



2018 Catholic Press Awards *All Member Digital Division*

Welcome to the 2018 Catholic Press Awards

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2017. Winner announcements occur during the annual Catholic Media Conference each June, appear in *The Catholic Journalist* with judge comments, and are available on the CPA website post CMC.

Each Publication and Freelance member may submit **one FREE entry**.

Entry Divisions Reorganized and Expanded to Seven

The Awards Committee is working to make it easier for members to find their favorite categories among the hundreds of possible entries. It reorganized the program from four divisions to seven including a new division for communication departments and organizations.

The All Member entries are now in the Digital and Business divisions. All General and Individual Excellence categories are now in the Excellence division. The new Communication division is for non-news content.

The Seven Divisions are:

- Business (All Member)
 - Advertising & Annual Report entries for all publisher members
- Digital (All Member)
 - Website, blogs, Social Media entries for all publisher members
- Communication Departments
 - Communicator and promotion work that is not press/news related
- General & Individual Excellence (All Member)
 - Top awards pulled from Newspaper, Magazine, Spanish Language & Communication divisions
- Magazine & Newsletter
 - Same as previous years without digital and excellence categories
- Newspaper
 - Same as previous years without digital and excellence categories
- Spanish Language
 - Same as previous years without digital and excellence categories

The Quick Look Chart shows categories sorted by topic so you can easily find entries by group, then identify the category number and use that to read the description and make your submission.

New categories are listed at the top of the Quick Look chart and marked **NEW**



General Background Information

- ▶ **First entry FREE**
 - One free entry per Publisher or Freelance Member when submitted before Feb. 5, 2018
 - Not required to purchase a paid entry
- ▶ \$36 for all digital entries and hardcopy material postmarked by Feb. 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked by Feb. 11, 2018
- ▶ Submit all entries digitally even when hard copies are required.
- ▶ All entries are for work published in 2017.
- ▶ All members must be in good standing as of March 31, 2018.
- ▶ Entry Deadlines:
 - 11:59 p.m. CT, February 4, 2018 includes postmarked hardcopy material (\$36 per)
 - 11:59 p.m. CT, February 11, 2018 includes postmarked hardcopy material (\$45 per)
- ▶ Payment deadline is Tuesday, February 13.

The following pages contain:

- ▶ Quick look at categories Page 3
- ▶ Category numbers and descriptions Page 4
- ▶ Eligibility requirements Page 10
- ▶ Submission instructions Page 11
- ▶ Payment instructions Page 13
- ▶ Labels for hard copy submissions Page 14



Quick Look

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (N35) to find the detailed description and to submit your entry in the award software.

Type	Number	Title	
Multimedia	AD22	BEST MULTIMEDIA COVERAGE OF PAPAL VISITS	New
Multimedia	AD24	BEST ILLUSTRATION WITH GRAPHIC DESIGN OR ART WORK	New
Multimedia	AD25	BEST ONLINE PRESENTATION OF MULTIMEDIA VISUALS	New
Multimedia	AD29	BEST ONLINE SPANISH PRESENTATION OF MULTIMEDIA VISUALS	New
Social Media	AD21	BEST USE OF SOCIAL MEDIA FOR BREAKING NEWS	New
Social Media	AD32	BEST USE OF LIVE VIDEO IN SOCIAL MEDIA	New
Social Media	AD33	BEST USE OF PHOTOS IN SOCIAL MEDIA	New
Social Media	AD34	BEST SOCIAL MEDIA CAMPAIGN	New
Social Media	AD35	BEST PODCAST	New
Website	AD36	BEST DIOCESAN WEBSITE	New

All Categories sorted by type and then Number

Multimedia	AD10	BEST FREESTANDING PRESENTATION OF ONLINE PHOTO GALLERY OR SLIDE SHOW
Multimedia	AD11a	BEST FREESTANDING PRESENTATION OF ONLINE VIDEO
Multimedia	AD11b	▪ News
Multimedia	AD11c	▪ Feature
Multimedia	AD11d	▪ Depiction of Religious Life
Multimedia	AD11e	▪ Pro-Life Activities
Multimedia	AD18a	BEST MULTIMEDIA PACKAGE
Multimedia	AD18b	▪ News
Multimedia	AD18c	▪ Features
Multimedia	AD18d	▪ Depiction of Religious Life
Multimedia	AD18e	▪ On Pro-Life Activities
Multimedia	AD20	BEST MULTIMEDIA PACKAGE SERIES
Multimedia	AD22	BEST MULTIMEDIA COVERAGE OF PAPAL VISITS
Multimedia	AD24	BEST ILLUSTRATION WITH GRAPHIC DESIGN OR ART WORK
Multimedia	AD25	BEST ONLINE PRESENTATION OF MULTIMEDIA VISUALS
Multimedia	AD29	BEST ONLINE SPANISH PRESENTATION OF MULTIMEDIA VISUALS
Multimedia	AD31	BEST USE OF VIDEO IN SOCIAL MEDIA
Social Media	AD21	BEST USE OF SOCIAL MEDIA FOR BREAKING NEWS
Social Media	AD32	BEST USE OF LIVE VIDEO IN SOCIAL MEDIA
Social Media	AD33	BEST USE OF PHOTOS IN SOCIAL MEDIA
Social Media	AD34	BEST SOCIAL MEDIA CAMPAIGN



