



## 2018 Catholic Press Awards *Magazine/Newsletter Division*

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### 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 February 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked by February 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 ..... Pages 3-5
- ▶ Category numbers and descriptions ..... Pages 5-14
- ▶ Eligibility requirements ..... Page 17
- ▶ Submission instructions ..... Pages 18-19
- ▶ Payment instructions ..... Page 20
- ▶ Labels for hard copy submissions ..... Page 21



# 2018 Catholic Press Awards *Magazine/Newsletter Division*

## Quick Look

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (M05f) to find the detailed description and to submit your entry in the award software.

Type	Number	Title	
Design	<b>M54</b>	BEST USE OF TYPOGRAPHY	<b>New</b>
Design	<b>M55</b>	BEST DESIGN WITH PHOTOGRAPHS	<b>New</b>
Editorial	<b>M05f</b>	BEST REGULAR COLUMN- Arts, Leisure, Culture and Food	<b>New</b>
Editorial	<b>M30</b>	BEST COVERAGE OF Share the Journey	<b>New</b>
Editorial	<b>M31</b>	BEST COVERAGE OF THE PAPAL VISIT	<b>New</b>
Editorial	<b>M39</b>	BEST COVERAGE OF THE PAPAL VISIT TRIP OVERSEAS	<b>New</b>
Editorial	<b>M51</b>	BEST ORIGINAL POETRY	<b>New</b>
Editorial	<b>M52</b>	BEST GUEST COLUMN/COMMENTARY	<b>New</b>
Photography	<b>M06c</b>	BEST SINGLE PHOTO - Share the Journey	<b>New</b>
Photography	<b>M07d</b>	BEST PHOTO STORY - Share the Journey	<b>New</b>
Photography	<b>M08d</b>	BEST MULTIPLE PICTURE PACKAGE - Share the Journey	<b>New</b>
		BEST PHOTOGRAPH	<b>New</b>
Photography	<b>M56a</b>	▪ Portrait	
Photography	<b>M56b</b>	▪ Photo Illustration	<b>New</b>

Design	M01a	BEST COVER	
Design	M01b	▪ 4-Color, Large (over 6 x 9 ½")	
Design	M01c	▪ 4-Color, Small (up to 6 x 9 ½")	
		▪ Black and White, Any Size	
Design	M29	BEST REDESIGN	
		BEST LAYOUT OF ARTICLE OR COLUMN	
Design	M47a	▪ National general interest magazine	
Design	M47b	▪ Diocesan magazine	
Design	M47c	▪ Mission magazine (overseas and home)	
Design	M47d	▪ Religious order magazine	
Design	M47e	▪ Professional & special interest magazines, including clergy & religious	
Design	M47f	▪ Scholarly magazine	
Design	M47g	▪ Prayer & spirituality magazines	
Design	M47h	▪ Newsletter	
Design	<b>M54</b>	BEST USE OF TYPOGRAPHY	
Design	<b>M55</b>	BEST DESIGN WITH PHOTOGRAPHS	
Editorial	M02	BEST SHORT STORY	
		BEST ESSAY	
Editorial	M03a	▪ National General Interest Magazines	
Editorial	M03b	▪ Diocesan Magazines	



