

# 2019 Student Journalism Awards



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## Awards Highlights

- One Free Entry in the General Excellence, Best Publication category
- \$1500 expense paid trip to meet 300 journalism and communication professionals
- Feedback on each entry from industry professionals; winners receive certificates
- Easy to use online entry process
- Contest opens November 5, 2018

October 1, 2018

Dear Student:

As professional journalists and communicators we believe our program can enhance your career opportunities by offering you the type of feedback you can't receive while in school.

**Is your work good enough to get you hired?**

Find out by entering The Student Awards. This competition offers the unique opportunity to have your work critiqued by a working journalist or communication professional. With each entry you get the type of feedback you need to be competitive in an aggressive job market.

Our judges are not here to be nice to you, no sweet talk or encouraging pats on the head are offered. Instead you'll get a real-life critique of your work as if you were applying for a job or submitting your work for publication.

As a winner, you have effort, participation and a winner's certificate to add to your resume. Contest categories are grouped in five topics, are applicable to student life, and the entry fee is affordable – even for students.

**Are you the editor of a cutting-edge student publication?**

Enter the Best Student Publication category where one representative from the winning publication earns an expenses paid trip to the Catholic Media Convention with the unprecedented opportunity to meet and mingle with hundreds of writers, editors broadcast and digital media professionals from across the United States and Canada. This is a perfect project for Sophomores and Juniors invested in career planning.

Thank you for considering the Catholic Press association University Awards, we know you'll find the experience rewarding.

Sincerely,



Tim Walter  
Executive Director  
The Catholic Press Association of the United States and Canada

*Entry information, category descriptions, guidelines and procedures follow*

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## **BACKGROUND INFORMATION**

**Promoting professional journalism and communication practices.** The Student Awards are sponsored by the Catholic Press Association, founded in 1911. Its 230 publications have a circulation of over 10 million households. Its 870 members are general managers, editors, writers, graphic designers, production staff, freelance contributors, and advertising specialists.

Instituted to nurture the next generation of professional communicators this program is part of a national program accepting over 3000 entries per cycle. For students, the program offers five category groups designed to recognize emerging talent, and an additional category for Best University Student Publication, recognizing outstanding editorial work and management practices.

### **Individual Excellence Awards**

Students or professors submit work published in the university publication during calendar year 2018.

Winners receive a first-, second-, or third- place certificate, the university receives a duplicate. Winners are listed in the annual award issue of the *Catholic Journalist*, providing a historical record of their accomplishment. There is a small \$18 fee for each entry. Five groups of categories recognize emerging talent:

- Design
- Faith
- Media
- Photography
- Writing

### **Best University Student Publication**

The General Excellence category recognizes the Best University Student Publication, while providing an unparalleled networking opportunity for one contributor. The winning publication receives a first-place certificate, and a **\$1500 expense paid trip to the Catholic Media Conference** where a staff member, chosen by the professor, receives the award.

This year's Catholic Media Conference takes place June 12-14, 2019 in St Petersburg, Florida. It is sponsored by the Catholic Press Association whose member's print products alone reach 10 million homes. While there, the student attends career-based workshops, meets the CPA's board of directors, participates in a Young Professionals roundtable, and builds relationships with attendees from more than 100 U.S. and Canadian media outlets.

Participation is encouraged to enhance each student's career opportunities, and to promote the value of good journalism. Students receive the results and responses in early spring. No fee or purchase is required to enter this category.

**Contest Dates:** November 5, 2018 – January 27, 2019

If you have questions about the CPA Student Awards or the Catholic Press Association, we are happy to talk with you. Please call our office at 312.380.6789 or email us at [cpaawards@catholicpress.org](mailto:cpaawards@catholicpress.org). Our website is [www.catholicpress.org](http://www.catholicpress.org).

## **CATEGORIES & DESCRIPTIONS**

### *Individual Excellence Categories*

#### Design

##### **S01: Best Front Page**

Judging is based on typography, headline weight, compelling use of graphics, and the degree to which the layout draws the eye over the entire page. An entry consists of one PDF file of the front page only (not the entire issue). Only one entry per publication is permitted.

##### **S02: Best Use of Graphics with an Article**

This category focuses on the graphics used specifically on a single page or spread accompanying an article. Judges view the graphics with an eye toward design and how it was used to convey a story or theme and make the page/spread appealing to readers. An entry consists of one PDF file of the page.