Social Media	AD35	BEST PODCAST
		BEST WEBSITE
Website	AD33	▪ Diocesan
Website	AD13	▪ General Publisher
Website	AD26	▪ Magazine or Newsletter
Website	AD28	▪ Newspaper
Website	AD30	▪ Spanish Language Publication
		BEST BLOG
Website/Multimedia	AD08a	▪ Group or Association
Website/Multimedia	AD08b	▪ Publication
Website/Multimedia	AD08c	▪ By Layperson
Website/Multimedia	AD08d	▪ By Religious/Clergy
Website/Multimedia	AD08e	▪ By writer under the age of 30
Website/Multimedia	AD08f	▪ On pro-life activities
		BEST ONLINE CONTENT NOT PUBLISHED IN PRINT
Website/Multimedia	AD09a	▪ Written content
Website/Multimedia	AD09b	▪ Photo content
Website/Multimedia	AD09c	Multiple Picture Package – Feature
Website/Multimedia	AD16	BEST WEB AND PRINT COMBINATION PACKAGE

Categories & Descriptions



The paper symbol next to a category title indicates that hard copies are also required.



The pen symbol indicates that Freelance Members may enter this category with Publisher Members.

AD08: BEST BLOG

A blog may be entered into more than one subcategory except where otherwise instructed.

An entry consists of the blog's permanent URL.

AD08a: Group or Association Blog

This subcategory is for blogs belonging to an encompassing organization. If the blog is produced by or for a publication, please enter in A08b. If the blog is composed entirely by one individual who is named as the blog's author, please enter in A08c-f.

Publisher and Freelance Members may enter this subcategory.

AD08b: Publication Blog

This subcategory is for blogs created for a publication. If the blog is produced for an organization, please enter in A08a. If the blog is composed entirely by one individual who is named as the blog's author, please enter in A08c-f.

Publisher and Freelance Members may enter this subcategory.



AD08c: By Layperson

This subcategory is for blogs written by laypersons. Blogs submitted to A08c may also be entered in A08e or A08f.

Registered Representatives, Staff Members, Freelance Members and Affiliate Members may enter this subcategory. The blog must be the original work of a CPA Member. The blog does not need to be associated with a CPA Publisher Member.

AD08d: By Religious/Clergy

This subcategory is for blogs written by a member of the clergy and women religious. Blogs submitted to A08d may also be entered into A08e or A08f.

Registered Representatives, Staff Members, Freelance Members and Affiliate Members may enter this subcategory. The blog must be the original work of a CPA Member. The blog does not need to be associated with a CPA Publisher Member.

AD08e: By writer under the age of 30

This subcategory is for blogs written by authors under the age of 30. Blogs entered in this category may also be entered in A08c-d or A08f where appropriate.

Registered Representatives, Staff Members, Freelance Members and Affiliate Members may enter this subcategory. The blog must be the original work of a CPA Member. The blog does not need to be associated with a CPA Publisher Member.

AD08f: On pro-life activities

This subcategory is for blogs written about pro-life activities and the impact those activities have on related cultures and societies. Blogs entered in A08f may also be entered in A08c-e where appropriate.

Registered Representatives, Staff Members, Freelance Members and Affiliate Members may enter this subcategory. The blog must be the original work of a CPA Member. The blog does not need to be associated with a CPA Publisher Member.

AD09: BEST ONLINE CONTENT NOT PUBLISHED IN PRINT



This category honors the extent to which publications are increasingly posting original content on their websites. Content that also appears in the print publication is not eligible.

Publisher and Freelance Members may enter this category. See subcategories for submission instructions.

AD09a: Written Content

An entry consists of up to five articles published online within a 60-day period that by themselves demonstrate sound writing and storytelling, and in the aggregate suggests a publication's belief in the immediacy and value of reaching an online audience.

