



## 2. ENTERING THE 2011 SIREN AWARDS

### 2.1 Eligibility Criteria

Entry into the 2011 Siren Awards is free and is open to anyone in the advertising or commercial radio industries in Australia in relation to radio advertisements produced by you in Australia which were first broadcast on an Australian commercial radio station. Judging will take place in a series of rounds leading up to the judging and awarding of the annual prizes.

All entries must meet the following additional criteria:

- Any advertisement entered in a particular round must have been broadcast on at least one Australian commercial radio station within the specified dates for that round. The dates for each round (referred to below as the “**Eligibility Period**”) will be published on the 'About Siren' section of the Siren website.
- Any advertisement entered into a particular round will only be eligible for judging for that round if the advertisement will be or has been broadcast on an Australian commercial radio station at least 10 times during that Eligibility Period. You must provide evidence (e.g. a media plan) confirming this.

### 2.2 Categories of Awards

The Siren Awards consist of 3 overall awards selected from the following categories:

- **Single entry**– for a single radio advertisement; and
- **Campaign entry**– for no less than three different advertisements that form part of the same campaign.
- **Craft entry**– for sound engineering excellence in commercial radio advertising

### 2.3 Submitting your entry

These Terms and Conditions govern the rules on which the Siren Awards will be conducted. By submitting your entry into the Siren Awards, you will be taken to have unequivocally accepted these Terms and Conditions and will be entering into a binding agreement with Commercial Radio Australia.

You can only enter the Siren Awards by:

- fully completing the online form on the Siren website; and
- submitting a script and an audio file of the relevant advertisements (referred to below as “**your entry**”). In the case of advertisements entered under the Craft Entry category, only the audio file is necessary. **Audio material must be submitted as MP3 files at 256 kbps/sec, 16 bit stereo**, the general standard for sending commercials to radio stations. This will ensure that the sound quality of each spot is fairly represented.

If you fail to comply with all these requirements (including providing your entry in the requested format), your entry will be invalid and will not be eligible for the Siren Awards.

You may enter each advertisement once in any of the three categories provided you complete a separate entry form for each different category. However, you can enter as many different advertisements that meet the [Eligibility Criteria](#) as you wish.

Entrants can only enter their ad or campaign ONCE. Except if the Siren Awards run a 'Final Call' round at the end of the year, when entrants are given the chance to resubmit any work from the year. This is the amnesty period, free for all and we have an extra few judges to oversee what happens.

Submissions for the 2011 Siren Awards will take place in a number of rounds leading up to **4 March 2011** which is the **final date for entries in the 2011 Siren Awards**. The relevant information including closing dates for each round will be posted on the Siren website.

## **2.4 Round Judging of the 2011 Siren Awards**

After the close of each round, judges will select a minimum of 1 entry from that round for each of the entry categories to be short-listed for selection as one of the overall winners of the 2011 Siren Awards. Only those entries which are short listed by the judges are eligible to be considered for the prizes of one of the overall winners of the 2011 Siren Awards. However, the judges (in their sole discretion) reserve the right not to short list any entry from a particular round if they are of the view that the standard of entries for that particular round is inadequate.

If your entry is short listed by the judges, you will be required to provide further supporting documentation to show when the relevant advertisement or advertisements were broadcast.

The decisions of the judges at all times will be final and no correspondence will be entered into. In the event that a winning entry has become ineligible, the judges reserve the right to conduct further judging as necessary to find a winner.

Siren Final Call is a feature round and is held annually at the discretion of the Siren Creative Council.

Judging for the Siren Final Call involves a judging panel including the winners of Rounds 1-5 plus Siren Council members. This is because the Siren Final Call is the last round of the year, and is an amnesty round.

## **2.5 Finalist Judging of the 2011 Siren Awards**

The Siren Awards are annual awards comprising 3 winners selected from all valid entries received by Commercial Radio Australia in accordance with the [Eligibility Criteria](#).

The 3 awards categories are:

- one winner from the Radio Single entry category as judged by the [Siren Creative Council](#) in March 2011; and
- one winner from the Radio Campaign entry category as judged by the [Siren Creative Council](#) in March 2011; and
- one winner from the Craft entry category as judged by a panel of judges including members of the [Siren Creative Council](#) in March 2011.

Out of the winners of Radio Single and Campaign, one will be selected as the overall winner of the 2011 Siren Awards.

