



Welcome to the 2020 Catholic Press Awards

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2019. 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**.

Print Newsletters may be submitted in this division.

Please also look at the All Member Packet to reference individual excellence awards.

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 2020 categories are listed at the top of the Quick Look chart and marked **NEW**

Updated 2020 categories are marked **UPDATED**



Don't forget to submit your nominations for this year's Individual Achievement Awards!

In addition to the Catholic Press, Book, Alumni Magazine, Student Journalism, and Gabriel awards, the Catholic Press Association sponsors two individual awards.

Cardinal John P. Foley Award:

The Cardinal John P. Foley Award honors the individual who, in the preceding year, demonstrated **excellence and innovation in Catholic storytelling**. Nominee must be a Catholic Press Association member or a contributor to/employee of a CPA member organization. The nominee's work(s) may have been presented on various media platforms, including, but not limited to, video, podcasts, photo spreads, blogs, or a multimedia melding of platforms.

Father Catoir Social Media Evangelization Award:

The Father John Catoir Social Media Evangelization Award honors the individual who leveraged the power of **social media to achieve the objective of making Jesus known and loved**. The criteria for measuring the success of the campaign is two tiered. First and most important is the ability to achieve the desired outcomes shown by the response and reactions of those receiving the message. Second is the quality of production and style of writing in delivering the message.

Make sure to submit your nominations for these exciting awards by February 9, 2020

The Catholic Press Association also sponsors the prestigious ***St. Francis de Sales Award*** and ***Bishop John England Award***. For more information, please visit the CPA website www.catholicpress.org and stay updated with the Member Connection emails.

Please send questions to carnold@catholicpress.org



GENERAL BACKGROUND INFORMATION

▶ **Free Entry**

- One free entry per CPA Publisher or Freelance Member when submitted by 11:59 pm Central Time on Sunday, February 2, 2020.
- Free entry may be your only entry

▶ \$36 for all entries submitted by 11:59 pm Central Time on Sunday, February 2, 2020.

▶ \$45 for all entries between February 3, and February 9, 2020.

▶ This symbol 📄 indicates where hard copies are required.

▶ All entries are for work published in 2019.

▶ All members must be in good standing as of March 31, 2020.

▶ **Print Newsletters** may be submitted in this division where indicated by title or description.

▶ **Deadlines:**

- 11:59 p.m. CT, February 2, 2020 (\$36 per entry)
- 11:59 p.m. CT, February 9, 2020 (\$45 per entry)
- **All hard copies must be received by February 10, 2020** so judges can receive the material on time

▶ Payment deadline is Friday, February 14, 2020.

The following pages contain:

- ▶ Quick look at categories Pages 4-7
- ▶ Category numbers and descriptions Pages 8-21
- ▶ Eligibility requirements Page 22
- ▶ Submission instructions Pages 23-24
- ▶ Payment instructions Page 25
- ▶ Hard-copy Labels Page 26



QUICK LOOK

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

Type	Number	Title	
Editorial	M576	Best Reporting on Catholic Education	New
Hot Topic	M712	Hot Topic – Best coverage of the crisis at the border	New
Hot Topic	M713	Hot Topic – Best coverage on the Synod of the Amazon	New
Photography	M831	Best Story and Photo Package	New
Photography	M847	Best Photograph – Sacramental	New
Photography	M848	Best Photograph – Vocations to the Priesthood, religious life or Diaconate	New
Photography	M849	Best Photograph – Holy Days/Liturgical Seasons	New
Photography	M851	Best Photograph – Catholic Education	New
Photography	M852	Best Photograph – Immigration/Migration	New
Photography	M853	Best Photograph – National/ International Event	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 Print 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	
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 2019
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



2020 Catholic Press Awards *Magazine Division*

Design Publication Design Publication Design Publication Design Publication Design Publication	M351a M351b M351c M351d M351e	Best Layout of an Article or Column <ul style="list-style-type: none"> • Best Layout of an Article or Column – Diocesan Magazine • Best Layout of an Article or Column – Mission Magazine (Overseas and Home) • Best Layout of an Article or Column – National General Interest Magazine • Best Layout of an Article or Column – Professional and Special Interest Magazines, Including Clergy and Religious • Best Layout of an Article or Column – Scholarly Magazine, Prayer and Spirituality Magazines and Print Newsletters
Design Publication Design Publication Design Publication	M361a M361b M361c	Best Cover <ul style="list-style-type: none"> • Best Cover Color – Small (up to 6 x 9 ½") • Best Cover Color – Large (over 6 x 9 ½") • Best Cover Black-and-White – Any Size
Design Publication	M371	Best Use of Typography
Design Publication	M382	Best Redesign
Editorial	M511	Best Guest Column/Commentary
Editorial Editorial Editorial Editorial Editorial Editorial	M513a M513b M513c M513d M513e M513f	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 Editorial Editorial Editorial Editorial	M521a M521b M521c M521d M521e	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 • Best Coverage – Disaster or Crisis
Editorial	M531	Best Editorial
Editorial Editorial Editorial Editorial Editorial Editorial Editorial	M533a M533b M533c M533d M533e M533f M533g	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 Editorial Editorial Editorial	M537a M537b M537c M537d	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 – Print Newsletters



