



2019 Catholic Press Awards *Magazine/Newsletter Division*

Welcome to the 2019 Catholic Press Awards

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2018. Winner announcements occur each June during the annual Catholic Media Conference, in *The Catholic Journalist* with judge comments, and on the CPA website

Each CPA Publisher Member, Communication Director, and Freelance Member may submit **one FREE entry**.

Update for this year: All alumni categories have been moved to the university awards program. For more information visit <https://www.catholicpress.org/page/UniversityAwards>.

The Quick Look Chart on page 3 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 2019 categories are listed at the top of the Quick Look chart and marked **NEW**



GENERAL BACKGROUND INFORMATION

▶ Free Entry

- One free entry per CPA Publisher or Freelance Member when submitted by 11:59 pm Central Time on Sunday, January 27, 2019
- Free entry may be your only entry

▶ \$36 for all entries submitted by 11:59 pm Central Time on Sunday, January 27, 2019

▶ \$45 for all entries between January 28 and February 3, 2019

▶ This Symbol 📄 indicates where hard copies are required

▶ All entries are for work published in 2018.

▶ All members must be in good standing as of March 31, 2019.

▶ Deadlines:

- 11:59 p.m. CT, January 27, 2019 (\$36 per entry)
- 11:59 p.m. CT, February 3, 2019 (\$45 per entry)
- **All hard copies must be received by February 8, 2019** so judges can receive the material on time

▶ Payment deadline is Friday, February 15, 2019.

The following pages contain:

- ▶ Quick look at categories Pages 3-5
- ▶ Category numbers and descriptions Pages 6-17
- ▶ Eligibility requirements Page 18
- ▶ Submission instructions Pages 19-20
- ▶ Payment instructions Page 21
- ▶ Hard-copy Labels Page 22



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QUICK LOOK

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (M323) to find the detailed description and to submit your entry in the award software.

Type	Number	Title	
Editorial	M711	Hot Topic – Best coverage on the Sexual Abuse Crisis	New
Editorial	M521e	Best Coverage of a Disaster or Crisis	New

General Excellence	GM111a	Best Magazine <ul style="list-style-type: none"> • Best Magazine – National General Interest • Best magazine – Diocesan • Best Magazine – Mission • Best Magazine – Religious Order Magazines and Newsletters • Best Magazine – Professional and Special Interest Including Clergy Religious, Prayer and Spiritual Magazines
General Excellence	GM111b	
General Excellence	GM111c	
General Excellence	GM111d	
General Excellence	GM111e	
General Excellence	GM113	Best Newsletter- Electronic
Design Advertising	M321a	Best Annual Report <ul style="list-style-type: none"> • Best Annual Report – Archdiocesan Finances • Best Annual Report – Catholic Non-profit Organization
Design Advertising	M321b	
Design Advertising	M322	Best Print Circulation Promotion Campaign
Design Advertising	M323	Best Ad Copywriting
Design Advertising	M325	Best Promotional House Ad
Design Advertising	M331	Best Media Kit 2018
Design Advertising	M335a	Best Single Ad Campaign with Publication <ul style="list-style-type: none"> • Best Single Ad Campaign with Publication – Black & White • Best Single Ad Campaign with Publication – Color • Best Single Ad Campaign with Publication – Online
Design Advertising	M335b	
Design Advertising	M335c	
Design Advertising	M341	Best Example of Effective Advertising Promotion Originating with the Publication or Publication's Website
Design Advertising	M343	Best Ad Campaign Originating with the Publication for Advertiser
Design Advertising	M345	Most Effective Use of Small Space
Design Advertising	M347	Best Special Supplement or Special Issue with Advertising Emphasis
Design Publication	M351a	Best Layout or Article Column <ul style="list-style-type: none"> • Best Layout or Article Column – Diocesan Magazine • Best Layout or Article Column – Mission Magazine (Overseas and Home) • Best Layout or Article Column – National General Interest Magazine • Best Layout or Article Column – Professional and Special Interest Magazines, Including Clergy and Religious • Best Layout or Article Column – Scholarly Magazine, Prayer And Spirituality Magazines And Newsletters
Design Publication	M351b	
Design Publication	M351c	
Design Publication	M351d	
Design Publication	M351e	
Design Publication	M361a	Best Cover <ul style="list-style-type: none"> • Best Cover for Color – Small (up to 6 x 9 ½")



