



2020 Catholic Press Awards *All Member Division*

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**.

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, 2020 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.

▶ **Deadlines:**

- 11:59 p.m. CT, February 2, 2020 (\$36 per entry)

- 11:59 p.m. CT, February 9, 2020 (\$45 per entry)

- **All hardcopies must be received by February 10, 2020** so judges can, turn receive, the material on time.

- ▶ Payment deadline is Friday, February 14, 2020.

The following pages contain:

- ▶ Quick look at categories Pages 4-5
- ▶ Category numbers and descriptions Pages 6-16
- ▶ Eligibility requirements Page 17
- ▶ Submission instructions Pages 18-19
- ▶ Payment instructions Page 20
- ▶ Hard-copy Labels Page 21



QUICK LOOK

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (e.g. AI111) to find the detailed description and to submit your entry in the award software.

Type	Number	Title	
Multimedia	AW351e	Best Freestanding Presentation of Online Video – Social Justice Issues	New
Multimedia	AW351f	Best Freestanding Presentation of Online Video – Explainer	New
Multimedia	AW361e	Best Multimedia Package – Social Justice Issues	New
Multimedia	AW361f	Best Multimedia Package – Seasonal Issue	New
Multimedia	AW381a	Best Use of Video on Social Media – Diocesan Communications	New
Multimedia	AW381b	Best Use of Video on Social Media – News Organization	New
Website	AW731b	Best Online Content Not Published in Print – Feature	New
Website	AW731c	Best Online Content Not Published in Print – News	New

Individual Excellence	AI111	Advertising Business/Marketing Professional of the Year
Individual Excellence	AI121	Communications Director of the Year (English)
Individual Excellence	AI131a	Editor of the Year
Individual Excellence	AI131b	<ul style="list-style-type: none"> • Editor of the Year (English) • Editor of the Year (Spanish)
Individual Excellence	AI141	Graphic Artist/Designer of the Year
Individual Excellence	AI151	Multimedia Journalist of the Year
Individual Excellence	AI161	Photographer of the Year
Individual Excellence	AI171	Social Media Professional of the Year
Individual Excellence	AI175a	Staff Writer of the Year
Individual Excellence	AI175b	<ul style="list-style-type: none"> • Writer of the Year (English) • Writer of the Year (Spanish)
Individual Excellence	AI181	Videographer/Video Producer of the Year
Multimedia	AW331	Best Illustration with Graphic Design or Art
Multimedia	AW345	Best Freestanding Presentation of Online Photo Gallery or Slide Show
Multimedia	AW351a	Best Freestanding Presentation of Online Video <ul style="list-style-type: none"> • Best Freestanding Presentation of Online Video – Feature • Best Freestanding Presentation of Online Video – News • Best Freestanding Presentation of Online Video – Pro-Life Activities • Best Freestanding Presentation of Online Video – Depiction of Religious Life • Best Freestanding Presentation of Online Video – Social Justice Issues • Best Freestanding Presentation of Online Video – Explainer
Multimedia	AW351b	
Multimedia	AW351c	
Multimedia	AW351d	
Multimedia	AW351e	
Multimedia	AW351f	





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Multimedia	AW361a	Best Multimedia Packages <ul style="list-style-type: none"> • Best Multimedia Package for Feature • Best Multimedia Package for News • Best Multimedia Package on Pro-life Activities • Best Multimedia Package for Depiction of Religious Life • Best Multimedia Package – Social Justice Issues • Best Multimedia Package – Seasonal Issue
Multimedia	AW361b	
Multimedia	AW361c	
Multimedia	AW361d	
Multimedia	AW361e	
Multimedia	AW361f	
Multimedia	AW371	Best Multimedia Package Series
Multimedia	AW381a	Best Use of Video on Social Media – Diocesan Communications
Multimedia	AW381b	Best Use of Video on Social Media – News Organizations
Social Media	AW511	Best Social Media Campaign
Social Media	AW541	Best Use of Social Media for Breaking News
Social Media	AW551	Best Use of Photos in Social Media
Social Media	AW561	Best Podcast
Social Media	AW571	Best Use of Live Video in Social Media
Website	AW711a	Best Blogs <ul style="list-style-type: none"> • Best Blog – Group or Association • Best Blog – By Layperson • Best Blog – News Organization • Best Blog – By Religious/Clergy
Website	AW711b	
Website	AW711c	
Website	AW711d	
Website	AW731a	Best Online Content Not Published in Print <ul style="list-style-type: none"> • Best Online Content Not Published in Print – Photo Content • Best Online Content Not Published in Print – Feature • Best Online Content Not Published in Print – News
Website	AW731b	
Website	AW731c	
Website	AW751a	Best Web Sites - <ul style="list-style-type: none"> • Best Web site – Diocesan • Best Web site – General Publisher • Best Web site – Magazine or Newsletter • Best Web site – Newspaper • Best Web site – Spanish Publication
Website	AW751b	
Website	AW751c	
Website	AW751d	
Website	AW751e	
Website	AW771	Best Web and Print Package
Website	AW772	Best E-Newsletter



