



May 4th 2015 PRESS CONFERENCE

AGENDA

Subject: How Fiji's Best Musicians Are Chosen

Venue: FPRA Office

Time: 3pm, 04/05/15

Who: Seru Serevi – FPRA Music Awards (FRAPMAs) Event Organiser, Lice Movono-Rova (FPRAMAs Publicist)

Summary:

Awards events such as FPRAMAs are generally held to honour the works of a country's musicians and industry personnel. The FPRAMAs are no exception. Fiji's music industry led by the mechanism of the Fiji Performing Rights Association

Process:

Members are invited to enter the competition at the end of January 2015. All musicians who created and published/broadcasted works from January 1st to December 31st 2014 are eligible to enter. There are almost 700 music personnel from singers to writers and composers registered with the Fiji Performing Rights Association. A call of entries is announced in the media at the same time and every effort is made to include the works of all musicians producing new music in Fiji in the year that has passed. Musicians are given 2 weeks to submit entries for judging.

A panel of judges consisting musicians, music teachers and radio personnel is convened to deliberate over the 200 of entries received. Two processes follow after that.

For 2 categories, the judges choose the Top 5 musicians who are then nominated for the relevant categories. The winner is chosen by the public, via a texting platform devised by our mobile partner, Vodafone Fiji. Music fans are invited to enter a specific code for their favourite artists in two categories: Best Music Video, Most Popular Song. For 7 categories, the Top 3 will be announced this week and the winners chosen by the judges will be announced at the FPRAMAs on May 16th.

There are then 3 awards chosen by the judges and these awards are special as they recognize outstanding talent and skill.

One of these is the award for Best Recording Engineer which is an award given to the engineer who worked on the song which won the Most Outstanding Song award.

There is an award for International Achievement, also chosen by the Judge and this recognizes artists whose career broke into international listenership in the year that has passed. This is an award most sought after as it highlights outstanding achievement in marketing and breakthrough.

The Outstanding Service to Fijian Music award is a lifetime achievement award, one that is given to an artist who has made immense contribution to the industry and whose work has greatly impacted not just listeners but also the members of the industry.

The last award is the only one chosen by the Board of the Fiji Performing Rights association and it recognizes the work of artists whose work has spanned history and whose achievements have left an indelible mark on the industry, on music styles and on music lovers. This is the Hall of Fame award and this year 5 of Fiji's most memorable musicians will be inducted into the FPRA Hall of Fame. Inductees into the Hall of Fame are not restricted to members of FPRA.

This week we will be profiling some notable entries into this years FPRAMAs.

ENDS

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