## 2018 Catholic Press Awards *Magazine/Newsletter Division*

Editorial	M03c	<ul style="list-style-type: none"> <li>▪ Mission Magazines (Overseas and Home)</li> </ul>
Editorial	M03d	<ul style="list-style-type: none"> <li>▪ Religious Order Magazines</li> </ul>
Editorial	M03e	<ul style="list-style-type: none"> <li>▪ Professional &amp; Special-Interest Magazines, including Clergy &amp; Religious</li> </ul>
Editorial	M03f	<ul style="list-style-type: none"> <li>▪ Scholarly Magazines</li> </ul>
Editorial	M03g	<ul style="list-style-type: none"> <li>▪ Prayer &amp; Spirituality Magazines</li> </ul>
Editorial	M04	BEST EDITORIAL
Editorial	M05a	BEST REGULAR COLUMN
Editorial	M05b	<ul style="list-style-type: none"> <li>▪ Spiritual Life</li> </ul>
Editorial	M05c	<ul style="list-style-type: none"> <li>▪ General Commentary</li> </ul>
Editorial	M05d	<ul style="list-style-type: none"> <li>▪ Family Life</li> </ul>
Editorial	M05e	<ul style="list-style-type: none"> <li>▪ Bishop's Column in a Diocesan Magazine</li> </ul>
Editorial	M05f	<ul style="list-style-type: none"> <li>▪ Religious Life</li> </ul>
Editorial	M05f	<ul style="list-style-type: none"> <li>▪ Arts, Leisure, Culture and Food</li> </ul>
Editorial	M10a	BEST SPECIAL ISSUE, SECTION, OR SUPPLEMENT
Editorial	M10b	<ul style="list-style-type: none"> <li>▪ Special Issue</li> </ul>
Editorial	M10c	<ul style="list-style-type: none"> <li>▪ Special Section</li> </ul>
Editorial	M10c	<ul style="list-style-type: none"> <li>▪ (Pull-Out Section)</li> </ul>
Editorial	M11	BEST INTERVIEW
Editorial	M13	BEST COVERAGE OF RELIGIOUS LIBERTY ISSUES
Editorial	M18	BEST COVERAGE OF IMMIGRATION
Editorial	M19	BEST EXPLANATION OF CHURCH'S POSITION ON MARRIAGE
Editorial	M20	BEST REPORTING ON VOCATIONS TO PRIESTHOOD, RELIGIOUS LIFE OR DIACONATE
Editorial	M21	BEST REVIEW
Editorial	M22	BEST BOOK REVIEW SECTION
Editorial	M23a	BEST IN-DEPTH WRITING
Editorial	M23b	BEST ANALYSIS WRITING
Editorial	M24a	BEST FEATURE ARTICLE
Editorial	M24b	<ul style="list-style-type: none"> <li>▪ National General Interest Magazines</li> </ul>
Editorial	M24c	<ul style="list-style-type: none"> <li>▪ Diocesan Magazines</li> </ul>
Editorial	M24d	<ul style="list-style-type: none"> <li>▪ Mission Magazines (Overseas and Home)</li> </ul>
Editorial	M24e	<ul style="list-style-type: none"> <li>▪ Religious Order Magazines</li> </ul>
Editorial	M24f	<ul style="list-style-type: none"> <li>▪ Professional &amp; Special-Interest, including Clergy &amp; Religious</li> </ul>
Editorial	M24g	<ul style="list-style-type: none"> <li>▪ Scholarly Magazines</li> </ul>
Editorial	M24h	<ul style="list-style-type: none"> <li>▪ Prayer &amp; Spirituality Magazines</li> </ul>
Editorial	M24h	<ul style="list-style-type: none"> <li>▪ Newsletters</li> </ul>
Editorial	<b>M30</b>	BEST COVERAGE OF Share the Journey
Editorial	<b>M31</b>	BEST COVERAGE OF THE PAPAL VISIT
Editorial	M34	BEST TITLE AND LEAD-IN
Editorial	M35	BEST REPORTING ON A SPECIAL AGE GROUP
Editorial	M36	BEST SPORTS REPORTING
Editorial	M38	BEST REPORTING OF THE CELEBRATION OF A SACRAMENT



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# Magazine/Newsletter Division

