

THE 36th CBU MEDIA AWARDS

RULES



I. OWNERSHIP

The CBU 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 Media Awards shall be presented annually to the most outstanding works adjudged in that year's categories.

For the 36th round of the Awards to be presented in 2025 for winning material transmitted or published in 2024, the categories are as listed below:

- A. PEOPLE'S CHOICE AWARD**
 - 1. Best News & Current Affairs Reel
 - 2. Best Music Reel
 - 3. Best Comedy Reel
 - 4. Best Educational Reel

- B. PRODUCTION AWARDS (RADIO)**
 - 1. Best Documentary Programme
 - 2. Best Magazine Programme
 - 3. Best Drama Programme
 - 4. Best News Story
 - 5. Best Sports Story
 - 6. Best Investigative Report
 - 7. Best Comedy Item
 - 8. Best Entertainment Programme

- C. PRODUCTION AWARDS (TELEVISION)**
 - 1. Best Documentary Programme
 - 2. Best Magazine Programme
 - 3. Best Drama Programme
 - 4. Best News Story
 - 5. Best Sports Story
 - 6. Best Investigative Report
 - 7. Best Comedy Item
 - 8. Best Entertainment Programme

- D. PRODUCTIONS AWARDS (PRINT)**
 - 1. Best News Story
 - 2. Best Sports Story
 - 3. Best Investigative Item
 - 4. Best Entertainment Item

- E. PRODUCTION AWARDS (DIGITAL)**
 - 1. Best News Story
 - 2. Best Sports Story
 - 3. Best Investigative Item
 - 4. Best Entertainment Item

F. ADVERTISING AWARDS - Only open to items transmitted/ published on the media services of CBU Members

1. Best Commercial (Print)
2. Best Commercial (Digital)
3. Best Commercial (Radio)
4. Best Commercial (Television)
5. Best Public Service Advertisement (Print)
6. Best Public Service Advertisement (Digital)
7. Best Public Service Advertisement (Radio)
8. Best Public Service Advertisement (Television)

G. THEME AWARDS (RADIO)

1. Excellence in Responsible Reporting on Youth Involvement in Crime - **Sponsored by CariSECURE 2.0**

1. Excellence in Responsible Reporting on Trafficking in Persons - **Sponsored by CariSECURE 2.0**

1. Excellence in Media Coverage of Caribbean Arts and Culture - **sponsored by the Caribbean Culture Fund**

H. THEME AWARDS (TELEVISION)

2. Excellence in Environmental Reporting on Mangrove/Seagrass beds - **Sponsored by The Nature Conservancy Caribbean Division**

3. Child Rights Champion: Investigative Reporting Story - **sponsored by UNICEF Belize**

4. Child Rights Champion: Elimination of Violence Against Children (EVAC) - **sponsored by UNICEF Belize**

5. Child Rights Champion: Children who Inspire Story - **sponsored by UNICEF Belize**

6. Coverage of Healthy Nutrition Food Policy - sponsored by **Healthy Caribbean Coalition**

7. Excellence in Responsible Reporting on Youth Involvement in Crime - **Sponsored by CariSECURE 2.0**

8. Excellence in Responsible Reporting on Trafficking in Persons - **Sponsored by CariSECURE 2.0**

9. Excellence in Media Coverage of Caribbean Arts and Culture - **Sponsored by the Caribbean Culture Fund**

10. Best Production on Land Degradation Neutrality - **Sponsored by the Partnership Initiative for Sustainable Land Management**