2020 Catholic Press Awards *Magazine Division*

Editorial Editorial	M537e M537f	<ul style="list-style-type: none"> • Best Feature Article – Prayer and Spirituality Magazines • Best Feature Article – Professional and Special-Interest, Including Clergy and Religious
Editorial Editorial	M537g M537h	<ul style="list-style-type: none"> • Best Feature Article – Religious Order Magazines • Best Feature Article – Scholarly Magazines
Editorial	M541	Best Title and Lead-In
Editorial	M545	Best Interview
Editorial	M551	Best Explanation of Marriage
Editorial Editorial Editorial	M571a M571b M571c	Personality Profiles <ul style="list-style-type: none"> • Personality Profiles – Government Leader • Personality Profiles – Laity • Personality Profiles – Religious Leader
Editorial	M574	Best Original Poetry
Editorial	M575	Best Reporting on a Special Age Group
Editorial	M576	Best Reporting on Catholic Education NEW
Editorial	M577	Best Reporting of the Celebration of a Sacrament
Editorial Editorial Editorial Editorial Editorial Editorial	M579a M579b M579c M579d M579e M579f M579g	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	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 Seasonal Issue or Section
Editorial	M593	Best Short Story
Editorial	M596	Best Special Issue
Editorial	M597	Best Special Section
Editorial Editorial	M598a M598b	Best Writing <ul style="list-style-type: none"> • Best Writing – Analysis Best Writing – In-Depth
Hot Topic	M711	<ul style="list-style-type: none"> • Hot Topic – Best coverage of the Sexual Abuse Crisis UPDATED
Hot Topic	M712	Hot Topic – Best coverage of the Crisis at the Border NEW





2020 Catholic Press Awards *Magazine Division*

Hot Topic	M713	Hot Topic – Best coverage on the Synod of the Amazon	NEW
Photography Photography	M811a M811b	Best Multiple Picture Package <ul style="list-style-type: none"> • Best Multiple Picture Package – Feature • Best Multiple Picture Package – News 	
Photography Photography	M821a M821b	Best Photo Story <ul style="list-style-type: none"> • Best Photo Story – Feature • Best Photo Story – News 	
Photography	M831	Best Story and Photo Package	NEW
Photography	M841	Best Photograph – Feature Photo	
Photography	M842	Best Photograph – General News Photo	
Photography	M843	Best Photograph – Photo-illustration	
Photography	M844	Best Photograph – Portrait	
Photography	M845	Best Photograph – Scenic, Still-life or Weather Photo	
Photography	M846	Best Photograph – Sports Photo	
Photography	M847	Best Photograph – Sacramental	NEW
Photography	M848	Best Photograph – Vocations to the Priesthood, religious life or Diaconate	NEW
Photography	M849	Best Photograph – Holy Days/Liturgical Seasons	NEW
Photography	M851	Best Photograph – Catholic Education	NEW
Photography	M852	Best Photograph – Immigration/Migration	NEW
Photography	M853	Best Photograph – National/ International Event	NEW
Photography	M854	Best Photograph – Black and White	
Photography	M855	Best Photograph – Color	



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. **Print Newsletters** may be submitted in this division.

GM111: Magazine 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 three to five** consecutive issues published during 2019. 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 Magazine and **Print Newsletters**
GM111e: Professional and Special-Interest Magazines, including Clergy Religious, Prayer and Spiritual Magazines

M321: Best Annual Report

Entry may be an all-print report or a print/PowerPoint combination. The report published in 2019 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

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 2019. An entry may include mailers, promotion pieces, and any other materials used as part of the campaign to increase circulation.

An entry consists of **two hard copy sets** of all campaign elements and 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.



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 2019



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 2019.

An entry consists of **two hard copy sets** 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.

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

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 2019. 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 **two hard copy sets** of all elements of the promotion campaign. 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.



M343: Best Ad Campaign Originating with the Publication for Advertiser

A retail campaign includes **three to five** 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 to five** 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 M596 category. Please enter seasonal issues in M587.

An entry consists of **two hard copy sets** 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.

M351: Best Layout of an Article or 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. **Print Newsletters** may be entered in M351e.

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 **Print 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 Color – Small (up to 6 x 9 ½")
M361b: Best Cover 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.

