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## 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.

**Digital publications may enter where specified.**

### 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.

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

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.

**Entry type page numbers are now located in the quick looks chart**

***New 2022 categories are listed at the top of the Quick Look chart and marked NEW***

***UPDATED 2021 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 are 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 Friday, February 7, 2022 at 11:59 am.
- ▶ 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, February 1, 2022 (\$36 per entry)
  - 11:59 am. CT, February 7, 2022 (\$45 per entry)
  - **All hard copies must be received by 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 4-9
- ▶ Category numbers and descriptions ..... Pages 10-28
- ▶ Eligibility requirements ..... Page 29
- ▶ Submission instructions ..... Pages 30-31
- ▶ Payment instructions ..... Page 32
- ▶ Hard-copy Labels ..... Page 33

## QUICK LOOK

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (N335) to find the detailed description and to submit your entry in the award software.

Type	Number	Title	Page	Status
<b>General Excellence</b>				
General Excellence	GN111a	Best Newspaper <b>Digital or Print</b> -		<b>UPDATED</b>
General Excellence	GN111b	<ul style="list-style-type: none"> <li>Best Newspaper – Weekly, 1-5 Full-Time Staff Members</li> </ul>		
	GN111c	<ul style="list-style-type: none"> <li>Best Newspaper – Weekly, 6-Plus Full Time Staff Members</li> </ul>		
	GN111d	<ul style="list-style-type: none"> <li>Best Newspaper – Non-Weekly, 1-5 Full-Time Staff Members</li> </ul>		
	GN111e	<ul style="list-style-type: none"> <li>Best Newspaper – Non-Weekly, 6-Plus Full Time Staff Members</li> <li>Best Newspaper – National Newspapers</li> </ul>		
<b>Design Advertising</b>				
Design Advertising	N321a	Best Annual Report		<b>UPDATED</b>
Design Advertising	N321b	<ul style="list-style-type: none"> <li>Best Annual Report – (Arch) Diocesan Finances</li> <li>Best Annual Report – Catholic Nonprofit Organization</li> </ul>		
Design Advertising	N322	Design Advertising		
Design Advertising	N323	Best Ad Copywriting		
Design Advertising	N325	Best Promotional House Ad		
Design Advertising	N331	Best Media Kit 2021		
Design Advertising	N335a	Best Single Ad Originating with the Publication		
Design Advertising	N335b	<ul style="list-style-type: none"> <li>Best Single Ad Originating with the Publication – Black-and-White</li> </ul>		
Design Advertising	N335c	<ul style="list-style-type: none"> <li>Best Single Ad Originating with the Publication – Color</li> <li>Best Single Ad Originating with the Publication – Online Ad</li> </ul>		
Design Advertising	N341	Best Example of Effective Advertising Promotion Originating with the Publication or Publications Web Site		
Design Advertising	N343	Best Ad Campaign Originating with the Publication for Advertiser		
Design Advertising	N345	Most Effective Use of Small Space		
Design Advertising	N347	Best Special Supplement or Special Issue with Advertising Emphasis		
<b>Design Publication</b>				
Design Publication	N361	Best Front Page		<b>UPDATED</b>
Design Publication	N365a	Best Use of Graphics		
Design Publication	N365b	<ul style="list-style-type: none"> <li>Best Use of Graphics – Art or Graphics</li> </ul>		
Design Publication	N365c	<ul style="list-style-type: none"> <li>Best Use of Graphics – Best Chart or Information Graphic</li> <li>Best Use of Graphics – Best Original Illustration</li> </ul>		
Design Publication	N371a	Best Layout of Article or Column -		<b>UPDATED</b>
Design Publication	N371b	<ul style="list-style-type: none"> <li>Best Layout of Article or Column – Diocesan newspaper</li> <li>Best Layout of Article or Column – National newspaper</li> </ul>		
Design Publication	N381a	Best Redesign –		<b>UPDATED</b>
Design Publication	N381b	<ul style="list-style-type: none"> <li>Best Redesign – Print to Print</li> <li>Best Redesign – Print to Digital</li> </ul>		

