

UMA 2022 CATEGORY DEFINITIONS

	CATEGORY	DESCRIPTION	AWARDEES	SELECTION CRITERIA
1.	“HMB” ARTISTE(S) OF THE YEAR	The Artiste of the Year is the Artiste(s) adjudged by the Academy, Board and the General Public as the Artiste(s) who exhibited extreme commitment to their craft and to the promotion of the Upper West Music Industry. He must have released a hit single/EP/album during the year under review. In addition to that, The Artiste of the Year must have a reputable public image as well as a high audience appeal and popularity.	Artiste	60% Public Vote 40% Board Decision
2.	TRADITIONAL ARTISTE(S) OF THE YEAR	The Traditional Artiste(s) of the year is adjudged by the Academy, Board and the General Public as the most outstanding Traditional or Folkloric Artiste(s) in the year under review.	Artiste	60% Public Vote 40% Board Decision
3.	GOSPEL ARTISTE OF THE YEAR	The Gospel Artiste(s) of the Year is the Artiste(s) adjudged by the Academy, Board and the General Public as the exceptional Artiste(s) in the Gospel genre. The Artiste(s) must have released a hit single/album in the year under review and have a high audience appeal and popularity	Artiste	60% Public Vote 40% Board Decision
4.	“PLUS ONE” NEW ARTISTE OF THE YEAR	The New Artiste of the Year is the Artiste(s) adjudged by the Academy, Board and the General Public as the most promising and talented emerging act. The award goes to the artiste(s) who released a recording that FIRST shot the artiste (s) into the public limelight during the year under review.	Artiste	60% Public Vote 40% Board Decision
5.	MALE VOCALIST OF THE YEAR	The Male Vocalist of the Year is adjudged by the Academy, Board and the General Public as the Male Artiste (solo) with the best vocal delivery/Performance on any musical presentation which was released during the year under review.	Performer	60% Public Vote 40% Board Decision

6.	FEMALE VOCALIST OF THE YEAR	The Female Vocalist of the Year is adjudged by the Academy, Board and the General Public as the Female Artiste (solo) with the best vocal delivery/Performance on any musical presentation which was released during the year under review.	Performer	60% Public Vote 40% Board Decision
7.	BEST RAPPER OF THE YEAR	The Best Rapper of the year is adjudged by the Academy, Board and the General Public as the rap Artiste with the best word compositions, rhymes and rap dexterity on a popular song released in the year under review.	Artiste	60% Public Vote 40% Board Decision
8.	REGGAE/DANCEHALL ARTISTE(S) OF THE YEAR	The Reggae/Dancehall Artiste(s) of the Year is the Artiste(s) adjudged by the Academy, Board and the General Public as the exceptional Artiste(s) in the Reggae/Dancehall genre. The Artiste(s) must have released a hit single/album in the year under review and have a high audience appeal and popularity	Artiste	60% Public Vote 40% Board Decision
9.	BLOGGER OF THE YEAR	Blogger of the year is selected by the board, and academy as the blogger with originality of content(local), highest online traffic and relevant social media engagement year under review will not be considered here	Artiste	
10.	DIGITAL ACT OF THE YEAR	The Digital Act of the year is adjudged by the Academy, Board and General Public as the Artiste with the most active social media following and presence/engagement and has utilised digital streaming platforms/channels the most in the promotion of his/her works during the year under review.	Artiste	60% Social media following, engagements and digital streaming numbers
11.	BEST DJ OF THE YEAR	The Best DJ of the Year is the DJ adjudged by the Academy, Board and the General Public as the DJ committed to the promotion of local content in the Upper West Music Industry. They must also have a high audience appeal and popularity	DJ	60% Public Vote 40% Board Decision
12.	NORTHERN ARTISTE OF THE YEAR	The Northern Artiste of the year is adjudged by the Academy and Board as the Artiste(s) from and/or based in the 5 regions of Northern Ghana whose music irrespective of the year has dominated the entire Northern Ghana and beyond.	Artiste	100% Board Decision

