

2021 CMA Alumni Magazine Awards



Photo By Helena Lopes

Awards Highlights

- Recognizes the excellent work, high journalistic quality and strong reader engagement of Catholic college and university Alumni publications.
- Exclusive content on our [YouTube](#) channel to network with others in your field.
- Feedback and comments for winning entries from industry professionals; winners receive certificates.
- Acknowledgement is given during the Catholic Media Conference in June.
- Easy to use online entry process.
- Accepting entries October 5, 2020 – February 8, 2021.

Winner announcements for the Alumni Magazine Awards occur during the annual Catholic Media Conference in late June, appear in June's *The Catholic Journalist* with judge's comments, and are available on the CMA website after the conference.

If you have questions about the CMA Alumni Awards or the Catholic Press Association please email Kathleen Holloway at cpaawards@catholicpress.org.

Thank you for participating and GOOD LUCK!

General Background Information

- ▶ \$36 per entry - Magazine Member.
- ▶ \$76 per entry - Magazine Non – Member.
- ▶ Submit all entries digitally through the CMA Student and Alumni awards website.
- ▶ This Symbol 📄 indicates where hard copies are required.
- ▶ All entries are for work published during the 2020 calendar year.
- ▶ Submission period: October 5, 2020 through February 8, 2020 at 12:00 p.m. CT.
- ▶ Payment deadline: February 12, 2020.

The following pages contain:

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Categories and Descriptions

 The paper symbol next to a category title indicates that hard copies are required.

AM: ALUMNI MAGAZINES FROM CATHOLIC COLLEGES OR UNIVERSITIES

Only Alumni magazines from Catholic colleges or universities may enter AM01 through AM21 subcategories.

AM01: Best Feature :

UPDATED

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 AM02. Judges will consider accompanying photographs, charts, illustrations, and social media links.

AM01a: Writing

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

AM01b: Package

An entry consists of one PDF file of the page(s) on which the feature article was published. This entry must include at least one of the accompanying elements: photographs, charts, illustrations, or social media links.

AM02: Best Profile:

UPDATED

Stories should have an eye for atmosphere and detail. Interviews, blurbs, and profiles in narrative format may be entered. Profiles may be written on a living or deceased person.

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

AM03: Best multiple picture package or 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.

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

AM05: Photo Story:

UPDATED

Entries may be black-and-white or color. Entries will be judged on the content of the photo, picture quality and usage.

AM05a: Single Photo

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.

An entry consists of one photo embedded into a PDF document for judges to view the article.

AM05b: Multiple Photo

An entry consists of one PDF file containing the page on which the photos are published and a second page containing an image of the photos alone.

An entry consists of photos embedded into a PDF document for judges to view the article.

AM06: Best Current Events:

NEW

This category features the work of former students and their involvement in a current event on or off campus. Subject of current event does not have to be directly correlated to the university or alumni event. The work may be from 2020 or cover a span of years but must be published in 2020.

AM06a: Print

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

AM06b: Digital Publications Only

An entry consists of URL that must be embedded into a PDF document for judges to view the article.

AM11: Hot Topic- Current Events

NEW

This category is for content pertaining to current local or national events. All entries must be the original work of the alumni magazine and posted or broadcast in calendar year 2020.

AM11a: Print

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

AM11b: Digital Publications Only

An entry consists of URL that must be embedded into a PDF document for judges to view the article.

AM21: Alumni Magazine of the Year:

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.

AM21a: Print



An entry consists of **two hard copy** sets of any **two** consecutive issues published during 2020. Only one entry per publication is permitted. If your publication is only bi-yearly, you may also enter this category. Please clip each set of issues together and mail to the CMA office

AM21b: Digital Publications Only

An entry consists of URLs that must be embedded into a PDF document for uploading that are of any **two** consecutive issues published during 2020 that may be viewed by judges. If your publication is only bi-yearly, you may also enter this category

Each entrant must also submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

ELIGIBILITY REQUIREMENTS

The CMA Alumni Awards is a recognition program for both CMA Members and Non-Members. The following eligibility requirements apply.

1. Entries from a Publisher or Freelance Member must be 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 entrant. Include bylines/credits on all submissions. Plagiarized or incorrectly credited entries will be disqualified without refund of entry fee.
3. Only entries published in calendar year 2020 will be accepted.

REASONS FOR ELLIMINATION OR DISQUALIFICATION

- **Fewer 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 received by the CMA office no later than 4:00PM CT February 10, 2021.
 - Under this scenario we will not refund your entry fee.