<b>Editorial Pages</b>		
Editorial	N511	Best Regular Column by Bishop or Archbishop
Editorial	N513a	Best Regular Column <ul style="list-style-type: none"> <li>• Best Regular Column – Culture, the Arts and Leisure</li> <li>• Best Regular Column – Family Life</li> <li>• Best Regular Column – General Commentary</li> <li>• Best Regular Column – Scripture</li> <li>• Best Regular Column – Spiritual Life</li> <li>• Best Regular Column – Political Issues</li> <li>• Best Regular Column – Pandemic -</li> <li>• Best Regular Column – Racial Inequities-</li> </ul>
Editorial	N513b	
Editorial	N513c	
Editorial	N513d	
Editorial	N513e	
Editorial	N513f	
Editorial	N513g	
Editorial	N513h	
Editorial	N521a	Best Coverage <ul style="list-style-type: none"> <li>• Best Coverage – Immigration</li> <li>• Best Coverage – Local Politics</li> <li>• Best Coverage – Papal Trips</li> <li>• Best Coverage – Religious Liberty Issues</li> <li>• Best Coverage – Disaster or Crisis</li> <li>• Best Coverage – Political Issues -</li> <li>• Best Coverage – Pandemic -</li> <li>• Best Coverage – Racial Inequities-</li> </ul>
Editorial	N521b	
Editorial	N521c	
Editorial	N521d	
Editorial	N521e	
Editorial	N521f	
Editorial	N521g	
Editorial	N521h	
Editorial	N523a	Best Coverage of Ecumenical and Interfaith Issues <span style="float: right;"><b>UPDATED</b></span> <ul style="list-style-type: none"> <li>• Best Coverage of Ecumenical and Interfaith Issues – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Coverage of Ecumenical and Interfaith Issues – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Coverage of Ecumenical and Interfaith Issues – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Coverage of Ecumenical and Interfaith Issues – Non-Weekly, 6-Plus Full Time Staff Members</li> <li>• Best Coverage of Ecumenical and Interfaith Issues – National Newspaper or Wire Service</li> </ul>
Editorial	N523b	
Editorial	N523c	
Editorial	N523d	
Editorial	N523e	
Editorial	N527	Best Coverage of Pro-Life Issues
Editorial	N531a	Best Editorial on a Local Issue - <span style="float: right;"><b>UPDATED</b></span> <ul style="list-style-type: none"> <li>• Best Editorial on a Local Issue – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Editorial on a Local Issue – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Editorial on a Local Issue – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Editorial on a Local Issue – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Editorial on a Local Issue – National Newspaper</li> </ul>
Editorial	N531b	
Editorial	N531c	
Editorial	N531d	
Editorial	N531e	
Editorial	N532a	Best Editorial on a National or International Issue - <span style="float: right;"><b>UPDATED</b></span>

Editorial	N532b	<ul style="list-style-type: none"> <li>• Best Editorial on a National or International Issue – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Editorial on a National or International Issue – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Editorial on a National or International Issue – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Editorial on a National or International Issue – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Editorial on a National or International Issue – National newspaper or Wire Service</li> </ul>
Editorial	N532c	
Editorial	N532d	
Editorial	N532e	
Editorial	N537a	<p style="text-align: right;"><b>UPDATED</b></p> <p>Best Feature Writing -</p> <ul style="list-style-type: none"> <li>• Best Feature Writing – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Feature Writing – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Feature Writing – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Feature Writing – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Feature Writing – National newspaper or Wire Service</li> </ul>
Editorial	N537b	
Editorial	N537c	
Editorial	N537d	
Editorial	N537e	
Editorial	N541	<ul style="list-style-type: none"> <li>• Best Headline</li> </ul>
Editorial	N561a	<p style="text-align: right;"><b>UPDATED</b></p> <p>Best In-Depth News/Special Reporting</p> <ul style="list-style-type: none"> <li>• Best In-Depth News/Special Reporting – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best In-Depth News/Special Reporting – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best In-Depth News/Special Reporting – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best In-Depth News/Special Reporting – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best In-Depth News/Special Reporting – National newspaper or Wire Service</li> </ul>
Editorial	N561b	
Editorial	N561c	
Editorial	N561d	
Editorial	N561e	
Editorial	N563a	<p style="text-align: right;"><b>UPDATED</b></p> <p>Best Investigative News Writing</p> <ul style="list-style-type: none"> <li>• Best Investigative News Writing – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Investigative News Writing – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Investigative News Writing – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Investigative News Writing – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Investigative News Writing – National newspaper or Wire Service</li> </ul>
Editorial	N563b	
Editorial	N563c	
Editorial	N563d	
Editorial	N563e	
Editorial	N564a	<p style="text-align: right;"><b>UPDATED</b></p> <p>Best Analysis/Background/Round-Up News Writing</p> <ul style="list-style-type: none"> <li>• Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Weekly, 1-5 Full-Time Staff Members</li> <li>• Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Weekly, 6-Plus Full-Time Staff Members</li> <li>• Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Non-Weekly, 1-5 Full-Time Staff Members</li> </ul>
Editorial	N564b	
Editorial	N564c	
Editorial	N564d	

Editorial	N564e	<ul style="list-style-type: none"> <li>Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – National Newspaper or Wire Service</li> </ul>
Editorial	N565a	<p>Best News Writing on a Local or Regional Event –</p> <ul style="list-style-type: none"> <li>Best News Writing on a Local or Regional Event – Weekly, 1-5 Full Time Staff Members</li> <li>Best News Writing on a Local or Regional Event – Weekly, 6-Plus Full-Time Staff Members</li> <li>Best News Writing on a Local or Regional Event – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>Best News Writing on a Local or Regional Event – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>Best News Writing on a Local or Regional Event – National newspaper or Wire Service</li> </ul>
Editorial	N565b	
Editorial	N565c	
Editorial	N565d	
Editorial	N565e	
Editorial	N567a	<p>Best News Writing on National or International Event–</p> <ul style="list-style-type: none"> <li>Best News Writing on International Event – One Shot</li> <li>Best News Writing on International Event – Series</li> <li>Best News Writing on National Event – One Shot</li> <li>Best News Writing on National Event – Series</li> </ul>
Editorial	N567b	
Editorial	N567c	
Editorial	N567d	
Editorial	N571a	<p>Best Personality Profile – <b>UPDATED</b></p> <ul style="list-style-type: none"> <li>Best Personality Profile – Weekly, 1-5 Full Time Staff Members</li> <li>Best Personality Profile – Weekly, 6-Plus Full-Time Staff Members</li> <li>Best Personality Profile – Non-Weekly, 1-5 Full-Time Staff Members</li> <li>Best Personality Profile – Non-Weekly, 6-Plus Full-Time Staff Members</li> <li>Best Personality Profile – National newspaper or Wire Service</li> </ul>
Editorial	N571b	
Editorial	N571c	
Editorial	N571d	
Editorial	N571e	
Editorial	N575a	<p>Best Reporting on a Special Age-Group</p> <ul style="list-style-type: none"> <li>Best Reporting on a Special Age-Group – Senior Citizens</li> <li>Best Reporting on a Special Age-Group – Young Adults (18-40)</li> <li>Best Reporting on a Special Age-Group – Children &amp; Teens Younger than 18</li> </ul>
Editorial	N575b	
Editorial	N575c	
Editorial	N576	Best Coverage on Catholic Education
Editorial	N579	Best Reporting on the Celebration of a Sacrament-
Editorial	N581a	<p>Best Reporting on Social Justice Issues</p> <ul style="list-style-type: none"> <li>Best Reporting on Social Justice Issues – Call to Family, Community and Participation</li> <li>Best Reporting on Social Justice Issues – Care for God's Creation</li> <li>Best Reporting on Social Justice Issues – Dignity and Rights of the Workers</li> <li>Best Reporting on Social Justice Issues – Life and Dignity of the Human Person</li> <li>Best Reporting on Social Justice Issues – Option for the Poor and Vulnerable</li> <li>Best Reporting on Social Justice Issues – Rights and Responsibilities</li> <li>Best Reporting on Social Justice Issues – Solidarity</li> </ul>
Editorial	N581b	
Editorial	N581c	
Editorial	N581d	
Editorial	N581e	
Editorial	N581f	
Editorial	N581g	



