

## Welcome to the 2022 Catholic Press Awards

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2021. Winner announcements occur each June during the annual Catholic Media Conference, in *The Catholic Journalist* with judge comments, and on the CMA website.

### Free Entry Guidelines

Each Communication Department, Freelance Member or Publication Member is eligible for one free entry. If your department also has a publication that is a CMA member, please determine which one will redeem the free entry. **If you have any questions, please email Carol Arnold at [Membership@CatholicMediaAssociation.org](mailto:Membership@CatholicMediaAssociation.org) for clarification.**

The Quick Look Chart on page 4 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 2022 categories are listed at the top of the Quick Look chart and marked NEW***

***Updated 2022 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 Media 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 Media Association member or a contributor to/employee of a CMA 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 Innovations in Communications awards by  
February 7, 2022**

The Catholic Media Association also sponsors the prestigious ***St. Francis de Sales Award*** and ***Bishop John England Award***. For more information, please visit the [CMA website](#) and stay updated with the Member Connection emails.

Please send questions to [carnold@CatholicMediaAssociation.org](mailto:carnold@CatholicMediaAssociation.org)

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## ***GENERAL BACKGROUND INFORMATION***

- **Free Entry**
  - One free entry per CMA Publisher or Freelance Member when submitted by 11:59 pm Central Time on Monday, January 31, 2022.
  - Free entry may be your only entry.
- \$36 for all entries submitted by 11:59 pm Central Time on Monday, January 31, 2022.
- \$45 for all entries between February 1, 2022 and February 7, 2022 at 11:59am Central Time.
- This symbol 📄 indicates where hard copies are required.
- All entries are for work published in 2021.
- All members must be in good standing as of March 31, 2022.
- **Deadlines:**
  - 11:59 pm CT, January 31, 2022 (\$36 per entry)
  - 11:59 am CT, February 7, 2022 (\$45 per entry)
  - **All hardcopies must be received by Friday, February 11, 2022** so judges can receive the material on time.
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- Payment deadline is Friday, February 11, 2022.

The following pages contain:

- Quick look at categories Pages 4-6
- Category numbers and descriptions Pages 7-18
- Eligibility requirements Page 19
- Submission instructions Pages 20-21
- Payment instructions Page 22
- Hard-copy Labels Page 23

## 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	Page	Status
Individual Excellence	AI191	Podcaster of the Year	9 of 23	<b>NEW</b>

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 <ul style="list-style-type: none"> <li>● Editor of the Year (English)</li> <li>● Editor of the Year (Spanish)</li> </ul>		
Individual Excellence	AI131b			
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 <ul style="list-style-type: none"> <li>● Writer of the Year (English)</li> <li>● Writer of the Year (Spanish)</li> </ul>		
Individual Excellence	AI175b			
Individual Excellence	AI181	Videographer/Video Producer of the Year		
<b>Individual Excellence</b>	<b>AI191</b>	<b>Podcaster of the Year</b>		<b>NEW</b>
Multimedia	AW331	Best Illustration with Graphic Design or Art		
Multimedia	AW345	Best Photo Gallery or Slide Show		
Multimedia	AW351a	Best Video <ul style="list-style-type: none"> <li>● Best Video – Feature</li> <li>● Best Video – News</li> <li>● Best Video – Pro-Life Activities</li> <li>● Best Video – Depiction of Religious Life</li> <li>● Best Video – Social Justice Issues</li> <li>● Best Video – Explainer</li> <li>● Best Video – The Clergy</li> <li>● Best Video – Panel Discussion</li> <li>● Best Video – Catechesis</li> </ul>		
Multimedia	AW351b			
Multimedia	AW351c			
Multimedia	AW351d			
Multimedia	AW351e			
Multimedia	AW351f			
Multimedia	AW351g			
Multimedia	AW351h			
Multimedia	AW351i			
Multimedia	AW352		Best Video -- Hot Topic - The COVID-19 Pandemic	
Multimedia	AW361a	Best Multimedia Packages <ul style="list-style-type: none"> <li>● Best Multimedia Package for Feature</li> <li>● Best Multimedia Package for News</li> <li>● Best Multimedia Package on Pro-life Activities</li> <li>● Best Multimedia Package for Depiction of Religious Life</li> </ul>		
Multimedia	AW361b			
Multimedia	AW361c			
Multimedia	AW361d			

