



Southern Entertainment Awards Nomination/Voting Procedures

In a continued effort to satisfy concerns about the Southern Entertainment Awards, we have made some changes in this year's nomination/voting procedures. People have voiced their concerns over the way our ballot is calculated, and felt we needed an oversight committee. Although we don't feel this is necessary because we pride our show on "the people's vote", we have found a way to satisfy everyone. This year we will introduce the following new procedures:

► **The "Power Ballot"** - This is a special ballot that will be mailed out secretly to (2) individuals per state, specially selected by us. These ballots will account for only (30%) and the people will still control the majority (70%) of the total nomination/voting process. Those selected to fill out a ballot: (1) They can not nominate/vote for themselves; (2) Nor can they nominate/vote for any artist, company, organization, etc they are directly affiliated with; (3) And they must be directly involved with everything that goes on in and around his/her state (i.e. must be in the streets). These ballots will go out during both our nomination & voting process. We did this in order to make a conscious effort to ensure that no person, "who should be" on the ballot, slips through the cracks.

► **Online nominations/votes only** - We will no longer be doing "paper ballots". We know most people are internet capable, **so** for now on the only way to cast your ballot will be online at the official SEA website: www.southernentawards.com anyone unable to log on, please contact us for more options. (Nominations run from May 1st – Aug. 15th & Voting runs from Sept 1st – Nov. 15th)

► **How to make the Official Ballot & How to win once Nominated**– To make the "Official SEA Ballot" which is released every September, you must rank in the top 10 in your category by the number of nominations received. There is no "set" number of nominations you must receive to make the ballot. To win, you must simply have the most votes.

► **New State Added: Kentucky** - This year we will welcome Kentucky to the SEA ballot as a delegate. They will have a chance to make the ballot, as a test for future consideration. We will monitor their participation this year, and if we are pleased we will officially add them as the 12th state in 2010.

► **New Categories Added** -We have added some brand new categories to keep up with the ever changing world of entertainment. These 18 categories also help us accomplish our goal of "highlighting" those directly involved in growth and development of southern entertainment. Take a look at the new categories:

DJ CREW/ FAMILY OF THE YEAR
PROGRAM / MUSIC DIRECTOR OF THE YEAR
IMPACT PERSONALITY OF THE YEAR
INDIE ALBUM OF THE YEAR
INDIE ARTIST OF THE YEAR
INDIE GROUP OF THE YEAR
"BEAT" OF THE YEAR
INDUSTRY SERVICE OF THE YEAR
INDUSTRY POWER PLAYER (MALE)
INDUSTRY POWER PLAYER (FEMALE)
INTERNET HUSTLER OF THE YEAR
IMPACT MAGAZINE OF THE YEAR
PHOTOGRAPHER / JOURNALIST OF THE YEAR
IMPACT MODEL OF THE YEAR (MALE/FEMALE)
SLEP ON MODEL OF THE YEAR (MALE/FEMALE)
NEXT TOP MODEL (MALE/FEMALE)
COMMUNITY ACTIVIST OF THE YEAR
ROLE MODEL OF THE YEAR



The Southern Entertainment Awards committee makes a conscious attempt to ensure that everyone is involved with every aspect of the awards presentation. This is extremely difficult when you have a show of such magnitude (covering 12 states). Please understand that we work diligently and hard to satisfy everyone and to always respect those associated with the process. Be respectful, and don't attempt to hate or discredit something you don't understand, or have an active involvement in trying to help. Because when you do, not only do you hurt what most deem as a "great" cause and a need, but you take away from those who work hard to be celebrated.