Editorial	N584a	Best Reporting on Vocations to Priesthood, Religious Life or Diaconate- <ul style="list-style-type: none"> <li>Best Reporting on Vocations to Priesthood, Religious Life or Diaconate – One-Shot</li> </ul>
Editorial	N584b	<ul style="list-style-type: none"> <li>Best Reporting on Vocations to Priesthood, Religious Life or Diaconate – Series</li> </ul>
Editorial	N587	Best Seasonal Issue – Hard Copy
Editorial	N588	Best Seasonal Issue – Digital
Editorial	N596a	Best Print Special Supplement- <ul style="list-style-type: none"> <li>Best Special Supplement – On a Bishop's Transition</li> </ul>
Editorial	N596b	<ul style="list-style-type: none"> <li>Best Special Supplement – One-Time Special Issue</li> </ul>
Editorial	N596c	<ul style="list-style-type: none"> <li>Best Special Supplement – Regular Special Supplement</li> </ul>
Editorial	N597a	Best Digital Special Supplement <ul style="list-style-type: none"> <li>Best Digital Special Supplement – On a Bishop's Transition</li> </ul>
Editorial	N597b	<ul style="list-style-type: none"> <li>Best Digital Special Supplement – One-Time Special Issue</li> </ul>
Editorial	N597c	<ul style="list-style-type: none"> <li>Best Digital Special Supplement – Regular Special Supplement</li> </ul>

### Photography Pages

Photography	N811a	Best Multiple Picture Package <ul style="list-style-type: none"> <li>Best Multiple Picture Package – Feature</li> </ul>
Photography	N811b	<ul style="list-style-type: none"> <li>Best Multiple Picture Package – News</li> </ul>
Photography	N811c	Best Multiple Picture Package – Sports
Photography	N821a	Best Photo Story <ul style="list-style-type: none"> <li>Best Photo Story – Feature</li> </ul>
Photography	N821b	<ul style="list-style-type: none"> <li>Best Photo Story – News</li> </ul>
Photography	N821c	Best Photo Story – Sports
Photography	N831a	Best Story and Photo Package <span style="float: right;"><b>UPDATED</b></span> <ul style="list-style-type: none"> <li>N831a: By an Individual</li> </ul>
Photography	N831b	<ul style="list-style-type: none"> <li>N831b: By Two Individuals or more</li> </ul>
Photography	N840	Best Photograph – Feature Photo
Photography	N841	Best Photograph – Spot News <span style="float: right;"><b>NEW</b></span>
Photography	N842	Best Photograph – General News Photo
Photography	N843	Best Photograph – Photo-illustration
Photography	N844	Best Photograph – Portrait
Photography	N845	Best Photograph – Scenic, Still-life or Weather Photo
Photography	N846	Best Photograph – Sports Photo
Photography	N847	Best Photograph – Sacramental
Photography	N848	Best Photograph – Vocations to the Priesthood, religious life, or Diaconate
Photography	N849	Best Photograph – Holy Days/Liturgical Seasons
Photography	N851	Best Photograph – Catholic Education
Photography	N852	Best Photograph – Immigration/Migration
Photography	N853	Best Photograph – National/ International Event



## CATEGORIES & DESCRIPTIONS

-  The paper symbol next to a category title indicates that hard copies are required.
-  The pen symbol indicates that Freelance Members may enter this category with Publisher Members.

