



# 1<sup>st</sup> CAMPI Motor Show Media Awards

The Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI) launched the 1st CAMPI Motor Show Media Awards in recognition of the role that the mainstream and social media play in keeping the public informed about developments in the auto industry. Created especially for CAMPI's 3rd Philippine International Motor Show (PIMS) this Aug. 19-22, 2010, the Awards seek to:

- Drum up excitement on the 3rd PIMS;
- Rally public support for CAMPI's environmental awareness advocacy "My Ride+Earth"; and
- Create public awareness on CAMPI and its advocacies

## TERM

The contest is open to entries published from June 16, 2010 to August 22, 2010. By submitting an entry, each entrant agrees to the Contest Mechanics and warrants that his or her entry complies with all requirements set out in the mechanics.

## WHO MAY ENTER

The contest is open to all print, broadcast, online, and photojournalists in the Philippines, as well as all users of social media networks.

## HOW TO ENTER

To enter, read the contest mechanics and fill out the entry form with the required information and submit along with your entry in accordance with the instructions stated in the contest mechanics.

Entries must be submitted to Writers Edge, Inc. (if submitted before August 19, 2010) or to the 3rd PIMS Press Secretariat at the World Trade Center Metro Manila (if submitted from Aug. 19-22, 2010) together with a duly filled-up entry form. Proof of submission is not considered proof of receipt.

It shall be the sole responsibility of the entrant to ensure that Writers Edge has received the entry,

which shall be validated by Writers Edge through an e-mail notification.

## CONTEST PRIZES

Winners for the top category (Best Motor Show Coverage) will receive P10,000.00 in cash, P5,000 in kind, and a trophy from CAMPI.

For the 15 special categories, winners will each receive P5,000.00 in cash, P5,000 in kind, and a trophy from the sponsoring CAMPI member company.

The prizes are non-transferable and may be claimed not more than ten (10) working days directly from the category sponsor. The category sponsor shall notify the winner directly of the procedure to claim the prizes.

Should there be no winner chosen or declared for a category, all prizes intended for the category (excluding the trophy) shall automatically be added to the prizes of the winner of the top category (Best Motor Show Coverage).

Prizes will be given to the individual whose name appears in the registration form as "Entrant".

## JUDGING

The contest consists of two (2) rounds of evaluation for each Category.

In Round One, all entries will undergo a screening process to be short-listed for final judging if they meet the basic/minimum requirements of the category. The entries selected in Round One will proceed to Round Two.

In Round Two, a panel of Judges will collectively select a First Place Winner in each Category based on the Judging Criteria.

## Awards Categories

### 1. Open to All Media (top award)

- "Best Motor Show Coverage"  
(Should consist of a body of work or a series of at least three articles/reports)

### 2. Print Media

- "Best Motor Show Coverage (Print)"
- "Best Motoring Page on the Motor Show"
- "Best Motor Show Story"
- "Best Motor Show Photo"
- "Best Motor Show Business Story"
- "Best Motor Show Environmental Story"
- "Best Opinion Column on the Motor Show"
- "Best Front Page Story on the Motor Show"

### 3. Broadcast Media (TV or Radio)

- "Best Motor Show Coverage (Broadcast)"  
(Note: should consist of a series of at least three separate news reports or commentaries) or Special Production of Media Agencies

### 4. Online Media

- "Best Motor Show Coverage Online"
- "Best Motor Show Blog"
- "Best Motor Show Video on YouTube"
- "Best Motor Show Photo Album Online"
- "Best Motor Show Fanbook"
- "Best Fashion Photo on the Motor Show"

## REQUIREMENTS TO ENTER:

1. Entries should have been published or aired between June 16, 2010 and August 22, 2010 in a publication (print or online) or network (TV or radio). Each entry should be submitted together with a filled up entry form.

### 1. Print and Online

- Entries can be submitted via mail or e-mail.
- Entries sent by mail must be printed on legal-sized bond paper with date/s and name of publication or URL, and sealed in a brown envelope together with the accomplished application form.
- For entries published on the Internet: link to the URL where the entry can be found.

### 2. Broadcast (TV or Radio)

- For TV: Entries should be in DVD format with the title of the program and segment, and date and time of broadcast, together with a synopsis of each broadcast in English.
- For Radio: Entries should consist of at least three (3) separate broadcasts (spot reports or commentaries). Entries should be in a CD format with the program title, and dates and time of broadcasts together with a synopsis of each broadcast in English or Filipino.

Interested parties may send as many entries in a chosen category. Only entries that comply with these rules and regulations shall qualify for the final judging.

In the event of a tie, the tied entries will be subject to final voting by the judge who will represent the panel category in the selection of the top category.

Decisions of the Judges are final and binding.

## ANNOUNCEMENT OF WINNERS

Winners will be announced on August 22, 2010 at the closing ceremonies of the 3rd Philippine International Motor Show at the World Trade Center Metro Manila in Pasay City. If the winner fails to attend the closing ceremonies, he/she shall be notified by Writers Edge, Inc. or CAMPI by e-mail not later than August 25, 2010.

Winners' names will be available online on [www.campiauto.org/motorshow](http://www.campiauto.org/motorshow) after August 22, 2010.

## FOR DETAILS AND INQUIRIES, CONTACT:

Writers Edge, Inc.  
Landline: 821-3807; 824-1907 (telefax)  
Email: [writersedgeinc@gmail.com](mailto:writersedgeinc@gmail.com)

Please go to [www.campiauto.org/motorshow](http://www.campiauto.org/motorshow) to read the full contest mechanics and download the entry form.