

# **State Radio Awards Ceremony – 2021**

## **Department Of Cultural Affairs**

### **Preamble**

In the history of electronic media in Sri Lanka, radio is the oldest form. Radio Broadcasting in Sri Lanka was established by Chief Engineer Edward Harper, on 16<sup>th</sup> of December 1925. Ninety four years have elapsed since the inception of Radio Broadcasting in Sri Lanka.

Although radio broadcasting institutions both Britain and Sri Lanka are almost of the same age, whose establishment was in the first half of the 20<sup>th</sup> century, the British Broadcasting Corporation, or BBC, over the years reached the stature of a global trend setter in giant leaps and bounds to be the global broadcaster. However the position we gained as Sri Lankan radio Broadcasters compare with others should be discussed at length. We are of the view that the more we discussed the better its development.

For decades, the BBC has been looked upon by global communities as the establishment in sound broadcasting. The policies, practices, ethical concepts creative innovations and the exemplary professionalism of BBC provided guidelines to broadcasting institutions in an extensive range of lands right round the world.

Some Sri Lankans found employment opportunities in the BBC and returned home enriched with broadcasting experiences, power of imagination and creativity that they were able to acquire at the host institution.

In the backdrop of that impressive background and history, our Radio Channels too in course of time has developed but there has never been an attention to recognize our radio achievements through State awards.

Cinema, Television, Drama, Literature, Dance and other forms of Arts and crafts had their own system of state awards under the state patronage or any other institution. But for some reason sound broadcasting suffered neglect. However a number of radio channels developed during the past 9 decades have been attempting to satisfy the society with the programs of low taste and with inferior language merely to please the listeners. The responsibility of the state is to pave the way for the better creations to be broadcast for the entertainment of the masses. Furthermore it is the responsibility of the state to institute standards to the relevant services and programs including the human resources and give due accolade to such programs broadcast over the radio. This will provide a strong impetus for the armature artistes to produce creations of excellence.

Under the above circumstances and considering their roles and responsibilities, the Ministry of Buddha Sasana, Religious and Cultural Affairs, the Department of Cultural Affairs, the Arts Council of Sri Lanka and State Advisory Council of Radio have decided to hold this annual event of State Radio Awards Ceremony for the fourth time.

## **Objectives**

### Key objective

Direct the producers and channels to broadcast qualitative entertaining programs of great diversity which reflect the full range of audience's interests and broaden the intellect of people.

### Other objectives

01. Felicitate radio artistes who produce creations of higher standards.
02. Present awards to the professionals of the radio broadcasting field of Sri Lanka who have rendered an invaluable service to the field.
03. Encouragement for the new comers to the radio field and for those who are studying this field.
04. Give guidance to the radio artistes in this field for a better Radio Broadcasting Service in Sri Lanka.
05. Provide the background for a highly efficient radio art field.



## State Radio Awards Ceremony - 2021

The radio broadcasting in Sri Lanka has a history of more than nine decades. It has been decided to hold the State Radio Awards Ceremony in the year 2021 concurrently with the World Radio Day to accolade the radio artistes. The ceremony is organized by the Ministry of Buddha Sasana, Religious and Cultural Affairs, the Department of Cultural Affairs and the State Advisory Council of Radio of the Arts Council of Sri Lanka.

### Categories

#### 01. News and current affairs

- 1.1 Best News Editor
- 1.2 Best News Presenter (Male)
- 1.3 Best News Presenter (Female)
- 1.4 Best News Report
- 1.5 Best Regional News Report

#### 02. Best Radio Programs

The programs produced under the themes of educational, religious, children's, women's, health, environmental, national amity, cultural and arts could be presented.

- 2.1 Best Morning Drive
- 2.2 Best Evening Drive
- 2.3 Best Interview Program
- 2.4 Best Discussion Program
- 2.5 Best Investigative Program
- 2.6 Best Music Program
- 2.7 Best Sports Program

#### 03. Radio Drama

- 3.1 Best Script Writer in Radio Drama
- 3.2 Best Actor in Radio Drama
- 3.3 Best Actress in Radio Drama
- 3.4 Best Producer in Radio Drama
- 3.5 Best Script Writer in Children's Radio Drama
- 3.6 Best Child actor in Radio Drama
- 3.7 Best Child actress in Radio Drama
- 3.8 Best Producer in Children's Radio Drama

#### 04. Best Radio Sound Technology and Broadcasting

- 4.1 Best Sound Control
- 4.2 Best Trailer in Radio
- 4.3 Best Jingle
- 4.4 Best Creative Radio Advertisement

#### 05. Swarna Sankathana Award

- 5.1 Best Radio Compere (Male)
- 5.2 Best Radio Compere (Female)
- 5.3 Best Commentator

#### 06. "Prathibha Pranama" Awards

"Prathibha Pranama" life time awards are presented to the doyens of the radio broadcasting field of Sri Lanka who have rendered an invaluable service to the field.

## **Rules, Regulations and the instructions**

01. Only the programs broadcast in any state or private radio channel that was registered under the Telecommunication Regulatory Commissions of Sri Lanka are eligible for entry.
02. Programs produced in Sinhala, Tamil and English are considered to be presented with awards.
03. Only the programs which have been produced in Sri Lanka and broadcast during the period from 01<sup>st</sup> July 2019 - 30<sup>th</sup> June 2020 are eligible for entry.
04. Application could be obtained from any District Secretariat or from the Head Office of the Department of Cultural Affairs or downloaded from [www.culturaldept.gov.lk](http://www.culturaldept.gov.lk) or <https://www.facebook.com/culturaldept.gov.lk/ref=bookmarks>.
05. Duly filled applications should be forwarded with the recommendation of the Head of the Institution/Representative.
06. Closing date of entries is 29<sup>th</sup> October 2020 at 3.00 pm. Entries should be sent to reach the Director, Department of Cultural Affairs, 8th floor, Sethsiripaya, Battaramulla, before the closing date, by hand or by registered post.
07. Duly filled application should accompany the CD of the Radio Program you apply for. "State Radio Awards Ceremony – 2021" should be written on the top left hand corner of the envelope enclosing the application.
08. Persons involving in the State Radio Awards Ceremony or their family members are not eligible to participate in this competition.
09. Applications should be sent separately for each category. A single applicant could send only one (01) program under one category.
10. Special Awards of the Jury and the Merit Awards will be presented to creative productions in addition to the main awards.
11. The CD should be forwarded along with the relevant script when applying for the Best Script Writer in Radio Drama and for the Best News Editor.
12. Any competitor who secured the first place three times under a certain category in the State Radio Awards Ceremony will be presented the Silver Award in the third time in that category. Thereafter he or she will not be eligible to send entries under that category.
13. The Department of Cultural Affairs is not bound to return the applications or the CDs sent to this completion.
14. All the creations will be evaluated by an independent proficient Panel of Judges and their decision will be the final in selecting the winners.
15. Participation in the competition will be regarded as having accepted and agreed to be bound by the rules and regulations of the competition.
16. The Department of Cultural Affairs shall retain the authority to make policy decisions and the final responsibility on State Radio Awards Ceremony.

Applications will be rejected:-

- I. If the applications are not duly filled.
- II. If the applications are received late or noncompliance with the rules and conditions.

The above document is the only decisive document of the State Radio Awards Ceremony. The scheduled application is also a part of this document. Any clarification on this ceremony will be made in future by the Radio Promotion Division in writing or through telephone. The Department of Cultural Affairs shall responsible for defining, revising, rescinding this document or compiling a new document.

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