Editorial	<b>M39</b>	BEST COVERAGE OF THE PAPAL VISIT TRIP OVERSEAS
Editorial	M40	BEST COVERAGE OF VIOLENCE IN OUR COMMUNITIES
Editorial	M44	BEST COVERAGE OF ECUMENICAL/INTERFAITH ISSUES
Editorial	M48a	BEST REPORTING OF SOCIAL JUSTICE ISSUES <ul style="list-style-type: none"> <li>▪ Life and Dignity of the Human Person</li> <li>▪ Call to Family, Community and Participation</li> <li>▪ Rights and Responsibilities</li> <li>▪ Option for the Poor and Vulnerable</li> <li>▪ Dignity and Rights of the Workers</li> <li>▪ Solidarity</li> <li>▪ Care for God's Creation</li> </ul>
Editorial	M48b	
Editorial	M48c	
Editorial	M48d	
Editorial	M48e	
Editorial	M48f	
Editorial	M48g	
Editorial	M50a	ALUMNI/AE MAGAZINES FROM CATHOLIC COLLEGES OR UNIVERSITIES <ul style="list-style-type: none"> <li>▪ Best Editorial</li> <li>▪ Best Interview</li> <li>▪ Best Personality Profile</li> <li>▪ Best Feature Article</li> <li>▪ Alumni/ae Magazine of the Year</li> </ul>
Editorial	M50e	
Editorial	M50f	
Editorial	M50g	
Editorial	M50h	
Editorial	<b>M51</b>	BEST ORIGINAL POETRY
Editorial	<b>M52</b>	BEST GUEST COLUMN/COMMENTARY
Photography	M06a	BEST SINGLE PHOTO <ul style="list-style-type: none"> <li>▪ Black &amp; White</li> <li>▪ Color</li> <li>▪ Share the Journey</li> </ul>
Photography	M06b	
Photography	<b>M06c</b>	
Photography	M07a	BEST PHOTO STORY <ul style="list-style-type: none"> <li>▪ News</li> <li>▪ Feature</li> <li>▪ Sports</li> <li>▪ Share the Journey</li> </ul>
Photography	M07b	
Photography	M07c	
Photography	<b>M07d</b>	
Photography	M08a	BEST MULTIPLE PICTURE PACKAGE <ul style="list-style-type: none"> <li>▪ News</li> <li>▪ Feature</li> <li>▪ Sports</li> <li>▪ Share the Journey</li> </ul>
Photography	M08b	
Photography	M08c	
Photography	<b>M08d</b>	
Photography	M49	BEST STORY AND PHOTO PACKAGE
Photography	M50b	ALUMNI/AE MAGAZINES FROM CATHOLIC COLLEGES OR UNIVERSITIES <ul style="list-style-type: none"> <li>▪ BEST SINGLE PHOTO</li> <li>▪ BEST PHOTO STORY</li> <li>▪ BEST MULTIPLE PICTURE PACKAGE</li> </ul>
Photography	M50c	
Photography	M50d	
Photography	<b>M56a</b>	BEST PHOTOGRAPH <ul style="list-style-type: none"> <li>▪ Portrait</li> </ul>
Photography	<b>M56b</b>	<ul style="list-style-type: none"> <li>▪ Photo Illustration</li> </ul>



## ***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.

### **M01: BEST COVER**

Judges will consider graphic elements, typeface, and the extent to which the layout is creative and compelling.

An entry consists of one PDF file of the cover only (not the entire issue).

M01a: 4-color, large (over 6 x 9½")

M01b: 4-color, small (up to 6 x 9½")

M01c: Black and white, any size

### **M02: BEST SHORT STORY**



Must be original fiction, not a reprint or taken from a book of stories. Judges will consider writing style, originality and/or creativity of theme or story line, and the extent to which the theme or story line is appropriately developed.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file of the page(s) on which the short story is published.

### **M03: BEST ESSAY**



Judges will consider depth of reflection, persuasiveness and use of examples. Entrants may choose the subcategory that most closely fits their magazine.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the essay is published.

M03a: National general interest magazines

M03b: Diocesan magazines

M03c: Mission magazines (overseas and home)

M03d: Religious order magazines

M03e: Professional & special-interest

magazines, including clergy & religious

M03f: Scholarly magazine

M03g: Prayer & spirituality magazines

### **M04: BEST EDITORIAL**

An article giving the viewpoint of the publication, editor, or staff on a subject on which different opinions can be held. The editorial may be signed or unsigned but must be written by a member of the publication's staff. Judges will focus on the persuasive quality of the editorial, rather than simple commentary.

An entry consists of one PDF file containing the page(s) on which the editorial is published.