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Design Publication	M361b	<ul style="list-style-type: none"> • Best Cover for Color – Large (over 6 x 9 ½”) • Best Cover Black-and-White - Any Size
Design Publication	M361c	
Design Publication	M371	Best Use of Typography
Design Publication	M382	Best Redesign
Editorial	M511	Best Guest Column/Commentary
Editorial	M513a	Best Regular Column <ul style="list-style-type: none"> • Best Regular Column – Arts, Leisure, Culture and Food • Best Regular Column – Bishop's Column in a Diocesan Magazine • Best Regular Column – Family Life • Best Regular Column – General Commentary • Best Regular Column – Religious Life • Best Regular Column – Spiritual Life
Editorial	M513b	
Editorial	M513c	
Editorial	M513d	
Editorial	M513e	
Editorial	M513f	
Editorial	M521a	Best Coverage <ul style="list-style-type: none"> • Best Coverage – Ecumenical/Interfaith Issues • Best Coverage – Immigration • Best Coverage – Religious Liberty Issues • Best Coverage – Violence in Our Communities
Editorial	M521b	
Editorial	M521c	
Editorial	M521d	
Editorial	M531	Best Editorial
Editorial	M533a	Best Essay <ul style="list-style-type: none"> • Best Essay – Diocesan Magazines • Best Essay – Mission Magazines (Overseas and Home) • Best Essay – National General Interest Magazines • Best Essay – Prayer and Spirituality Magazines • Best Essay – Professional & Special-Interest Magazines, Including Clergy and Religious • Best Essay – Religious Order Magazines • Best Essay – Scholarly Magazines
Editorial	M533b	
Editorial	M533c	
Editorial	M533d	
Editorial	M533e	
Editorial	M533f	
Editorial	M533g	
Editorial	M537a	Best Feature Article <ul style="list-style-type: none"> • Best Feature Article – Diocesan Magazines • Best Feature Article – Mission Magazines (Overseas and Home) • Best Feature Article – National General Interest Magazines • Best Feature Article – Newsletters • Best Feature Article – Prayer and Spirituality Magazines • Best Feature Article – Professional and Special-Interest, Including Clergy and Religious • Best Feature Article – Religious Order Magazines • Best Feature Article – Scholarly Magazines
Editorial	M537b	
Editorial	M537c	
Editorial	M537d	
Editorial	M537e	
Editorial	M537f	
Editorial	M537g	
Editorial	M537h	
Editorial	M541	Best Title and Lead-In
Editorial	M545	Best Interview
Editorial	M551	Explanation of Marriage
Editorial	M571a	Personality Profiles <ul style="list-style-type: none"> • Personality Profiles – Government Leader • Personality Profiles – Laity • Personality Profiles – Religious Leader
Editorial	M571b	
Editorial	M571c	
Editorial	M574	Best Original Poetry





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Editorial	M575	Best Reporting on a Special Age Group
Editorial	M577	Best Reporting of the Celebration of a Sacrament
Editorial	M579a	Best Reporting of Social Justice Issues <ul style="list-style-type: none"> • Best Reporting of Social Justice Issues – Call to Family, Community and Participation • Best Reporting of Social Justice Issues – Care for God's Creation • Best Reporting of Social Justice Issues – Dignity and Rights of the Workers • Best Reporting of Social Justice Issues – Life and Dignity of the Human Person • Best Reporting of Social Justice Issues – Option for the Poor and Vulnerable • Best Reporting of Social Justice Issues – Rights and Responsibilities • Best Reporting of Social Justice Issues – Solidarity
Editorial	M579b	
Editorial	M579c	
Editorial	M579d	
Editorial	M579e	
Editorial	M579f	
Editorial	M579g	
Editorial	M581	Best Sports Reporting
Editorial	M584	Best Reporting on Vocations of Priesthood, Religious Life or Diaconate
Editorial	M587	Best Book Review Section
Editorial	M588	Best Review
Editorial	M591	Best Single Issue or Section
Editorial	M593	Best Short Story
Editorial	M595	Best Story and Photo Package
Editorial	M596	Best Special Issue
Editorial	M597	Best Special Section
Editorial		Best Writing
Editorial	M598a	• Best Writing – Analysis
Editorial	M598b	• Best Writing – In-Depth
Hot Topic	M711	Hot Topic – Best Coverage of the Sexual Abuse Crisis
Photography		Best Multiple Picture Package
Photography	M811a	• Best Multiple Picture Package – Feature
Photography	M811b	• Best Multiple Picture Package – News
Photography		Best Photo Story
Photography	M821a	• Best Photo Story – Feature
Photography	M821b	• Best Photo Story – News
Photography		Best Single Photo
Photography	M831a	• Best Single Photo – Black and White
Photography	M831b	• Best Single Photo – Color
Photography	M831c	• Best Single Photo – Photo Illustration
Photography	M831d	• Best Single Photo – Portrait



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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.

