

# THE 2021 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.

The CBU may offer, as and when advisable, sponsored, incentive awards open to specified media groupings, with a view to encouraging their greater participation in the competition.

## **II THE AWARDS**

The CBU Caribbean Media Awards shall be presented annually to the most outstanding works adjudged in the categories listed below.

### **A. PEOPLE'S CHOICE AWARDS -**

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) -**

1. Best Documentary Programme
2. Best Magazine Programme
3. Best Drama Programme
4. Best News Item
5. Best Investigative Report
6. Best Comedy Item
7. Best Entertainment Programme

### **C. PRODUCTION AWARDS (TELEVISION) -**

1. Best Documentary Programme
2. Best Magazine Programme
3. Best Drama Programme
4. Best News Item
5. Best Investigative Report
6. Best Comedy Item
7. Best Entertainment Programme

### **D. SPECIAL AWARDS -**

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) -**

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)
2. Coverage of Disaster Risk Reduction (sponsored by UNDRR)
3. Coverage of the COVID-19 Pandemic
4. Coverage of People with Disabilities

**F. THEME AWARDS (TELEVISION) -**

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. Coverage of Disaster Risk Reduction (sponsored by UNDRR)
3. Coverage of the COVID-19 Pandemic
4. Coverage of People with Disabilities
5. Health Education Journalism (sponsored by Sagicor)
6. Financial Literacy Journalism (sponsored by Sagicor)

**G. THEME AWARDS (DIGITAL)**

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

1. Responsible Coverage of Children's Issues (Sponsored by UNICEF Eastern Caribbean Area Office)
2. Coverage of Disaster Risk Reduction (sponsored by UNDRR)
3. Coverage of the COVID-19 Pandemic
4. Coverage of People with Disabilities

**H. THEME AWARDS (PRINT)**

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

1. Responsible Coverage of Children's Issues (Sponsored by UNICEF Eastern Caribbean Area Office)<sup>1</sup>
2. Coverage of Disaster Risk Reduction (sponsored by UNDRR)
3. Coverage of the COVID-19 Pandemic
4. Coverage of People with Disabilities
5. Health Education Journalism (sponsored by Sagicor)
6. Financial Literacy Journalism (sponsored by Sagicor)

**I. CONTENT CREATION AWARDS - Only open to CBU members**

To the individual whose entry/entries best demonstrate their qualification for the following:

1. Social Media Content Creator
  2. Best Videographer
  3. Best Producer (Radio)
  4. Best Producer (TV)
  5. Best Director (TV)
  6. Best Sound Engineer (Radio)
  7. Best Sound Engineer (TV)
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### **III AWARDS DESCRIPTION**

1. The CBU shall identify or commission after consultation with the host for the Annual General Assembly, and the individual sponsors (where appropriate) an approved design for the trophies 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.
5. The CBU may 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 sponsors of awards shall be publicly associated with the categories they sponsor.

## **IV SELECTION & AWARDS CRITERIA**

1. All Caribbean media entities (as defined below) are eligible to submit entries for the CBU 2021 Caribbean Media Awards competition.
2. All categories, except the Content Creation Awards (Category I) are open to members and non-members.
3. Only entries submitted by CBU full and Caribbean-based associate members in good financial standing, shall be eligible for cash prizes.
4. To be considered an eligible Caribbean media entity, the non-members must be:
  - registered media entities
  - operating from and serving a Caribbean country or territory or multiple Caribbean countries/territories,
  - in compliance with the applicable regulations in their home jurisdiction/s including media and spectrum regulation as well as corporate affairs
5. Themed categories listed in E to I above are subject to alteration from time to time at the discretion of the CBU.
6. The Theme Awards for Responsible Coverage of Children's Issues (sponsored by UNICEF Eastern Caribbean Office) are open only to eligible entities 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.
7. All entries must be original productions by the submitting entities concerned.
8. Entries must have been published between January 1 and December 31, of 2021.
9. All entries must have been published for the first time by the submitting entity during the calendar year preceding the final date of submission. Entries submitted and assessed in a previous year of the competition are not eligible for entry in a later year.
10. 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.
11. By submitting material for the CBU Awards the submitting entity warrants that is duly authorised to do so, and that it indemnifies the CBU against any and all liability arising from challenges to the transmission or other use by the CBU from any entity or individual contesting such authorization.

12. As a condition of entry, each CBU member, as well as the CBU affiliate entity, the Caribbean Media Corporation (CMC) is permitted to utilise the submitted content in full, on its platforms/ channels free of cost.

## V DEFINITIONS

1. For the **format** of entries, the following definitions will be applied:
  - a. Television - Audio visual 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 Audio visual, audio, print, still or moving images or graphics material published **only on online or digital platforms** e.g., streaming service, website, podcast
  
2. For the **Production Awards** the following definitions will be applied:
  - a. **Documentary** - a single programme or episode of a series; minimum fifteen (15) minutes and maximum ninety (90) 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 fifteen (15) minutes and maximum ninety (90) minutes, which contains a variety (three or more) topical items
  - c. **Drama** - a scripted single programme or 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 scripted work
  - d. **News item or feature** - a report on a current event; minimum sixty (60) seconds and maximum five (5) minutes, presented during a radio, television, or digital newscast, or in a print publication without editorial comment
  - e. **Investigative report** - an item on a current event of a minimum of one hundred and twenty (120) seconds and maximum thirty (30) minutes produced through systematic, in-depth, and original research and reporting, usually involving the unearthing of hidden information
  - f. **Comedy** - an item in any content format which effectively uses humour to transmit messages.
  - g. **Entertainment** - an item which either presents a performance or other artistic activity or a programme or item which provides Caribbean-focused entertainment coverage
  
3. For the **Theme Awards**, the following definitions will be applied:
  - a. **Responsible Coverage of Children’s Issues** - content in any genre that highlights issues affecting children and youth, and accords with the principles of responsible coverage or programming on issues affecting children and youth.
  - b. **Coverage of Disaster Risk Reduction** - content in any genre that creates awareness of the effects of natural hazards, disaster resilience and risk reduction, adaptation strategies to increased risks, and/or



provides analytical insight in the risk reduction approaches followed at Caribbean, national or local level.

- c. **Coverage of COVID-19** - content in any genre which provides substantial coverage of the causes, effects and other relevant national or regional developments associated with the COVID-19 pandemic
  - d. **Coverage of People with Disabilities** - content in any genre which provides factual and relevant content on the lives and experiences of people with disabilities, in a manner that respects their rights
  - e. **Health education journalism** - news, or current affairs content, in any television programming or print format that focuses on and promotes an understanding of the national or regional health sectors
  - f. **Financial literacy journalism** - News or current affairs content, in any television programming or print format that focuses on and promotes an understanding of the financial components and skills pertaining to the effective management of money and debt.
4. For the **Content Creation Awards**, the following will apply
- a. Only CBU members are eligible to enter
  - b. Only personnel affiliated with CBU members in good financial standing are eligible for the award of the cash prize
  - c. Entries may be supported by a portfolio of relevant work containing no more than five (5) items. Where the items submitted are part of a series or serial, each episode from the series or serial shall be considered an entry.
  - d. The work presented must be primarily that of the nominated content creator
  - e. The nominated content creator must be clearly identified by category, first and last name, professional title and CBU member entity with which s/he is affiliated

## 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 person/s shall be clearly identified on the entry form. Where a non-member's entry is nominated by a member, the names of the responsible personnel at 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 are to be submitted electronically, with their entry forms, either:
  - to the CBU address [info@caribroadcastunion.org](mailto:info@caribroadcastunion.org) via an e-mail message titled "CBU 2021 Caribbean Media Awards Entry". Multiple entries and their associated forms may be included with a single message, **or**
  - as attachments or via links to file-sharing sites, which must be freely accessible to the CBU Secretariat. 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 **or**
  - uploaded to the relevant member folder in the **CBU Media Share** portal.
7. Where it is not possible to submit entries electronically, they may be provided on tape or disc or other physical media as appropriate.

8. 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.
9. 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.
10. Material submitted is not returnable.
11. Where radio, television or digital entries are not self-contained, they must be accompanied by transcripts of the lead-ins.
12. All video entries are to be prepared at the start with colour bars and the international standard ten (10) second countdown.
13. 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.
14. Entries received after the stated closing date will be disqualified.

## **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 and award 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 media entities 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 content 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 entries 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 in accordance with the rules 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.     The precise date, venue and form of the Awards Presentation Ceremony shall be decided from year to year by the CBU.
5.     Unless otherwise specified, the CBU shall not be responsible for costs related to the attendance of persons receiving awards at the Presentation Ceremony.
6.     The CBU shall have the right to use, as it deems appropriate extracts from winning entries:
  - During the live and/ or delayed transmission of the Awards ceremony, and
  - for promotional/publicity purposes.
7.     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).

## **IX TIMETABLE**

April 13, 2022	Call for entries, announcement of competition categories and entry forms and publication of updated Awards Rules.
April 27 - May 24, 2022	Periodic reminders re entries
May 25, 2022	Closing date for receipt of entries submitted electronically and for postmarking of physical recordings of entries submitted by mail
May 25 - June 3, 2022	Confirmation of eligibility of entries and preparation for judging
June 4 - June 30, 2022	Judging of entries by panel or public polling
July 1 - July 15, 2022	Collation and verification of results with theme category sponsors
July 18, 2022	Closing date for voting - PEOPLE'S CHOICE AWARD
July 18 - Aug. 12, 2022	Preparation of trophies, certificates and other materials for Awards Presentation Ceremony
August 16, 2022	Awards Presentation Ceremony, Trinidad & Tobago

Updated April 8, 2022