13.	MUSIC VIDEO OF THE YEAR	The Music Video of the Year is adjudged by the Academy, Board and the General Public as the most creative and entertaining music video produced within the calendar year. The song for which the video has been produced, need not have been released in the year under review.	Artiste	60% Public Vote 40% Board Decision
14.	MOST POPULAR SONG OF THE YEAR	The Most Popular Song of the Year is the song adjudged by the Academy, Board and the General Public as the most popular song released in the year under review, irrespective of the genre. The song must have enjoyed a lot of patronage, air play and generated the most excitement during the year.	Artiste	100% Public Voting
15.	RECORD OF THE YEAR	The Record of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding original Song released in the year under review. It may not have enjoyed huge commercial success but has quality artistry and production values.	Artiste	60% Public Vote 40% Board Decision
16.	GOSPEL SONG OF THE YEAR	The Gospel Song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Gospel Song released in the year under review. The song must have generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
17.	TRADITIONAL SONG OF THE YEAR	The Traditional song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Traditional/ folkloric song released in the year under review and generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
18.	HIP HOP SONG OF THE YEAR	The Hip Hop song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Hip Hop song released in the year under review. The song must have generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
19.	AFROBEATS SONG OF THE YEAR	The Afrobeats Song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding song that is a fusion of music genres. The song must have generated the most excitement during the year under review.	Artiste	60% Public Vote 40% Board Decision

20.	HIGHLIFE SONG OF THE YEAR	The Highlife song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Highlife song released in the year under review and generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
21.	HIPLIFE SONG OF THE YEAR	The Hiplife Song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Hiplife song released in the year under review. The song must have generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
22.	REGGAE/ DANCEHALL SONG OF THE YEAR	The Reggae/ Dancehall Song of the Year is the song adjudged by the Academy, Board and the General Public as the most outstanding Reggae song released in the year under review. The song must have generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
23.	SPOKEN WORD	The Spoken Words of the Year is adjudged by the Academy, Board and the General Public as the most outstanding Spoken Word piece released in the year under review and generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
24.	MUSIC FOR DEVELOPMENT	The Music for Development award goes to the best song with lyrics that promotes social development. It is adjudged by the Board, Academy and the General Public. It must have been released during the year.	Artiste	60% Public Vote 40% Board Decision
25.	BEST COLLABORATION OF THE YEAR	The Best Collaboration of the Year is the song adjudged by the Academy, Board and the General Public as the song released through Ft. or the collaboration of two or more Artistes. The song must have been released and generated the most excitement during the year.	Artistes	60% Public Vote 40% Board Decision
26.	INSTRUMENTALIST OF THE YEAR	instrumentalist of the year is selected by the board, academy and the general public as a person who plays cultural, and or foreign musical instrument(s) year under review will not be considered here	Artistes	60% Public Vote 40% Board Decision

27.	ALBUM / EP OF THE YEAR	The Album of the Year is adjudged by the Academy, Board and the General Public as the most outstanding compilation of hit songs on an album that was released during the year under review. It must have generated the most excitement during the year.	Artiste	60% Public Vote 40% Board Decision
28.	MUSICIAN FAN BASE OF THE YEAR	The Musician Fan Base of the Year is adjudged by the Academy, Board and the General Public as the artiste with the largest fan base. The fan base must have a high popularity in the Upper West Region and very vibrant in support & promotion of their Artiste.	Artiste	100% Public Vote
29.	SOUND ENGINEER/PRODUCER OF THE YEAR	The Sound Engineer of the Year is adjudged by Peers, the Academy, the Board and the General Public to be the Sound Engineer directly responsible for the recording, mastering and technical treatment of a nominated song during the year under review.	Sound Engineer	60% Public Vote 40% Board Decision
30.	GH ACT OF THE YEAR	The GH ACT of the year is adjudged by the Academy and Board as the artiste from outside the north who has dominated the music landscape irrespective of the year in the history of Ghana. The artiste must have released chart topping singles and/or Album that has dominated the whole of Ghana.		

NB. The year under review is from 1st October 2021 To 30th September, 2022