



The 2008 NCLR ALMA AWARDS

An ABC Network Television Entertainment Special

Rules and Entry Forms

The National Council of La Raza (NCLR) is the largest national Latino civil rights and advocacy organization in the United States. For 40 years, NCLR has been promoting the advancement of Latino families in this country, creating opportunities and opening doors.

The NCLR ALMA (American Latino Media Arts) Awards presentation is an integral part of that mission: a national prime-time ABC Network television entertainment special with a cause – to show how diversity strengthens our country and how inclusion strengthens the entertainment industry.

The 2008 NCLR ALMA Awards presentation - which kicks off National Hispanic Heritage Month - celebrates the people's choice and outstanding artistic achievements of Latinos in motion pictures, television, and music and promotes the diverse, accurate, and proportional portrayals of Latinos in the American media. The 10th ALMA Awards telecast will showcase an extraordinary number of exciting tributes in salute to this historic event. A Creative Arts Awards/Industry Leaders event may be added for this year's 10th celebration to accommodate all awards presentations.

Selection Process Schedule

(The following schedule is subject to change. Please check this website for updates.)

ELIGIBILITY PERIOD:	JANUARY 1, 2007 – MAY 31, 2008
March 31	Rules and Entry Forms available online
June 6	Entry Form deadline for all entries that were originally presented May 17, 2008 – May 31, 2008, 5:00 p.m. PST
July 8	Nominations announcement press conference
July 9	Awards selection online polling begins
July 30	Awards selection online polling ends
August 17	2008 NCLR ALMA Awards presentation
September 12	2008 NCLR ALMA Awards broadcast on ABC 9/8c

Music Distinguished Achievements

(Presentations only to categories that qualify)

Under Consideration to Present in the Telecast, Pre-Show, or Creative Arts Awards/Industry Leaders Event:

Outstanding Album
Outstanding Male Vocal Performance
Outstanding Female Vocal Performance
Outstanding Duo or Group
Outstanding New Artist (English-language)
Outstanding Spanish Album

Presented only at Creative Arts Awards/Industry Leaders Event:

Outstanding Producer
Outstanding Spanish Urban/Reggaetón Album
Outstanding New Artist (Spanish-language)

1. All eligible music recordings by Latino individual artists, duos, or groups must first be publicly released and transmitted on a major English-language radio network in the United States in the qualifying period (January 1, 2007 – May 31, 2008).
2. The Spanish-language categories are for all eligible music recordings by Latino individual artists, duos, or groups which were first publicly released and transmitted on a major Spanish-language radio network in the United States in the qualifying period (January 1, 2007 – May 31, 2008).
3. The final 2007 and/or final May 2008 English-language album sales according to Billboard will be used to measure the people's choice among the U.S. general population. For Spanish-language categories, the final 2007 and/or final May 2008 U.S. Latin Music album sales according to Billboard will be used to measure the people's choice in the United States.
4. A maximum of five (5) entries in each category with the highest album sales in 2007 and final May 2008 which have met all other qualifications will be included in the online Official Final Ballot sent to participating 2008 NCLR ALMA Awards Voting Academy members to determine the winner. If a tie occurs, the fifth nominee or winner will be determined by the entry with the higher album sales.

PLEASE REMEMBER THAT RULES 1–4 ARE THE OVERALL RULES IN THIS CATEGORY FIRST USED TO CONSIDER AN ENTRY'S QUALIFICATION FOLLOWED BY THE RESPECTIVE RULE(S) BELOW UNLESS THE OVERALL RULES HAVE BEEN ALTERED IN A RULE FOR A SPECIFIC CATEGORY.

5. The Outstanding Producer category is for Latino/a who is given at least 50% credit for producing an album. The award is presented to the producer who has produced the most albums on the Billboard Top 100 English-language album list.