### GN111: Best Newspaper

**UPDATED**

This category is for newspapers, formerly known as "General Excellence," 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 graphic design. **Contributions from freelance and or part-time staff are allowed.**

Submit any **two hard copy** sets of any **three** consecutive issues published during 2021. The three consecutive issues constitute one entry, and only one entry is permitted. Please clip together each of the two sets and mail to the CMA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

- GN111a: Best Newspaper – Weekly, 1-5 Full-Time Staff Members
- GN111b: Best Newspaper – Weekly, 6-Plus Full Time Staff Members
- GN111c: Best Newspaper – Non-Weekly, 1-5 Full-Time Staff Members
- GN111d: Best Newspaper – Non-Weekly, 6-Plus Full Time Staff Members
- GN111e: Best Newspaper – National/ Wire Service

### N321: Best Annual Report/Appeal

**UPDATED**

Entry may be an all-print report or a print/PowerPoint combination. The report published in 2021 demonstrates accomplishments in the previous year (calendar year or fiscal year), showing accountability for proper use of resources and services offered to the larger community. Fundraisers and/or special campaign efforts may be entered. Reports must have been published in the publication or online. Internal reports are not eligible.

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 single digital file for an all-print report or two digital files for a print/PowerPoint report (one file for print portion and the other for the PowerPoint presentation). You may submit URLs if your content is available online.

- N321a: Best Annual Report – (Arch) Diocesan Finances
- N321b: Best Annual Report – Catholic Non-Profit Organization

**N322: Best Print Circulation Promotion Campaign** 

This category is for campaigns that contain more than one element and occur over a period of time. The campaign must originate with the publication and be conducted during 2020. An entry may include mailers, videos, promotion pieces, and any other materials used as part of the campaign to increase circulation.

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 hard copy sets** of all campaign elements, a description of the promotional campaign. Please clip all elements together and send a hard copy to the CMA office. Please upload a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

**N323: Best Ad Copywriting**

This category is for the best use of headlines and text in attracting the reader's attention and inviting 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 **one** PDF file of the page on which the advertisement was published.

**N325: Best Promotional House Ad**

This category is for ads produced by the publication to increase advertising, circulation, readership, image and/or the prestige of the publication. Entries can be a single ad or a continuing campaign. Judging will focus on originality and overall quality of presentation. Entrants are not required to demonstrate results of campaign.

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** PDF file containing the page(s) on which the advertisement(s) were published.

**N331: Best Media Kit 2021** 

Media kits will be judged based a clear, uncluttered presentation of information, including, but not limited to, pertinent information of editorial profile, advertiser testimonials, reader profile, and the professional use of graphics. Entry should be new or substantially revised during 2021.

An entry consists of a **two hard copy sets** of all media kit materials sent to the CMA office. Please clip all elements together. Please upload a PDF copy of one page for possible use during the Catholic Press Awards Banquet. 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.

### **N335a: Best Single Ad Originating with the Publication – Black-and-White**

This category is for best original ad prepared by the publication's staff for an advertising client. House ads may not be entered in this category but may be entered in category N325.

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** PDF file of the page on which the advertisement was published.

### **N335b: Best Single Ad Originating with the Publication – Color**

This category is for best original ad prepared by the publication's staff for an advertising client. House ads may not be entered in this category but may be entered in category N325.

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** PDF file of the page on which the advertisement was published.

### **N335c: Best Single Ad Originating with the Publication – Online Ad**

This category is for the best online ad (static or dynamic) designed by the publication. Judges will review content, graphics, call to action, site placement and overall effectiveness to develop reader response. 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.

Entry consists of a URL where this ad can be found or a PDF file showing the placement of the ad on the webpage.

### **N341: Best Example of Effective Advertising Promotion Originating with the Publication or Publication's Website**



Entry may include presentations, house ads, mailings, exchange reciprocals, and other material used to promote advertising sales in 2021. In the event it is not feasible to submit some materials, a complete and full description must be attached to a cover letter; photocopies may be enclosed. PLEASE NOTE: Entrants are required to submit evidence of increase in advertising volume and to provide figures showing the cost to acquire such advertising.

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 hard copies** of all elements of the promotion campaign and written documentation of the investment and benefits of the campaign. Please clip all elements together. Please send the hard copy to the CMA office, and upload a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

### **N343: Best Ad Campaign Originating with the Publication for Advertiser**

A campaign includes three related ads for a single advertiser operating in the publication's distribution area. Must be created and produced by the publication's staff. Judging will consider quality of copy, graphics and overall presentation. House ads may not be entered in this category but may be entered in category N325.

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** PDF file containing full pages on which three related ads were printed.

### **N345: Most Effective Use of Small Space**

This category is for an ad or ads designed by the newspaper that demonstrates a creative use of small space.

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** PDF file of the page on which the advertisement was published.

### **N347: Best Special Supplement or Special Issue with Advertising Emphasis**



Criteria for this award stress originality of layout and the extent to which advertising content relates to the editorial content. Supplements entered in this category may not be entered in any N596 category. Please enter seasonal issues in N587.

An entry consists of **two hard copies** of the supplement or issue sent to the CMA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

### **N361: Best Front Page**

UPDATED

Judging will be based on typography, headline weight, compelling use of graphics and the degree to which the layout draws the eye over the entire page. For tabloids that quarter-fold, the combination of a folded cover and the actual page one will be considered. **For Digital and Print publications.**

An entry consists of **one** PDF file containing the front pages only from any three consecutive issues. Only one entry per publication is permitted.

**N365: Best Use of Graphics** 

Judges will consider the quality of the art as well as its ability to help readers better understand the news article.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the artwork or graphic and accompanying story 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.

- **N365a: Art or Graphics**
  - Graphics developed by the newspaper's staff or commissioned from a freelance artist specifically for the newspaper to help explain a news or analysis story.
- **N365b: Best Chart or Information Graphic**
  - A chart, graph or other infographic developed by the newspaper's staff or commissioned from a freelance artist specifically for the newspaper to help explain a story.
- **N365c: Best Use of Graphics – Best Original Illustration**
  - Artwork developed by the publication's staff or commissioned from a freelance artist specifically for the newspaper to illustrate a story or theme.