#### Faith

##### **S03: Best Presentation of Faith on Campus.**

This category is for original content about faithlife on campus. Judges consider the quality and impact of the submission. An entry consists of one PDF file or URL where the content may be viewed by judges. Video submissions run less than 10 minutes.

**S03a: Single Article**

**S03b: Single Photo**

**S03c: Single Video**

#### Media

##### **S04: Best use of Multimedia for Storytelling**

Best use of photo galleries, videos, and other online resources to enhance a publication's online presentation of a story or stories. An entry consists of the webpage URL where judges may view the presentation.

#### Photography

##### **S05: Best Single Photo**

Photos may be black- and white- or color. This category is separated into two sections for those working with either digital or film formats. Manipulated images may be submitted only if they were identified as such when published. An entry consists of one PDF file containing the page on which the photo was published, and a second PDF file containing an image of the photo by itself.

**S05a: Digital Format**

**S05b: Film Format**

Writing**S06: Best Writing – Single Story**

This category emphasizes the skill of the writer covering a topic. Judges critique the quality and conciseness of the work as well as the writer's ability to convey the message. Sidebars may be included; photos, charts and illustrations are not considered. An entry consists of one PDF file or URL where the content may be viewed by judges.

**S06a: Feature** – For stories covering a group, trend, or event of general interest. Community service, volunteerism, and personality profiles work well in this category. Editorials and breaking news are excluded.

**S06b: Sports** – For a one-shot section, feature article, or personality profile of an athlete or sports team.

**S06c: News** – For coverage of a straight news subject or topic originating primarily in the geographical area of the publication.

**S07: Best Writing – Series**

This category is for best series published in a university publication. The entry must be three articles. The articles may be published in print or online. The entire series must be consecutive and published within 2018.

Submit a PDF file or URL where articles can be located through the awards website. Publication date must be visible on submission.

General Excellence**S21: Best University Student Publication**

The General Excellence Award recognizes the Best University Student Publication. Judges 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.

Entry consists of a PDF of three-consecutive issues of the publication, or a URL where the publications can be viewed.

\* The winning publication receives a first-place certificate, and a **\$1500 expense paid trip** to the Catholic Media Conference for one student, as outlined on the information page.

## ***ELIGIBILITY REQUIREMENTS***

The CPA University Awards student division recognizes the efforts of current students with an interest in journalism and other media. The following criteria are required of all submissions:

- Professors/advisors may enter the work of their students. Likewise, student editors may enter the work of their fellow students, as well as their own.
- Submitters may enter the same work into more than one category, if applicable.
- Entries must be the original work of a student(s) enrolled in an accredited university or college at the time of publication. The student may be full or part time, either at the graduate or undergraduate level.
- Submitter must be able to provide proof of enrollment for author(s)/creator(s) upon request.
- Editing/proofing from a professor or advisor is acceptable as long as it does not affect the viewpoint or style of the student author(s)/creator(s). Plagiarized entries or those excessively influenced by a professor/advisor are disqualified.
- Entries must have been published by a university/college publication or posted on a university/college publication's website. Classroom assignments or work completed as part of a course requirement are eligible as long as they are published in the university/college publication or on the publication's website.
- Work published outside of the university/college publication is not eligible.
- Entries must have been published in the calendar year 2018.
- Eligibility is based on meeting all regulations and deadlines.

### **COST OF SUBMISSION:**

\$18 per entry

### **LACK OF SUBMISSIONS:**

If a category only receives one submission, the category will be dropped. The submitter in a category that's dropped will be refunded the submission fee.

### **JUDGING:**

The CPA Student Awards are judged by current members of the Catholic Press Association. Judges volunteer their time and are instructed to provide critiques for all submissions for the benefit of the student authors/creators. If a judge disqualifies an entry for any reason, the judge is required to inform awards coordinator Kathleen Holloway, who will provide this information to the submitter.

