



# 2021 MIGRATION ADVOCACY AND MEDIA (MAM) AWARDS

**PRIMER**  
2021 Edition



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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 Commission on Filipinos Overseas (CFO) 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 No. 202, the IAC is chaired by the Philippine Migrants Rights Watch (PMRW) and co-chaired by the Commission on Filipinos Overseas.

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, or promoting a positive image of Filipinos overseas.

# CATEGORIES OF THE MAM AWARDS

## PRINT JOURNALISM AWARD

is conferred on best print media on issues concerning migration

1. Best magazine /newspaper /newsletter on migration
2. Best book on migration



## 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
3. Best short film on migration



## INTERACTIVE MEDIA AWARD

is conferred on best web-based publications on issues concerning migration

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

## 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)



## TELEVISION JOURNALISM AWARD

is conferred on best television program (talk show, investigative journalism, TV special, TV series or documentary) on issues concerning migration

1. Best regular TV program on migration
2. Best TV (episodic) program that featured migration-related topic / issue / event
3. Best TV series that featured migration-related topic/issue / event
4. Best TV special on migration
5. Best interstitial on migration



## ADVERTISEMENT AWARD

is conferred on best print, radio, TV or online commercial / advertisement on issues concerning migration



## MEDIA ADVOCATE AWARD

is conferred on media personality or migration advocate from the media who is based in the Philippines or abroad, and advocated for worthy Filipino migration cause and issues



## 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 are disqualified from nomination.

## EVALUATION CRITERIA

Entries /nominees 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 media work, qualified agency/ organization, or individual for the awards. Nominating party may submit more than one entry/ nominee in each category.
2. Nominations must be made on the prescribed nomination form (downloadable at [www.cfo.gov.ph](http://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 if there are any (official recognitions, awards, citations, articles, pictures, etc.). All submissions must be written in, or translated into English or Filipino.

### C. Time Frame

3. All entries must be media works released/ published on or accomplishments of nominees made from July 1, 2019 – June 30, 2021.

## **D. 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 magazine, newspaper/ newsletter, and book must be submitted in hard copy or soft copy in USB flash drive (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 USB flash drive 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 USB flash drive and accompanied by a copy of its summary. Entries to the regular TV program and TV series on migration must contain at least three episodic shows.
- d. For film entries, they must be submitted in USB flash drive and accompanied by a copy of its summary.
- 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 USB flash drive. Website and blog/ vlog entries must contain at least five (5) articles or posts. Blog posts must have a 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 in USB flash drive. Radio advertisement entries must be submitted in USB flash drive and accompanied by a copy of its summary. TV/online advertisement entries must be submitted in USB flash drive and accompanied by a copy of its summary.
- g. Media advocate nominees must submit media entries that they authored/ written/ reported/ directed or created in USB flash drive and accompanied by a copy of its summary.

## **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 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 MAM Awards Committee on or before 31 August 2021. Failure of submission of complete documents is a cause of disqualification of the nominee.

In the event that no media entry/ nominee was submitted/nominated in a particular category, the MAM Awards Secretariat and Committee reserve the right to proactively search for qualified media entries/ nominees.

8. Nominations should be received by MAM Awards Committee on or before 31 August 2021. Failure of submission of complete documents may be a cause of disqualification of the entry/ 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: Representatives from the IAC  
Representative from the OF sector  
Representative from the concerned media sector

## **AWARDING CEREMONIES**

The Awarding Ceremonies and the list of winners will be released on or before the Celebration of the Month of Overseas Filipinos in December 2021.

# 2021 MIGRATION ADVOCACY AND MEDIA AWARDS NOMINATION FORM

## ***Award Category***

Print Journalism Award  
\_\_ 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 (episodic) program  
\_\_ Best TV series  
\_\_ Best TV special on migration  
\_\_ Best interstitial on migration

Film Media Award  
\_\_ Movie (full length)  
\_\_ Documentary  
\_\_ Best short film on migration

Interactive Media Award  
\_\_ Best website  
\_\_ Best blog  
\_\_ Best Vlog on migration

Advertisement Award

Media Advocate Award

## ***Name/ Title of Entry***

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

## ***Name of publication, radio station, cinema/theater/, website, blogsite, vlogsite, where the entry or nominee 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 or brief bio of the nominee.

2. Please provide how the entry or nominee 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 link of migration and development.

3. Please attach copy of entry in its prescribed format (hardcopy and/or softcopy in USB flash drive)

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

- 1.
- 2.
- 3.



<b>Name of nominating party</b>
<b>Affiliation</b>
<b>Address</b>
<b>Contact information (telephone no., fax no. and e-mail)</b>
<b>Signature of nominating party</b>
<b>Certification</b>  <p>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.</p>  <hr/> <p>Printed name and signature of the nominating party</p>

For more information, contact:  
**MAM Awards Committee**  
Commission on Filipinos Overseas  
Citigold Center, 1345 Pres. Quirino Avenue cor.  
Pres. Osmeña Highway (South Superhighway) Manila, Philippines 1007  
Tel. no.: (632) 552-4760 up to 67  
Fax no.: (632) 561-8160  
E-mail: [mamawards.cfo@gmail.com](mailto:mamawards.cfo@gmail.com)

**Deadline for receipt of entries: 31 August 2021**

**THIS FORM IS NOT FOR SALE AND MAY BE REPRODUCED**