

PRESS RELEASE
BY
TRINIDAD & TOBAGO PUBLISHERS & BROADCASTERS ASSOCIATION
(TTPBA)
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The Trinidad & Tobago Publishers & Broadcasters Association (TTPBA) and TSTT Blackberry today announced their partnership in this year's Awards for Media Excellence.

Kiran Maharaj, President of the TTPBA stated that this would be the sixth year of the TTPBA's Awards for Media Excellence where stalwarts of the industry, who have over twenty years' experience, are honoured for their significant contribution in paving the way and setting standards. It is TSTT's fourth year of involvement with these awards and its second year as the major Title Sponsor. Ms. Maharaj thanked TSTT Blackberry for showing such commitment, particularly in these economic times.

William Powell, Chief Marketing Officer of TSTT said the Telecommunications company was honoured to have been given the opportunity to partner with the TTPBA once again, to honour media luminaries who helped set standards of excellence for journalism in Trinidad and Tobago. He said with TSTT's soon-to-be-launched subscription TV service, he was able to identify with the media in promulgating the liberating power of access to information. He said for the predecessors who would be awarded on 13th November, "doing the work well would have been its own reward - that they truly made a difference is almost a 'bonus' I'm certain."

He commended the media for their discipline and commitment to higher ethical standards in a time when there is so much information readily at hand, much of which is not always factual.

Some of the past awardees included Kenneth Gordon, Holly Betaudier, the late Pat Mathura, the late Sam Ghany, “Aunty Kay” and Hazel Ward-Redman. Ms. Maharaj explained that nominees are researched and the material passed on to an independent panel of judges, which makes the final decision.