

## PRESS RELEASE #1



### CFO AWARDS MEDIA MIGRANT ADVOCATES

It has become a tradition in the last two decades to highlight December as the “Month of Overseas Filipinos.” A welcome innovation in the 2011 celebration of the exceptional contributions of Filipinos overseas is the fitting recognition of media practitioners who have featured not only their travails and successes, but have also continuously given them moral support while abroad.

The Commission on Filipinos Overseas singled out seven (7) recipients of the 1st Migration Advocacy and Media (MAM) Awards last 15 December at the Land Bank Auditorium, Manila. The Awards focused on the positive and significant contributions of media outlets, institutions and individuals in the fields of print, radio, movie and television, advertising, and the internet. The entries were drawn from government and private media organizations in the Philippines and abroad, all of whom have channeled their



Secretary Imelda Nicolas and Executive Director Mary Grace Tirona together with the members of the board of judges and winners of the MAM Awards 2011

resources to raise public awareness of the many issues confronting Filipino migrants. The awardees were singled out not only for their tireless advocacy but also for promoting a positive image of Filipinos overseas and highlighting the growing importance of migrants as partners of Philippine development.

Among the 64 official entries reviewed by the panel of Judges, the 7 finalists from the United States, New Zealand, South Korea, United Arab Emirates, and the Philippines represented the best in their respective categories.

- The Print Journalism Award was conferred on AKLNZPINOYS, the producers of “From Carabao to Sheep” – a handbook designed to help Filipino migrants to New Zealand cope with their resettlement and adjustment to the lifestyle in their adopted country of residence.
- The Radio Journalism Award was awarded to “Multicultural Family Broadcasting for Filipinos.” Sponsored by the Woongjin Foundation, the radio series is being broadcasted every Monday, Wednesday and Friday hosted by DJ Regina Arquiza – a radio program dedicated to the concerns and issues of migrants in South Korea, it aims to help Filipino workers, spouses of Koreans and students on their daily lives in South Korea.

- The Television Journalism Award under the Regular Program Category was given to “Citizen Pinoy,” a production of ABS-CBN Global Limited. The show features immigration consultant, Atty. Michael Garfunkel, and the many overseas Filipinos who candidly share lessons learned in the course of their sojourn in the United States.
- The Best Episodic Television Program was received by “Front Row’s PAG-UWI” produced by GMA News TV Channel 11 - the TV-docu features three OFWs and their stories of coming home to the Philippines after the tragedies they have suffered in their host countries – Libya, Japan and Saudi Arabia.
- The Film Media Award for the Best Film Documentary focusing on migration issues was received by “The Filipina on Top: Deconstructing Maria Clara.” A film by Kamil Roxas and produced by Illustrado Communications FZ-LLC – it is a documentary on women empowerment and the harsh realities faced by Filipinas, especially in the Middle East countries.
- The Interactive Media Award for Best Online or Web-based Media was given to Joseph Holandes Ubalde of Interaksyon.com for his article “Highlights and Lowlights: 38 Years of Pinoys Abroad” – a comprehensive documentation of Philippine migration history and the socio-economic forces underpinning this phenomenon.
- The Advertisement Award for Best TV Commercial/Advertisement about issues on migration was conferred on “Mag-Ingat Sa Mga Illegal Recruiter” by the CLTV 36 – a vital message in the face of rampant trafficking and illegal recruitment that has put the Philippines on the US Tier 2 Watchlist which focuses on this form of modern-day slavery.

Given the success of this pioneering initiative to recognize mass media advocates who give flesh and blood to 9 million Filipino migrants in 200+ destinations worldwide – the Commission on Filipinos Overseas (CFO) will continue to conduct this annual event to motivate more writers and producers who can serve as an important allies in promoting the interests of the hard-working Philippine diaspora.

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 for the Celebration of the Month of Overseas Filipinos and International Migrants Day in the Philippines (December and December 18, respectively every year) chaired by the Philippine Migrants Rights Watch (PMRW) and co-chaired by the CFO, Migration Advocacy and Media (MAM) Awards aim to recognize the significant role of the media in the promotion and advocacy of 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, and migration and development.

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 Pinoys Abroad" by Joseph Holandes Ubalde, [www.interaksyon.com](http://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](mailto:info@cfo.gov.ph). To download the primer and nomination form, please check [www.cfo.gov.ph](http://www.cfo.gov.ph).



## 2012 MIGRATION ADVOCACY AND MEDIA (MAM) AWARDS

In recognition of the significant role of the media in the promotion 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 Filipinos 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, and migration and development.

### 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](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 (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.



**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](mailto:ftingga@cfo.gov.ph), [aomaga@cfogov.ph](mailto:aomaga@cfogov.ph)

**Deadline for receipt of entries: September 30, 2012**

THIS FORM IS NOT FOR SALE AND MAY BE REPRODUCED.

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.