GM111: Magazine/Newsletter of the Year

In this category, formerly called "General Excellence," 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.

An entry consists of **two** HARD COPY sets of any **THREE** consecutive issues published during 2018. 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. Entrants may choose the subcategory that most closely fits their magazine.

GM111a: National General Interest Magazines
GM111b: Diocesan Magazines
GM111c: Mission Magazines (Overseas and Home)

GM111d: Religious Order
GM111e: Professional and Special-Interest Magazines, including Clergy Religious, Prayer and Spiritual Magazines

GM113: Best Electronic Newsletter

This category recognizes the extent to which a publication is using a periodic electronic newsletter to drive traffic to its website. Judges will examine frequency, design and content of this increasingly popular tool.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing any three consecutive electronic newsletters.

M321: Best Annual Report

Entry may be an all-print report or a print/PowerPoint combination. The report published in 2018 demonstrates accomplishments in the previous year (calendar year or fiscal year), showing accountability for proper use of resources and services offered to the larger community. Reports must have published in the publication or online. Internal reports are not eligible.

An entry consists of a single digital file for an all-print report or two digital files for a print/PowerPoint report (one file for print portion and the other for the PowerPoint presentation). You may submit URLs if your content is available online. Entrants may choose the subcategory that most closely fits their magazine.

M321a: (Arch)Diocesan Finances
M321b: Catholic Nonprofit Organization



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M322: Best Print Circulation Promotion Campaign



This category is for campaigns that contain more than one element and occur over a period of time. The campaign must originate with the publication and be conducted during 2018. An entry may include mailers, videos, promotion pieces, and any other materials used as part of the campaign to increase circulation.

An entry consists of **one** HARD COPY of all campaign elements, a description of the promotional campaign. Please clip all elements together. Please send the hard copy to the CPA office, and a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

M323: Best Ad Copywriting

Best use of headlines and text in attracting the reader's attention and inviting action.

An entry consists of one PDF file of the page on which the advertisement was published.

M325: Best Promotional House Ad



This category is for ads produced by the publication to increase advertising, circulation, readership, image and/or the prestige of the publication. Entries can be a single ad or a continuing campaign. Judging will focus on originality and overall quality of presentation. Entrants are not required to demonstrate results of campaign.

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

M331: Best Media Kit 2018



Media kits will be judged on the basis of a clear, uncluttered presentation of information, including, but not limited to, pertinent information of editorial profile, advertiser testimonials, reader profile, and the professional use of graphics. Entry should be new or substantially revised during 2018.

An entry consists of a **one** HARD COPY of all media kit materials sent to the CPA office. Please clip all elements together. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

M335: Best Single Ad Campaign with Publication

Best original ad prepared by the publication's staff for an advertising client. House ads may not be entered in this category but may be entered in category M325. Entrants may choose the subcategory that most closely fits their entry

An entry consists of one PDF file of the page on which the advertisement was published.

M335a: Black and White Ad

M335b: Color Ad

M335c: Best Online Ad



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M341: Best Example of Effective Advertising Promotion Originating with the Publication or Publication's Website

Entry may include presentations, house ads, mailings, exchange reciprocals, and other material used to promote advertising sales in 2018. In the event it is not feasible to submit some materials, a complete and full description must be attached to a cover letter; photocopies may be enclosed.

An entry consists of **one** HARD COPY of all elements of the promotion campaign and written documentation of the investment and benefits of the campaign. Please clip all elements together. Please send the hard copy to the CPA office, and a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

M343: Best Ad Campaign Originating with the Publication for Advertiser

A retail campaign includes THREE related ads for a single retail client operating in the publication's distribution area. Must be created and produced by the publication's staff. Judging will consider quality of copy, graphics and overall presentation. House ads may not be entered in this category but may be entered in category M325.

An entry consists of one PDF file containing full pages on which THREE related ads were printed.

M345: Most Effective Use of Small Space

An ad or ads designed by the newspaper that demonstrates a creative use of small space.

An entry consists of one PDF file of the page on which the advertisement was published.

M347: Best Special Supplement or Special Issue with Advertising Emphasis

Criteria for this award stress originality of layout and the extent to which advertising content relates to the editorial content. Supplements entered in this category may not be entered in any N596 category. Please enter seasonal issues in N587.

An entry consists of **one** HARD COPY of the supplement or 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.



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M351: Best Layout or Article Column

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

M351a: Diocesan Magazine

M351b: Mission Magazine (Overseas and Home)

M351c: National General Interest Magazine

M351d: Professional and Special Interest Magazines, Including Clergy and Religious

M351e: Scholarly Magazine, Prayer and Spirituality Magazines and Newsletters

M361: Best Cover

Judges will consider graphic elements, typeface, and the extent to which the layout is creative and compelling. Entrants may choose the subcategory that most closely fits their magazine.

