

OFFICE OF UTILITIES  
REGULATION

Guaranteed  
Standards  
Jingle Competition  
COMPETITION  
RULES

2020 SEPTEMBER

## Contents

OFFICE OF UTILITIES REGULATION .....	1
1. Background .....	3
2. Who can enter the Competition .....	4
3. Competition Rules .....	4
3.1. Number of Entries.....	4
3.2. Entry Forms .....	4
3.3. Submissions .....	5
3.4. Execution .....	5
3.5. Copyright and Ownership .....	6
3.6. How and when to submit your entry (ies).....	7
3.7. Judging Criteria.....	7
3.8. Selection of winner(s) and Prizes .....	8

## 1. Background

1.1 The Office of Utilities Regulation (“OUR”) is a body corporate established under the Office of Utilities Regulation Act to regulate the provision of prescribed utility services in Jamaica. “Prescribed utility services” refer to the generation, transmission, distribution and supply of electricity, the provision of telecommunications services, the supply and distribution of water and the provision of sewerage services.

1.2. The OUR was established in 1997 to contribute to national development by effective regulation of utility services that enables consumer access to modern, reliable, affordable and quality utility services while ensuring that service providers have the opportunity to make a reasonable return on their investment.

1.3. The Guaranteed Standards were developed by the OUR for the two major utility companies – the Jamaica Public Service Company Limited (JPS) and the National Water Commission (NWC), to ensure they are held accountable to high quality service standards in providing the prescribed utility services. There are also Guaranteed Standards for private water providers.

1.4. However, data from several National Customer Satisfaction Surveys conducted by the OUR, indicate that awareness of the Guaranteed Standards by residential and business customers remains limited, with many customers stating that they know little to nothing about the service standards for both JPS and NWC.

1.5. In an effort to increase awareness, the OUR will embark on a Guaranteed Standards (GS) Jingle Competition.

1.6. Broadly, the following are the general guidelines for the GS Jingle Competition:

- 1.6.1. The GS Jingle must incorporate lyrics from the JPS and NWC Guaranteed Service Standards.
- 1.6.2. It is expected that the Jingle will stand the test of time – and will not be subject to trend or fad.
- 1.6.3. The Jingle can either be in Standard English, patois and/or a blend of both as long as the message is clear and can cross all demographics.
- 1.6.4. The Jingle is expected to be versatile so that it can be shortened to be used across a range of media such as online, audio, video etc.
- 1.6.5. The Jingle must be appropriate and should resonate with the OUR’s audience(s), incorporating relevant elements – such as lyrics, melody, rhythm – with which the target audiences (i.e. stakeholders including,

consumers, utility providers, academia, businesses etc.,) can identify.

1.6.6. The Jingle must include original lyrics, melody and rhythm.

## 2. Who can enter the Competition

- i. Category 1: (Open) All Jamaicans, twenty (20) years old and over.
- ii. Category 2: (Students) Students in registered secondary schools or members of music clubs who are between 12 and 19 years old.
- iii. Members of staff of the OUR or their relatives and persons associated with advertising or marketing companies doing business with the OUR are prohibited from entering.

## 3. Competition Rules

### 3.1. Number of Entries

- (i) There is no fee to enter the competition.
- (ii) Each entry must contain one (1) Jingle of no more than one (1) minute in length.
- (iii) Persons can only enter ONE category. Either one (1) entry per person in the **Open** category OR one (1) entry per student in the **Students** category.
- (iv) Each entry should have original lyrics, melody and rhythm.
- (v) A copy of the written lyrics MUST be submitted with each entry.

### Size of entries

- (i) Each entry must be submitted in audio only.
- (ii) Jingles must not be more than 20 MB in size.
- (iii) Only 'soft' copies of entries must be submitted.
- (iv) Entries must be submitted in MP3 (audio) format ONLY.

### 3.2. Entry Forms

- (vi) Each entry must be accompanied by an Entry Form. **ENTRIES SUBMITTED WITHOUT THE REQUISITE ENTRY FORM WILL NOT BE ACCEPTED.**

(vii) Entry forms can be downloaded from the OUR's website.: [www.our.org.jm](http://www.our.org.jm)

### **3.3. Submissions**

- (i) Entrants must ONLY use original music for their entries.
- (ii) Entries must be reproducible in long and short versions.
- (iii) Lyrics must be clearly heard above music bed.
- (iv) Entrants MUST incorporate the name Office of Utilities Regulation and OUR in their lyrics.
- (v) The use of OUR's tagline "*Regulating Utilities for the Benefit of All*" is optional.
- (vi) Each entry must be:
  - o The original work of the artist, and must not include, be based on, or derived from any pre-existing or third party music, lyrics or melody.
  - o Free of any copyright or intellectual property claims or infringements;
  - o Easily recognizable as a Jingle pertaining to the Guaranteed Standards, and
  - o Must have lyrics that are clear and easy to understand.
- (vii) A rubric will be used to determine shortlisted entrants and assist in judging those in the final round.