### **M05: BEST REGULAR COLUMN**





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Select the subcategory that best fits your column. Judges will review THREE different articles by one or more authors. For an entry written by multiple authors to be considered, it must be a column of the same name, written from time to time by different authors. Judges will focus on the overall effectiveness of the columns submitted.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages on which THREE columns were published

- |                          |  |
|--------------------------|--|
| M05a: Spiritual life     | M05d: Bishop's column in a diocesan magazine                 |
| M05b: General commentary | M05e: Religious life   |
| M05c: Family life        | M05f: best arts, leisure, culture & food column <b>[NEW]</b> |

## M06: BEST SINGLE PHOTO

Entries will be judged on the content of the photo, picture quality and use.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page on which the photo was published and a second page containing an image of the photo by itself.

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| M06a: Black and white                | M06d: BEST PHOTOGRAPH- Portrait |
| M06b: Color                          | M06e: BEST PHOTOGRAPH- Photo    |
| M06c: Share the Journey <b>[NEW]</b> | Illustration                    |

## M07: BEST PHOTO STORY

A photo story is a cohesive group of select images that by themselves, with little added text, tell a story. The photo story should include opening and closing shots, with each picture moving the story along for the viewer. Text and photo layout/design is secondary and will be judged as such.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the photos were published.

- |               |                                      |
|---------------|--------------------------------------|
| M07a: News    | M07c: Sports                         |
| M07b: Feature | M07d: Share the Journey <b>[NEW]</b> |


## M08: BEST MULTIPLE PICTURE PACKAGE

A multiple picture package includes two or more photographs covering the same event or topic. It is different from a photo story in that the images do not make up a comprehensive story.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the photos were published.

- |                       |                                      |
|-----------------------|--------------------------------------|
| M08a: News package    | M08c: Sports package                 |
| M08b: Feature package | M08d: Share the Journey <b>[NEW]</b> |



**M10: BEST SPECIAL ISSUE, SECTION, OR SUPPLEMENT** 

Entries should represent an outstanding effort by the publication's various departments to produce a special issue, section, or supplement with a strong editorial theme and content. Seasonal issues should be submitted in M37.

An entry consists of one HARD COPY of the issue, section, or supplement mailed to the CPA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

M10a: Special issue

M10b: Special section

M10c: Supplement (pull-out section)

**M11: BEST INTERVIEW** 

The interview may be in question-and-answer or narrative format. Stories should have an eye for atmosphere and detail.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the interview was published.

**M12: BEST PERSONALITY PROFILE** **[UPDATED SUBCATEGORIES]** 

A personality profile conveys the uniqueness of a living or deceased person. Usually includes comments by others about this person. Please select the subcategory that best describes the subject. Any profile that does not fit into categories M12a and M12c may be considered for M12d.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the personality profile was published.

M12a: Religious leader **[UPDATED]**

M12c: Government leader **[UPDATED]**

M12d: Person of interest **[UPDATED]**

**M13: BEST COVERAGE OF RELIGIOUS LIBERTY ISSUES** 

This category is for in-depth coverage of a religious liberty issues via articles, columns, special sections, or editorials. If a publication does not have THREE items to submit in this category, you may enter an item in another category (for example, best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column, and/or editorial) concerning religious liberty were published. You may also submit a list of URLs if your content is available online.





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### **M18: BEST COVERAGE OF IMMIGRATION**

This category is for in-depth coverage of immigration via articles, columns, special sections, or editorials. If a publication does not have THREE items to submit in this category, you may enter an item in another category (for example, best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column, and/or editorial) concerning immigration were published. You may also submit a list of URLs if your content is available online.

### **M19: BEST EXPLANATION OF CHURCH'S POSITION ON MARRIAGE**

This category awards in-depth coverage of the Catholic Church's teaching on the Sacrament of Marriage via articles, columns, special sections, or editorials. If a publication does not have THREE items to submit in this category, you may enter an item in another category (for example, best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column, and/or editorial) concerning the Church's position on marriage were published. You may also submit a list of URLs if your content is available online.

### **M20: BEST REPORTING ON VOCATIONS TO PRIESTHOOD, RELIGIOUS LIFE OR DIACONATE**

This category is for a one-shot section, feature, series, or personality profile of a religious man or woman, deacon, priest, bishop, or cardinal. Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or video that accompany entries.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing page(s) on which the material was published. You may also submit a list if URLs if your content is available online.

