

PRESS RELEASE



MAM AWARDS: NOW ACCEPTING NOMINATIONS FOR 2012

Nominations to the Migration Advocacy and Media (MAM) Awards 2012 are now formally open.

Conceived in 2011 by the Commission on Filipinos Overseas (CFO) for the Celebration of the Month of Overseas Filipinos and International Migrants Day in the Philippines (December and December 18, respectively every year), **Migration Advocacy and Media (MAM) Awards** aim to recognize the significant role of the media in information dissemination and advocacy of news and concerns related to migration and development.

Eligible for the Awards are works by any individual, government and private media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet based in the Philippines and abroad. Entries must have raised public awareness on issues on Filipino migration, advocated the cause of Filipinos overseas, or/and promoted a positive image of Filipinos overseas.

Entries to the Awards must be submitted on or before **September 30, 2012** to MAM Awards' Secretariat, Commission on Filipinos Overseas, Citigold Center, 1345 Pres. Quirino Avenue cor. Osmeña Highway (South Superhighway) Manila, Philippines 1007.

The recipients of the first MAM Awards include "From Carabao to Sheep" by AKLnzPINOYS (Print Journalism Award), "Multicultural Family Broadcasting for Filipinos" by Woongjin Foundation (Radio Journalism Award-Regular Radio Program), "Citizen Pinoy by ABS-CBN Global Ltd. (Television Journalism Award-Regular TV Program), "Front Row-Pag-Uwi" by GMA NEWS TV Channel 11 (Television Journalism Award -Episodic), "The Filipina On Top: Deconstructing Maria Clara" by Illustrado Communications FZ-LLC (Film Media Award-Documentary), "Highlights and Lowlights: 38 Years of Pinoy's Abroad" by Joseph Holandes Ubalde, www.interaksyon.com (Interactive Media Award) and "Mag-Ingat sa mga Illegal Recruiter" by CLTV 36 (Advertisement Award).

For more information on the Awards, please call the MAM Secretariat at (632) 561-8291 (telefax), (632) 552-4766 or email at info@cfo.gov.ph. To download the primer and nomination form, please check www.cfo.gov.ph.



2012 MIGRATION ADVOCACY AND MEDIA (MAM) AWARDS

In recognition of the significant role of the media in information dissemination and advocacy of migration and development, the Migration Advocacy and Media (MAM) Awards was conceived in 2011 by the Inter-Agency Committee (IAC) for the Celebration of the Month of Overseas Filipinos and International Migrants Day in the Philippines in December every year. Established in 2007 by virtue of Administrative Order 202, the IAC is chaired by the Philippine Migrants Rights Watch (PMRW) and co-chaired by the Commission on Filipino Overseas (CFO).

The MAM Awards recognize the positive and significant contributions of media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet from the government and private media organizations in the Philippines and abroad, in raising public awareness on issues on Filipino migration (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.) advocating the cause of Filipinos overseas, and promoting a positive image of Filipinos overseas.

CATEGORIES OF THE MAM AWARDS

A. *Print Journalism Award* is conferred on best print media on issues concerning migration

1. Best feature article, essay or investigative report on migration
2. Best magazine, newspaper/newsletter on migration
3. Best book on migration

B. *Radio Journalism Award* is conferred on best radio program on issues concerning migration

1. Best regular radio program on migration
2. Best radio program that featured migration-related topic/ issue/ event (episodic)

C. *Television Journalism Award* is conferred on best television program (news program, news magazine, public service program, talk show, TV special or documentary) on issues concerning migration

1. Best regular TV program on migration
2. Best TV program that featured migration-related topic/ issue/ event (episodic)

D. *Film Media Award* is conferred on best films and videos (full length or documentary) on issues concerning migration

1. Best film (full length) on migration

2. Best documentary on migration

E. *Interactive Media Award* is conferred on web-based publications on issues concerning migration

1. Best website on migration
2. Best blog on migration

F. *Advertisement Award* is conferred on best print, radio or TV commercial/ advertisement on issues concerning migration

ELIGIBILITY

Those eligible for the Awards are media works by government and private media outlets, institutions and practitioners in the fields of print, radio, movie and television, advertising and internet based in the Philippines and abroad, students and Filipinos overseas. Media materials created by and/or upon the sponsorship of IAC members exclusively or directly for the purpose of or in relation to the celebration of the Month of Overseas Filipinos for December 2012, are disqualified from nomination.

EVALUATION CRITERIA

Entries will be judged based on the following criteria:

1. Outstanding contribution in raising public awareness on issues related to Filipino migration
2. Dedication and commitment in advocating for the rights, welfare and well-being of Filipinos overseas and/or their families in the Philippines
3. Significant service in promoting a positive image of Filipinos overseas, and the migration and development nexus
4. Creativity, originality and innovativeness of the media work

OFFICIAL RULES

A. Nominations

1. Any person or organization based in the Philippines or overseas, may nominate any qualified agency, entity or individual for the awards. Nominating party may submit more than one entry in each category.
2. Nominations must be made on the prescribed nomination form (downloadable at www.cfo.gov.ph) and submitted together with an endorsement letter from the nominating party, summary of the entry's outstanding contributions related to migration and development, and other supporting documents (official recognitions, awards, citations, articles, pictures, etc.). All submissions must be written in, or translated into English or Filipino.

