

**JAMCOPY-JACAP-JAMMS**  
**Short Video competition**  
**on Copyright and Related Rights**  
**Intellectual Property Week, April 2022**



**Terms and Conditions of Entry**

Young Jamaicans between the ages of 13-18 years are invited to enter a Short Video competition on copyright and related rights, organized by the three Jamaican collective management organisations (CMOs); the Jamaican Copyright Licensing Agency (JAMCOPY), the Jamaican Association of Composers, Authors and Publishers (JACAP) and the Jamaica Music Society (JAMMS).

The competition opens on Monday March 7, 2022 and closes at midnight on **Monday April 18, 2022.**

The video must present a solution to a given problem scenario facing copyright and related rights owners. The solution must also recommend obtaining an appropriate licence from the relevant CMOs.

Entrants must be between 13-18 years as at April 26, 2022.

Only one entry per individual. No group entries however multiple individuals can be featured in the video.

Video specifications:

- Duration: no more than 3 – 5 minutes
- Format: Presentation can include original memes, artwork/ graphics, dance, original lyrics, and/or poetry and music
- Specifications:
  - Film Aspect Ratio: 16:9
  - Film Resolution: 1920 x 1080 or Standard Definition - 640 x 360 px .
  - Film Codec: H 264 or ProRes 422
  - Film Format: .mp4 or .mov

Inappropriate and offensive language, images and messaging are prohibited.

The video entry and completed entry form are to be submitted by email to [cmo3jamaica@gmail.com](mailto:cmo3jamaica@gmail.com) by midnight **Monday April 18, 2022.**

**Judging process**

The entries will be assessed by a panel of judges comprising a writer, film maker, and musician/music producer, and representatives of the CMOs. Prizes will be awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners.

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Entries will be assessed for:

- Overall originality and quality
- Clarity and coherency in proposing solution to the copyright and collective management problem
- Innovative use of sound, art, and text
- Maintenance of time limit
- Cultural relevance

The winning entries will be uploaded to social media platforms and used by the CMOs as part of their public education campaigns.

Winners will be announced on World Intellectual Property Day, April 26, 2022 at a hybrid/virtual ceremony.

**Collective Management Organisations (CMOs) in Jamaica:**

JAMCOPY, JACAP and JAMMS are the three local collective management organisations (CMOs). The CMOs are not-for-profit organisations established under the Copyright Act of Jamaica, by copyright creators and rights-owners.

CMOs help local and international copyright creators and rights- owners to protect their work, manage their rights and earn a fair remuneration from the public use of their work. On behalf of the rights-owners, CMOs grant licences to users of copyright works, collect the licence fees (royalties) and distribute the royalties to the rights-owners.

The licence granted by CMOs is legal permission to make copies of extracts of the work or to perform or play the musical work in public. The licence spells out the extent of the permission granted.

Using a copyright-protected work without a licence is called copyright infringement. Legal action can be taken by the rights-owners against the infringers. Infringement negatively affects the rights-owners and persons who work in copyright-based industries, for example, writers, composers, musicians, publishers, editors, graphic designers, as well as the persons who are employed in the business for example, studio engineers, promoters, marketing agents, store clerks, truck drivers among others, are all affected. Non-compliance leads to economic deprivation and even unemployment for such creators and rights-owners. Copyright compliance benefits individuals and the general economy.

**JAMCOPY, JACAP and JAMMS** each have distinct areas of focus-

- a. JAMCOPY – licences copying of extracts of copyright protected original text and image-based works such as books, journals, newspapers, music sheets, and magazines as well as

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published artwork, photographs, illustrations and maps for example. With a JAMCOPY licence, users can legally make limited copies of extracts of these protected works. For more information, visit: [www.jamcopy.com](http://www.jamcopy.com)

b. JACAP- licences the public performance, and mechanical reproduction of copyright protected musical works (lyrics and compositions).

For more information, visit: [www.jacajamaica.com/](http://www.jacajamaica.com/)

c. JAMMS – licences the broadcasting, public performance and webcasting of copyright protected sound recordings (recorded music).

For more information, visit: [www.jamsonline.com/](http://www.jamsonline.com/)

***Problem Scenario:***

**BACKGROUND:** Your school is having a competition where students are invited to submit a poem and a song on the theme of, “Our Historical Culture”.

You and your classmates join together as a team to enter the competition. You found the perfect poem about your country’s culture which was written by the late Hon. Louise Bennett-Coverley, “Miss Lou”, OM, OJ, MBE. The poem was found in a book with a collection of poems written by Miss. Lou, now managed by the Hon. Louise Bennet Coverley Estate. Your friends then found online, an instrumental reggae track created by a well-known label, HotTrack Productions.

You and your friends use the poem as the lyrics for the song, and the reggae track as the accompanying tune, and record a song for the competition. You call the song, “Fi Wi Kulchah” and post it on YouTube and other streaming platforms. “Fi Wi Kulchah” receives high viewership and begins to earn an income from song downloads.

Your next plan is to print out the song lyrics with original artwork created by your friends, on t-shirts, bookmarks, and booklets that can be fitted into the school folders. These items will be sold at a launch party with music being provided by a disc jockey and a live performance by a popular artiste.

The copyright owners of both the poem and the reggae track, that is, Ms. Lou’s Estate, and HotTrack Productions, found out about “Fi Wi Kulchah” and the launch party. They threaten to take legal action. Your friends think that Ms. Lou’s Estate and HotTrack Productions, are over-reacting as it’s no “big deal”.

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**INSTRUCTIONS:** Create a short video no longer than 3 – 5 minutes explaining the problem affecting the copyright of Ms Lou's Estate and HotTrack Productions, and recommend possible solutions.

Your creation may be in the form of an original song, poem, jingle, skit/play or other forms of presentation, and can include original memes, graphics, art, dance and music etc.

Your solution must also promote the need for a licence from the relevant collective management organisations (JAMCOPY, JACAP, JAMMS) where this is appropriate.

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