**N371: Best Layout of Article or Column** 

This category recognizes the best use of graphics, text and/or photography in a single article or column.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the page(s) on which the material was published.

- N371a: Best Layout of Article or Column – Diocesan
- N371b: Best Layout of Article or Column – National Newspaper or Wire Service

**N381: Best Redesign** 

This category honors the redesign of a newspaper. Judging will focus on front page design, interior page layouts, graphic elements, readability, and organization of content.

An entry consists of **two hard copies** of the material to be judged. Please submit two to four samples of the redesigned publication and one sample of the "before" version of the newspaper. Include labels to indicate the "before" and "after" designs. Each entrant must submit a PDF file for possible use during the Catholic Press Awards Banquet. A letter may be submitted to explain the redesign process and the staff work necessary to complete it.

- N381a: Best Redesign – Print to Print
- N381b: Best Redesign – Print to Digital

**N511: Best Regular Column by Bishop or Archbishop**

Judges will consider three columns written by the same bishop or archbishop.

An entry consists of **one** PDF file of the page(s) on which three different columns were published.

**N513: Best Regular Column**UPDATED 

An entry consists of **three** different articles by one or more authors. For an entry written by multiple authors to be considered it must be a column of the same name, written from time to time by different authors. Judges will focus on the overall effectiveness of the columns submitted. **For Digital and Print publications.**

\*If entry is created by a Bishop or Archbishop, please enter category N511.

Publisher and Freelance Members may enter this category. A column may be entered in one subcategory only. An entry consists of **one** PDF file of the page(s) on which three columns were published. You may also submit a URL if your content is available online.

- N513a: Culture, the Arts and Leisure
- N513b: Family Life
- N513c: General Commentary
- N513d: Scripture
- N513e: Spiritual Life
- N513f: Political Issues
- N513g: Pandemic
- N513h: Racial Inequities

**N521a: Best Coverage – Immigration**

This category awards in-depth coverage via articles, columns, special sections, or editorials. If a publication does not have three items to submit in this category, it may enter an item in another category (for example, best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) were published concerning immigration. You may also submit a list of URLs if your content is available online. **For Digital and Print publications.**

**N521b: Best Coverage – Political Issues**UPDATED 


This category awards in-depth coverage of 2021 political issues. If a publication does not have three items to submit in this category, it may enter that item in another category (for example, best editorial, news writing, column, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) concerning local politics were published. You may also submit a list of URLs if your content is available online. **For Digital and Print publications.**

**N521c: Best Coverage – Papal Trips** 

This category is for original content about Pope Francis' trips originating with the publication. If a publication does not have three items to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork and videos that accompany the articles. **For Digital and Print publications.**

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) on the papal trips were published. You may also submit a list of URLs if your content is available online.

**N521d: Best Coverage – Religious Liberty Issues** 

This category awards in-depth coverage of religious-liberty issues via articles, columns, special sections, or editorials. If a publication does not have three items to submit in this category, it may enter that item in another category (for example, best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany the items.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) concerning religious liberty were published. You may also submit a list of URLs if your content is available online. **For Digital and Print publications.**

**N521e: Best Coverage – Disaster or Crisis**

This category is for in-depth coverage of disasters or crises in our communities. If a publication does not have three articles to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the articles.

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) concerning a disaster or crisis were published. You may also submit a list of URLs if your content is available online. **For Digital and Print publications.**

**N521g: Best Coverage – Pandemic**

This category is for in-depth coverage of the COVID-19 Pandemic. If a publication does not have three articles to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the articles. **For Digital and Print publications.**

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) concerning the pandemic were published. You may also submit a list of URLs if your content is available online.

**N521h: Best Coverage – Racial Inequities**

This category is for in-depth coverage of Racial Inequities. If a publication does not have three articles to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the articles. Examples include: peaceful protests, racial injustice, racial inequality, corruption or cultural exclusion and racial relations. **For Digital and Print publications.**

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column, and/or editorial) concerning racial inequities were published. You may also submit a list of URLs if your content is available online.

**N523: Best Coverage of Ecumenical and Interfaith Issues****UPDATED** 

This category is for original content about ecumenical and/or interfaith issues (mix and match as needed). If a publication does not have three items to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the items. Work from freelance or part-time staff is allowed. **For Digital and Print publications.**

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three** items (article, column and/or editorial) concerning ecumenical and interfaith issues were published. You may also submit a list of URLs if your content is available online.

- N523a: Best Coverage of Ecumenical and Interfaith Issues – Weekly, 1-5 Full-Time Staff Members
- N523b: Best Coverage of Ecumenical and Interfaith Issues – Weekly, 6-Plus Full-Time Staff Members
- N523c: Best Coverage of Ecumenical and Interfaith Issues – Non-Weekly, 1-5 Full-Time Staff Members
- N523d: Best Coverage of Ecumenical and Interfaith Issues – Non-Weekly, 6-Plus Full-Time Staff Members
- N523e: Best Coverage of Ecumenical and Interfaith Issues – National Newspaper or Wire Service

**N527: Best Coverage of Pro-Life Issues**

This category is for in-depth coverage of pro-life issues. This category is open to diocesan newspapers, national newspapers, or wire services. If a publication does not have three items to submit in this category, it may enter an item in another category (i.e., best editorial, interview, column, profile, etc.). Judges will consider the writer's creativity and ability to tell a compelling story. They will also consider photographs, artwork or videos that accompany the items. **For Digital and Print publications.**

Publisher and Freelance members may enter this category. An entry consists of **one** PDF file containing the pages on which **three to five** items (article, column and/or editorial) concerning pro-life issues were published. You may also submit a list of URLs if your content is available online.



