

Welcome to the 2022 Catholic Press Awards

Instituted in 2019, the Communications 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 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 for clarification.

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

***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

GENERAL BACKGROUND INFORMATION

▶ **Free Entry**

- One free entry per Communication Department Member when submitted by 11:59 pm Central Time on Monday, January 31, 2022.
- Free entry can and 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 and February 7, 2022 at 11:59 am Central Time.
- ▶ 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)
- ▶ Payment deadline is Friday, February 11, 2022.

The following pages contain:

- ▶ Category numbers and descriptions Pages 4-7
- ▶ Eligibility requirements Page 8
- ▶ Submission instructions Page 9
- ▶ Payment instructions Page 10

CATEGORIES & DESCRIPTIONS

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

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 a 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.

C302: Best Diocesan Video Fundraising Appeal – Produced by Communication Dept Staff

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 a 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.

C305: Best Diocesan Pastoral Message

This category is different from the annual appeal and designed for occasions when an ordinary wants 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 a 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.

C316: Best Package – COVID Pandemic Outreach Communications Plan

This category is for external outreach and communications plan regarding the COVID pandemic, including social media postings, videos, press releases, and written plans.

Entry consists of URL or PDF where judges can view 5-7 elements for the ability to deliver the message that fulfills the purpose of the outreach. Judges will consider creativity and social media engagement as proof of effectiveness.

C317: Best Package – Political Issues**UPDATED**

This category is for best overall package of external outreach such as religious freedom and social inequities. This includes the bishops' Faithful Citizenship information, social media postings, videos, and diocesan website updates.

Entry consists of URL or PDF where judges can see 5-7 elements for the ability to deliver the message that fulfills the purpose of the outreach. Judges will consider creativity and social media engagement as proof of effectiveness.

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 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.

C325a: Audio**C325b: Video**

C331: Best Podcast Program**UPDATED**

This category recognizes quality podcast programming produced by the communications 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 should include a letter with a podcast description along with the titles of the 1-3 episodes that the judges will consider.

C332: Best Podcast Series

This category recognizes a series of podcasts on a specific issue or 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 3 of the episodes in the series.

Submissions should include a letter with a description of the reason for the podcast's focus on that particular issue or topic, along with the three episode titles for judges to consider

C341: Best External 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 Social Media Account - Diocesan Bishop

This category is for a Diocesan Bishop's overall social media account, maintained by the bishop himself or by a diocese or member organization. Judges will consider creativity, engagement, and use of videos or graphics.

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

C351a. Twitter**C351b. Instagram****C351c. Facebook**

C352: Best Use of Social Media

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.

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 2021 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.

ELIGIBILITY REQUIREMENTS

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

1. Entries must be from a Communications Department 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. 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 Friday, 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.

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.
- **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 Eucarol Juarez at Awards@CatholicMediaAssociation.org on or before February 11, 2022.

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