I. THEME AWARDS (DIGITAL)

1. Excellence in Environmental Reporting on Coral Reefs - **Sponsored by the Nature Conservancy Caribbean Division**

2. Excellence in Responsible Reporting on Youth Involvement in Crime - **Sponsored by CariSECURE 2.0**

3. Excellence in Responsible Reporting on Trafficking in Persons - **Sponsored by CariSECURE 2.0**

4. Excellence in Media Coverage of Caribbean Arts and Culture - **Sponsored by the Caribbean Culture Fund**

J. THEME AWARDS (PRINT)

1. Coverage of Healthy Nutrition Food Policy - **sponsored by Healthy Caribbean Coalition**
2. Coverage of Gender Responsive Climate Action - **sponsored by SAEDI Consulting**
3. Excellence in Responsible Reporting on Youth Involvement in Crime - **Sponsored by CariSECURE 2.0**
4. Excellence in Responsible Reporting on Trafficking in Persons - **Sponsored by CariSECURE 2.0**
5. Excellence in Media Coverage of Caribbean Arts and Culture - **Sponsored by the Caribbean Culture Fund**
6. Best Production on Land Degradation Neutrality - **Sponsored by the Partnership Initiative for Sustainable Land Management**

K. CONTENT CREATION AWARDS - Only open to CBU members

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

1. Best Social Media Content Creator/s
2. Best Videographer
3. Best Director
4. Best Producer (Radio)
5. Best Producer (TV)
6. Best Sound Engineer (Radio)
7. Best Sound Engineer (TV)

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 awards at the discretion of the CBU.
3. Each certificate won shall be inscribed with the name of the submitting organisations, together with the name/names of the responsible person/s as identified on the entry form.
4. The CBU may seek institutional or commercial sponsorship for any 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.
5. The names of sponsors of awards shall be publicly associated with the categories they sponsor.

IV SELECTION & AWARDS CRITERIA

1. Non-member Caribbean entities (as defined below) may submit entries for the CBU Caribbean Media Awards competition in categories for which they are eligible.
2. The Advertising Awards categories are open to advertising agencies which are **not** members of the CBU. However, only entries which have been transmitted on / published in CBU member media services and publications during the eligible period are eligible.
3. Only entries submitted by active CBU members in good financial standing, at the time of entering the current round of the competition shall be eligible for cash prizes.
4. No cash prizes are presented to winners in the People's Choice and Advertising categories.
5. To be eligible to enter for the designated categories, unless otherwise stated, a non-member organisation must be:
 - operating from and serving a Caribbean country or territory or multiple Caribbean countries/territories, and
 - if a registered entity, in compliance with the applicable regulations in its home jurisdiction/s
6. Themed categories are subject to alteration from time to time at the discretion of the CBU in consultation with the relevant sponsors.
7. The Theme Awards sponsored by UNICEF Belize are open only to eligible organisations operating from Belize.
8. The Theme Awards on Healthy Nutrition Food Policy are open only to eligible organisations operating from: Anguilla; Antigua and Barbuda; the Bahamas, Barbados, Belize, the British Virgin Islands; the Commonwealth of Dominica; Grenada; Guyana, Haiti, Jamaica, Montserrat; St. Kitts & Nevis; St. Lucia; St. Vincent & the Grenadines; Trinidad and Tobago; and the Turks & Caicos Islands.
9. The Theme Awards on Youth Involvement in Crime are open only to eligible organisations operating from: Barbados, Grenada, and Saint Vincent and the Grenadines.
10. The Theme Awards on Trafficking in Persons are open only to eligible organisations operating from: Antigua and Barbuda, Barbados, Saint Lucia, and Trinidad and Tobago.
11. The Theme Awards on Land Degradation Neutrality are open only to eligible organisations operating from Caribbean Community member countries and territories: Antigua and Barbuda, The Bahamas, Barbados, Belize, the Commonwealth

of Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname, and Trinidad and Tobago.

12. The Theme Awards on Excellence in Media Coverage of Caribbean Arts and Culture are open only to eligible organisations operating in any country in the Dutch, English, French and Spanish Caribbean and the related Caribbean diasporas.

13. All entries must be original productions by the submitting entities concerned.

14. By submitting material for the CBU Media Awards the submitting entity warrants that is duly authorised to do so, and that it indemnifies the CBU against all liability arising from challenges to the transmission or other use by the CBU from any entity or individual contesting such authorization.