An entry consists of up to five URLs where judges can view the content online. If more than one URL is being submitted, please list them in a Word or PDF document and upload them into the entry field that allows file uploads.



AD09b Photo Content

[UPDATED]

An entry consists of two or more photographs covering the same event or topic. The photos may appear either alongside an article or in an independent photo gallery on the publication's website.

An entry consists of a URL where judges can view the content online.

AD10: BEST FREESTANDING PRESENTATION OF ONLINE PHOTO GALLERY OR SLIDE SHOW

Best use of photo galleries or slide shows that are freestanding and NOT used to enhance a publication's online presentation of a written story or stories.

An entry consists of the URL of the webpage where judges may view the presentation.

AD11: BEST FREESTANDING PRESENTATION OF ONLINE VIDEO

Best use of videos that are freestanding and not used to enhance a publication's online presentation of a written story or stories. Please select the subcategory that best matches your video.

An entry consists of the URL of the webpage where judges may view the presentation.

AD11a: News

AD11c: Depiction of Religious Life

AD11b: Feature

AD11d: Pro-Life Activities

AD13: BEST GENERAL PUBLISHER WEBSITE

Website must be from a CPA General Publisher member. E-books and digital publications (i.e., e-magazines) are not eligible. Judging will be on overall quality of site content and graphics, as well as effectiveness in meeting website objectives as stated by the entrant.

An entry consists of the URL of the website and a description of site objectives.

AD16: BEST WEB AND PRINT COMBINATION PACKAGE



This category recognizes the integration of print and online elements to present one main topic. Elements should include printed articles (text and photographs) and web information (text, photographs, graphic elements, slideshows, and videos). Judging will focus on the synergy of the combined package and how the elements work together to tell a story.

An entry consists of a URL for the online information and a one HARD COPY set of the print pieces sent to the CPA office. Please clip all hard copy elements together.

AD18: BEST MULTIMEDIA PACKAGE

This category is for a webpage that showcases a story that contains at least one of each of the following: written articles, photos and videos. All elements must be related to the same subject. Select the subcategory that is appropriate to the story.



Entry consists of one URL where judges can view all online elements.

AD18a: News Package

AD18c: Depiction of Religious Life

AD18b: Feature Package

AD18d: Pro-Life Activities

AD20: BEST MULTIMEDIA PACKAGE SERIES

This category is for webpages that showcase a series of stories on a single topic that each contain the following: written articles, photos and videos.

Entry consists of URLs where judges can view all online elements.

AD21: BEST USE OF SOCIAL MEDIA FOR BREAKING NEWS

[NEW]

This category is for social media coverage of a major news event, using one or more social media platforms to engage viewers and deepen their experience of the event.

An entry consists of a variety of posts across social media that communicate various aspects of a breaking news story as it unfolds. Submissions should include links to the posts, and may include a letter explaining how coverage was executed and why particular media was chosen.

AD22: BEST MULTIMEDIA COVERAGE OF POPE FRANCIS' TRIPS OERSEAS

[NEW]



This category is for content (articles, photos and videos) about Pope Francis' trip to Mexico originating with the newspaper, magazine, online publication or wire service. If a publication does not have at least THREE items to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the storyteller's creativity and ability to deliver compelling content.

Publisher and Freelance Members may enter this category. An entry consists of THREE items concerning the pope's visit to Mexico. For this multimedia category, you must submit a combination of at least two of the three following: text, photos and/or videos. You may submit a list of URLs if your content is available online.

AD24: BEST ILLUSTRATION WITH GRAPHIC DESIGN OR ART WORK

[NEW]



Entries are an illustration originating with the magazine or newsletter of an article, story, or poem.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file of the page on which the illustration was published.

AD25: BEST ONLINE PRESENTATION OF MULTIMEDIA VISUALS

[NEW]



Best use of photo galleries, videos, and other online resources to enhance a publication's online presentation of a story or stories.

Publisher and Freelance Members may enter this category. An entry consists of the URL of the webpage where judges may view the presentation.



AD26: BEST MAGAZINE OR NEWSLETTER WEBSITE

The website must be the site of CPA member publication. No e-magazines may be submitted. Judging will focus on overall quality of site content and graphics, as well as effectiveness in meeting site objectives as stated by the entrant.

AD28: BEST NEWSPAPER WEBSITE

The website must be the site of a CPA member publication. No e-newspapers may be submitted. Judging will focus on overall quality of site content and graphics, as well as effectiveness in meeting site objectives as stated by the entrant.

An entry consists of the URL of the website and a written description of site objectives.