B. Time Frame of 2012 MAM Awards

3. All entries must be media works released or published from October 1, 2011–September 30, 2012.

C. Various Formats of the MAM Awards

4. Entries to the following categories must be submitted in the following format:
 - a. For print entries, they must be non-fiction and their contents must be supported by facts. Entries for the best featured articles, essay and investigative reports must be submitted with a copy of newspaper or magazine where it was published (the name and date of publication must be visible) or a soft copy of entry in CD or USB. Entries for the best magazine, newspaper/newsletter, and book must be submitted in hard copy and a soft copy in CD or USB (if available).
 - b. For radio entries (includes AM and FM radio programs, and radio-programs that are simultaneously broadcasted in TV or via internet), they must be submitted in CD or USB and accompanied by a copy of its summary or complete script (if available). Entries to the regular radio program on migration must contain at least three episodic shows.
 - c. For TV entries, they must be submitted in DVD or USB and accompanied by a copy of its summary or complete script (if available). Entries to the regular TV program on migration must contain at least three episodic shows.
 - d. For film entries, they must be submitted in DVD or USB and accompanied by a copy of its summary or complete script (if available).
 - e. For interactive media entries, they must be published exclusively on the web and submitted with a printed screenshot of the entry as it appears online, the URL and a copy in CD or USB. Website and blog entries must contain at least five (5) articles or posts with minimum of 500 words per article/post.
 - f. Print advertisement entries must be submitted with a copy of newspaper or magazine where it was published or a soft copy of entry on CD or USB. Radio advertisement entries must be submitted in CD or USB and accompanied by a copy of its summary or complete script (if available). TV advertisement entries must be submitted on DVD or USB and accompanied by a copy of its summary or complete script (if available).

D. Submission of Nominations and Materials

5. Nominations both from overseas and in the Philippines may be sent directly to the MAM Awards Committee based at the Commission on Filipinos Overseas.
6. All materials (e.g. CD, USB, DVD, hardcopies of entries) submitted for the awards shall become the property of the IAC. Copyright over the entry and/or its content shall be retained by the writer, producer or other owners as appropriate. The IAC reserves the right to publicize or broadcast the winning entries for its advocacy and any official migration-related activities.

E. Deadline of Submission of Nominations

7. Nominations should be received by MAMA Committee on or before 30 September 2012. Failure of submission of complete documents is a cause of disqualification of the nominee.

PANEL OF JUDGES AND EVALUATORS

The nominees will be screened and evaluated by the MAM Awards Committee composed of representatives from the following organizations:

Chairperson: Commission on Filipinos Overseas
Vice-Chair: Philippine Migrants Rights Watch
Members: Two representatives from the IAC
Two representatives from the academe
Representative from the OF sector
Representative from the concerned media sector

AWARDING CEREMONIES

The results will be released on or before 15 November 2012. The MAM Awards ceremony will be held during the annual celebration of the International Migrants Day in the Philippines organized by the Inter-Agency Committee (on or before 18 December 2012).

**2012 MIGRATION ADVOCACY AND MEDIA AWARDS
NOMINATION FORM**

Award Category

- Print Journalism Award
__ Best feature article/essay
__ Best magazine, newsletter/newspaper
__ Best book
- Radio Journalism Award
__ Best regular radio program
__ Best radio program (episodic)
- Television Journalism Award
__ Best regular TV program
__ Best TV program (episodic)

- Film Media Award
__ Movie (full length)
__ Documentary
- Interactive Media Award
__ Best website
__ Best blog
- Advertisement Award

Name/ Title of Entry

Name of author, host or director or producer of the entry

Name of publication, radio station, TV station, cinema/ theater, website, blogsite where the entry appeared

Date when the entry was released, published or broadcasted

Summary of contributions and accomplishments (please use separate sheet if necessary)

1. Please provide a background information or summary of the entry.

2. Please explain how the entry has executed an effective media effort that has helped contribute to any of the following: a. raising public awareness on issues related to Filipino migration (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.); b. Advocating for the rights, welfare and well-being of Filipinos overseas and/or their families in the Philippines; c. Promoting a positive image of Filipinos overseas, and the migration and development nexus.

3. Please attach copy of entry in its prescribed format (copy of publication, webpage, CD, DVD or USB).

List of awards/ citations received by the entry (Please enclose copies of certificates or citations)

- 1.
- 2.
- 3.

Name of nominating party

Affiliation

Address

Contact information (telephone no., fax no. and e-mail)

Signature of nominating party

Certification

I hereby certify to the accuracy of the information supplied above, and that the media work submitted is the entrant's original work and does not infringe on any copyrights or any other rights of any third parties. I attest that I have read, understood and agreed to the rules of the Awards. In the event that the entry is declared one of the awardees, the Inter-Agency Committee for the Celebration of the Month of Overseas Filipinos and International Migrants Day or its members reserve the right to publish or broadcast the winning entries for its advocacy and any official migration-related activities.

Printed name and signature of the nominating party

Republic of the Philippines)
_____) S. S.

Before me, a Notary Public for and in the City of _____ personally appeared _____, known to me to be the same person who executed the foregoing instrument and he acknowledged to me that the same is his free and voluntary act and deed.

In witness whereof, I hereunto set my hand this _____ day of _____, 2012, at _____, Philippines.

For more information, contact:

MAM Awards Committee

Commission on Filipinos Overseas

Citigold Center, 1345 Pres. Quirino Avenue cor.

Osmeña Highway (South Superhighway) Manila, Philippines 1007

Tel. no.: 552-4761 up to 552-4767

Fax no.: 561-8291

E-mail: ftingga@cfo.gov.ph, aomaga@cfogov.ph

Deadline for receipt of entries: September 30, 2012

THIS FORM IS NOT FOR SALE AND MAY BE REPRODUCED.