JUDGING

Faculty members from Catholic universities, along with select professionals familiar with the Catholic Press, judge the entries.

SUBMISSION INSTRUCTIONS

GETTING STARTED:

All entries are submitted digitally through the CMA Student and Alumni awards website <https://catholicpress.secure-platform.com/a/solicitations/36/home>. On the CMA awards website you may log into or create a new profile, create and edit submissions, and pay for entries.

Please read category descriptions to determine submission requirements for each category. If you have questions about eligibility, submissions, or payment, please visit our [Alumni Magazine Awards web page](#). If you need further assistance, please email cpawards@catholicpress.org

CREATING A PROFILE:

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

If you participated in a CMA Awards program in a previous year, you already have a profile. Please enter your email and password to access your profile. If you do not remember your password you may press “reset password” to create a new one.

CREATING A NEW SUBMISSION:

1. Either create your profile or log into your existing profile.
2. Click “Make Another Application” then “Enter CMA Student and Alumni Awards.” You will be prompted to review your past submissions or to begin a new submission.
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.
4. At the end of the form, you have a few options:
 - a. Clicking “Save” and leaving the form saves your submission as “Incomplete.” You may return to the entry later, edit data, and complete the entry.
 - b. Clicking “Add To Cart” saves your data and puts your submission in your cart. You can return to the entry later and pay for it, edit the data, or remove it from your cart.

Entries are only marked “Complete” after you pay for them. You will not be able to edit a “complete” entry by yourself. If you need to make corrections after marking the entry “complete,” email cpaawards@catholicpress.org so we may edit the entry for you. **We recommend keeping submissions in your cart until you have created and reviewed all of your submissions.** Doing so will help prevent duplicate, missing, and incorrect entries.

5. You can view submissions that are incomplete, in your cart, and complete them by clicking “My Applications.” To edit submissions that are incomplete, click “Edit” in the action column. For entries in your cart, click “Make Changes.” If you need to make changes to a complete entry (an entry that you have paid for), email cpaawards@catholicpress.org. We can edit entries for you up to the submission deadline February 8, 2021.

HARD COPY MATERIALS indicated with the label 📄

The following category requires a hard copy submission in addition to the digital submission on the website: AM21a.

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 at the CMA office after February 10 are disqualified. Please keep current shipping delays in consideration when shipping out through postal service and distribution centers.

HARD COPY LABELING

- 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, without refund.

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

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, 2021.
- Due to building hours, please do not ship your items with signature required, as this may delay the arrival.

ENTRY FEE & PAYMENT PROCESS

Rates

- ▶ \$36 per entry - Magazine Member
- ▶ \$76 per entry - Magazine Non - Member

PAYMENT INSTRUCTIONS

READY TO CHECKOUT

1. When items are in your cart, a direct link to your cart will appear under “My Applications.” Click the link to edit submissions or pay for your entries.
2. When ready, click the “Checkout” button to select your method of payment, then click “Process”
3. The next screen allows you to print your invoice and submission forms

PAYMENT OPTIONS

- A. Online Credit Card: Enter the information and complete the transaction
- B. Pay by Check: Please include a copy of your invoice with your payment

MAIL PAYMENT TO:

CMA Awards Program
Catholic Media Association
205 West Monroe St., Suite 470
Chicago, IL 60606

- C. Credit Card by Phone: Use this option if you prefer not to pay online or by check
- Call 312-405-8664. This is a dedicated answering system for award payments
 - Please speak clearly and slowly as you leave the following information:

- | | |
|---------------------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Your name | <input type="checkbox"/> Credit card number |
| <input type="checkbox"/> Your contact phone number or email | <input type="checkbox"/> Credit card billing address |
| <input type="checkbox"/> Name of participating organization or individual | <input type="checkbox"/> Credit card expiration date |
| <input type="checkbox"/> Name on credit card | <input type="checkbox"/> Credit card security code |

**Good luck and
thank you for participating**

ENTRY DEADLINE:

12:00 p.m. CT – Monday, February 8, 2021

HARD-COPY LABELS

Category # _____ Invoice # _____
Publication _____
City _____ State _____
School _____
Run date _____
Headline/Title _____

2021 CMA Alumni Awards

Category # _____ Invoice # _____
Publication _____
City _____ State _____
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Headline/Title _____

Byline, Credits _____

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