15. For all categories the named entrants must be able to demonstrate, if requested, that they retain authorial rights and/ or the full authorisation of contributing parties to assert the relevant rights over the content for the purpose of the Awards competition and any publication or reasonably foreseeable use arising from submission to and use in the competition.

16. Entries must not be produced by individuals who are immediate family members of the judges, sponsors or CBU Secretariat personnel.

17. All entries must have been transmitted or published for the first time by the submitting entity during the period January 1 to December 31, 2024.

18. Entries submitted and assessed in a previous year of the competition are not eligible for re-entry.

19. 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.

20. As a condition of entry, each CBU member, as well as CBU affiliate the Caribbean Media Corporation (CMC) is permitted to utilise the submitted content, on its services, platforms and channels free of cost, with due credit to the submitting entity any publication or reasonably foreseeable use arising from submission to and use in the competition.

V DEFINITIONS

1. For the **means of dissemination** 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 or subscription radio services.

c. **Print** - text material with still images or graphics published in printed publications or text magazines

d. **Digital** - any item or a combination of audio visual, audio, print, still or moving images or graphics material published **first and primarily on online or digital platforms** e.g., streaming service, website, micro sites, blogs, podcasts

2. For the **People's Choice Awards** the following definition will apply:

a. **Votes** - In each of the stated categories the winner will be the entry that receives the most positive engagement in the form of votes in open polling on the CBU website and "likes" on the **CBU social media platforms**

b. **Reel** - short-form digital content transmitted first and primarily on social media, of fifteen (15) to ninety (90) seconds, set to music or other audio. The reel may have been published on any non-CBU social media platform. However, the content must be suitable for transmission on the CBU website or social media pages and not contain the following characteristics: profane or abusive language, sexualised content, graphic violence, derogatory terms or depictions, discriminatory material or any other content deemed objectionable by the CBU.

3. For the **Production Awards** the following definitions will apply:

a. **Documentary** - a single non-fiction programme or episode of a series; minimum five (5) minutes and maximum ninety (90) minutes, which intercuts and integrates elements such as interviews with people involved in real events, archival material, as well as narration to tell a single coherent factual story or related stories about current or historical events or to present a "personal story".

b. **Magazine** - a single non-fiction programme or episode of a series; minimum fifteen (15) minutes and maximum ninety (90) minutes, which contains a variety of items (four or more) of content, including but not limited to: talks, discussions, interviews, reviews and music.

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** - a single non-fiction journalistic 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** - a single non-fiction journalistic item on a current event of a minimum of five (5) minutes and maximum thirty (30) minutes produced through systematic, in-depth, and original research and reporting, usually involving

the unearthing of hidden information, presented during a radio, television, or digital newscast, or in a print publication without editorial comment.

f. **Sports** - an organised activity conducted on a competitive basis involving physical exertion and/ or skill as the primary focus with defined governing rules

g. **Comedy** - a non-journalistic item produced and presented specifically as comic entertainment that effectively uses humour

h. **Opinion/ Column** - an item published which provides opinion, commentary and analysis on the relevant subject matter, in the op/ed format and clearly identifiable as such, not presented as a news item,

i. **Entertainment** - an item which either presents a performance or other artistic activity or a programme or item which provides Caribbean-focused entertainment coverage.