### **M21: BEST REVIEW**

Review of books, television shows, film, or other media, originating with the publication.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the review was published.

### **M22: BEST BOOK REVIEW SECTION**

**[UPDATED DESCRIPTION]**

An entry is a section combining multiple reviews of books.

An entry consists of one PDF file containing the page(s) on which the review section was published.



**M23: BEST IN-DEPTH/ANALYSIS WRITING** 

Entire story must have been published in one issue. Related graphics, sidebars, photos or videos published in the same article will be considered with the entry.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file of the pages on which the article was published. You may also submit a URL if your content is available online.

**M23a: Best in-depth writing**

In-depth writing focuses on the initiative of the publication to present facts of an event or situation of importance that may otherwise be unknown to the reader. This category recognizes reporting, through one's own initiative and work, which will be judged on news value, evidence of investigative work and quality of reporting and writing.

**M23b: Analysis writing**

Analysis writing focuses on how well the publication informs or interprets an event or situation that is controversial, confusing or misunderstood. This category recognizes reporting, through one's own initiative and work, which will be judged on news value, evidence of investigative work and quality of reporting and writing.

**M24: BEST FEATURE ARTICLE** 

Feature articles tell stories covering a group, trend or event of general interest. Articles on or profiles of one person will not be judged in this category and should be entered in category M11 or M12. Judges will not consider accompanying photographs, charts or illustrations.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file of the page(s) on which the feature article was published.

M24a: National general interest magazine

M24b: Diocesan magazine

M24c: Mission magazine (overseas and home)

M24d: Religious order magazine

M24e: Professional & special interest,  
including clergy & religious

M24f: Scholarly magazine

M24g: Prayer & spirituality magazine

M24h: Newsletter

**M29: BEST REDESIGN** 

This category recognizes the redesign of a magazine. Judging will focus on front page design, interior page layouts, graphic elements, readability, and organization of content.

An entry consists of one HARD COPY of the material to be judged. Please submit two to four samples of the redesigned publication and one sample of the "before" version of the magazine. Include labels to indicate the "before" and "after" designs. Each entrant must submit a PDF file for possible use during the Catholic Press



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Awards Banquet. A letter may be submitted to explain the redesign process and the staff work necessary to complete it.

### **M30: BEST COVERAGE OF SHARE THE JOURNEY**

**[NEW]**



This category is for original content about Sharing the Journey . If a publication does not have 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 writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column and/or editorial) on Sharing the Journey were published. You may also submit a list of URLs if your content is available online.

### **M31: BEST COVERAGE OF THE PAPAL VISITS**

**[NEW]**

This category is for original content about the Pope Francis' trips overseas and the United States originating with the publication. If a publication does not have 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 writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork and videos that accompany the articles.

Publisher and Freelance members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column and/or editorial) on the papal trips were published. You may also submit a list of URLs of your content is available online.

### **M34: BEST TITLE AND LEAD-IN**

Writing a title is both a skill and an art. A good title and lead-in sells the story, provoking the reader to stop and read it. Each word is important; there is no padding. Verbs are snappy, the full title clear and precise.

An entry consists of one PDF file containing the page(s) on which the title, lead-in and complete story were published. You may also post a URL if the content is available online. Blog titles are not eligible for this category.

### **M35: BEST REPORTING ON A SPECIAL AGE GROUP**



Coverage should be of what members of a certain age group (i.e., children, teens, adults or seniors) are doing, not simply of events. An entry may be a single article, a series (maximum three clips, please), pictures, or a special section.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the article or series was published.



**M36: BEST SPORTS REPORTING** 

This category is for a one-shot section, feature, series, or personality profile of an athlete or sports team. Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany entries.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing page(s) on which the material was published. You may also submit a list of URLs if your content is available online.

**M37: BEST SEASONAL ISSUE OR SECTION**

**[UPDATED]**



Entries can be made for either liturgical season (Christmas, Lent, Easter) or secular holiday (Fourth of July, Mother's Day, etc.). Judges will consider depth of content that relates to the season, cover layout and interior page design.