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

M361a: Best Cover for Color – Small (up to 6 x 9 ½")

M361b: Best Cover for Color – Large (over 6 x 9 ½")

M361c: Best Cover Black and White – Any Size

M371: Best Use of Typography

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.

An entry consists of one PDF file containing one article layout.



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M382: 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 Awards Banquet. A letter may be submitted to explain the redesign process and the staff work necessary to complete it.

M511: Best Guest Column/Commentary



An entry consists one column written by a guest contributor. Judges will focus on the overall effectiveness of the column submitted.

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

M513: Best Regular Column



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. Entrants may choose the subcategory that most closely fits their magazine.

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 containing the pages on which THREE columns were published

M513a: Arts, Leisure, Culture and Food
M513b: Bishop's Column in a Diocesan
Magazine
M513c: Family Life

M513d: General Commentary
M513e: Religious Life
M513f: Spiritual Life

M521a: Best Coverage – 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.



M521b: Best Coverage – Immigration 

THIS CATEGORY INCLUDES ALL SUBJECT MATTERS RELATED TO IMMIGRATION TOPICS. This category awards in-depth coverage of ANY IMMIGRATION TOPICS via articles, columns, special sections, or editorials. If a publication does not have THREE items to submit in this category, it 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 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.

M521c: Best Coverage – 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.

M521d: Best Coverage – 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.

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.

M521e: Best Coverage – Disaster or Crises

This category is for in-depth coverage of escalating disaster or crises 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.

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.



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M531: 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.

M533: Best Essay

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

M533a: Diocesan Magazines
M533b: Mission Magazines (Overseas and Home)
M533c: National General Interest Magazines
M533d: Prayer and Spirituality Magazines

M533e: Professional and Special-Interest Magazines, Including Clergy and Religious
M533f: Religious Order Magazines
M533g: Scholarly Magazines

M537: 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 M545 or M571a, b, or c. Judges will not consider accompanying photographs, charts or illustrations. 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 of the page(s) on which the feature article was published.

M537a: Diocesan Magazines
M537b: Mission Magazines (Overseas and Home)
M537c: National General Interest Magazines
M537d: Newsletters

M537e: Prayer and Spirituality Magazines
M537f: Professional and Special-Interest, Including Clergy and Religious
M537g: Religious Order Magazines
M537h: Scholarly Magazines

M541: 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.



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M545: 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.

M551: Explanation of 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.

M571: Personality Profiles

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. 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 personality profile was published.

M571a: Government Leader

M571b: Laity

M571c: Religious Leader

M574: Best Original Poetry

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.



M575: Best Reporting on a Special Age Group 


Coverage should be of what members of a certain age group 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.

M577: Best Reporting on the Celebration of a Sacrament 

This category is for an article or column of one of the seven sacraments: baptism, confirmation, Eucharist, penance and reconciliation, anointing 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.

M579: 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>). Entrants may fit their articles or columns in a 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 material was published. You may also submit a URL if your content is available online.

M579a: Call to Family, Community and Participation
M579b: Care for God's Creation
M579c: Dignity and Rights of the Workers

M579d: Life and Dignity of the Human Person
M579e: Option for the Poor and Vulnerable
M579f: Rights and Responsibilities
M579g: Solidarity

M581: 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.



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M584: 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 of URLs if your content is available online

M587: Best Book Review Section

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.

M588: 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.

M591: Best Single Issue or Section



Entries can be made for either liturgical season (Advent, Christmas, Lent, and 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.

M593: 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.



M595: 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.

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.

M596: Best Special Issue



Entries should represent an outstanding effort by the publication's various departments to produce a special issue with a strong editorial theme and content. Seasonal issues should be submitted in M591.

An entry consists of **one** HARD COPY of the issue 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.

M597: Best Special Section



Entries should represent an outstanding effort by the publication's various departments to produce a special issue with a strong editorial theme and content. Seasonal issues should be submitted in M591.

An entry consists of **one** HARD COPY of the issue 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.

M598a: Best Writing – Analysis



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. 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.

M598b: Best Writing – In-Depth



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. 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.



2019 Catholic Press Awards *Magazine/Newsletter Division*

M711: Hot Topic – Best Coverage on the Sexual Abuse Crisis

This category recognizes reporting, analysis, commentary, photography, videos, or other multimedia content on the sexual abuse crisis. This could include coverage of the "Me Too" movement or the sexual abuse crisis within the Catholic Church. 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.).