4. For the **Advertising Awards** the following will apply:

a. **Advertisement** - a paid or sponsored form of non-personal presentation of ideas, goods or services by an identified sponsor to attract interest, engagement, and sales.

b. **Public Service Announcement** - a sponsored or unsponsored, often published on behalf of a government agency or non-profit organization to raise awareness about an issue of public interest designed to positively change attitudes and/or behaviour.

c. **Commercial Spot** - an advertisement with a duration of three (3) minutes or less

d. **Non-commercial spot** - a PSA with a duration of three (3) minutes or less

5. For the **Theme Awards**, the following will apply:

a. **Environmental Reporting on Coral Reefs** - a story in any digital/ online-only publication, including websites, micro sites, blogs, podcasts, and other digital platforms, that best captures the issues surrounding the state - positive or negative - of a particular reef or reef system. The story must address an issue or topic surrounding the plight or success of a coral reefs in a given Caribbean island or country. The story should foster a better understanding of the issues affecting coral reefs by the public.

b. **Environmental Reporting on Mangrove or Seagrass Beds** - a television news story that best captures the issues surrounding the state - positive or negative of a particular of mangrove or seagrass beds in a Caribbean island or country. The story should foster a better understanding by the public of the important roles mangrove and seagrass beds play in the marine environment.

c. **Child Rights Champion - Investigative Reporting Story** - The item should explore/ highlight policies or actions or the lack thereof related to child rights in Belize. Eligible content may include but is not limited to: social protection and national efforts to reduce child poverty; access to education and connectivity; the provision of health services and, emerging issues relating to children on the move and the regional migration crisis; the situation of children with disability and children in contact or in conflict with the law. The report should promote an understanding of emerging issues affecting children at the community, district, or national level.

d. **Child Rights Champion - Elimination of Violence Against Children (EVAC)** - The item takes a human-rights based approach to reporting and analyses the

progress and/or challenges in the realization of this rights of children to be protected from violence in Belize. It raises awareness of emerging protection issues affecting children at the community, district, or national level seeking input from experts and relevant stakeholders including Government, civil society organizations and community activists.

e. **Child Rights Champion for UNICEF Belize**- Children who Inspire Story - The report should support child rights principles acknowledging the rights of children to be engaged and participate in various aspects of their society showcasing child(ren) as advocates and change agents. The report should feature child(ren) initiating or supporting programmes/interventions that inspires and positively impacts their peers, schools, or community

f. **Healthy Nutrition Food Policy** - content in any print genre that highlights nutrition policies or the lack of the implementation of nutrition policies which have been identified by the World Health Organization (WHO) as best ways to assist in reducing the incidence of childhood obesity and by extension non-communicable diseases, across the Caribbean.

g. **Poverty Reduction & Empowerment of Vulnerable Groups** - news items that show excellence in coverage of poverty reduction and alleviation including, but not limited to links between poverty reduction and areas that help to contribute to its alleviation such as education; human resource development, livelihoods enhancement, water and sanitation, basic community access and drainage, infrastructure development, and cross-cutting themes such as gender and climate change.

h. **Climate Change Awards** - content in the specified programme formats (as defined above) that addresses climate change impacts and responses at the community, local or regional level.

i. **Gender Responsive Climate Action** - a news item, investigative report or opinion/column in a print publication that explores/ highlights policies or actions or the lack thereof related to gender and climate change. Eligible content may include but is not limited to: gender mainstreaming in climate action, gender policies that include climate change, climate policies that include gender equality and women's empowerment, actions that include gender equality and social inclusion as it relates to climate change, as well as gender-based violence and climate change, inter-sectional gender analysis on climate risk and gender-just energy transition.

j. **Youth Involvement in Crime** - A news item that offers balanced and well-sourced insight into issues involving youth involvement in crime in Barbados, Grenada, or Saint Vincent and the Grenadines. This award recognises nuanced reporting which highlights underlying factors contributing to youth involvement in crime, and/or the complexity of juvenile justice systems, rehabilitation efforts, and crime prevention programmes, while avoiding sensationalisation and the perpetuation of stereotypes.

k. **Trafficking in Persons** - A news item that takes a human-rights based approach to reporting or raising awareness of trafficking in persons (TIP) in Antigua and Barbuda, Barbados, Saint Lucia, or Trinidad and Tobago. The content should be accurate, sensitive, and respectful of the rights of individuals involved, highlighting legal aspects related to TIP, including relevant international human rights standards and/or local counter-trafficking legislation, while seeking input from experts and avoiding reinforcing stereotypes or biases related to nationality, ethnicity, or gender.

l. **Land Degradation Neutrality** - News stories, opinion pieces, or investigative reporting on land degradation as well as good land management practices at the community, national and regional levels in CARICOM countries and territories.