**JUDGING RUBRIC**

Judges will use the following rubric to score entries:

<b>Category</b>	<b>Criteria</b>	<b>Scoring</b>
Faith	1. Relevance: Is the topic timely/interesting? 2. Quality: Does the item demonstrate high standards in writing/editing/reporting? 3. Integrity: Does the author provide balanced, accurate, thorough coverage while using reliable sources?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence
Writing	1. Relevance: Is the topic timely/interesting? 2. Quality: Does the item demonstrate high standards in writing/editing/reporting? 3. Integrity: Does the author provide balanced, accurate, thorough coverage while using reliable sources?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence
Design and Photography	1. Visual Appeal: Is the photo/art attractive? 2. Relevance: Is the subject matter timely/interesting? 3. Perspective: Is a unique perspective about the topic/subject revealed through the art/photo?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence
Photography	1. Visual Appeal: Is the photo/art attractive? 2. Relevance: Is the subject matter timely/interesting? 3. Perspective: Is a unique perspective about the topic/subject revealed through the art/photo?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence
Media	1. Relevance: Is the topic timely/interesting? 2. Quality: Are the multimedia components of high quality? 3. Effectiveness: Do components come together to tell a cohesive story? Do the links and presentation draw the viewer deeper into the content?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence
General Excellence	1. Selection of stories: Does the selection demonstrated cohesiveness, interest, and intrigue? 2. Quality: Does the item demonstrate high standards in filming/editing/reporting/writing? 3. Integrity: Does the author provide balanced, accurate, thorough coverage, while using reliable sources?	1— Does not meet criteria 2— Minimally meets criteria 3— Meets criteria 4— Exceeds criteria requirements 5— Meets criteria with excellence

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## **SUBMISSION INSTRUCTIONS**

### **GETTING STARTED:**

All entries are submitted digitally through the CPA awards website, <https://catholicpress.secure-platform.com/a/organizations/main/home>. On the CPA awards website, you may log into or create a new profile, create and edit submissions, and pay for entries.

Please read category descriptions to determine submission requirements for each category. If you have questions about eligibility, submissions, or payment, please visit our [University Awards web-page](#). If you need further assistance, please email [cpaawards@catholicpress.org](mailto:cpaawards@catholicpress.org) or call 312-380-6789

### **CREATING A PROFILE:**

To register a new profile, visit the homepage of the awards website and click “Enter the CPA Student Awards.” Follow the prompts to create a username and password for your account.

**If you participated in the CPA University Awards, formerly known as the Student Awards, in a previous year, then you already have a profile.** Please enter your email and password to access your profile. If you do not remember your password you may click reset password to make a new one.

### **CREATING A NEW SUBMISSION:**

1. To create a new submission:
2. Either create your profile or log into your existing profile.
3. Click “Make Another Application” then “Enter CPA University Awards.” You will be prompted to review your past submissions or to begin a new submission.
4. 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.
5. At the end of the form, you have a few options:
6. Clicking “Save” and leaving the form saves your submission as “Incomplete.” You may return to the entry later, edit data, and complete the entry.
7. Clicking “Add To Cart” saves your data and puts your submission in your cart. You can return to the entry later and pay for it, edit the data, or remove it from your cart.
8. Entries are only marked “Complete” after you pay for them. Once an entry is marked “Complete,” you will not be able to edit the entry by yourself. Email [cpaawards@catholicpress.org](mailto:cpaawards@catholicpress.org) so we can edit the entry for you. **We recommend keeping submissions in your cart until you have created and reviewed all of your submissions.** Doing so will help prevent duplicate, missing, and incorrect entries.
9. You can view submissions that are incomplete, in your cart, and complete by clicking “My Applications.” To edit submissions that are incomplete, click “Edit” in the action column. For entries in your cart, click “Make Changes.” If you need to make changes to a complete entry (an entry that you have paid for), email [cpaawards@catholicpress.org](mailto:cpaawards@catholicpress.org). We can edit entries for you up to the submission deadline, February 3, 2019.

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## **ENTRY FEE AND PAYMENT PROCESS**

### *Rates*

- ▶ \$18 per entry

We accept payment through the awards website by credit card or check:

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. Click the “Checkout” button.
3. Select your method of payment, then click “Process.”
4. If paying by check, please mail payment to the address below.
5. In the next screen, you will have the option to print your invoice and submission forms. You will also receive a copy of your invoice and submission forms via email. **Please print a copy of your invoice to include with your payment if you are paying by check.**

### **MAIL PAYMENT TO:**

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

### **ENTRY DEADLINE:**

11:59 p.m. CT – Sunday, February 3, 2019