## **2.6 Prizes**

### **(a) All shortlisted entries from Round Judging**

If your entry is selected as one of the shortlisted winners:

- your entry will be uploaded onto the Siren website and may be used by us in accordance with the licence in [clause 2.6](#); and
- your entry will become eligible to be considered for the prize of overall winner of the 2011 Siren Awards in the 3 categories described above.

**(c) Three winners from Round Judging in the 2011 Siren Awards**

All winners throughout the rounds will receive certificates.

For winners in each round from the Radio Single Entry and Radio Campaign Entry categories only, the judges will decide which is the best overall entry between the two category winners, and the winner will be given an opportunity to design a full page advertisement in *Campaign Brief*. This advertisement will be framed and presented to the winner at the award ceremony.

**(c) Overall winners of the 2011 Siren Awards**

One entry from the Radio Craft Entry categories will be selected by the judges as the winner of this category for 2011. This winner will receive a silver trophy.

One entry from both the Radio Single and Campaign Entry categories will be selected by the judges as the winner of each of those categories for 2011. Each winner will receive a silver trophy.

Out of the winners of Radio Single and Campaign, one will be selected as the overall winner of the 2011 Siren Awards. The winner of this overall award will receive a gold trophy and the following:

- a return air trip for 2 to the 2011 Cannes Lions International Advertising Festival from any capital city in Australia and 3 nights twin share accommodation in Cannes but not including spending money or meals;
- entry into the 2011 Cannes Lions Radio Award for the winning entry.

**(d) Round winner awarded Client Award**

The 2011 Siren Awards will include an additional award known as the Siren Client Award. This will be won by one of the five overall round winners and will be judged by a panel made up of clients – rather than agency creative directors. The client panel will be made up of the clients who commissioned the winning Gold and Silver Siren winners from the year before and invitations will also be made to specific category guest judges. The Award will be a cash prize of \$5,000.

**2.7 You give us the right to make your entry accessible to the public**

Commercial Radio Australia intends to communicate the short listed entries to members of the public through publication on the Siren website, by creating and distributing a compilation CD containing the winning Sirens Awards entries and to otherwise cause the winning entries to be performed to the public for purposes related to the Siren Awards.

By submitting your entry in the Siren Awards, you will be giving Commercial Radio Australia a perpetual, non-exclusive, royalty-free licence to:

- (a) make a sound recording embodying your entry and to make copies of that recording and to distribute those copies to members of the public for purposes related to the Siren Awards;

(b) communicate or otherwise make your entry accessible to the public from the Siren Website for use in accordance with [clause 1](#); or

(c) otherwise communicate or perform your entry to the public for purposes related to the Siren Awards.

This licence from you in (b) and (c) above includes the right for Commercial Radio Australia to reproduce your entry as may be necessary to perform the rights you have licensed to us.

## **2.8 Relationship between you and us**

Nothing in these Terms and Conditions is intended to or will be construed as creating a relationship of employer and employee, principle and agent, joint venture or partnership between you and Commercial Radio Australia.

## **2.9 Your warranties to Commercial Radio Australia**

In addition to submitting your entry into the Siren Awards, you make the following legally binding promises to Commercial Radio Australia:

(a) that you have all the necessary rights to submit your entry into the Siren Awards and to grant us the rights to publish or communicate your entry to the public as set out in [clause 2.6](#);

(b) that our use of your entry for the purposes of the Siren Awards and related purposes, including making your entry available for public access from the Siren website will not infringe any third party's intellectual property rights or any other proprietary rights;

(c) that your entry does not contain any content that is defamatory or which contravenes any applicable law including (but not limited to) the *Trade Practices Act 1974* or similar fair trading laws, the provisions in the *Broadcasting Services Act 1992* in relation to "prohibited content" or "potential prohibited content" on the Internet, laws relating to consumer protection, unfair competition, criminal law or anti-discrimination laws.

(d) that any information that you submit with your entry is current and accurate and not in way fraudulent, false, or misleading; and

(e) that any information that you submit via the Siren website does not contain any viruses or other malicious computer programs that may damage, modify or delete any of the information on the Siren website or affect the proper operation of the Siren website.

## **2.10 Your indemnity**

You agree to release and indemnify and hold harmless, Commercial Radio Australia, our officers, directors, employees, agents and contractors from and against all losses, damages, costs, expenses and claims which may be suffered or incurred by you as a result of or in connection with your use of the Siren website, your entry in the Siren Awards and your use of our services.