### **3.4. Execution**

This competition will be executed in two (2) phases.

a) Phase 1

- i. The competition will be open to all Jamaicans who meet the qualifications as set out in the Competition Rules.
- ii. Participants will be required to submit a Jingle that is no longer than one (1) minute in length.
- iii. Online workshops will be conducted where experts will provide tips on how to create great jingles. These online workshops will be posted on the OUR's YouTube page for access at any time. Snippets of these workshops will also be rotated on OUR's social media pages and website as part of the promotion of the event.
- iv. Entries must be submitted in audio, MP3 format only.
- v. Submissions will only be accepted electronically. No hard copies will be accepted. Entries must be sent directly to the email address provided below. Entrants have the option of using file sharing apps to send submissions to the

email address. However, the opening of such entries must not be password protected. Password protected entries will not be accepted.

- vi. An expert panel of judges will select the top six (6) entries across both categories.
  - vii. The top six (6) entries will go on to compete in an online/social media competition.
- b) Phase 2
- viii. This round will include online voting.
  - ix. The top six (6) entries from each category will be uploaded on the OUR's social media and website pages.
  - x. An online and mass media campaign will encourage persons to vote for their top picks using an established portal which will be monitored by the OUR.
  - xi. Online votes will constitute 40% of the total votes, with an expert judging panel contributing to 60% of total votes.
  - xii. In the event of a tie, the judges will conduct a 'blind vote'.
  - xiii. The judges' decisions are final.
  - xiv. If the OUR decides on a winning Jingle for use in its campaign, the winner must be available to professionally record the Jingle and participate in interviews, where necessary.

### **3.5. Copyright and Ownership**

- (i) All entries submitted must be in accordance with the copyright laws of Jamaica.  
(Read about Jamaica's Copyright Act at <https://www.jipo.gov.jm>)
- (ii) On completion, the OUR shall retain all copyright and ownership of the four top jingles (Open and Students) in all formats.
- (iii) **ALL** entries will become the property of the OUR.
- (iv) By submitting an entry, the winning four (4) entrants agree that any and all intellectual property rights are deemed to have been assigned to the OUR.
- (v) Except where prohibited by law, an entry submission into this competition constitutes permission to use the winners' names, likeness, prize information, and information provided on the entry form for publicity purposes without further permission or compensation.

- (vi) The top entries may be placed on the OUR's website after the winners have been announced.
- (vii) The OUR reserves the right to modify the winning Jingle to better fit its needs. As such, the OUR shall have the right to adapt, edit, modify or otherwise use the winning submission in part, or in its entirety in whatever manner it deems appropriate.
- (viii) The OUR reserves the right to use the entry(ies) for future promotional purposes.
- (ix) The OUR may decide not to select a winner if, in its view, the entries do not meet the required standard.

### **3.6. How and when to submit your entry (ies).**

- (i) Entries must be submitted via email to: [gsjingle@gmail.com](mailto:gsjingle@gmail.com) by 2021 January 29 at 11:59 pm, either directly to the email address, or by using a file sharing application (app) sent to this email address. This app should not require a password to access the files.
- (i) Each submission must be accompanied by a completed entry form.
- (ii) No late entry will be accepted.
- (iii) The OUR is not responsible for lost, late, misdirected, incomplete, illegible or otherwise unusable entries including entries that are lost or unusable due to computer, internet or electronic issues on the part of the entrant.

### **3.7. Judging Criteria**

Entries will be judged on the following criteria:

- (a) Lyrics
- (b) Melody
- (c) Presentation
- (d) Originality
- (e) Music
- (f) Overall Effectiveness

### **3.8. Selection of winner(s) and Prizes**

- (i) In the event that the competition winner(s) provides incorrect or invalid contact details, the OUR is not responsible for any inability to contact the winner regarding prize notification.
- (ii) The winner in each category and the overall winner will be selected based on a combination of online public voting and by a panel of three (3) judges consisting of two (2) external and one (1) internal professionals in the field.
- (iii) The following prizes will be awarded:

#### **Category 1: Open**

First Place: Cash prize of JA\$250,000

Second Place: Cash prize of JA\$100,000

#### **Category 2: Students**

First Place: Students – Cash prize of JA\$250,000  
Teacher – Cash prize of JA\$100,000

Second Place: Students – Cash prize of JA\$100,000  
Teacher – Cash Prize of \$75,000

**The competition opens on 2020 November 19 at 8:30 a.m. Eastern Standard Time (EST).**

**The competition closes on 2021 January 29 at 11:59 p.m. Eastern Standard Time (EST).**

**The winning entry will be announced in 2021 April.**