

1,000 nominations for RAPA Awards 2007

The Radio and TV Advertising Practitioners Association of India Ltd. (RAPA), which honours outstanding creative work in the radio and television field, has attracted 1,000 nominations (up 43% from 700 entries obtained last year) for the 33rd All India RAPA Awards for Excellence 2007.

Mr. Viresh Chaddha, Chairman, RAPA Awards committee, said, 'We are happy to get a phenomenal increase of more than 43% in the number of nominations for the 33rd All India RAPA Awards for Excellence 2007. These awards are one-of-a kind as they honour creative excellence in radio and television in all the Indian languages including Hindi and English. On the judging panel, we shall have several eminent luminaries from the media and entertainment field, many of who are linguists. We are hopeful of getting quality entries that will raise the creative standards.'

There are a total of 63 awards up for grabs. This includes 9 awards in the Radio category in each language and 6 more for all languages combined. There are 2 awards in the Television advertising category in each language and 9 awards in all languages combined. There are 11 awards in the Television Production category (serials/ music videos/ telefilms, documentaries, etc.) in each language and 18 awards in all languages combined. There are 7 special RAPA awards for all round contribution to Radio/Television; outstanding voice performance; best performance on TV for male and female; campaign of the year on TV and on radio; and outstanding copywriter.

Every year, RAPA honours outstanding creative work in radio and television. The RAPA Awards are possibly the only forum in the country that acknowledges creative excellence in radio. Television was included in the scope of the awards in 1981. The work eligible for nomination for the 33rd version of the RAPA awards has to be telecast/ broadcast between January 1, 2007 and December 31, 2007. The telecast criterion is not applicable to documentaries. However, the work should be produced between January 1, 2007 and December 31, 2007. Work has to be produced in India.

Any person or organization creativity involved with the production of work being sent in as entry for Radio / Television in the categories mentioned in the folder. The award will go to the awardees only as mentioned against the relevant categories. One can participate if one has produced work in any of the following 17 Indian languages including Assamese, Bangla, Dogri, English, Gujrati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Marathi, Nepali, Oriya, Punjabi, Tamil, Telegu and Urdu. In case of bilingual work, one must specify the primary language. If a spot has English and Hindi in it, then to consider it in English it should have more than 70% of English content.

One can send any number of entries but each entry should be on a separate Audio CD or Video CD or DVD as the case may be. Where there is more than one participant, then it simply means that either of the participants, or both or all the participants can send the entries; e.g., in category number 1, it is mentioned that the Agency and the Producer can send the entry --- in this case, the Agency or Producer can send the entry OR the Agency and the Producer can send the entry. In the second instance if the Agency and the Producer have sent the SAME entry and in the event the entry wins an award, than trophies will be presented to both -the Agency and the Producer.

The entry forms can be downloaded from the website www.rapa.in.

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