

CARIBBEAN TRAVEL MEDIA AWARDS - CANADA

Thursday, 22 August, 2019

“Recognising the Media: Honouring Top Caribbean Stories”

Despite the ever-changing faces of media, travel writers and photographers remain critical to helping the region tell the Caribbean tourism industry story. With social media having radically altered the way people consume news, platforms such as Facebook, Instagram, Twitter, Snap Chat and YouTube, as well as blogs and vlogs have increasingly become important vehicles through which we reach consumers. Therefore, travel journalists are using fresh and innovative ways to communicate effectively, reaching a broader audience via more creative means.

The Caribbean Media Awards celebrate the very best in Canadian travel journalism and reward the individuals, organisations and destinations that produce and present exceptional work. In keeping with social media trends and our objective of recognising all media, this year we have added yet another category, the **I Have Influence** award for best campaign by an influencer.

IMPORTANT DATES

The closing date for entries is Friday **7 June, 2019**.

The shortlist will be announced on or about **12 July** following a rigorous and robust judging process.

The winners will be revealed at the Media Day luncheon on Thursday 22 August, 2019.

CATEGORIES

Awards will be presented to journalists from Canadian-based media, in the following categories:

I Couldn't Have Written It Better Myself

- ❖ *Best Feature Article in a US-based Consumer Newspaper*

Been There, Wrote That

- ❖ *Best Feature Article in a US-based Consumer Magazine*

Inner Circle King/Queen

- ❖ *Best Feature Article in a US-based Trade Publication*

Oh Snap!

- ❖ *Best Photograph in Conjunction with a Feature Article*

Golden Mic

- ❖ *Best Feature Broadcast*

Virtual Visitor Award

- ❖ *Best Feature in an Online publication not including blogs*

Look, I've Gone Social

- ❖ *Most Outstanding Social Media coverage of an event or activity by a journalist*

I Have Influence

- ❖ *Best Executed Travel Influencer Campaign That Has Delivered Results Based On Agreed Objectives.*

Me Too! I Rediscovered Home!

- ❖ *Best Feature by a Diasporan Journalist in US or Caribbean Media*

Oh My Word, I Blogged!

❖ *Best Caribbean Travel Blog Posting*

TERMS AND CONDITIONS

- The closing date for entries is Friday 7 June 2019. Please ensure you complete your entries by this date. Entries must be received by 11:59 p.m. Pacific Standard Time on Friday 7 June. Entries received after that time will not be accepted.
- Please complete all sections of the form. Incomplete entries will not be accepted.
- Please ensure you read the criteria for the awards category you are entering. Entries entered in the wrong category will not be judged.
- All completed entries will be acknowledged online at the time of submission. If you do not receive a confirmation email, please contact Johnson JohnRose at jjohnrose@caribtourism.com
- The CTO shall not accept any responsibility for loss or damage of any entry.
- The judges' decision is final and no correspondence or discussion will be entered into or feedback given regarding the selection of short-listed nominations or winners.
- The CTO reserves the right to shorten entry titles for the purpose of the winners' trophies. Please try and keep your entry title concise and to the point.
- The CTO reserves the right to extend the closing deadline, amend categories or not award categories should the standard of entries received not reach the required standard.
- Contact Johnson JohnRose at jjohnrose@caribtourism.com if you need further advice.

SELECTION CRITERIA

The judging panel will feature leading professionals in marketing, communications, advertising and digital, who will judge the submissions based on the criteria outlined below.

- Only entries submitted by CTO government members, their public relations agencies or qualified media shall be eligible.
- Submissions Canadian-based journalists who contribute to foreign-based media are eligible.
- Minimum circulation for newspaper or magazine entries is 20,000
- All entries must have been published or broadcast in the **2018 calendar year**.
- Only one entry per person per category will be accepted.
- Entries must be submitted by **Friday 7 June, 2019**.
- All submissions must be made online at <https://ctomediaawardscanada2019.pgtb.me/wPpvCg#&gid=1&pid=1>
- Submissions should showcase creativity and thoughtful knowledge of the Caribbean and have a provocative story angle.
- Award recipient agrees to allow his/her winning work to be published in part or in whole on www.onecaribbean.org, www.caribbeantravel.com, www.CaribbeanWeek.com and/or on the CTO's social media platforms.
- By submitting an entry, the participant grants the CTO an irrevocable, royalty free and perpetual licence right to use without restriction and reproduce all submitted work, whether article or photo, including without limitation the copying, transmission, distribution and publication for display or promotion purposes. The participant will be credited every time the article or photo is used.
- By submitting an entry, the participant represents and warrants that he/she is the author of the article or photo entered for the award and shall defend and hold CTO harmless from any action, claim, loss, damage, liability and/or expense arising from or connected to the infringement of intellectual property rights or copyright with respect to the submitted work.
- The winner agrees to allow his/her photograph to be taken and utilised for publicity purposes.
- Awards will be presented on **Thursday, 22 August 2019** at the Caribbean Tourism Awards luncheon in Toronto
- Where the selection criteria herein stated have not been met, the entry shall be disqualified.

GUIDELINES FOR SUBMISSION

Print: A scanned copy from the publication(s) in pdf or jpeg and, where possible, a web link.

Broadcast: A copy of the script (to include transcript of the SOTs and lead ins) and a digital link to the feature.

Photo: One jpg copy of the photograph AND one electronic copy of the publication (to include the photo) in which the photograph appeared, in pdf or a link to the story (with photo).

Online: A link to the feature.

Blog: A link to the posting

Social: A description of the campaign/coverage together with documentary support – a collage of photos, links, etc in jpeg, png or pdf

Influencer: The brief, the objectives and goals of the campaign or activity to include any KPI's agreed to measure its success; how the campaign was planned and what collaboration took place; the creative/innovative methodologies used; and how the KPIs were met or exceeded

- Print (newspaper and magazine) entries must clearly show the name of the publication, the date of publication, the title(s) and the name(s) of the journalist(s).
- Only entries submitted by CTO government members, their public relations agencies or qualified journalists shall be eligible.
- No fee is required to submit.
- The relevant category being entered must be clearly specified with each entry.
- Broadcast entries must include name of entity that broadcast the piece, the date and time of broadcast and the names of the producer(s) and presenter(s).
- Eligible participants may enter as many categories as they wish but may not submit more than one (1) entry per category.
- For the **Golden Mic** (Best Broadcast Feature), where an entry is a series or serial, only one programme from the series or serial shall be submitted.
- Entries will not be accepted after the stated deadline.

JUDGING PROCESS

The CTO's communications department shall scrutinise all entries upon receipt and tabulate for the judging process those entries which meet the selection criteria and adhere to the submission procedures.

- The CTO shall appoint a panel of judges and shall designate from among them a chief judge.
- The size of the judging panel and its modus operandi shall be determined solely by the CTO.
- Criteria for the judging of entries shall be:
 - **Content** – Relevance, accuracy, cohesiveness of material and adherence to journalistic standards.

- **Structure & Form** – Relevance of topic, clarity, pace, structure (introduction, development and conclusion), presentation of information & ideas.
- **Title** – Relevance of title, concision & clarity.
- **Quality of Language** – Use of language, quality of syntax, quality of sentence structure.
- **Originality** – Originality of ideas, ability to spark audience’s curiosity, boldness, creativity.
- Additionally, criteria for the social media awards shall include
 - Best representation of the Caribbean/destination as an attractive region/destination to travel to
 - Best representation of the destination featured
 - Best promotion of the key unique selling points of the destination featured
 - Originality of the piece and overall a great campaign, feature, video or blog
 - Shares, likes, comments & views
 - 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.
 - Decisions of the judges shall be final.

