



2020 Catholic Press Awards *Communication Department Division*

Welcome to the 2020 Catholic Press Awards

Instituted in 2019, the Communication Department Division is for communication members who specialize in work related to their organization and outside of traditional news formats. Its purpose is to highlight work developed by communication departments, work that is independent of material developed by publication members.

Categories were developed by communication directors to focus on their public relations work, their educational and their pastoral efforts. Winner announcements occur each June during the annual Catholic Media Conference, in *The Catholic Journalist* with judge comments, and on the CPA website.

Free Entry Guidelines

Each communication department or publication member is eligible for one free entry. If your department also has a publication that is a CPA member, please determine which one will redeem the free entry. If you have any questions, please call the CPA office at 312.380.6789 for clarification.

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

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

Updated 2020 categories are marked **UPDATED**



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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 Communication Department Member when submitted by 11:59 pm Central Time on Sunday, February 2, 2020.
- Free entry can and 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 2 and February 9, 2020.
- ▶ 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)
- ▶ Payment deadline is Friday, February 14, 2020.

The following pages contain:

- ▶ Category numbers and descriptions Pages 4-6
- ▶ Eligibility requirements Page 7
- ▶ Submission instructions Page 8
- ▶ Payment instructions Page 9



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CATEGORIES & DESCRIPTIONS

C301: Best Diocesan Fundraising Appeal – Produced by a communication Dept. Staff

UPDATED

This program highlights efforts to raise money for the diocese through the annual diocesan or bishop's appeal. The Stewardship Appeal is an example of this promotion. Entry must be produced only by the staff of the communication dept.

Entry consists of PDF or URL where judges can view the quality of the material, the clarity of the message and the quality/effectiveness of the "ask" for financial support. Please submit both URL and PDF if using multiple platforms to promote the appeal.

C302: Best Diocesan Fundraising Appeal – Produced by Communication Dept. with Outside Agency **NEW**

This program highlights efforts to raise money for the diocese through the annual diocesan or bishop's appeal. The Stewardship Appeal is an example of this promotion.

Entry consists of PDF or URL where judges can view the quality of the material, the clarity of the message and the quality/effectiveness of the "ask" for financial support. Please submit both URL and PDF if using multiple platforms to promote the appeal.

C305: Best Diocesan Pastoral Message

This category is different from the annual appeal and designed for occasions when an ordinary want to deliver a specific message to the public or to parishioners.

C305a: Best Diocesan Pastoral Message - Audio or video: Entry consists of a URL where judges can view the 1-audio or video submission for its clarity of message and effectiveness to produce change or action as indicated by the purpose of the message.

C305b: Best Diocesan Pastoral Message - Letter: Entry consists of a URL where judges can review a PDF version of the letter.

C315: Best Initiative or Campaign – Package

This category is for campaigns, topics, and initiatives that are seasonal or temporary. Annual Diocesan Appeal should enter Category C301.

Entry consists of URL or PDF where judges can view 3-consecutive examples of the series for quality of production, the ability to deliver the message and fulfill the purpose of the series. All formats are eligible including video, podcast and graphic work.



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C321: Best Press Release

This category recognizes the ability to deliver a concise statement and the perceived effectiveness of the release in addressing the issue at hand. Content is the major component of this category; production quality is viewed as enhancing or detracting from the intent of the message.

Entry consists of a URL or PDF where judges can view the statement made as a press release in print, audio or video format.

C325: Best Audio/Video Interview

This category evaluates the overall effectiveness of a media interview of 30-minutes or less on a Church-related topic. Components evaluated include production quality, and the ability of the interviewer to solicit information that makes the interview relevant and impactful.

Entry consists of a URL where judges can view/listen to the interview in audio or video format.

C331: Best Podcast Program

This category recognizes quality podcast programming related to an issue or specific topic produced by the communication department independent of the organization's publication.

Entry consists of the URL of the webpage where judges may download and listen to podcast episodes. Submissions may include a letter attached in PDF format with more information about the podcast.

C341: Best E-newsletter

Judged for design quality and content to determine if the newsletter is pleasant to the eye, appropriate for the intended reader, and delivers the message in a clear and inviting manner. Newsletter developed by the communication department, independent of the organization's publication.

Entry consists of a single issue viewed through URL or attached PDF.

C351: Best Twitter Account – Diocesan Bishop

This category is for a bishop's best overall Twitter account maintained by a **diocese or member organization**.

Entry consists of the URL where judges can view the account as well as a Twitter analytics overview.

C352: Best Use of Social Media

NEW

This category is for the overall use of diocesan Facebook, Twitter, Instagram, etc., by communication departments. Criteria may include quality of information as well as commitment to engaging followers.

Entries consist of the URL where judges can view social media accounts.



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C361: Best New Website

The purpose of this category is to recognize updates in website development produced by and for the organization's communication department. This category is separate from the All Member Best Website category in that it specifically highlights launches or redesigns within the 2019 calendar year. Judging focuses on the overall quality of site content and graphics, as well as effectiveness in meeting site objectives as stated by the entrant.

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



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ELIGIBILITY REQUIREMENTS

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

1. Entries must be from a Communication Department 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. 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.



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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 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/PDF** instructions may be viewed by clicking this link <https://screencast-o-matic.com/watch/cF6UFjYGJXor> or a PDF file by clicking this link <https://docs.google.com/document/d/14E3tnTj6ZkBnuCdYPE8gN2Qg5Lc-Ckq8VgQgwFoXW6I/edit>

CREATING A NEW SUBMISSION

1. Once logged in to your Profile account, click "Make Another Application" then "Enter Catholic Press Awards." You will be prompted to review your past submissions or to begin a new submission.
2. If you have any unfinished submissions from prior years, we suggest deleting them because they will not upload in the current contest.
3. Select, "Click Here to Begin A New Submission." Fill out the form as prompted and click "Save And Next" to continue. You can return to the previous form at any time.
 - a. All entries are marked "Incomplete" until paid.
4. Options after making submissions:
 - a. **Save your work:** Click "Save" to save your work and leave the form. You can return and edit it at any time, until you pay for it, by clicking on "My Applications" and clicking "Edit".
 - b. **Prepare to Pay:** Click "Add To Cart" to move your saved submission to your cart.
 - i. You can return and edit by clicking "Make Changes" prior to paying.
 - ii. You can also remove it from your cart.
 - iii. Click "Checkout" to pay.
5. **Paid entries are marked "Complete" and cannot be edited.** We suggest you proof all submissions for duplicates, accuracy and attachments prior to paying.
 - a. To fix mistakes after completion, contact Kathleen Holloway at cpaawards@catholicpress.org on or before February 3, 2019.



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ENTRY FEE & PAYMENT PROCESS

FREE ENTRY

- ▶ One free entry per Communication Department Member when submitted by 11:59 pm Central Time on Sunday, February 2, 2019.
- ▶ Free entry can 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, 2019
- ▶ \$45 for all entries between February 3 and February 9, 2019

PAYMENT

1. When you have items in your cart, a direct link to your cart will appear under “My Applications.” Click it to edit submission or pay for your entries.
2. When ready, click the “Checkout” button, you will be prompted to pay by check or credit card. 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.

ENTRY DEADLINES

\$36: 11:59 pm CST – Sunday, February 2, 2020

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