### N531: Best Editorial on a Local Issue

UPDATED

An editorial is an article giving the viewpoint of the publication, editor, or staff on a subject about which different opinions can be held. The editorial may be signed or unsigned but must be written by a member of the newspaper's staff on an issue originating primarily in the geographical area where the newspaper is published. Emphasis will be on the persuasive quality of the editorial, rather than simple commentary. Work from freelance or part-time staff is allowed. **For Digital and Print publications.**

An entry consists of **one** PDF file of the page(s) on which the editorial was published. You may also submit a URL if your content is available online.

- N531a: Best Editorial on a Local Issue – Weekly, 1-5 Full-Time Staff Members
- N531b: Best Editorial on a Local Issue – Weekly, 6-Plus Full-Time Staff Members
- N531c: Best Editorial on a Local Issue – Non-Weekly, 1-5 Full-Time Staff Members
- N531d: Best Editorial on a Local Issue – Non-Weekly, 6-Plus Full-Time Staff Members
- N531e: Best Editorial on a Local Issue – National Newspaper or Wire Service

### N532: Best Editorial on a National or International Issue

UPDATED

An editorial is an article giving the viewpoint of the publication, editor, or staff on a subject about which different opinions can be held. The editorial may be signed or unsigned but must be written by a member of the newspaper's staff on an issue originating outside the geographical area where the newspaper is published. Emphasis will be on the persuasive quality of the editorial, rather than simple commentary. Work from freelance or part-time staff is allowed. **For Digital and Print publications.**

An entry consists of **one** PDF file of the page(s) on which the editorial was published. You may also submit a URL if your content is available online.

- N532a: Best Editorial on a National or International Issue – Weekly, 1-5 Full-Time Staff Members
- N532b: Best Editorial on a National or International Issue – Weekly, 6-Plus Full-Time Staff Members
- N532c: Best Editorial on a National or International Issue – Non-Weekly, 1-5 Full-Time Staff Members
- N532d: Best Editorial on a National or International Issue – Non-Weekly, 6-Plus Full Time Staff Members
- N532e: Best Editorial on a National or International Issue – National newspaper or Wire Service

**N537: Best Feature Writing****UPDATED**

These entries are stories covering a group, trend or event of general interest, not “hard” or breaking news. Story should exhibit thorough reporting, but should be distinguished by the quality of its writing, its accessibility, and its human-interest value. Editorials, book and movie reviews, personality profiles, background articles and news analyses may not be submitted in this category. Judges will not consider accompanying photographs, charts or illustrations. Work from freelance or part-time staff is allowed.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article was published. You may also submit a URL if your content is available online. **For Digital and Print publications.**

- N537a: Best Feature Writing – Weekly, 1-5 Full-Time Staff Members
- N537b: Best Feature Writing – Weekly, 6-Plus Full-Time Staff Members
- N537c: Best Feature Writing – Non-Weekly, 1-5 Full-Time Staff Members
- N537d: Best Feature Writing – Non-Weekly, 6-Plus Full-Time Staff Members
- N537e: Best Feature Writing – National Newspaper or Wire Service

**N541: Best Headline**

Headline writing is both a skill and an art. A good headline sells the story, provoking the reader to stop and read it. Each word is important; there is no padding. Verbs are snappy, the full headline clear and precise.

An entry consists of one PDF file containing the page(s) on which the headline and complete story were published. You may also post a URL if the content is available online. Blog titles are not eligible for this category.

**N561: Best In-Depth News/Special Reporting**

In-depth news and special reporting focus on the initiative of the newspaper to present facts of an event or situation of importance that may be otherwise unknown to the reader. The category recognizes reporting, through one’s own initiative and work, which will be judged on news value, evidence of research, and quality of reporting, writing and local focus. Entire story must have been published in one issue. Related stories, graphics, sidebars photos or videos published in the same article will be considered with the entry. Work from freelance or part-time staff is allowed.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article was published. You may also submit a URL if your content is available online. **For digital and print publications.**

- N561a: Best In-Depth News/Special Reporting – Weekly, 1-5 Full-Time Staff Members
- N561b: Best In-Depth News/Special Reporting – Weekly, 6-Plus Full-Time Staff Members
- N561c: Best In-Depth News/Special Reporting – Non-Weekly, 1-5 Full-Time Staff Members
- N561d: Best In-Depth News/Special Reporting – Non-Weekly, 6-Plus Full-Time Staff Members
- N561e: Best In-Depth News/Special Reporting – National Newspaper or Wire Service



**N563: Best Investigative News Writing**

Investigative writing focuses on the initiative of the newspaper to uncover the facts of an event or situation that are otherwise unknown. Can be a series (maximum of 3 clips, please) or a single article, and may include sidebars. Judges will not consider accompanying photographs, charts or illustrations. Work from freelance or part-time staff is allowed.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article or series was published. You may also submit a URL if your content is available online. **For digital and print publications.**

- N563a: Best Investigative News Writing – Weekly, 1-5 Full-Time Staff Members
- N563b: Best Investigative News Writing – Weekly, 6-Plus Full-Time Staff Members
- N563c: Best Investigative News Writing – Non-Weekly, 1-5 Full-Time Staff Members
- N563d: Best Investigative News Writing – Non-Weekly, 6-Plus Full-Time Staff Members
- N563e: Best Investigative News Writing – National newspaper or Wire Service

**N564: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award**

Analysis writing focuses on how well the paper informs or interprets an event or situation that is controversial, confusing or misunderstood. Can be a series (maximum of 3 clips, please) or a single article, and may include sidebars. Judges will not consider accompanying photographs, charts or illustrations. Work from freelance or part-time staff is allowed. **For digital and print publications**

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the **article or series** was published.