6. The Outstanding New Artist category is for a Latino/a individual artist, duo, or group whose first album debuted in the qualifying period (January 1, 2007 – May 31, 2008).
7. NCLR ALMA statuettes are awarded in the Outstanding Album, Outstanding Spanish Album, and Outstanding Spanish Urban/Reggaetón Album categories to the artist(s) and producer(s). In the categories for Outstanding Male and Female Vocal Performance, Outstanding Duo or Group, and Outstanding New Artists, the statuettes are awarded to the artist(s). In the category for Outstanding Producer the statuette is awarded to the producer.
8. The NCLR ALMA Awards staff will determine what categories under consideration are eligible to be included in the 2008 NCLR ALMA Awards Nomination Ballot based on the entries that qualify. There must be a minimum of five (5) entries that qualify in a category for the category to be included in the Nomination Ballot sent to the NCLR ALMA Awards Voting Academy.
9. Entries will be notified of a nomination on Tuesday, July 8, 2008.
10. To remind NCLR ALMA Awards Voting Academy members of the nominated music or performance, we encourage individuals submitting entries to make the CD available to sample or purchase via the Internet.
11. Eligibility will be determined by the information provided on the entry form. An unopened original CD package with credits may be requested to verify an entry.
12. Any materials submitted will **not** be returned.
- 13. The NCLR ALMA Awards staff will disqualify any entry any time if they are unable to verify the qualifications based on the official rules by Friday, June 6, 2008 or it is found that the information provided is not accurate or too incomplete to make a determination. The staff's decision is final.**

Special Distinguished Achievements

1. Special Achievement Awards are recommended by the NCLR ALMA Awards Production Leadership Team (NCLR ALMA Awards staff, executive producers, and producers) to NCLR President and CEO Janet Murguía who, in her role as the 2008 NCLR ALMA Awards Executive Producer, works with the NCLR ALMA creative team in deciding who to recognize.

2. Examples of the 2008 NCLR ALMA Special Achievement Awards under consideration are:

Entertainer of the ALMA Decade
Humanitarian Award
Person of the Year
Producer(s) of the Year (Motion Picture, Television, or Music)
Industry Leader's Award(s)
President's Award
Lifetime Achievement Award
Motion Picture Special Achievement Award
Television Special Achievement Award
Music Special Achievement Award
Fashion Designer Career Award
Top 10 Greatest Motion Pictures, Television Programs, and Music Videos

The 2008 NCLR ALMA Awards Voting Academy Members

1. The 2008 NCLR ALMA Awards Voting Academy members comprise past award recipients and nominees, members of industry trade organizations, leaders of media associations, industry professionals, leaders of NCLR Affiliate organizations, members of the NCLR Board of Directors and members of the NCLR Corporate Board of Advisors.
2. Entries that have met all qualifications in categories that have been qualified will be included in the online Official Final Ballot sent to participating 2008 NCLR ALMA Awards Voting Academy members on Wednesday, July 9, 2008.
3. Deadline for returning the Official Final Ballot is on Wednesday, July 30, 2008.
4. Winners will be announced at the 2008 NCLR ALMA Awards Presentation, Pre-Show, or Creative Arts Awards/Industry Leaders event on August 16 or 17, 2008.

The National Council of La Raza (NCLR) reserves the right to have the final authority and responsibility to amend the rules to fulfill the goals and objectives of the NCLR ALMA Awards Presentation; its decisions are final.



2008 NCLR ALMA AWARDS

ENTRY FORM FOR MUSIC CATEGORIES

**SUBMISSION DEADLINE: FRIDAY, JUNE 6
8:00 P.M. EST/5:00 P.M. PST**

Eligibility period: January 1, 2007 - May 31, 2008. Please read the 2008 Rules very carefully before completing the Entry Form. For assistance, email: lmartinez@nclr.org

A SEPARATE FORM MUST BE USED FOR EACH SEPARATE INDIVIDUAL/ALBUM SUBMITTED

SUBMISSION FOR (Please check one): **(1) Individual** _____ **(2) Album** _____

CATEGORY INTERESTED IN SUBMITTING: _____

(Categories are listed in the Rules. The NCLR ALMA Awards staff has final determination of category placement of all entries.)

(1) IF THIS IS A CATEGORY FOR AN INDIVIDUAL OR GROUP, WHAT IS THE INDIVIDUAL'S OR GROUP'S NAME?

INDIVIDUAL'S OR GROUP'S NAME: _____

(2) IF THIS IS A CATEGORY FOR AN ALBUM, WHAT IS THE ALBUM'S TITLE?