Multimedia	AW361e	<ul style="list-style-type: none"> <li>● Best Multimedia Package – Social Justice Issues</li> </ul>
Multimedia	AW361f	<ul style="list-style-type: none"> <li>● Best Multimedia Package – Seasonal Issue</li> </ul>
Multimedia	AW361g	<ul style="list-style-type: none"> <li>● Best Multimedia Package -- Violence in Our Communities</li> </ul>
Multimedia	AW362	Best Multimedia Package -- Hot Topic - The COVID-19 Pandemic
Multimedia	AW371	Best Multimedia Package Series
Multimedia	AW381a	Best Use of Video on Social Media – Diocesan Communications
Multimedia	AW38b	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	AW552	Best Use of Graphics in Social Media
Social Media	AW561a	Best Podcast
Social Media	AW561b	<ul style="list-style-type: none"> <li>● Best Podcast -- Topical News</li> </ul>
Social Media	AW561c	<ul style="list-style-type: none"> <li>● Best Podcast -- Social Justice Issues</li> </ul>
Social Media	AW561c	<ul style="list-style-type: none"> <li>● Best Podcast -- Expression of Faith</li> </ul>
Social Media	AW571	Best Use of Live Video in Social Media
Website	AW711a	Best Blogs
Website	AW711b	<ul style="list-style-type: none"> <li>● Best Blog – Topical News</li> </ul>
Website	AW711c	<ul style="list-style-type: none"> <li>● Best Blog – Social Justice Issues</li> </ul>
Website	AW711c	<ul style="list-style-type: none"> <li>● Best Blog – Expression of Faith</li> </ul>
Website	AW731a	Best Online Content Not Published in Print
Website	AW731b	<ul style="list-style-type: none"> <li>● Best Online Content Not Published in Print – Photo Content</li> </ul>
Website	AW731c	<ul style="list-style-type: none"> <li>● Best Online Content Not Published in Print – Feature</li> </ul>
Website	AW731c	<ul style="list-style-type: none"> <li>● Best Online Content Not Published in Print – News</li> </ul>
Website	AW751a	Best Web Sites -
Website	AW75b	<ul style="list-style-type: none"> <li>● Best Website – Diocesan</li> </ul>
Website	AW751c	<ul style="list-style-type: none"> <li>● Best Website – General Publisher</li> </ul>
Website	AW75d	<ul style="list-style-type: none"> <li>● Best Website – Magazine or Newsletter</li> </ul>
Website	AW75e	<ul style="list-style-type: none"> <li>● Best Website – Newspaper</li> </ul>
Website	AW75e	<ul style="list-style-type: none"> <li>● Best Website – Spanish Publication</li> </ul>
Website	AW771	Best Web and Print Package
Website	AW772	Best E-Newsletter

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## ***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.
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### **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 2021. 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 2021. These samples need not be related to each other. While it is not necessary for the samples to have been printed in a CMA 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 CMA publications or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists 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 2021 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA-member publication or be a CMA 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 CMA 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 2021. 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA-member publication or be a CMA 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA-member publication or be a CMA 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA 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 CMA publication(s) during 2021. Entrant must be on the staff of a CMA-member publication or be a CMA 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 CMA 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 CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA 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.

**AI191: Podcaster of the Year**

This category recognizes an individual for exemplary service to CMA publication(s) or Publisher Members during 2021. Entrant must be on the staff of a CMA member publication or be a CMA Freelance Member. Judging will focus on demonstrated talent, creativity, thoroughness, and effectiveness.

An entry consists of **three to five** podcasts. 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 audios are available online.

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**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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW345: Best 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

**AW351a: Best Video – Feature**

This subcategory is for a video that showcases a feature story. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351b: Best Video – News**

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

Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351c: Best Video – Pro-life Activities**

This subcategory is for a video that features pro-life activism or action. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351d: Best 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

**AW351e: Best 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>).

Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351g: Best Video -- The Clergy**

This subcategory is for a video that features the complexities or uniqueness of members of the clergy. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351h: Best Video -- Panel Discussion**

This subcategory is for a video that features a panel discussion about a specific topic. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW351i: Best Video – Catechesis**

This subcategory is for a video that conveys an aspect of faith. It's both informational and educational. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW352: Best Video -- Hot Topic - The COVID-19 Pandemic**

This category is for a video that showcases coverage of a hot topic, in this case, the COVID-19 Pandemic. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

. 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>).

Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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.). Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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.

**AW361g: Best Multimedia Package -- Violence in Our Communities**

This subcategory is for a webpage that showcases coverage of violence involving law enforcement, school shootings or other incidents of violence in the news, that contains at least one of each of the following: written text, photos and videos. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. All elements must be related to the same subject.