- N564a: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Weekly, 1-5 Full-Time Staff Members
- N564b: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Weekly, 6-Plus Full Time Staff Members
- N564c: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Non-Weekly, 1-5 Full-Time Staff Members
- N564d: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – Non-Weekly, 6-Plus Full-Time Staff Members
- N564e: Best Analysis/Background/Round-Up News Writing – The Gerard E. Sherry Award – National Newspaper or Wire Service

**N565: Best News Writing on a Local or Regional Event****UPDATED** 

Entries are from news writing on a subject or topic originating primarily in the geographical area where the newspaper is published. N565a can include sidebars. If you are entering N565b, entry may include sidebars but must include three to five articles. Judges will not consider accompanying photographs, charts or illustrations.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article was published. **For Digital and Print publications.**

N565a: Best News Writing on a Local or Regional Event – Weekly, 1-5 Full-Time Staff Members

N565b: Best News Writing on a Local or Regional Event – Weekly, 6-Plus Full-Time Staff Members

N565c: Best News Writing on a Local or Regional Event – Non-Weekly, 1-5 Full-Time Staff Members

N565d: Best News Writing on a Local or Regional Event – Non-Weekly, 6-Plus Full-Time Staff Members

N565e: Best News Writing on a Local or Regional Event – National newspaper or Wire Service

**N567: Best News Writing on National or International Event****UPDATED** 

Entries are from straight news writing on a subject or event of international impact originating outside the geographical area where the newspaper is published. The entry may include coverage of local aspects of the subject or event. One-shot subcategories are for single stories only. Series subcategories must include 3 to 5 clips, in one or several issues, and may include sidebars. Judges will not consider accompanying photographs, charts, or illustrations.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article was published. **For Digital and Print publications.**

- N567a: One-Shot - International Event
- N567b: One-Shot - National Event
- N567c: Series - International Event
- N567d: Series - National Event

**N571: Best Personality Profile****UPDATED** 

Entries in this category should answer two questions: (1) Who is this person? and (2) Why does he/she make a difference? Stories should have an eye for atmosphere and significant personal details, as well as stated beliefs and accomplishments. Judges will consider the quality of writing and ability to convey through words a sense of the whole person. Work from freelance or part-time staff is allowed.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the article was published. **For Digital and Print publications.**

- N571a: Best Personality Profile – Weekly, 1-5 Full-Time Staff Members
- N571b: Best Personality Profile – Weekly, 6-Plus Full Time Staff Members
- N571c: Best Personality Profile – Non-Weekly, 1-5 Full-Time Staff Members
- N571d: Best Personality Profile – Non-Weekly, 6-Plus Full-Time Staff Members
- N571e: Best Personality Profile – National newspaper or Wire Service

**N575: Best Reporting on a Special Age-Group**

Coverage should be of what members of the age group are doing, not simply of events. It may be a single article, a series (maximum three clips, please), pictures, or even a special section.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) on which the **article or series** was published. **\*If you are entering a series, there is a minimum of three and maximum of five articles required.**

- N575a: Senior Citizens
- N575b: Young Adults (18-40)
- N575c: Children and Teens Younger than 18

**N576: Best Reporting on Catholic Education**

This category is an article about any aspect of Catholic education. Judges will consider the reporter's creativity and ability to tell a compelling story, as well as photographs, artwork or videos that accompany the article.

Publisher and Freelance Members may enter this category. An entry consists of one PDF file containing page(s) on which the article was published. You may also submit a URL if your content is available online.

**N579: Best Reporting on the Celebration of a Sacrament**

This category is an article about one of the seven sacraments: **baptism, confirmation, Eucharist, penance or reconciliation, anointing the sick, holy orders and matrimony**. Judges will consider the reporter's creativity and ability to tell a compelling story, as well as photographs, artwork or videos that accompany the article.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing page(s) on which the article was published. You may also submit a URL if your content is available online.

**N581: Best Reporting of Social Justice Issues**

This category is for an article or column 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>).

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the page(s) on which the material was published. You may also submit a URL if your content is available online.

- N581a: Call to Family, Community and Participation
- N581b: Care for God's Creation
- N581c: Dignity and Rights of the Workers
- N581d: Life and Dignity of the Human Person
- N581e: Option for the Poor and Vulnerable
- N581f: Rights and Responsibilities
- N581g: Solidarity

**N584: Best Reporting on Vocations to Priesthood, Religious Life or Diaconate** 

This award is for a one-shot section or series. One-shot entry may include sidebars. A series must be three to five clips. Personality profile of a religious man or woman, deacon, priest, bishop, or cardinal are accepted. Judges will consider the writer's creativity and ability to tell a compelling story. Judges will also consider photographs, artwork or videos that accompany entries. **For special sections, please enter N596. For Digital and Print publications.**

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing page(s) on which the material was published. You may also submit a URL if your content is available online.