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

M811: 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. 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 photos were published.

M811a: Feature

M811b: News

M821: 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. 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 photos were published.

M821a: Feature

M821b: News

M831: Best Single Photo

Entries will be judged on the content of the photo, picture quality and use. 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 on which the photo was published and a second page containing an image of the photo by itself.

M831a: Black and White

M831b: Color


M831c: Photo Illustration

M831d: Portrait



ELIGIBILITY REQUIREMENTS

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

1. Entries must be from a Publisher 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 Freelance Member. 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 freelance member. 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 2018 are accepted.

REASONS FOR ELIMINATION OR DISQUALIFICATION

- **Less than two submissions per category:** Every category requires at least two submissions, by different entrants, to qualify for evaluation. Under this scenario we will refund your entry fee
- **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 copies are labeled correctly and in the CPA office by February 8, 2019.
 - Under this scenario we will not refund your entry fee.

JUDGING

Faculty members from the Journalism Schools of Marquette University, 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 December 3, 2018.

- <https://catholicpress.secure-platform.com/a/solicitations/home/30>
- 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 website [press awards page](#). If you need further assistance, please email cpaawards@catholicpress.org or call 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. If you do not remember your password you may go to the log in page and click "Forgot My Password" to reset and make a new one.
- **New Entrants:** click "Enter the Catholic Press Awards" on the homepage and follow prompts to create a username and password for your account.
- **New format:** You will now select your membership type at the beginning of the submission form. After you select a membership type, you will see a box labeled "Publisher Name," this box is where you will select your publication name from a list. The address will auto-populate.
- **New video instructions may be viewed by clicking this link** <https://screencast-o-matic.com/watch/cF6UFjYGJX> or a PDF file by clicking this link <https://docs.google.com/document/d/14E3tnTj6ZkBnuCdYPE8gN2Qg5Lc-Ckq8VVGQgwFoXW6I/edit>
- **If you have any questions about this part of the process please call the office.**

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. If you have any unfinished submissions from prior years, we suggest deleting them because they will not upload in the current contest.
3. 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.
4. Options after making submissions:
 - a. Save your work: Click "Save" to save your work and leave the form. You can 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 can return and edit by clicking "Make Changes" prior to paying.
 - ii. You can also remove it from your cart.
 - iii. Click "Checkout" to pay.
5. **Paid entries are marked "Complete" and cannot be edited.** We suggest you proof all submissions for duplicates, accuracy and attachments prior to paying.
 - a. To fix mistakes after completion, contact Kathleen Holloway at cpaawards@catholicpress.org on or before February 3, 2019.



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HARD-COPY MATERIALS indicated with the label 📄

The following categories require a hard-copy submission in addition to the digital submission on the website: GM111, M322, M325, M331, M347, M382, M591, M596, and M597.

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 Hard-Copy Labeling).
- If two sets of material are required, please clip together each set and affix a label to each set.
- All hard copies received after February 8 are disqualified.

HARD-COPY LABELLING-

- Labels are found at the back of the packet.
- Every hard copy submission must have its own label.
- Hard-copy entries without labels are disqualified.

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

SHIPPING

- 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.
- For delivery confirmation use your carrier's tracking service.
- All materials must be received by February 8, 2019.
- Due to building hours, please do not ship your items with signature required as this may delay the arrival.
- Call the CPA office at 312-380-6789 with any questions.



ENTRY FEE & PAYMENT PROCESS

FREE ENTRY

- ▶ One free entry per CPA Publisher or Freelance Member when submitted by 11:59 pm Central Time on Sunday, January 27, 2019.
- ▶ Free entry may be your only entry.
- ▶ Free entry automatically added to your cart.

ADDITIONAL ENTRIES

- ▶ \$36 for all entries submitted by 11:59 pm Central Time on Sunday, January 27, 2019
- ▶ \$45 for all entries between January 28 and February 3, 2019

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, you will be prompted to pay by check or credit card.
2a. When submitting just one entry your balance is zero and you will be prompted to finalize the transaction.
3. Select your method of payment, then click “Process.”
4. In the next screen, you have the option to print your invoice and submission forms.

When paying by check, include a copy of the invoice or list the invoice number on the check.

MAIL-HARD COPY MATERIALS AND PAYMENT TO:

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

ENTRY DEADLINES

\$36: 11:59 pm CST – Sunday January 27, 2018

\$45: 11:59 pm CST – Sunday, February 3, 2018



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HARD-COPY LABELS

Category # _____ Application # _____

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2019 Catholic Press Awards

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Publication _____

City _____ State _____

Run date _____

Headline/Title _____

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2019 Catholic Press Awards