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

**AW362: Best Multimedia Package - The COVID-19 Pandemic**

This category is for a webpage that showcases coverage of a hot topic, in this case, the COVID-19 Pandemic, that contains at least one of each of the following: written text, photos and videos. **Entry** must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. All elements must be related to the same subject.

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

**AW371: Best Multimedia Package Series**

This category is for webpages that showcase a series of stories on a single topic. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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.

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## 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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.

**AW552: Best Use of Graphics in Social Media**

This category is for a graphic or graphics published on a social media platform, using original graphic design within social media to communicate a story or a message. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

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

**AW561a: Best Podcast -- Topical News**

This category is for a podcast that features news items topical in that particular news cycle. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

An entry consists of the URL of the webpage where judges may download and listen to a podcast episode(s). Submission includes **one to three** podcast episodes.

Submissions should include a letter with a podcast description along with the one-to-three-episode titles

**AW561b: Best Podcast -- Social Justice Issues**

This category is for a podcast that features a topic or topics on social justice issues. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

An entry consists of the URL of the webpage where judges may download and listen to a podcast episode(s). Submission includes **one to three** podcast episodes.

Submissions should include a letter with a podcast description along with the one-to-three-episode titles.

**AW561c: Best Podcast -- Expression of Faith**

This category is for a podcast that features a topic or topics on issues of faith. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member.

An entry consists of the URL of the webpage where judges may download and listen to a podcast episode(s). Submission includes **one to three** podcast episodes.

Submissions should include a letter with a podcast description along with the one-to-three-episode titles.

**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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member

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.

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**Website****AW711a: Best Blog – Topical News**

This subcategory is for blogs that feature news items topical in that particular news cycle. 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 – Social Justice Issues**

This subcategory is for blogs that feature a topic or topics on social justice issues. Publisher and Freelance Members may enter this category.

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 – Expression of Faith**

This subcategory is for blogs that feature a topic or topics on issues of faith. 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.



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

This category is for photo content posted on a publisher's website. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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 CMA members for the website to be eligible for this category. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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 CMA General Publisher Member. E-books and digital publications (i.e., e-magazines) are not eligible. Content must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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**

The website must be the site of CMA member publication. Content must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. No e-magazines may be submitted. Newsletter websites may be entered in this category. 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 CMA member publication. Content must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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 CMA member publication. Content must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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). Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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 CMA 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. Entry must be the sole work of a member or members on the staff of a CMA member publication or be a CMA Freelance Member. 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 CMA 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, 2022 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 2021 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 CMA office by February 11, 2022.
    - 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 CMA awards website beginning November 15, 2021

- <https://catholicpress.secure-platform.com/a/solicitations/40/home>
- 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 [Awards@CatholicMediaAssociation.org](mailto:Awards@CatholicMediaAssociation.org).

### 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.
- **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 email [Awards@CatholicMediaAssociation.org](mailto:Awards@CatholicMediaAssociation.org).**

### CREATING A NEW SUBMISSION

1. Once logged into your Profile account, click "Make Another Application" then "Enter Catholic Media 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 [Awards@CatholicMediaAssociation.org](mailto:Awards@CatholicMediaAssociation.org) on or before February 11, 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: 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 11, 2022 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 11, 2022.
- Due to building hours, please do not ship your items with signature required as this may delay the arrival.
- Email [Awards@CatholicMediaAssociation.org](mailto:Awards@CatholicMediaAssociation.org) with any questions.

**ENTRY FEE & PAYMENT PROCESS**

- ▶ One free entry per CMA Publisher or Freelance Member when submitted by 11:59 pm Central Time on Monday, January 31, 2022.
- ▶ 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 Monday, January 31, 2022
- ▶ \$45 for all entries between February 1 and February 7, 2022 at 11:59 am Central Time

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

**ENTRY DEADLINES**

\$36: 11:59 pm CST – Monday, January 31, 2022

\$45: 11:59 am CST – Monday, February 7, 2022

**HARD-COPY LABELS**

2022 Press Awards – All Member

Category # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

2022 Press Awards – All Member

Category # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

2022 Press Awards – All Member

Category # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

2022 Press Awards – All Member

Award # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

2022 Press Awards – All Member

Category # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_

2022 Press Awards – All Member

Category # \_\_\_\_\_ Invoice # \_\_\_\_\_

Publication \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Headline/Title \_\_\_\_\_  
\_\_\_\_\_