

Office of the President of the Philippines
COMMISSION ON FILIPINOS OVERSEAS

2025 Migration Advocacy & Media (MAM) Awards

PRIMER

2025 EDITION



2025 Migration Advocacy and Media (MAM) Awards

The Commission on Filipinos Overseas (CFO) launched the Migration Advocacy and Media (MAM) Awards in 2011 to give recognition to media for their significant role in information dissemination and advocacy of migration issues and challenges. Conceived as one of the activities for the celebration of the Month of Overseas Filipinos and International Migrants Day in the Philippines every December, the MAM Awards recognize the positive and significant contributions of media outlets, institutions and practitioners based in the Philippines and abroad, in the fields of print, radio, movie and television, advertising and internet. Media entries and advocates should have raised public awareness on migration issues (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.), advocated the cause of and promoted a positive image of Filipino overseas.

Categories

2025 Migration Advocacy and Media (MAM) Awards



01 Print Journalism Award

Conferred on best print media tackling issues on migration

- Best magazine/newspaper/newsletter on migration
- Best book on migration (fiction or non-fiction)



02 Radio Journalism Award

Conferred on best radio program tackling issues on migration

- Best regular radio program on migration
- Best radio program that featured migration-related topic/ issue/ event (episodic) on migration



03 Television Journalism Award

Conferred on best television program tackling issues on migration

- Best regular TV program on migration
- Best TV (episodic) program that featured migration-related topic/ issue/ event
- Best TV series that featured migration-related topic/ issue/ event



04 Film Media Award

Conferred on best film and video tackling issues on migration

- Best film (full length) on migration
- Best documentary on migration

Categories

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05 Interactive Media Award

Conferred on best web-based publications tackling issues on migration

- Best website on migration
- Best blog on migration
- Best Vlog on migration



06 Advertise- ment Award

Conferred on best print, radio or TV commercial/ advertisement tackling issues on migration



07 Media Advocate Awards

Conferred on media personality or migration advocate from the Philippines or abroad, and advocated for worthy Filipino migrants on cause

Eligibility

Those eligible for the Awards are media works on Filipino migration/Filipinos overseas in the fields of print, radio, movie and television, advertising and internet based in the Philippines and abroad. Media materials created by and/or upon the sponsorship of IAC members exclusively or directly for the purpose of or in relation to the celebration of the Month of Overseas Filipinos are disqualified from nomination.

Evaluation Criteria

Entries/nominees will be judged based on the following criteria:

- Outstanding contribution in raising public awareness on issues related to Filipino migration
- Dedication and commitment in advocating for the rights, welfare and well-being of Filipinos overseas and/or their families in the Philippines
- Significant service in promoting a positive image of Filipinos overseas, and the migration and development nexus
- Creativity, originality and innovativeness of the media work

Official Rules

A. Nominations

- Any person or organization based in the Philippines or overseas, may nominate any media work, or individual for the awards. Nominating party may submit more than one entry/ nominee in each category. Self nomination is welcome.
- Nominations must be made on the prescribed nomination form (downloadable at www.cfo.gov.ph) and submitted together with an endorsement letter from the nominating party, summary of the entry's outstanding contributions related to migration and development, and other supporting documents if there are any (official recognitions, awards, citations, articles, pictures, etc.). All submissions must be written in, or translated into English or Filipino.

B. Time Frame

- All entries must be media works released/ published on or accomplishments of nominees made from January 2022 to June 2025.

Official Rules

C. Various Formats of the MAM Awards

- Entries to the following categories must be submitted in the following format:
 - Print entries, must be non-fiction and their content must be supported by facts. Entries for the best magazine, newspaper/newsletter, and book must be submitted in hard copy and/or soft copy in USB flash drive or Google Drive
 - Radio entries (includes AM and FM radio programs, and radio programs that are simultaneously broadcasted in TV or via internet), must be submitted in USB flash drive/Google Drive and accompanied by a copy of its summary (if available). Entries to the regular radio program on migration must contain at least three episode or shows.
 - TV entries, must be submitted in USB flash drive/Google Drive and accompanied by a copy of its summary. Entries to the regular TV program and TV series on migration must contain at least three episodes or shows.
 - Film entries, must be submitted in USB flash drive/Google Drive and accompanied by a copy of its summary.

- Interactive media entries, must be published exclusively on the web and submitted with a printed screenshot of the entry as it appears online, the URL and a copy in USB flash drive/Google Drive. Website and blog/ vlog entries must contain at least five (5) articles or posts. Blog posts must have a minimum of 500 words per article/post.

D. Submission of Nominations and Materials

- Nominations both from overseas and in the Philippines may be sent directly to the MAM Awards Secretariat at the Commission on Filipinos Overseas.
- All materials submitted for the awards shall become the property of the CFO. Copyright over the entry and/or its content shall be retained by the writer, producer or other owners as appropriate. The CFO reserves the right to publicize or broadcast the winning entries for its advocacy and any official migration-related activities.

Official Rules

E. Deadline of Submission of Nominations

- Nominations should be received by MAM Awards Secretariat on or before 31 July 2025. Failure of submission of complete documents is a cause of disqualification of the nominee.

In the event that no media entry/ nominee was submitted/nominated in a particular category, the MAM Awards Secretariat and Committee reserve the right to proactively search for qualified media entries/ nominees.

- Nominations should be received by MAM Awards Committee on or before 31 July 2025. Failure of submission of complete documents may be a cause of disqualification of the entry/ nominee.