AD29: BEST ONLINE SPANISH PRESENTATION OF MULTIMEDIA VISUALS [NEW]



Photo galleries, audio clips, audio slideshows, videos, and other online resources will be considered. Multimedia elements should demonstrate the ability of the web to enhance storytelling.

Publisher and Freelance Members may enter this category. An entry consists of the URL of the webpage where judges may view the presentation.

AD30: BEST SPANISH PUBLICATION WEBSITE

The website must be the site of a publication. No e-newspaper publications may be submitted. Judging will focus on overall quality of site content and graphics, as well as effectiveness in meeting site objectives as stated by the entrant.

An entry consists of the URL of the website and a written description of site objectives.

AD31: BEST USE OF VIDEO IN SOCIAL MEDIA

This category is for prerecorded video specifically intended for use on social media platforms. The video may cover either a news or feature story, and must have been published on social media.

An entry consists of a link to the published video on a social media platform, and may include a letter explaining more about the story, video production methods, and why the particular social media platform was chosen.

AD32: BEST USE OF LIVE VIDEO IN SOCIAL MEDIA [NEW]

This category is for live video created within a social media platform, providing coverage of an event or story as it unfolds.

An entry consists of a link to the published live video on a social media platform, and may include a letter explaining more about the story, video production methods, and why the particular social media platform was chosen.



AD33: BEST USE OF PHOTOS IN SOCIAL MEDIA

[NEW]

This category is for a photo or photos published on a social media platform, using imagery within social media to communicate a story or a message.

An entry consists of a link or links to the posts where the photo or photos were shared. Submissions may include a letter explaining more about the photo(s) and why the particular social media platform was chosen.

AD34: BEST SOCIAL MEDIA CAMPAIGN

[NEW]

This category is for a prolonged social media campaign on a particular topic or theme that resulted in engagement, reach and genuine movement on social media platforms.

An entry consists of a written description of the objectives and goals that lead to the implementation of the campaign or initiative, and demonstration of the campaign's effectiveness with statistics on reach and engagement. Submissions must also include links to a variety of posts across social media, as well as any hash tags unique to the campaign.

AD35: BEST PODCAST

[NEW]

An entry consists of a series of downloadable digital audio files focusing on a particular topic or theme.

An entry consists of the URL of the webpage where judges may download and listen to podcast episodes. Submissions may include a letter with more information about the podcast.

AD36: BEST DIOCESAN WEBSITE


The diocesan communication director and diocesan publication must be CPA members for the website to be eligible for this category. Judging will focus on overall quality of site content and graphics, as well as effectiveness in meeting site objectives as stated by the entrant.

An entry consists of the URL of the website and a written description of site objectives.



ELIGIBILITY REQUIREMENTS

The Catholic Press Awards is a recognition program for CPA members. The following eligibility requirements apply.

1. Submitters must be a CPA Publisher Member or Freelance Member in good standing. Member dues must be paid by March 31, 2018 to receive an award. **No refunds** offered after judging.
2. Entries must be the original work of a publication or freelancer. Include bylines/credits on all submissions. Plagiarized or incorrectly credited entries are grounds for disqualification.
3. Publisher Members may submit the work of any employee or freelancer. The author/creator need not be a Staff Member or Freelance Member.
4. **Freelance Members** may only enter designated categories marked with a pen symbol. 
 - Your work must appear in the print edition of, on the website of, or in promotion of a Publisher Member.
 - **To avoid duplicate entries**, we ask Freelance Members to consult with the publication that printed the material before submitting it. Please confirm that the publication is not submitting the same work in the same category as you.
5. Only entries published in calendar year 2017 are accepted.

REASONS FOR DISQUALIFICATION

The following are common reasons why entries are disqualified from competition.

- **Too few submissions in a single category:** Every category requires at least two submissions, by different entrants, to qualify for evaluation. Submissions not evaluated receive refunds.
- **Entry does not meet submission requirements** Entries must be submitted properly and include all required components to be evaluated by the judges. Please check the category descriptions to make sure your entries are correct. Be sure that hard copy submissions are postmarked by the deadline and labelled correctly. Disqualified entries are not eligible for a refund.

JUDGING

Faculty members from the Journalism Schools of Northwestern, Spring Hill College and DePaul University, along with select professionals familiar with the Catholic Press, judge the entries.



SUBMISSION INSTRUCTIONS

GETTING STARTED

Submit all entries digitally through the CPA awards website beginning January 2, 2018.

- <https://catholicpress.secure-platform.com/a/organizations/main/home>

The website allows you to view categories, make submissions, and pay in the same place.

