



2009 **CARIBBEAN**
WEEK
TORONTO CANADA

CARIBBEAN™

CARIBBEAN MEDIA AWARDS AND CRITERIA

AWARDS:

- 1) Best Feature Article in a Consumer Newspaper – Canada
- 2) Best Feature Article in a Consumer Magazine – Canada
- 3) Best Feature Article in a Trade Publication - Canada
- 4) Best Online Feature – Canada
- 5) Best Feature Broadcast - Canada
- 6) Best Photograph in Conjunction with a Feature Article – Canada
- 7) Best in Show – Canada

CRITERIA:

- Submissions will be accepted for Canadian media outlets only
- Both English and French language submissions are welcome
- Publication of the work must have been between the dates of September 2008 – September 2009
- Maximum of two entries per person, per award category
- All entries must be submitted by Friday, October 2, 2009 at 5:00 p.m. EST
- Minimum circulation for newspaper and magazine entries is 10,000
- Media submissions should showcase creativity and thoughtful knowledge of the Caribbean region with a provocative story angle
- Award recipient agrees to allow his/her winning work(s) to be published in part or in whole on www.CaribbeanTravel.com. The winner also agrees to allow his/her photograph to be taken and utilized for publicity purposes.
- Awards will be presented at Caribbean Week in Canada on Friday, October 30, 2009 during the Media Marketplace and Caribbean Awards Luncheon at the Fermenting Room, in the Distillery District in Toronto.
- Transportation to Toronto for the luncheon is subject to the expense of the individual winner; CTO can assist by offering preferred hotel rates.

GUIDELINES FOR SUBMISSION:

- Nominations by National Tourist Offices (NTO), CTO members, CHTA Hotel members and qualified media will be accepted
- No fee is required to submit
- Articles may be submitted in the following formats:
 - One original tear sheet can be sent to:

Korin Lamourt, Lou Hammond & Associates
39 East 51st St. New York, NY 10022
 - Scanned versions of clips from the publication(s) in PDF or JPEG format can be e-mailed to: cwtsubmissions@lhammond.com
 - For all submissions, please list any additional media outlets where it appeared. (min. circulation of 10,000)
- Broadcast entries may be submitted in the following formats:
 - One hard copy of the script and three copies of the broadcast clip in DVD format can be sent to:

Korin Lamourt, Lou Hammond & Associates
39 East 51st St. New York, NY 10022
 - One electronic copy of the script and one digital link to the broadcast clip can be e-mailed to: cwtsubmissions@lhammond.com
 - All broadcast DVDs submitted should include date, time, station of broadcast and name of show (if applicable)
- Photo entries may be submitted in the following formats:
 - Three hard copies of the photograph and one original tear sheet of the publication can be sent to:

Korin Lamourt, Lou Hammond & Associates
39 East 51st St. New York, NY 10022
 - One digital photo and one electronic version of the publication including the photo in PDF format can be e-mailed to: cwtsubmissions@lhammond.com