



THE CARIBBEAN MEDIA AWARDS

RULES

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.

The Awards shall be held as part of the Annual General Assembly of the Caribbean Broadcasting Union (CBU) or as may be determined by the Board of Directors if there are compelling factors for same.

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 unique votes in open polling (online 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 where presented through 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)

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.

Entries from territories other than those listed will be eligible for awards but not sponsored by UNICEF Eastern Caribbean Office.

² See Note 3

³ See Note 3

⁴ See Note 3

III AWARDS DESCRIPTION

1. The CBU shall identify or commission after consultation with the host for the Annual General Assembly, an approved design for the trophy to be presented at each Awards ceremony.
2. The names of CBU Hall of Fame inductees and other persons whom the CBU may wish to honour 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. The member on whose system or in whose publication the material was aired/published should also be inscribed on the award.
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.
7. All entrants should be advised as a condition of entering each CBU member is to be allowed to utilise the programme/content at least twice on its platform.
8. Promotion of Awards: CBU members are required to air an Awards promotion package within a specified period of time each week of each award season, across the region. Said content will be given to members, as indicated in Item 7, in exchange for the member providing airtime to promote the awards.

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. All entries must be original productions by the submitting entities concerned.
3. All entries must have been published for the first time by the submitting entity during the calendar year preceding the final date of submission. Material must have been published between January 1 and December 31, of 2019 and 2020.
4. Entries submitted and assessed in a previous year of the competition are not eligible for entry in a later year.
5. 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 online 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/Feature** - 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
 - c. individuals, persons in prison or other closes institutions, mobile/ migrant populations, marginalised children and youth.

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. 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 **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 media 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. All associated costs must be paid by the Sender.
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 “People’s Choice” award (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 in 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, inaudibility, 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 the 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 also have the right to transmit/ publish winning entries via the media services of its affiliate, the Caribbean Media Corporation (CMC).

Revised: January 20, 2021

IX

TIMETABLE

January 29, 2021	Call for entries, announcement of Competition categories and entry forms and publication of updated Awards Rules.
Feb. 08 - Mar. 31, 2021	Periodic reminders re entries
April 30, 2021	Closing date for receipt of entries submitted electronically and for postmarking of physical recordings of entries submitted by mail
Apr. 19 - May 19, 2021	Sorting of entries and preparation for Judging
May 21 - July 02, 2021	Judging of entries by panel or public polling
July 05 - July 09, 2021	Collation and verification of results with theme category sponsors
July 12 - Aug. 06, 2021	Preparation of trophies, certificates and other materials for Presentation Ceremony
August 17, 2021	Presentation Ceremony, Trinidad & Tobago