Please read category descriptions to determine submission requirements for each category. If you have questions about eligibility, submissions, or payment, please visit our FAQ page. Tough questions may be directed to Kathleen Holloway at cpaawards@catholicpress.org or contact the office at 312-380-6789.

CREATE A PUBLICATION PROFILE FIRST

For simplicity's sake, we recommend creating **one PROFILE account** for your publication.

- **Returning Entrants:** you can use the same login information you used last year
- **New Entrants:** click "Enter the Catholic Press Awards" on the homepage and follow prompts to create a username and password for your account
- **Publisher Members:** please enter your publication name in the "Organization Name" field instead of your company name (i.e., The Catholic Journalist instead of The Catholic Press Association)

CREATING A NEW SUBMISSION

1. Once logged into your Profile account, click "MAKE ANOTHER APPLICATION" then "ENTER CATHOLIC PRESS AWARDS" You will be prompted to review your past submissions or to begin a new submission.
2. Select, "CLICK HERE TO BEGIN A NEW SUBMISSION", fill out the form as prompted and click "SAVE AND NEXT" to continue. You can return to the previous form at any time.
 - a. All entries are marked "Incomplete" until paid.
3. Options after making submissions:
 - a. Save your work: Click "SAVE" to save your work and leave the form. You may return and edit it at any time, until you pay for it, by clicking on "MY APPLICATIONS" and clicking "EDIT".
 - b. Prepare to Pay: Click "ADD TO CART" to move your saved submission to your cart.
 - i. You may return and edit them by clicking "MAKE CHANGES" prior to paying.
 - ii. You can also remove it from your cart.
 - iii. Click "CHECKOUT" to pay
4. **Paid entries are marked "Complete" and cannot be edited.** Prior to paying, please proof all submissions in your cart for content accuracy and prevention of duplicate or missing entries.
5. To fix mistakes after completion, contact Kathleen Holloway at cpaawards@catholicpress.org on or before February 9, 2018.



HARD COPY MATERIALS

The following categories require a hard copy submission in addition to the digital submission on the website: AD16.

To ensure that your submissions are ready for judging:

- Consult the category description to confirm number of hard copies required and what material must be submitted by hard copy
- Provide clean material with no marks or highlighting on the submission
- Label your hard copy materials for easy identification (See LABELLING ENTRIES)
- If two sets of material are required, please clip together each set and affix a label to each set
- Hard copies need to be postmarked by February 4 and received by February 9 to be considered

LABELLING ENTRIES

Please label all hard copy submissions so that judges can identify them. To label your entries:

- From your profile, click “My Applications.” You have the option of printing the submission forms from you completed entries. Click “Print” next to form and affix print out to your hard copy entries. Be sure to print two forms if two hard copy entries are required.

OR

- Print the labels on the last page of the packet. Fill out all information, cut out label, and affix label to each set of hard copy submission.

Be sure to affix label to every set of hard copies. Hard copy entries that arrive without labels may be disqualified.

SHIPPING

In order to help with processing, please:

- Keep individual boxes to no more than 25 lbs.
- Mark the outside of box with **Box 1 of #** being sent, and so on
- If paying by check, include printed invoice and payment in Box 1
- Delivery confirmation may have to be done through your carrier’s tracking service
- Call Kathleen Holloway at 312-380-6789 with any questions



ENTRY FEE & PAYMENT PROCESS

First Entry FREE

- ▶ One free entry per Publisher or Freelance Member when submitted before Feb. 5, 2018
- ▶ Not required to purchase a paid entry
- ▶ Free entry automatically added to your cart

Additional Entries

- ▶ \$36 for all digital entries and hardcopy material postmarked by February 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked between February 5 -11, 2018

Payment

1. When you have items in your cart, a direct link to your cart will appear under “MY APPLICATIONS.” Click it to edit submission or pay for your entries.
2. When ready, click the “CHECKOUT” button.
3. If you only submit one entry this year, you will receive a notice that your balance is zero and you will be prompted to finalize the transaction. If you have items to pay for, you will be prompted to pay by check or credit card.
4. Select your method of payment, then click “PROCESS.”
5. In the next screen, you have the option to print your invoice and submission forms. Please print a copy of your invoice to include with your payment if you are paying by check.

MAIL HARD COPY MATERIALS AND PAYMENT TO:

CPA Awards Program
Catholic Press Association
205 West Monroe St., Suite 470
Chicago, IL 60606

ENTRY DEADLINE

\$36: 11:59 pm CST – Friday, February 4, 2018

\$45: 11:59 pm CST – Friday, February 11, 2018

For all digital entries and postmarked material



Labels for Hard Copy Submissions

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards