

Community Media Council's Community Radio Achievement Awards 2010



GUIDELINES

Closing Date: Friday 10th December 2010 at 12pm

Entries will be assessed and the results announced on Tuesday 21st Dec at 3pm at a Mull Wine and Mince Pies reception in the Ramada Hotel, Shaws Bridge, Belfast.

The purpose of the 2nd Community Media Council's (CMC) Achievement Awards is to give your community radio station the opportunity to rise to the challenge of being the best community radio station you can be.

The awards give your station an opportunity to showcase your achievements and to be acknowledged by the Community Media Council for Northern Ireland's network of Community Radio Stations.

The Achievement Awards follow the structure of the CRAOL Achievement Awards in the south of Ireland, and it is hoped to bring these awards together at some future point to create a National Community Media Achievement Awards.

The awards are not a competition between stations. Rather, stations should see this scheme as an opportunity to showcase a range of their programmes, to use the exercise to improve aspects of their operations and to challenge themselves to be the best community radio station they can be. This type of Award will enable your station to highlight such endorsements in grant applications, in local publicity or other communication.

Stations are asked to submit programmes from their schedule which deal with certain themes selected by the Community Media Council.

There are Six Categories for the 2010 Awards, three Core Categories which will be repeated next year, plus three rotating categories which will not appear again for a number of years. Stations can enter for up to three Categories with a maximum of two from Core or Rotating.

In addition, RSL Stations can submit one application for any category.

Core Award Categories for 2010

1. Social Gain

Entries to this category are unrestricted with regard to the type of programming involved. Social Gain can be defined as:

- Provision of radio services to individuals who are otherwise underserved by such services;
- Facilitation of discussion and the expression of opinion;
- Provision of education or training;
- Better understanding of the community and the strengthening of links within it.

It may also include the achievement of other 'social objectives', for example:

- Promotion of economic development and of social enterprises;
- Promotion of employment;
- Provision of opportunities for the gaining of work experience;
- Promotion of social inclusion;
- Promotion of cultural and linguistic diversity;
- Promotion of civic participation and volunteering.
- Promotion of participatory democracy.

2. Irish Language

In line with the bilingual policy of the CMC, entries to this category should demonstrate station's commitment to Irish language content. All varieties of Irish Language Programming qualify (including bilingual with a minimum of 50% Irish Language).

3. Documentary/Pre-produced Programming

This section is to reflect the diversity of programming on Community Radio – that it is not all about live presentation but all the skills and techniques of designing, recording and editing programmes for broadcast.

Assessment will not just be restricted to production quality, but also of the multiplier effect, what impact had a programme on community engagement, or on volunteers within a station, or on any aspect of station activities; in short how did this programme support the development of community broadcasting. Entries may also be considered for pre-produced inserts for live presented programmes.

Rotating Award Categories for 2010

1. Arts and Culture

Entries to this Category can be in any programme form whose content celebrates arts and culture. (Entries can include bi lingual programming, international culture/arts programming)

2. Specialist Music

Entries to this category can be any form of music based programming dedicated to non-mainstream music choices.

3. Outside Broadcast Scheduling

Entries to this category can be any programme on your stations scheduling that broadcasts live from outside of your stations normal studio programming scheduling., this category does not include entries of any recorded interviews/programmes from a live event that was used as part of a studio programme.

How to Enter:

1. Entries should comprise of the completed Awards Entry Form and a 5 minute (max) edited sample of the programme highlighting the key features of the programme.
2. Only one application can be made PER category and up to a maximum of TWO per CORE or ROTATING. E.g You could enter Alternative Scheduling from Rotating and Social Gain and Irish Language from Core.
3. Closing Date: 12pm on Friday 21st December 2010. Entries will be assessed and the results announced at a special Mull Wine and Mince Pies event at the Ramada Hotel Shaws Bridge on 16th December at 3pm.
4. Entries should be sent by the following way:

By Post to:

Emma Louise Donnelly, Admin and Support Officer, Community Media Council, 5th Floor, 1-2 Brunswick Street, Belfast, BT2 7GE (Printed copy/copies of your completed Awards Entry Form (s) and Programme(s) on a CD(s))

By Email to:

Emma Louise Donnelly, Admin and Support Officer info@communitymediacouncil.org (Email copy/copies of your Awards Entry Form (s) in a Microsoft Word or PDF Version and an MP3 file of your audio Programme(s))

By Hand Delivery to:

Emma Louise Donnelly, Admin and Support Officer, Community Media Council, 5th Floor, 1-2 Brunswick Street, Belfast, BT2 7GE.

ALL ENTRIES MUST BE CLEARLY LABELLED AND ALL MPS FILES/CD'S CLEARLY TITLED

5. Assessors/Judges may decide to award more than one award in any category or may decide not to make any award in a particular category. The assessors/judges will consist of members of community media sector along with independent community and radio professionals.
6. The judging panel will assess all applications in terms of key criteria, which are:
 - Innovation (doing a programme that you had not attempted before.)
 - Team building (getting more than one presenter involved with a programme.)
 - Community participation (were community group(s) involved in the making of these progs?)
 - Community awareness (growing awareness about the relevant topic within the community?)
 - Quality of content (demonstrating creativity and commitment to strong production values)
 - Volunteer Impact (indicating volunteer dedication, reliability, growth of competence & confidence, and inspiration to others)
7. All entries will be considered as stand alone efforts and, depending on the strength of their entry, be awarded either a distinction or merit certificate, or in some instances.
8. Please use the word version of the station entry form to type your station entry form and / or to submit a written station entry form please use the pdf version of the station entry form. For hand written entries please use a black ink pen writing in capitals on the pdf version of the station entry form.
9. A printed poster for your station with details of the achievement awards along with entry forms and guidance notes are available to download at www.communitymediacouncil.org, if you require hard copies of all of these documents please contact the CMC Team on 07827327680 and / or 028 9031 4537 or email info@communitymediacouncil.org.