An entry consists of one HARD COPY of the issue sent to the CPA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

**M38: BEST REPORTING OF THE CELEBRATION OF A SACRAMENT** 

This category is for an article or column of one of the seven sacraments: baptism, confirmation, Eucharist, penance or reconciliation, anointing of the sick, holy orders and matrimony. Judges will consider the reporter's creativity and ability to tell a compelling story, as well as photographs, artwork or video that accompany the writing.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing page(s) on which the item was published. You may also submit a URL if your content is available online.

**M39: BEST COVERAGE OF THE PAPAL VISIT TRIP OVERSEAS** **[NEW]**

This category is for original content about the Pope Francis' trips overseas originating with the publication. If a publication does not have 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 writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork and videos that accompany the articles.

Publisher and Freelance members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column, and/or editorial) on the papal trip to Mexico were published. You may also submit a list of URLs if your content is available online.

**M40: BEST COVERAGE OF VIOLENCE IN OUR COMMUNITIES** 

This category is for in-depth coverage of escalating violence in our communities. If a publication does not have THREE articles 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 writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the articles.



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Publisher and Freelance members may enter this category. An entry consists of one PDF file containing the pages on which THREE items (article, column, and/or editorial) were published. You may also submit a list of URLs if your content is available online.

### **M44: BEST COVERAGE OF ECUMENICAL/INTERFAITH ISSUES**

This category is for original content about ecumenical and/or interfaith issues. If a publication does not have 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 writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages of which THREE items (article, column, and/or editorial) about ecumenical/interfaith issues were published. You may also submit a list of URLs if your content is available online.

### **M47: BEST LAYOUT OF ARTICLE OR COLUMN**

This category recognizes the best use of graphics, text and/or photography in a single article or column.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the material was published.

M47a: National general interest magazine

M47b: Diocesan magazine

M47c: Mission magazine (overseas and home)

M47d: Religious order magazine

M47e: Professional & special interest magazines,  
including clergy & religious

M47f: Scholarly magazine

M47g: Prayer & spirituality magazines

M47h: Newsletter

### **M48: BEST REPORTING OF SOCIAL JUSTICE ISSUES**

This category is for an article or column about one of the seven themes of Catholic social teaching (based on USCCB: <http://www.usccb.org/beliefs-and-teachings/what-we-believe/catholic-social-teaching/seven-themes-of-catholic-social-teaching.cfm>).

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page(s) on which the material was published. You may also submit a URL if your content is available online.

M48a: Life and dignity of the human person

M48b: Call to family, community and  
participation

M48c: Rights and responsibilities

M48d: Option for the poor and vulnerable

M48e: Dignity and rights of the workers

M48f: Solidarity

M48g: Care for God's creation

### **M49: BEST STORY AND PHOTO PACKAGE**

This award is for an article or feature on any topic consisting of both image(s) and written content together. Judges will consider creativity and ability to tell a compelling story, as well as the overall impact of the photo and story together as one piece.



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Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the pages on which the story and photo package were published.

### **M50: ALUMNI/AE MAGAZINES FROM CATHOLIC COLLEGES OR UNIVERSITIES**

Only Alumni/ae magazines from Catholic colleges or universities may enter the following subcategories.

**M50a: Best Editorial:** An article giving the viewpoint of the publication, editor, or staff on a subject on which different opinions can be held. The editorial may be signed or unsigned but must be written by a member of the publication's staff. Judges will focus on the persuasive quality of the editorial, rather than simple commentary.

An entry consists of one PDF file containing the page(s) on which the editorial is published.

**M50b: Best Single Photo:** Entries may be black and white or color. Entries will be judged on the content of the photo, picture quality and use.

An entry consists of one PDF file containing the page on which the photo was published and a second page containing an image of the photo by itself.

**M50c: Best Photo Story:** A photo story is a cohesive group of select images that by themselves, with little added text, tell a story. The photo story should include opening and closing shots, with each picture moving the story along for the viewer. Text and photo layout/design is secondary and will be judged as such.

An entry consists of one PDF file containing the page(s) on which the photos were published.