Panel of Judges and Evaluators

The nominees will be screened and evaluated by the MAM Awards Committee composed of representatives from the following organizations:

Chairperson

Commission on Filipinos Overseas

Vice-Chair

Philippine Migrants Rights Watch

Members

Representatives from the IAC-MOF
Representative from the OF sector
Representative from the media sector

Awarding Ceremonies

The Awarding Ceremonies and the list of winners will be released on or before the Celebration of the Month of Overseas Filipinos in December 2025.

Nomination Form

2025 Migration Advocacy and Media (MAM) Awards

Award Category	Name/ Title of Entry
<input type="checkbox"/> Print Journalism Award ___ Best magazine, newsletter/newspaper ___ Best book	_____ _____ _____ _____
<input type="checkbox"/> Radio Journalism Award ___ Best regular radio program ___ Best radio program (episodic)	
<input type="checkbox"/> Television Journalism Award ___ Best regular TV program ___ Best TV (episodic) program ___ Best TV series ___ Best TV special ___ Best interstitial	Name of author, host or director or producer of the entry _____ _____ _____ _____
<input type="checkbox"/> Film Media Award ___ Movie (full length) ___ Documentary ___ Best short film	Name of publication, radio station, cinema/theater/, website, blogsite, vlogsite, where the entry or nominee appeared _____ _____ _____ _____
<input type="checkbox"/> Interactive Media Award ___ Best website ___ Best blog ___ Best Vlog	
<input type="checkbox"/> Advertisement Award	
<input type="checkbox"/> Media Advocate Award	Date when the entry was released, published or broadcasted _____ _____ _____ _____

Nomination Form

Summary of contributions and accomplishments (please use separate sheet if necessary)

- Please provide a background information or summary of the entry or brief bio of the nominee.

[illegible]

- Please provide how the entry or nominee has executed an effective media effort that has helped contribute to any of the following:
 - a. Raising public awareness on issues related to Filipino migration (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.);
 - b. Advocating for the rights, welfare and well-being of Filipinos overseas and/or their families in the Philippines;
 - c. Promoting a positive image of Filipinos overseas, the link of migration and development.

[illegible]

- Please attach copy of entry in its prescribed format (hardcopy and/or softcopy in USB flash drive/Google Drive)

Nomination Form

List of awards/ citations received by the entry (Please enclose copies of certificates or citations)

[illegible]

Name of nominating party

Affiliation

Address

Contact information
(telephone no. and e-mail)

I hereby certify to the accuracy of the information supplied above, and that the media work submitted is the entrant's original work and does not infringe on any copyrights or any other rights of any third parties. I attest that I have read, understood and agreed to the rules of the Awards. In the event that the entry is declared one of the awardees, the Commission on Filipinos Overseas (CFO) reserves the right to publish or broadcast the winning entries for its advocacy and any official migration-related activities.

Printed name and signature of the nominating party

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For more information, contact:

MAM Awards Secretariat

COMMISSION ON FILIPINOS OVERSEAS

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DEADLINE FOR RECEIPT OF ENTRIES

31 JULY 2025

2025 Migration
Advocacy &
Media (MAM)
Awards



CFO NOW ACCEPTING NOMINATIONS TO THE 2025 MAM AWARDS

The Commission on Filipinos Overseas (CFO) is pleased to announce that nominations to the 2025 Migration Advocacy and Media (MAM) Awards is now OFFICIALLY OPEN.

Established in 2011, the MAM Awards aim to recognize the significant role of the media in information dissemination and advocacy of migration issues and challenges. It was conceived as one of the activities for the celebration of the Month of Overseas Filipinos (MOF) and International Migrants Day in the Philippines every December.

Globally, more people seek better lives and opportunities outside their home countries; the Philippines included. With more than 10 million of our kababayans living and working overseas, Filipino migration reflects a rich tapestry of interesting history, sacrifices, and aspirations. CFO Secretary Dante “Klink” Ang II said that “Their narratives – both triumphs and struggles – and contributions to their host countries and the motherland, deserve more public awareness and recognition. And this is where the media plays the part – in raising public awareness of the plight, issues, challenges, and success of our Filipino migrants. The Philippine government thru the CFO’s MAM Awards recognize our friends and partners from the media for giving spotlight to the inspiring and poignant stories of our kababayans worldwide, and for shaping public perception on matters related to Filipino migration.”

Eligible for the Awards are works by media outlets, institutions and practitioners based in the Philippines or abroad, in the fields of print, radio, movie and television, advertising and

interactive media. The categories include Print Journalism Award, Radio Journalism Award, Television Journalism Award, Film Media Award, Interactive Media Award, Advertisement Award, and Media Advocate Award. Media entries and advocates should have raised public awareness on migration issues (i.e., human trafficking, illegal recruitment, brain drain and brain circulation, remittance flows, political crisis, families left behind by migrants, etc.), advocated the cause of and promoted a positive image of Filipinos overseas. All entries must be media works released/published on or accomplishments of nominees made from January 2022 to June 2025.

Deadline of submission of entries is on 31 July 2025. Awarding of winners will be in December 2025, in time for the MOF Celebration.

For more information, visit the MAM Awards website (<https://mamawards.cfo.gov.ph/>) or contact the MAM Awards Secretariat-Project Management Division at tel. no.: (+63 2) 8552-4700 Local 728 to 739 or e-mail: mamawards.cfo@gmail.com or pmd@cfo.gov.ph.