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 **two hard copies** 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 of **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 **one** column is published.

M513: Best Regular Column



Select the subcategory that best fits your column. Judges will review any **three to five** 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. The columns do not have to run consecutively. 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 containing the pages on which **three to five** 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 to five** 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 to five 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 awards in-depth coverage of any immigration topics via articles, columns, special sections, or editorials. If a publication does not have **three to five** 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 to five** 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 religious-liberty issues via articles, columns, special sections, or editorials. If a publication does not have **three to five** 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 to five** 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 to five** 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 to five** 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 Crisis

This category is for in-depth coverage of escalating disaster or crises in our communities. If a publication does not have **three to five** 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 to five** items (article, column, and/or editorial) were published. You may also submit a list of URLs if your content is available online.

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.

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. **Print Newsletters** may be submitted into M537d.

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: **Print 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 tells 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.

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: Best Explanation of Marriage

This category awards reporting on the Catholic Church's teaching on the Sacrament of Marriage via articles, columns, special sections, or editorials. If a publication does not have **one to 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 **one to 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 five 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.

M576: Best Reporting on Catholic Education

NEW

This category is an article about any aspect of Catholic education. Judges will consider the reporter's creativity and ability to tell a compelling story, as well as photographs, artwork or videos that accompany the article.

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

M577: Best Reporting on the Celebration of a Sacrament

This category is for **one** 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 the pages on which **one to three** items (article, column, and or editorial) were published. You may also submit a URL if your content is available online.

M579: Best Reporting of Social Justice Issues

This category is for **one** 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 pages on which **one to three** items (article, column, and or editorial) were 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 the pages on which **one to three** items (article, column, and or editorial) were published. You may also submit a list of URLs if your content is available online.

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 the pages on which **one to three** items (article, column, and or editorial) were 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 Seasonal 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 two hard copy sets 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.

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 **two hard copy sets** 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 **two hard copy sets** 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.

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.



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

UPDATED

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 to five** 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.

M712: Hot Topic – Best Coverage of the Crisis at the Border

NEW

This category recognizes reporting, analysis, or commentary on the crisis at the U.S.-Mexico border. This could include coverage of asylum seekers, detention centers, the "Remain in Mexico" policy, the border wall or other issues related to immigration at the southern border. If a publication does not have **three to five** 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.

M713: Hot Topic – Best coverage on the Synod of the Amazon

NEW

This category recognizes reporting, analysis, or commentary on the Synod of Bishops for the Pan-Amazon region, held Oct. 6-27, 2019, in Rome. This would include coverage of the synod's purpose, deliberations and conclusions toward identifying "new paths for the evangelization of God's people in that region," specifically the indigenous peoples who are "often forgotten and without the prospect of a serene future."

If a publication does not have **three to five** 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 Story and Photo Package

UPDATED



This award is for **one** 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.

S841: Best Photograph – Feature Photo

UPDATED



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

S842: Best Photograph – General News Photo

UPDATED



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M843: Best Photograph – Photo-illustration

UPDATED



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.



M844: Best Photograph – Portrait

UPDATED

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M845: Best Photograph – Scenic, Still-life or Weather Photo

UPDATED

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M846: Best Photograph – Sports Photo

UPDATED

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M847: Best Photograph – Sacramental

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M848: Best Photograph – Vocations to the Priesthood, religious life or Diaconate

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M849: Best Photograph – Holy Days/Liturgical Seasons

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.



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.

M851: Best Photograph – Catholic Education

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M852: Best Photograph – Immigration/Migration

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M853: Best Photograph – National/International Event

NEW

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

M854: Best Photograph – Black and White

UPDATED

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.

M855: Best Photograph – Color

UPDATED


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.



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, 2020 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 2019 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 10, 2020.
 - 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 2, 2019.

- <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 Eucarol Juarez at 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-Ckq8VGQgwFoXW6I/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 cpaawards@catholicpress.org on or before February 10, 2020.



2020 Catholic Press Awards *Magazine Division*

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 10 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 10, 2020.
- 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, February 2, 2020.
- ▶ 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, February 2, 2020.
- ▶ \$45 for all entries between February 3 and February 9, 2020

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, February 2, 2020

\$45: 11:59 pm CST – Sunday, February 9, 2020



2020 Catholic Press Awards *Magazine Division*

HARD-COPY LABELS

2020 Catholic Press Awards- Magazine

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Catholic Press Awards- Magazine

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Catholic Press Awards- Magazine

Category # _____ Invoice # _____

Publication _____

City _____ State _____

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2020 Catholic Press Awards- Magazine

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2020 Catholic Press Awards- Magazine

Category # _____ Invoice # _____

Publication _____

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Headline/Title _____
