

## ABOUT THE CA KUZA BROADCASTING AWARDS

The CA Kuza Broadcasting Awards is an initiative of the Communications Authority of Kenya (CA) to recognize and fetter broadcasters who demonstrate excellence in their broadcasts in line with regulatory requirements.

## WHY THE KUZA AWARDS?

The objectives of the CA Kuza Broadcasting Awards is to:

- Celebrate excellence in Kenyan broadcasting
- Reward responsible and responsive broadcasting
- Enable consumer participation
- Encourage the use of the broadcasting platform for socio-economic development

## AWARD CATEGORIES

There are three (3) categories of awards in the 2018 edition of the Kuza Awards:

- Regulatory Compliance Awards
- Collaborative Awards
- People's Choice Awards

## REGULATORY COMPLIANCE CATEGORY AWARD

This award is based on CA's FY 2017/18 monitoring of broadcasters compliance with regulatory requirements

AWARD	OBJECTIVE	CRITERIA
Broadcaster of the Year Award	To promote and reward compliance with the various regulatory provisions as set out in the Kenya Information and Communications Act (KICA) 1998	This station emerged top on assessment of compliance with: <ul style="list-style-type: none"> <li>• License conditions</li> <li>• Programming Code</li> <li>• Resolution of complaints</li> <li>• Compliance returns submission</li> <li>• Inspection</li> </ul>
Local Content Programming Award	To facilitate and encourage the development of Kenyan programmes by broadcasters.	The station: <ul style="list-style-type: none"> <li>• Aired programming qualifying the criteria of local content.</li> <li>• Aired the highest hours of local content.</li> <li>• Demonstrated diversity of the local content aired.</li> </ul>
Local Content Prime Time Award	To encourage uptake of local programming during prime time.	The Station: <ul style="list-style-type: none"> <li>• Aired programming qualifying the criteria for local content.</li> <li>• Aired the most hours of local content during prime time (6pm – 10 pm).</li> <li>• The station aired various genres of local content during prime time (diversity).</li> </ul>
Children Programming Award	Promote the development of programming catering to children's needs and interests.	The station: <ul style="list-style-type: none"> <li>• Aired content qualifying the criteria of children content i.e. "Any television programming that is specifically designed to serve the educational and informational needs of children 18 years of age and under, in any respect, including the child's intellectual/cognitive or social/emotional needs."</li> <li>• In addition, the programming:  <ul style="list-style-type: none"> <li>• Was aired between 7:00 a.m. and 10:00 p.m.;</li> <li>• Was local content as defined in the Broadcasting Regulations.</li> <li>• Were regularly scheduled programmes;</li> </ul> </li> </ul>
PWD Accessibility Award	Facilitate the understanding and enjoyment of broadcasting services by PWDs.	The station: <ul style="list-style-type: none"> <li>• Incorporated PWDs accessibility mechanisms in news, current affairs, educational programming and coverage of events of national importance.</li> <li>• Aired content that portrays PWDs in positive light in society.</li> <li>• Consistently applied PWD accessibility mechanisms in identified programming.</li> </ul>
Diversity Award	Encourage creativity, diversity and uptake of local programmes during the watershed period	The station: <ul style="list-style-type: none"> <li>• Aired content that qualifies the criteria of local content.</li> <li>• Aired content that reflects Kenyan themes, including the history, language, culture, heritage and values of Kenya.</li> <li>• This content was aired during the watershed period.</li> <li>• Aired the highest hours of diverse programming including drama, documentaries, children programmes, reality, comedy, amongst others</li> </ul>

## COLLABORATIVE CATEGORY

This award category is based on collaborations between CA and other agencies involved in the development of various facets of the broadcasting value chain. It leverages on the synergies among these agencies towards a vibrant broadcasting industry.

COLLABORATIVE CATEGORY	OBJECTIVE	CRITERIA	AWARD BY
Accessible Broadcasting Award	Facilitate the understanding and enjoyment of broadcasting services by PWDs	This award will be issued based on independent criteria/assessment on issues relating to accessibility and enjoyment of broadcasting by PWDs by the Kenya Institute of Special Education	Kenya Institute of Special Education (KISE)
My Kenyan Story Award	To facilitate and encourage the development and uptake of Kenyan programmes by broadcasters and consumers	This award will be issued based on an independent criteria/assessment on local content in Kenyan broadcasting by the Kenya Film Commission	Kenya Film Commission (KFC)
Professionalism and Ethical Broadcasting Award	To promote professionalism and ethics in the broadcasting industry	This award will be issued based on independent criteria and assessment on professionalism by the Media Council of Kenya	Media Council of Kenya (MCK)
Copyright Award	To enhance broadcasters' compliance with copyright and Intellectual Property (IP) regulatory requirements	This award will be issued based on an independent criteria/assessment on copyright and IP amongst broadcasting by the Kenya Copyright Board	Kenya Copyright Board (KECOBO)

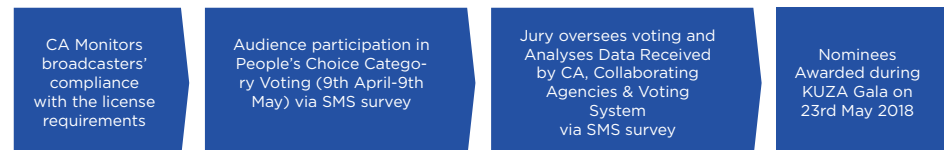
## PEOPLE'S CHOICE AWARDS

This award category is based on consumer feedback on the broadcasting value chain. Audiences vote for their preferred station based on their perception of the socio-economic impact of broadcasting services on the community.

Voting runs from **9th April to 9th May 2018** via mobile SMS survey – short code 15601 free of charge.

PEOPLE'S CHOICE AWARD	OBJECTIVE	CRITERIA	NOMINEES
People's Choice Favourite TV Station	To identify the preferred TV station according to Kenyan audiences	This is the TV station of choice to the Kenyan audience	Free to Air (FTA) TV
People's Choice Favourite Radio Station	To identify the preferred Radio station according to Kenyan audiences	This is the Radio station of choice to the Kenyan audience	Radio
Objectivity & Impartiality in News & Current Affairs	To identify audiences preferences regarding the social economic impact of broadcasting services on the community	This broadcaster presents New and current affairs in a truthful and fair manner, according to the audience.	FTA Radio & TV
Impact on Children Welfare	To identify audiences preferences regarding the socio-economic impact of broadcasting services on the community	This broadcaster promotes children welfare through providing programming catering to children's needs and interests, according to the audience.	FTA Radio & TV
Impact on Agriculture	To identify audiences preferences regarding the social economic impact of broadcasting services on the community	This broadcaster addresses issues relating to agriculture in its programming.	FTA Radio & TV
Impact on Youth, Women & Persons living with Disabilities	To identify audiences preferences regarding the socio-economic impact of broadcasting services on the community	The broadcaster that best addresses issues relating to youth, women & persons living with disabilities (PWDs) in its programming.	FTA Radio & TV

## THE AWARDS PROCESS



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