year.
6. Where the selection criteria stated in the Rules, and/or on the Entry Form and/ or in official directives from the CBU, have not been met, the entry shall be disqualified.

V DEFINITIONS

1. For the **format** of entries, the following definitions will be applied:
 - a. Television - AV material transmitted on free-to-air or subscription television services
 - b. Radio - audio material transmitted on free-to-air radio services
 - c. Print - text material with still images or graphics published in newspapers or text magazines
 - d. Digital - any or a combination of AV, audio, print, still or moving images or graphics material published **only on on-line or digital platforms** e.g. website, podcast

2. For the **Production Awards** the following definitions will be applied:
 - a. **Documentary** - a programme or single episode of a series; minimum twenty (20) minutes and maximum sixty (60) minutes, 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 or single episode of a series; minimum twenty (20) minutes and maximum sixty (60) minutes, that contains a variety (four or more) topical items
 - c. **Drama** - a scripted programme or single episode of a series; minimum five (5) minutes, maximum sixty (60) minutes, which portrays fictional events and may be based on a stage play or other original written work
 - d. **News item or feature** - a report on a current event; minimum ninety (90) seconds and maximum five (5) minutes, presented during a radio or television newscast, without editorial comment
 - e. **Investigative report** - an item on a current event of a minimum of ninety (90) seconds and maximum ten (10) minutes produced through systematic, in-depth, and original research and reporting, usually involving the unearthing of hidden information

3. For the **Theme Awards**, the following definitions will be applied:
 - a. **Responsible Coverage of Children’s Issues** - 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
 - b. **Coverage of HIV/AIDS Prevention, Treatment, Care & Support** - programming or material in any genre which highlights the progress and/ or challenges in Key Populations’ access to health and HIV prevention, treatment, care and support. Issues include policies and laws which are enabling or act as barriers to health and HIV care, stigma and discrimination, best practices and innovations, key government and/ or civil society initiatives making a difference. Key Populations include sex workers, drug users, MSMs, transgender individuals, persons in prison or other closes institutions, mobile/ migrant populations, marginalised children and youth.

- c. **Golden Conch Shell Award** - a body of work, evidenced by a portfolio of at least four (4) television &/ or radio &/or print &/or digital publications, exhibiting outstanding coverage of events or issues that had regional impact or significance.

VI 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 submitting entity, the entry shall be disqualified.
2. The responsible persons shall be clearly identified on the entry form. Where a non-member's entry is nominated by a member, the names of the originating production entity must also be stated.
3. Except for the Golden Conch Shell Award, each entry shall be submitted for an award **in only one category**. The relevant category must be clearly specified on the entry form. Where an item has been submitted for more than one category the submitting/ nominating entity will be advised by the Secretariat and required to select a single category in which the 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 episode from the series or serial** shall be submitted per category.
5. Submitting entities may enter as many categories as they wish but, except for the Golden Conch Shell Award, **shall not submit more than five (5) entries per category**. Where the maximum number of entries per category is exceeded, the submitting entity 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 may be submitted electronically, with their entry forms, to the CBU address info@caribroadcastunion.org via an e-mail message titled "CBU Media Awards Entry". Multiple entries and their associated forms may be included with a single message.
7. Entries may be submitted as attachments or via links to file-sharing sites, which must be freely accessible to the CBU Secretariat or uploaded to the relevant member folder in the **CBU Media Share** portal. Where the link to the file-sharing site is only available for a limited duration, the closing date for accessing the link must be clearly stated in the body of the message.
8. Where it is not possible to submit entries electronically they may be provided on tape or disc or other physical medium as appropriate.
9. 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.

10. Physical recordings of entries sent by mail must be postmarked no later than the closing date for submissions.
11. Material submitted is not returnable.
12. Where radio, television or digital entries are not self-contained, they must be accompanied by transcripts of the lead-ins.
13. All video entries are to be prepared at the start with colour bars and the international standard ten (10) second countdown.
14. Entries may be in any of the official languages of the countries/territories in which the submitting members are located. However, all entries not in English must be accompanied by a complete Standard English translation of the entire entry or be close-captioned in English.
15. Entries received after the stated closing date will be disqualified.
16. Only entries from members who are in good financial standing as of the date for assessment by the judging panel are eligible for receipt of a cash prize, except where otherwise indicated.

VII 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 the Golden Conch Shell Award and the “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 that have submitted entries for the current competition 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, flow and completeness of information. 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. The sponsors of specific theme awards are invited to provide technical input on the entries recommended by the CBU judging panel for award or special mention. Sponsors may determine whether the recommended items are suitable for award or special mention.
7. Decisions of the judges’ panel shall be final.

VIII AWARDS PRESENTATION

1. Trophies won become the property of the entities 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 submitting entity and is not a prerogative of CBU.
3. In the case of 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. Only entries from CBU members who are in good financial standing as of the date for assessment by the judging panel are eligible for receipt of a cash prize
5. The precise date, venue and form of the Awards 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.
8. Unless otherwise indicated by the submitting entity, the CBU shall have the right to transmit/ publish winning entries via the media services of its affiliate, the Caribbean Media Corporation (CMC).

IX **TIMETABLE**

December 13, 2018	Call for entries, announcement of competition categories and entry forms and publication of updated Awards rules
January 5 - March 29, 2019	Periodic reminders re entries
April 5, 2019	Closing date for receipt of entries submitted electronically and for postmarking of physical recordings of entries submitted by mail
April 8 - 26, 2019	Sorting of entries and preparation for judging
April 29 - June 21, 2019	Judging of entries by panel or public polling
June 24 - 28, 2019	Collation and verification of results with theme category sponsors
June 28 - July 19, 2019	Preparation of trophies, certificates and other materials for Presentation Ceremony
August 13, 2019	Presentation Ceremony: San Andres Island, Colombia