



CARIBBEAN TELECOMMUNICATIONS UNION



REQUEST FOR SONG SUBMISSION DOCUMENT

RULES AND SUBMISSION GUIDELINES

CALL FOR A ROADSHOW SONG

The Caribbean Telecommunications Union (CTU) is inviting submission of Songs by Citizens and residents of CTU [Member States](#) who are Songwriters, Vocal Recording Artists, and Composers to participate in a CTU Caribbean ICT Roadshow Song Competition.

Background

The Caribbean Telecommunications Union is an inter-governmental organisation dedicated to promoting and supporting the development of the Caribbean information and communications technologies (ICT) sector for the socio-economic development of the region. It comprises twenty Member States and private sector, regional/international organisation, technical community, regulators and civil society members.

As new trends in technology emerged, the CTU's mandate has expanded to address issues of digital transformation. The CTU is currently the organization that is driving the move towards digital transformation in the Caribbean.

The impact of digital transformation is already evident in many countries, globally. Corporate entities are leveraging the Internet of Things (IoT), Artificial Intelligence (AI), robotics and digital currencies for simplifying consumers' everyday activities.

Digital transformation is not only about the technology, but involves the overhaul of governance arrangements, institutional structures, work processes and organisational and public sector culture. Building digital awareness and literacy skills in the public sector and the population are also critical to the success of this transformation process.

CTU Caribbean ICT Roadshow

Launched in 2009 to commemorate the 20th Anniversary of the CTU, the objectives of the original Roadshow initiative were to raise public awareness on the transformative potential of information and communication technologies (ICT) and to educate on the necessity of innovative approaches for making effective use of ICT resources. From its inception to 2014, the Roadshow was held 23 times in 18 Caribbean territories. Because of the relentless pace of technological



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innovation, the CTU has decided to embark on a new round of Roadshows that reflect the current advances in ICT and the changes in the sector.

The advent of COVID-19 has changed the global landscape in ways that will endure even after the virus ceases to be a global threat. The pandemic has demonstrated a new urgency for the acceleration of digital transformation in the Caribbean as governments, businesses and ordinary citizens have been forced to transition from face-to-face transactions to online services, accentuating the urgency for digital transformation.

The Roadshow initiative is a series of visits to CTU Member States, each having a customised agenda of activities designed to raise awareness within the public and private sectors, civil society and academia, of the innovative approaches possible and necessary for the effective use of ICT in government and business and for social development that will promote the acceleration of digital transformation in the region.

It also seeks to educate persons from all sectors of society about using technology to enhance their lives, aimed at reducing the technological divide between the developed nations and the region.

The Roadshows feature Seminars, which show case Technological Advancement in the Caribbean, Youth Fairs, in addition to a CTU Caribbean ICT Roadshow Caravan.

THE EMBODIMENT OF THE ROADSHOW SONG

The Roadshow song must encapsulate the fusion of soca and reggae genres while capturing the urgent need to integrate as a region to accelerate digital transformation. The song should educate and bring awareness to governments and the common man alike about the benefits of a digitally transformed society.



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DATE: 11th March 2022

VISION: To accelerate digital transformation in the region

MISSION: To celebrate the position of the CTU Caribbean ICT Roadshow as the largest regional roving technology event.

SONG COMPETITION

TECHNICAL SPECIFICATIONS

1. Songs should contain voice, lyrics and musical accompaniment
2. Should speak to the ideals and intent of the CTU Caribbean ICT Roadshow.
3. Song should include the words ***“Digital Transformation,”***
4. The Song’s musical accompaniment should incorporate various soca and/or reggae and/or regional genres of music
5. Songs submitted should be no longer than 2:30 (two minutes and thirty seconds) and Jingles extracted should be no longer than 0:15 and 0:30 (fifteen and thirty seconds) in length.
6. The song and jingles should be submitted via email as an audio track in Mp3 format to the following email address communications@ctu.int by 4:00 pm on 31st March 2022
7. ONLY two (2) entries per person
8. Entries should not contain any content that is obscene or offensive or communicates messages inconsistent with the positive images and/or good will of CTU Member States.
9. Entries must be original work and must not have been previously published lyrics or melody. Note no sampling of melodies would be accepted.

EVALUATION CRITERIA

- Voice and Lyrics (20)
- Musical Accompaniment (30 marks)
- Reflects the essence of CTU Caribbean ICT Roadshow (30)
- Song is “Catchy” and Memorable (20)



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ADDITIONAL REQUIREMENTS

- A panel of judges will review all entries and select a winner. The Secretariat of the Caribbean Telecommunications Union reserves the right not to award a prize if, in its opinion, it does not receive a sufficient number of eligible and qualified entries.
- Entrants may be required to perform the song if needed.
- The Judges' decision is final and binding on all matters relating to this Contest.
- The Caribbean Telecommunications Union maintains the exclusive right to utilize the winning song for the promotion of the CTU Caribbean ICT Roadshow.
- Participants agree to the use of their name, voice, performance, photograph /video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media.
- The winning song will be credited to the successful author, however, the song will become the exclusive property of the Caribbean Telecommunications Union.
- The Caribbean Telecommunications Union is not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections' availability or accessibility. Participants are advised to submit their entries in a timely manner in order to avoid any such mishaps.
- The song selected will be used in the Marketing & Communications Campaign for the CTU Caribbean ICT Roadshow.
- NOTE: The winning song will be awarded a cash prize of **USD \$3500.00**
- Any queries may be directed to: The Caribbean Telecommunications Union Secretariat at communications@ctu.int

The deadline for submission of completed [entry form](#) and accompanying song is **4:00 p.m. AST on 31st March 2022**. Entries can be submitted online at or at the office:

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4 Mary Street
St. Clair
Port of Spain
Trinidad and Tobago