ALBUM TITLE: _____

BOTH INDIVIDUAL AND ALBUM ENTRIES MUST COMPLETE THE FOLLOWING:

ALBUM TITLE: _____

RECORD LABEL: _____

PRODUCER(S): _____

ALBUM RELEASE DATE: _____

ALBUM CREDITS (Please use a separate sheet of paper if needed or submit promotional material with the information): _____

RECORD SALES ACCORDING TO BILLBOARD (As of May 31, 2008): _____

MUSIC SYNOPSIS (Fifty [50] words or less. Please use a separate sheet of paper if needed or submit any promotional material available with the synopsis):

IF AN INDIVIDUAL ENTRY, INDIVIDUAL'S MEMBERSHIP IN GOOD STANDING IN THE FOLLOWING GUILD(S) (Please check):

AFTRA **Other** _____

PERSON SUBMITTING THIS ENTRY (Entries can be made by Agents, Managers, Producers, and/or Studios):

NAME: _____ PHONE: _____

TITLE: _____ COMPANY: _____

EMAIL: _____ FAX: _____

SIGNATURE: _____

RECORD LABEL COMPANY REPRESENTATIVE (If different from person submitting):

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

ADDRESS: _____

E-Mail: _____ FAX: _____

MANAGEMENT/AGENT/AGENCY CONTACT INFO (If different from person submitting):

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

ADDRESS: _____

E-Mail: _____ FAX: _____

It is important to list home or business addresses for each entrant so that they receive the 2008 NCLR ALMA Awards information in a timely manner.

OPTIONAL

To remind NCLR ALMA Awards Voting Academy members of the nominated music or performance, we encourage individuals submitting entries to make the CD available to sample or purchase via the Internet. If the entry is nominated, please include where the NCLR ALMA Awards Voting Academy members will be able to download or purchase the music:

The 2008 NCLR ALMA Awards **Entry Form is due Friday, June 6, 2008** by 8:00 p.m. EST/5:00 p.m. PST. Mail or fax all Entry Forms to:

**The 2008 NCLR ALMA Awards Staff
c/o Leroy V. Martinez
National Council of La Raza
Raul Yzaguirre Building
1126 16th Street, NW
Washington, DC 20036
Phone: (202) 776-1738 Fax: (240) 331-5616**

I HAVE OBTAINED THE PERMISSION AND THE AUTHORITY FROM THE PRODUCTION COMPANY TO MAKE THE FOLLOWING WARRANTIES, REPRESENTATIONS, AND WAIVERS: I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY CONSENTS TO THE NCLR ALMA AWARDS' USE OF HIS/HER NAME AND LIKENESS. I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY GRANTS THE NCLR ALMA AWARDS THE RIGHT TO USE ANY MATERIAL SUBMITTED INCLUDING NAMES AND LOGOS (INCLUDING THOSE WHEREIN NAMES OF ADVERTISERS MAY BE MENTIONED) TO PROMOTE THE SUBMISSIONS PROCESS AND THE NCLR ALMA AWARDS BY SUCH MEANS INCLUDING, BUT NOT LIMITED TO: PRESS RELEASES, SHOW PRODUCTION, INTERNET, PANELS, SOUVENIR JOURNAL, AND OTHER MEANS. I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY WAIVES ALL RIGHTS TO LEGAL RECOURSE REGARDING SUCH USES AND AGREES TO DEFEND, INDEMNIFY, AND SAVE FREE AND HARMLESS, NCLR AND ITS AGENTS, OFFICERS, AND EMPLOYEES AGAINST ANY AND ALL LOSSES, INJURIES, CLAIMS, ACTIONS, CAUSES OF ACTION, JUDGMENTS, LIENS, DAMAGES, AND EXPENSES, INCLUDING REASONABLE ATTORNEYS FEES, WHICH MAY RESULT FROM NCLR'S USE OF MATERIALS SUBMITTED OR FROM A BRANCH OF THE WARRANTIES AND REPRESENTATIONS PROVIDED HEREIN.

AUTHORIZED SIGNATURE: _____

PRINT NAME AND TITLE: _____

FOR OFFICE USE ONLY

DATE FORM RECEIVED: _____