

# **PAHO/CDB/CBU AWARDS - CELEBRATING RESPONSIBLE COVERAGE OF MENTAL HEALTH AND PSYCHOSOCIAL SUPPORT DURING COVID-19**

## **BACKGROUND**

The Pan American Health Organization (PAHO) and the Caribbean Development Bank (CDB), in association with the Caribbean Broadcasting Union (CBU), hereinafter the Organizers, held a virtual training series for journalists and health communicators entitled “*Reporting during the COVID-19 pandemic*”, from June – November 2020, to offer tools to help journalists and health communicators practice responsible coverage of the pandemic, using evidence-based information.

Entry to the **PAHO/CDB/CBU Awards - Celebrating Responsible Coverage of Mental Health and Psychosocial Support During COVID-19** is open exclusively to individuals who registered to the PAHO/CDB training series and confirm that they reviewed the content of the trainings that was shared with them, hereinafter Participants.

## **THE AWARDS**

1. One (1) cash award of US\$500 shall be given to the most outstanding entry in each category of print, television and radio, covering one (1) or a combination of the topics explored in the PAHO/CDB/CBU training series, namely:

- Epidemiological and ethical concepts for reporting during the COVID-19 pandemic, including mental health and psychosocial aspects.
- The role of journalists in addressing stigma in the context of COVID-19 and mental health.
- Covering domestic violence and the COVID-19 pandemic.

2. A Certificate of Recognition shall also be presented to the winning entrant in each category.

## SELECTION CRITERIA

1. All Participants are eligible to submit entries for the PAHO/CDB/CBU Awards - Celebrating Responsible Coverage of Mental Health and Psychosocial Support During COVID-19.
2. All entries must be the creation of a submitting Participant.
3. All entries must have been published for the first time between **June 18, 2020 and January 14, 2021**.
4. Submissions must have been published or broadcast by a recognized, registered media organization. Submissions by independent Participants are welcome.
5. Where the selection criteria stated in the Rules, and/or on the Entry Form have not been met, the entry shall not be considered.

## DEFINITIONS

The following definitions will be applied to the format of entries:

- a. Print** – text material with still images or graphics published in printed or online newspapers or magazines.
- b. Television** – audio visual (AV) material transmitted on free-to-air or subscription television services, or on online platforms.
- c. Radio** – audio material transmitted on free-to-air radio services, or on online platforms.

## ENTRY REQUIREMENTS

- a. Print** – Entries should be a text news story or feature, in print or online, with a maximum word count of 5,000.
- b. Television** – Entries may consist of either a single news story or feature, or one part of a series, with a duration of up to five (5) minutes, presented without editorial comment.
- c. Radio** – Entries may consist of either a single news story or feature, or one part of a series, with a duration of up to five (5) minutes, presented without editorial comment.

## **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. Each entry shall be submitted for an award in only one category.
3. Participants may enter as many categories as they wish but shall not submit more than two (2) entries per category. Where the maximum number of entries per category is exceeded, the submitting entity will be advised and asked to select which two (2) or fewer entries are to be submitted. Failure to respond will disqualify all entries from the participant involved in that particular category of award.
4. Each entry must be accompanied by a separate entry form.
5. Entries must be submitted electronically, with their entry forms, to **admin@caribroadcastunion.org**, with the subject “PAHO/CDB/CBU Awards - Celebrating Responsible Coverage of Mental Health and Psychosocial Support During COVID-19”. Multiple entries and their associated forms may be included with a single message.
6. Entries may be submitted as attachments or via links to file-sharing sites, which should be freely accessible throughout the screening and judging period — **January 15, 2021 to February 9, 2021**. 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.
7. For submissions in the print category, a copy of the entry in the original format, colour and size in which it first appeared in the print medium, must be submitted in .pdf, .doc or .docx format.
8. For television and radio entries, a text transcript or a link where judges can read the transcript online, must be submitted in .pdf, .doc or .docx format. Entries submitted must have a 10-second colour bars or countdown, in the case of television, or a 10-second countdown, in the case of radio, prior to the start of the programme.

9. Material submitted will not be returned.
10. Where radio or television are not self-contained packages, they must be accompanied by transcripts of the lead-ins.
11. If the submitted work was published or broadcast in a language other than English, entries must be accompanied by a complete English translation of the entire entry or be close-captioned in English.
12. Entries received after the stated closing date, or without the required entry form will not be considered.
13. Incomplete, forged or software-generated entries will be disqualified.
14. Entries must be submitted by **5 p.m. on Friday, January 15, 2021**. The deadline for submissions may be extended at the discretion of the organizers.

## **JUDGING PROCESS**

1. All entries received by the deadline for submissions shall be scrutinized to determine which meet the selection criteria and adhere to the submission procedures. Eligible entries shall be passed on to a judging panel of four (4), including a Chief Judge, for assessment: one judge is a representative from PAHO, one judge is a representative from CDB and two other judges will be jointly appointed by the Organizers.
2. 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 inserts for relevance to the overall production.
  - ii. Production – Judges will assess where applicable, quality of research demonstrated by 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.

3. Depending on their assessment of the standard of entries, the judges may withhold awards in any category as they see fit.

4. The judges’ decision shall be final.

### **AWARDS PRESENTATION**

1. A Virtual Awards Ceremony, at which the winners will be announced, shall be held on **February 12, 2021**.

2. A report from the Chief Judge shall be presented at the Awards ceremony.

### **AWARDS TIMETABLE**

Announcement of awards	December 18, 2020
Deadline for submission of entries	January 15, 2021
Winning entries announced	February 9, 2021
Awards ceremony	February 12, 2021

### **TERMS AND CONDITIONS**

All material submitted in support of an entry is warranted by the entrant to be their property and is entered without any encumbrances by third parties. By submitting an entry, entrant guarantees that its use by PAHO/CDB/CBU does not infringe any third party’s rights. Furthermore, entrant warrants that all necessary permissions and consents have been obtained for all materials depicting identifiable human subjects as well as for third party materials included in the submission. By submitting any entry, entrants hereby represent and warrant that they (a) have the necessary rights to do so, including the necessary licenses for the use of any copyright material in the entry, and/or (b) are the author, creator, or producer (or co-author, co-creator, or co-producer, if so identified) of the entry.

The entrant indemnifies and agrees to keep indemnified the organizers for any claims arising out of any material, statements or claims made as part of their entry. The entrant also agrees to indemnify, defend and hold the Organizers harmless from any actions or claims brought against them pertaining to the alleged infringement of a patent, copyright, design, trade name, or trademark arising in connection with the materials presented by the entrant.

The entrants agree that the judging panel is entitled to judge their entry and select what entry the judging panel consider to be the winner in a given category without recourse to the entrants.

If the entrant wins an award it grants permission to the organizers to use any photographs, video, sound, written or other material as it sees fit and without restriction.

By submitting their entries, participants grant PAHO/Organizers a free, perpetual non-exclusive, licence to use the materials for institutional purposes. PAHO/Organizers may include their logos and will give due recognition, whenever possible, in each use of the materials.

By submitting an entry form, entrants will be deemed to have accepted these rules and procedures and have agreed to be bound by them when entering the contest.

The Organizers reserve the right to withdraw an entry from the judging process at any time if the entry is deemed inappropriate for any reason. The Organizers' decision in this matter is final.