**M50d: Best Multiple Picture Package:** A multiple picture package includes two or more photographs covering the same event or topic. It is different from a photo story in that the images do not make up a comprehensive story.

An entry consists of one PDF file containing the page(s) on which the photos were published.

**M50e: Best Interview:** The interview may be in question-and-answer or narrative format. Stories should have an eye for atmosphere and detail.

An entry consists of one PDF file containing the page(s) on which the interview was published.

**M50f: Best Personality Profile:** A personality profile conveys the uniqueness of a living or deceased person. Usually includes comments by others about this person.

An entry consists of one PDF file containing the page(s) on which the personality profile was published.

**M50g: Best Feature Article:** Feature articles tell stories covering a group, trend or event of general interest. Articles on or profiles of one person will not be judged in this category and should be entered in category M50e or M50f. Judges will not consider accompanying photographs, charts or illustrations.

An entry consists of one PDF file of the page(s) on which the feature article was published.

**M50h: Alumni/ae Magazine of the Year:** Judges will consider each of the following criteria: selection of stories; originality; quality of writing and headlines; columns; editorials and letters to the editor; quality and appropriateness of art and graphics; and overall design.



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An entry consists of two HARD COPY sets of any THREE consecutive issues published during 2016. Only one entry per publication is permitted. Please clip each set of issues together and mail to the CPA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

### **M51: BEST ORIGINAL POETRY**

**[NEW]**

Entries may be a single poem or group of poems under one heading by the same author.

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

### **M52: BEST GUEST COLUMN/COMMENTARY**

**[NEW]**

An entry consists of THREE different articles by one or more authors. For an entry written by multiple authors to be considered it must be a column of the same name, written from time to time by different authors. Judges will focus on the overall effectiveness of the columns submitted.

Publisher and Freelance Members may enter this category. A column may be entered in one subcategory category only. An entry consists of one PDF file of the page(s) on which THREE columns were published.

Judges will look for certain criteria including: if topic(s) covered are timely/interesting/relevant? Is the coverage high quality? Is the writing high quality?

### **M54: BEST USE OF TYPOGRAPHY**

**[NEW]**

This category recognizes the best use of typography in a layout. Judges will focus on how the typographical treatment adds meaning to the writing and illustration/photography/graphics on the page, catches and encourages the reader's eye.

Judges will look for if the cover draws attention, is the layout affective and is the cover. Front visually appealing.

### **M55: BEST DESIGN WITH PHOTOGRAPHS**

**[NEW]**

This category honors the page design of a magazine using photographs. Judging will focus specifically on the use of photographs on a single page or spread. An entry consists of one HARD COPY of the material to be judged. Each entrant must submit a PDF file for possible use during the Catholic Press Awards Banquet.

Judges will look at how the photographs were used with an eye to design and how the photographs were used to convey a story or theme and make the page/spread appealing to readers.

### **M56: BEST PHOTOGRAPH- Portrait**

**[NEW]**

Photos may be black and white or color. Digitally or otherwise manipulated images may be submitted only in category M56 and only if they were identified as such when published.



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Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page on which the photo was published and a second page containing an image of the photo by itself.

**M57: BEST PHOTOGRAPH- Photo Illustration**

**[NEW]**

Photos may be black and white or color. Digitally or otherwise manipulated images may be submitted only in category M57 and only if they were identified as such when published.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing the page on which the photo was published and a second page containing an image of the photo by itself.

### ***ELIGIBILITY REQUIREMENTS***


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





## 2018 Catholic Press Awards *Magazine/Newsletter Division*

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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](mailto: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](mailto:cpaawards@catholicpress.org) on or before February 9, 2018.



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## **HARD COPY MATERIALS**

The following categories require a hard copy submission in addition to the digital submission on the website: M10, M29 and M37.

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 by February 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



# 2018 Catholic Press Awards Magazine/Newsletter Division

## Labels for Hard Copy Submissions

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*

Award # \_\_\_\_\_ (Example: M10a)

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Run date \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

Byline, Credits \_\_\_\_\_  
\_\_\_\_\_

*2018 Catholic Press Awards*