6. 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 a cash prize.

c. Entries are to be supported by a portfolio of relevant work containing precisely four (4) items, no more or less.

d. The maximum duration of each audio-visual item in any entrant's portfolio is to be thirty (30) minutes. Entrants are permitted to submit extracts of longer works.

e. Where the items submitted are part of a series or serial, each episode from the series or serial shall be considered an entry.

f. The work presented must be that of the identified content creator/s.

g. The content creator must be clearly identified by category, first and last name, professional title and CBU member entity with which s/he is affiliated.

h. For the following categories only a single individual can be awarded the relevant Award or Special Mention designation:

i. Best Videographer

ii. Best Director

iii. Best Producer (Radio)

iv. Best Producer (TV)

v. Best Sound Engineer (Radio)

vi. Best Sound Engineer (TV)

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. Non-members **shall not submit more than three (3) entries per category** in the categories for which they are eligible.
6. CBU members may enter as many categories as they wish but **shall not submit more than five (5) entries per category**.
7. Where the maximum number of entries per category is exceeded, the submitting entity will be advised by the Secretariat and asked to select the number of entries within the relevant limit. Failure to respond will disqualify all entries from the entrant in that specific category of the competition.
8. **Non-members shall pay an administrative fee** of USD 20 at the time of submission. Non-members submitting **more than ten (10) entries in total shall pay an administrative fee of USD 40**. The administrative fee is to be paid online **prior to submission of the entries** using this [link](#). Once the fee is paid the submitting organisation will be issued with a number to be entered on all entry forms.
9. **ALL** Entries are to be submitted electronically, with their entry forms, either:
 - i. to the CBU address cbumediaawards@caribroadcastunion.org via an e-mail message titled "NGC CBU 35th Caribbean Media Awards Entry" **or**
 - ii. 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**
 - iii. uploaded to the relevant member folder in the **CBU Media Share** portal.

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

VI I 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 or 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 countries/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 general 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. In the case of the Content Creation Awards the judging panel will also apply other criteria including consistency of excellence in the portfolio of content submitted.
6. 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.
7. 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.
8. Decisions of the judges’ panel in accordance with the Rules shall be final.

VIII AWARDS PRESENTATION

1. Trophies, plaques, certificates, cash prizes, bursaries or any other prizes 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 prizes 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 or plaques 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 prizes at the Presentation Ceremony.

6. The CBU shall have the right to use, as it deems appropriate, images and/or 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 at the time of entering the competition, the CBU shall also have the right to transmit/ publish winning entries via its own media platforms, on the media services of its affiliate, the Caribbean Media Corporation (CMC) and on the platforms of CBU member organisations.

Updated: November 20, 2024

IX **TIMETABLE**

November 29, 2024	Initial Call for Entries, announcement of competition categories and publication of updated Awards Rules and entry forms
Dec 2024 - Feb 26, 2025	Periodic reminders re entries
Feb 28, 2025	<u>Closing date for receipt of entries</u>
March 3 - Mar 26, 2025	Confirmation of eligibility of entries and preparation for judging
March 27 - May 5, 2025	Judging of entries by panel or public polling
May 6 - 20, 2025	Collation and verification of results
May 21 - 31, 2025	Announcement/s of nominees - (<i>exact date to be announced</i>)
June 2 - July 18, 2025	Preparation of trophies/ plaques, certificates and other materials for Awards Presentation Gala
August 20, 2025	CBU Media Awards Presentation Gala, Barbados