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.
-

Individual Excellence

AI111: Advertising Business/Marketing Professional of the Year

Entry should exemplify the high quality, professionalism and consistency of the nominated individual's work during 2019. For example, did they develop tools or strategies to better manage operations, to improve customer service, to build relationships with clients and readers?

An entry consists of **three to five** samples of the individual's efforts during 2019. These samples need not be related to each other. While it is not necessary for the samples to have been printed in a CPA publication, each must have been used by a member organization in some way. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should be used to describe entrant's contribution to the samples submitted. Please upload a PDF file containing three to five samples through the awards website. You **may** also submit a PDF file or a Word document listing URLs if the items are available online.

AI121: Communications Director of the Year

This category recognizes an individual for exemplary service as the best Communications Director professional representing a general publisher or diocese.

Entry will consist of a nomination letter as well as a URL of the publisher's or diocesan website that the judges may view. The letter should be used to describe an entrant's contributions, qualities, and professionalism in the ongoing communication efforts.

AI131a: Editor of the Year (English)

This category recognizes an individual for exemplary service to CPA publications or Publisher Members during 2019. Entrant must be on the staff of a CPA member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

Entry consist of a letter that describes the entrant's contributions, qualities, professionalism that made the nominee's success notable. You **may** submit **three to five** samples of the individual's efforts during 2019 on a PDF file or URLs if the samples are online. A letter must be included.



AI131b: Editor of the Year (Spanish)

This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA-member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness. To be eligible for this category, samples must have been published by a CPA publication and originally written in Spanish. Samples originally written in English and translated into Spanish are not eligible. Samples from an English language publication with a Spanish language section are eligible.

An entry consists of **three to five** samples of the individual's efforts during 2019. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should be used to describe entrant's contribution to the samples submitted. Writers who have editor responsibilities for publications should upload a PDF file containing **three to five** samples through the awards website. You **may** also submit a PDF file or a Word document listing URLs if the samples are available online.

AI141: Graphic Artist/Designer of the Year

This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA-member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **three to five** graphics/designs. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should be used to describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the graphics/designs are available online.

AI151: Multimedia Journalist of the Year

This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **three to five** articles, photos and videos. For this multimedia category, you must submit examples of the following three: text, photos and/or videos. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the items are available online.

Entries must have components of narrative text, photo(s) and video(s). The entrant must have created **all three**. In addition, entries **may** contain other forms of media, such as graphics animation video and movable graphics, but the entry must demonstrate excellence in writing, photography and videography in order to compete in this category.



AI161: Photographer of the Year



This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA-member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **eight to ten** photos. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the photos are available online.

AI171: Social Media Professional of the Year



This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of a letter describing the entrant's qualities and contributions to the organization as well as examples of social media campaigns; statistics reflecting growth, engagement or reach; or documentation of other social media-related contributions

AI175a: Writer of the Year (English)



This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **three to five** writing samples. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the samples are available online.

AI175b: Writer of the Year (Spanish)



This category recognizes a writer for exemplary service to CPA publication(s) during 2019. Entrant must be on the staff of a CPA-member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness. To be eligible for this category, samples must have been published by a CPA publication and originally written in Spanish. Samples originally written in English and translated into Spanish are not eligible. Samples from an English-language publication with a Spanish-language section are eligible.

An entry consists of **three to five** writing samples. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the samples are available online.



AI181: Videographer/Video Producer of the Year



This category recognizes an individual for exemplary service to CPA publication(s) or Publisher Members during 2019. Entrant must be on the staff of a CPA member publication or be a CPA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **three to five** videos. These samples need not be related to each other. A letter **may** be submitted to explain circumstances that made the individual's success more notable. The letter should describe entrant's contribution to the samples submitted. You **may** also submit a PDF file or a Word document listing URLs if the videos are available online.

Multimedia

AW331: Best Illustration with Graphic Design or Art



Publisher and Freelance Members may enter this category. An entry consists of the URL of the webpage where judges may view the presentation or enter one PDF file of the page on which the illustration was published.

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

AW345: Best Freestanding Presentation of Online Photo Gallery or Slide Show

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

AW351a: Best Freestanding Presentation of Online Video – Feature

This subcategory is for a video that showcases a feature story.

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

AW351b: Best Freestanding Presentation of Online Video – News

This subcategory is for a video that showcases a news story.

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

AW351c: Best Freestanding Presentation of Online Video – Pro-life Activities

This subcategory is for a video that features pro-life activism or action.

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



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AW351d: Best Freestanding Presentation of Online Video – Depiction of Religious Life

This subcategory is for a video that features the complexities or uniqueness of religious life.

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

AW351e: Best Freestanding Presentation of Online Video – Social Justice Issues

This subcategory is for a video 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>).

Eligible topics:

- Call to Family, Community and Participation
- Care for God's Creation
- Dignity and Rights of the Workers
- Life and Dignity of the Human Person
- Option for the Poor and Vulnerable
- Solidarity

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

AW351f: Best Freestanding Presentation of Online Video – explainer

This subcategory is for a video, animation or movable graphics that explains a concept or topic in a simple, engaging and compelling way. It's both informational and educational and can include demonstrations or providing facts about given topics.

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

AW361a: Best Multimedia Package – Feature

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

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

AW361b: Best Multimedia Package – News

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

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



AW361c: Best Multimedia Package – Pro-Life Activities

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

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

AW361d: Best Multimedia Package – Depiction of Religious Life

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

An entry consists of **one** URL where judges can view all online elements.

AW361e: Best Multimedia Package – Social Justice Issues

This subcategory is for a multimedia package 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>).

Eligible topics:

- Call to Family, Community and Participation
- Care for God's Creation
- Dignity and Rights of the Workers
- Life and Dignity of the Human Person
- Option for the Poor and Vulnerable
- Solidarity

The entry must contain **at least one of each of the following**: written articles, photos and videos. All elements must be related to the same subject. An entry consists of **one** URL where judges can view all online elements.

AW361f: Best Multimedia Package – Seasonal Issue

This subcategory is for a multimedia package about any liturgical season (Advent, Christmas, Lent, and Easter) or secular holiday (Fourth of July, Mother's Day, etc.).

The entry must contain **at least one of each of the following**: written articles, photos and videos. All elements must be related to the same subject.

An entry consists of **one** URL where judges can view all online elements.



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AW371: Best Multimedia Package Series

This category is for webpages that showcase a series of stories on a single topic. Each story should contain all of the following elements: written articles, photos and videos and must contain at least **three** segments.

An entry consists of URLs where judges can view all online elements. Though a series may contain many parts, entrants are asked to submit **three to five** segments that will give judges the best overview of the complete series.

AW381a: Best Use of Video on Social Media – Diocesan Communications

This subcategory is for prerecorded video specifically intended for use on social media platforms by diocesan or archdiocesan communications departments. The video may cover either news or feature story, and must have been published on social media.

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

AW381b: Best Use of Video on Social Media – News Organization

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

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



Social Media

AW511: Best Social Media Campaign

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

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

AW541: Best Use of Social Media for Breaking News

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

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

AW551: Best Use of Photos in Social Media

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

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

AW561: Best Podcast

This category is for a podcast series. An entry consists of the URL of the webpage where judges may download and listen to podcast episodes. Submission includes **three to five** podcast episodes.

Submissions **may** include a letter with more information about the podcast.

AW571: Best Use of Live Video in Social Media

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

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



Website

AW711a: Best Blog – Group or Association



This subcategory is for blogs belonging to a sponsoring organization not considered a news outlet.

Publisher and Freelance Members may enter this category. A blog may be entered into more than one subcategory except where otherwise instructed. An entry consists of the blog's permanent URL. **Three to five** blog entries **may** be entered for judges to consider.

AW711b: Best Blog – By Layperson



This subcategory is for blogs by lay people writing on Catholic topics. The blog must be the original work of a CPA staff member or freelancer; or of a registered representative or communications director whose diocese has a CPA publisher member. The blog, however, need not have appeared in a CPA member publication.

A blog may be entered into more than one subcategory except where indicated otherwise. An entry consists of the blog's permanent URL. **Three to five** blog entries **may** be entered for judges to consider.

AW711c: Best Blog – News Organization



This subcategory is for blogs belonging to an encompassing news organization. Publisher and Freelance Members may enter this category.

A blog may be entered into more than one subcategory except where otherwise instructed. An entry consists of the blog's permanent URL. **Three to five** blog entries may be entered for judges to consider.

AW711d: Best Blog – By Religious/Clergy



This subcategory is for blogs by religious/clergy writing on Catholic topics. The blog must be the original work of a CPA staff member or freelancer; or of a registered representative or communications director whose diocese has a CPA publisher member. The blog, however, need not have appeared in a CPA member publication.

A blog may be entered into more than one subcategory except where otherwise instructed. An entry consists of the blog's permanent URL. **Three to five** blog entries **may** be entered for judges to consider.



AW731a: Best Online Content Not Published in Print – Photo Content



This category is for photo content posted on a publisher's website. Content that also appears in the print publication is not eligible. Publisher and Freelance Members may enter this category.

An entry consists of **three to five** photographs covering the same event or topic. The photos may appear either alongside an article or in an independent photo gallery on the publication's website. URLs **may** be submitted where judges can view the news content online. If more than one URL is being submitted, please list them in a Word or PDF document and upload them into the entry field that allows file uploads.

AW731b: Best Online Content Not Published in Print – Feature



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

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

Publisher and Freelance Members may enter this category. URLs **may** be submitted where judges can view the news content online. If multiple URLs are being submitted, please list them in a Word or PDF document and upload them into the entry field that allows file uploads.

AW731c: Best Online Content Not Published in Print – News



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

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

Publisher and Freelance Members may enter this category.

URL's **may** be submitted where judges can view the news content online. If multiple URLs are being submitted, please list them in a Word or PDF document and upload them into the entry field that allows file uploads.

AW751a: Best Website – Diocesan

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

An entry consists of the website's URL and a written description of site objectives. If multiple URLs are being submitted, please list them in a Word or PDF document and upload them into the entry field that allows file uploads.



AW751b: Best Website – General Publisher

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

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

AW751c: Best Website – Magazine or Newsletter

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

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

AW751d: Best Website – Newspaper

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

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

AW751e: Best Website – Spanish Publication

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

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

AW771: Best Web and Print Package



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

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

AW772: 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 to five** consecutive electronic newsletters.



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, 2019 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/35>
- 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-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.
 - 5a. To fix mistakes after completion, contact Kathleen Holloway or Eucarol Juarez at cpaawards@catholicpress.org on or before February 10, 2020.



2019 Catholic Press Awards *All Member Division*

HARD-COPY MATERIALS indicated with the label 📄

The following category requires a hard-copy submission in addition to the digital submission on the website: AW771.

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. We have over three thousand entries for this program so we are unable to label any items if entries are not labeled, they 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



2019 Catholic Press Awards *All Member Division*

HARD-COPY LABELS

2020 Press Awards – All Member

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Press Awards – All Member

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Press Awards – All Member

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Press Awards – All Member

Award # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Press Awards – All Member

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____

2020 Press Awards – All Member

Category # _____ Invoice # _____

Publication _____

City _____ State _____

Headline/Title _____
