

NOW ON ITS 33RD YEAR

THE Catholic Mass Media Awards is a project of the Archdiocese of Manila that honors communicators who “serve God through media,” as the late Jaime L. Cardinal Sin described it upon its launch in 1978. It has been held yearly since then, except for 1998 and 1999, with Cardinal Sin as the honorary chairman. Initially handed out in the fields of Print, Television, Radio and Film, the CMMA categories now also include Student CMMA, Advertising, Music, and the Internet. At the start, the CMMA was limited to Metro Manila, but in 1984, it was opened to entries from all over the country. Following the two-year hiatus, it was relaunched in 2000, when Cardinal Sin named Ambassador Antonio L. Cabangon Chua as chairman of its board of trustees and president. His Eminence Gaudencio B. Cardinal Resales, D. D., current archbishop of Manila, is honorary chairman of the CMMA.

CMMA TROPHY

THROUGH the years, The Catholic Mass Media Awards (CMMA) evolved side by side with the rapid development of mass communications. Though there have been changes in the CMMA process, some essential things remained.

The CMMA trophy is a picture of that reality.

Though its form evolves through the years, it essentially remains steadfast in its commitment to recognize values-filled media products.

The rock is a symbol of the steadfast commitment of the CMMA. “You are Peter, and upon this rock, I will build my Church” (Matt.16:18). CMMA establishes itself upon solid foundation of Christian positive values.

The upward movement of the curved figure represents CMMA’s vision of a transformed Philippine society through the responsible use of mass media. The mirror represents the Christian character of mass media, i.e., the reflection of the beauty and truth of Christ through audio-visual media and brings about total human development of its recipients.

The harmonious relationship between the two figures represents the Mother and Child—Mary, our blessed mother of the Church and the Child Jesus who is the first Communicator, “the Word made flesh who dwelt among us” (John 14).

The CMMA shall continue its commitment to evangelize people through mass media and bring about communion and unity in Christ with one another.

CMMA CRITERIA IN JUDGING

♦ LOVE FOR GOD

—Media works show honor and respect to Almighty God and His law and order.

—Media works provide spiritual and wholistic enrichments which are integral to the development of the human person.

♦ LOVE FOR TRUTH

—Media works reflect the highest standards of truthfulness and objectivity with sensitivity to human rights.

—Media works expose abuse of trust and corruption of public officials as well as instances of competence, public-spiritedness and devotion to duty.

—Media works reflect responsible freedom of expression.

♦ RESPECT FOR THE NATURAL ENVIRONMENT

—Media promote availability of goods and services that contribute to the country’s economic growth.

—Media promote integrity of creation.

—Media works are governed by principles of solidarity, justice, equity and accountability in the use of public resources and performance of the roles of public trust.

♦ PROMOTION OF POSITIVE FILIPINO VALUES

—Media works portray a healthy nationalism.

—Media works promote values of *pagkakaisa*, *pagsasarili*, *pakikipagkapwa-tao*, *pagkabayani* and *pagiging maka-buhay* and promote and safeguard Filipino identity.

—Media uphold positive Filipino values (*maka-Diyos*, *maka-tao* and *maka-bayan*).

♦ LOVE FOR FAMILY AND LIFE

—Media works promote the dignity of life, sanctity of the family and the dignity of the human person.

—Media works have a healthy outlook on sexuality, marriage and concern for children.

—Media works give voice to the voiceless, promote common good and provide access and participation to people, especially the poor.

WHO CAN NOMINATE?

Professional level: Entries may be submitted by any person or organization wishing to direct the attention of the CMMA to a meritorious program, series, article, material and the like. A person or a company may submit more than one entry in each category. Entries need not be Christian and nominees need not be Catholics. All entries must be those media works released from May 2010 to April 2011.

Student level: All bona fide students enrolled in any of the participating schools, colleges and universities within the school year 2010-2011.

Submission of Entries: **Student**—February 14 to April 29, 2011 / **Professional**—March 14 to May 20, 2011

Awards Night: October 19, 2011, San Carlos Seminary Auditorium, Edsa Guadalupe, Makati City

Entry Fees:	Advertising P3,000/Entry	TV P5,000/Entry
	Music P3,000/Entry	Website P1,000/Entry
	Radio P2,000/Entry	Print P2,000/Entry
		Student P500/Entry

CATEGORIES

♦ ADVERTISING

- Best Print Ad-Branded
- Best Print Ad-Public Service
- Best Radio Ad-Branded
- Best Radio Ad-Public Service
- Best TV Ad-Branded
- Best TV Ad-Public Service

♦ TELEVISION

- Best Adult Educational/ Cultural Program
- Best Comedy Program
- Best Drama Series/Program
- Best Entertainment Program
- Best News Magazine
- Best News Program
- Best Public Service Program
- Best Special Event Coverage
- Best Talk Show
- Best TV Special-(One-time feature)
- Best Children and Youth Program
- Best Religious Program
- Best Station ID

♦ PRINT

- Best Business Column

- Best Children’s Magazine
- Best Comic Strip
- Best Editorial Cartoon
- Best Entertainment Column
- Best Investigative Report
- Best Local Community/Parish Newspaper
- Best News Coverage
- Best News Photograph
- Best Opinion Column
- Best Short Story
- Best Special Feature
- Best Youth Magazine
- Best Comic Story
- Best Children’s Short Story
- Best Family-Oriented Magazine—**NEW**

♦ RADIO (AM OR FM)

- Best Business News or Feature
- Best Counseling Program
- Best Public Service Program
- Best Drama Program (Episodic or Serial)
- Best Educational Program
- Best Entertainment Program
- Best News Commentary
- Best News Program

♦ MUSIC

- Best Album-Inspirational
- Best Song-Inspirational
- Best Album-Secular
- Best Song-Secular
- Best Music Video

♦ INTERNET

- Best Website
- Best Blog—**NEW**

♦ STUDENT CMMA

- Best Student Organ-Grade School
- Best Student Organ-High School
- Best Student Organ-College
- Best Short Film (documentary or narrative)
- Best TV Production (documentary or narrative)
- Best Student Public Service-Radio AD
- Best Student Public Service-Print AD
- Best Student Public Service-TV AD

♦ SERVIAM AWARD

- Individual
- Corporate/Institutional

♦ 2011 JAIME CARDINAL SIN CATHOLIC BOOK AWARDS ♦

WHO CAN NOMINATE?

Entries may be submitted by any person or organization wishing to direct the attention of the ACCI-Asian Catholic Communications, Inc. to a noteworthy book. A person or organization may submit more than one entry in each category.

CATEGORIES

- ♦ Best Book in Theology
- ♦ Best Book in Spirituality
- ♦ Best Book in Ministry
- ♦ Best Book in Family Life, Youth and Children
- ♦ Lifetime Achievement
- ♦ Emerging Author

DEADLINE OF SUBMISSIONS: August 31, 2011

PERIOD COVERED: For the 2011 awards, entries must be published between July 2010 and May 2011

SUBMIT ENTRIES AT: Asian Catholic Communication, Inc. (ACCI)

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Look for Ms. Mads N. Araña