

ATTENTION ALL JOURNALISTS

Enter NOW

For the Jamaica Broilers Group's Fair Play Awards of Excellence 2015/2016

We invite applications for the **Jamaica Broilers Group's Fair Play Awards of Excellence** which will be presented on **Tuesday, October 11, 2016** to one winner and two runners-up selected from entries received from all categories of media published or aired between July 31, 2015 and August 1, 2016.

THE AWARDS:

A total of \$1 million in cash prizes and trophies will be awarded as follows:

- **1st Prize:**
J\$500,000 in cash & a Trophy
- **2nd Prize:**
J\$300,000 in cash & a Trophy
- **3rd Prize:**
J\$200,000 in cash & a Trophy

RULES/SELECTION CRITERIA

Entries may be submitted by individual journalists or a team of journalists. **The rules require submission of a published series or multiple items on a theme. No single article or broadcast item will be considered.**

Each submission from either the print, or radio, or television media **should consist of three (3) parts** that best represent each series or theme which:

- Demonstrated thoroughness and balance in investigating and reporting on an issue of national importance to Jamaica – from politics, business, health, education and trade, to sports or any other area of widespread interest
- Sparked public interest and/or led to action which contributed to the resolution of a conflict
- Exhibited the highest standards of accuracy and good taste, consistent with guidelines outlined in the Press Association of Jamaica's Code of Ethics. Entries will be judged specifically on:
 - Quality of Written and Oral Presentation, Organization, Focus and Packaging
 - Accuracy, Attribution and Good Taste
 - Originality and Investigative Enterprise
 - Thoroughness, Balance and Clarity
 - Reach / Impact & Results achieved; specifically, did the series:
 - ✓ Reach a Mass Audience
 - ✓ Spark Public Interest and/or Action

SPECIAL NOTES:

- **No more than two (2) separate sets of entries per competitor** will be accepted
- If the feature being entered was more than a **three (3)-part series**, the entrant **must select the three (3) which best represented** what the feature sought to communicate and/or achieve.

Failure to do so or if the submission is more than (3) samples the entry will be disqualified at the outset.

- **Six (6) copies of each print entry should be submitted** – inclusive of at least **one (1) original**. The others must be reproduced in the **original format and size** in which the entry first appeared in the print medium
- Television & Radio Entries must:
 - Be reproduced and submitted on **Minus-R DVD – NOT** mini-DVD
 - Be submitted in multiple copies – that is **six (6) copies** of each entry
 - Be accompanied by a maximum **45-sec. promo** for each entry – with such promos submitted on **a separate DVD**

Each entry **must** contain a signed COVER PAGE that lists:

- Action(s) – in **bullet-point format** – that resulted from the series. This is **critical** in helping the judges assess the **reach** or **impact** of the entry and the **value** that it might have delivered to the society. No additional rationale will be required
- The name(s) of **all** person(s) who worked on the entry **PLUS** the name(s) of person(s) to whom any award(s) should be made
- The coverage category (crime, politics, medicine, human interest, etc)
- The date or dates on which the entry was aired or published
- Duration of each radio or television entry

NOTE: A sample Cover Page is available at www.jamaicabroilersgroup.com

CLOSING DATE FOR SUBMISSION OF ENTRIES: Wednesday, August 31, 2016 at 4:00 p.m.

Late entries will not be accepted.

Send entries C/o **Corporate Image & Solutions Limited**
 3rd Floor, 3 Ardenne Road, Kingston 10
 Tel: 978 4330

JUDGING PANEL:

Chief Judge: Prof. Hopeton Dunn – Professor of Communications Policy and Digital Media, University of the West Indies, Jamaica

Judges:

Ms. Kathy Barrett – Broadcast Journalist & Media Consultant
 Ms. Wyvolyn Gager – Media Trainer & Consultant
 Mr. Anthony ‘T-Rob’ Robinson – TV Producer & Newspaper Columnist
 Mr. Claude Robinson - Associate Teaching Fellow, Mona School of Business, UWI