- N584a: One-Shot
- N584b: Series

**N587: Best Seasonal Issue- Print Only** 

Entries can be made for any liturgical season (Advent, Christmas, Lent, and Easter) or secular holiday (Fourth of July, Mother's Day, etc.). Judges will consider depth of content that relates to the season, cover layout and interior page design.

Entry consists of **two hard copies** of the issue sent to the CMA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

**N588: Best Seasonal Issue- Digital Only**

Entries can be made for any liturgical season (Advent, Christmas, Lent, and Easter) or secular holiday (Fourth of July, Mother's Day, etc.). Judges will consider depth of content that relates to the season, cover layout and interior page design.

Entry consists of two PDF files of the page(s) containing the published issue. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

**N591: Best Sports Journalism** 

Feature article focusing on sports or athletes. Photos should be submitted in category N831f and will not be considered here.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file of the page(s) containing the published article.

- N591a: Sports Feature or Column
- N591b: Sports News

**N596: Best Print Special Supplement** 

Supplement that focuses exclusively on a bishop's transition, including new local ordinary, new auxiliary, or bishop's retirement. Judges will consider front page design, interior page layouts, and the extent to which editorial content creatively and thoroughly addresses the theme(s) of the supplement. May or may not include advertising content. Please enter print seasonal issues into N587a.

An entry consists of **two hard copies** of the supplement or issue sent to the CMA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

- **N596a: On a Bishop's Transition**
  - This supplement focuses exclusively on a bishop's transition, including new local ordinary, new auxiliary, or bishop's retirement.
- **N596b: One-Time Special Issue**
  - A one-time special supplement is for an event that will not occur again or will not occur again for a long time (i.e., the election of Pope Francis or Pope Francis' visit to the U.S.).
- **N596c: Regular Special Supplement**
  - A regular special supplement is planned by the newspaper (e.g., a "back to school" supplement that's run annually).

**N597: Best Digital Special Supplement** 

Supplement that focuses exclusively on a bishop's transition, including new local ordinary, new auxiliary, or bishop's retirement. Judges will consider front page design, interior page layouts, and the extent to which editorial content creatively and thoroughly addresses the theme(s) of the supplement. May or may not include advertising content. Please enter digital seasonal issues into N587b.

An entry consists of **a PDF** file of the page(s) where the supplement is published. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

- **N597a: On a Bishop's Transition**
  - This supplement focuses exclusively on a bishop's transition, including new local ordinary, new auxiliary, or bishop's retirement.
- **N597b: One-Time Special Issue**
  - A one-time special supplement is for an event that will not occur again or will not occur again for a long time (i.e., the election of Pope Francis or Pope Francis' visit to the U.S.).
- **N597c: Regular Special Supplement**
  - A regular special supplement is planned by the newspaper (e.g., a "back to school" supplement that's run annually).



**N811: Best Multiple Picture Package** 

A multiple picture package is two or more photographs covering the same event or topic that do not tell a complete story and are almost always accompanied by text.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which the photos were published.

- N811a: Feature
- N811b: News
- N811c: Sports

**N821: Best 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.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which the photos were published.

- N821a: Feature
- N821b: News
- N821c: Sports

**N831: Best Story and Photo Package****UPDATED** 

This award is for **one** article or feature on any topic consisting of both image(s) and written content together. Judges will consider creativity and ability to tell a compelling story, as well as the overall impact of the photo and story together as one piece.

Publisher and Freelance Members may enter this category. An entry consists of **one** PDF file containing the pages on which the story and photo package were published.

- N831a: By an Individual
- N831b: By Two Individuals or more

**N840: Best Photograph – Feature Photo** 

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N841: Best Photograph – Spot News**

**New** 

Photo should illustrate either a unique news event or a unique twist on a normally occurring news event (ordination, graduation, etc.). News value and aesthetic will be judged. Publisher and Freelance Members may enter this category. Digitally manipulated images are not eligible.

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.

## **N842: Best Photograph – General News Photo**



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N843: Best Photograph – Photo-illustration**



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N844: Best Photograph – Portrait**



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N845: Best Photograph – Scenic, Still-life or Weather Photo**



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N846: Best Photograph – Sports Photo**



Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N847: Best Photograph – Sacramental**

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N848: Best Photograph – Vocations to the Priesthood, Religious Life or Diaconate**

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N849: Best Photograph – Holy Days/Liturgical Seasons**

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N851: Best Photograph – Catholic Education**

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N852: Best Photograph – Immigration/Migration**

Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

## **N853: Best Photograph – National/International Event**


Publisher and Freelance Members may enter this category. Photos may be black and white or color. Digitally manipulated images are not eligible.

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.

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## ***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** are 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 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 Monday, 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@CatholicPressAssociation.org](mailto:Awards@CatholicPressAssociation.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 at this link <https://screencast-o-matic.com/watch/cF6UFjYGJX> or a PDF file by clicking this link <https://docs.google.com/document/d/14E3tnTj6ZkBnuCdYPE8gN2Qg5Lc-Ckq8VGQgwFoXW6l/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 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 [Awards@CatholicPressAssociation.org](mailto:Awards@CatholicPressAssociation.org) on or before February 11, 2022.
  - b. **HARD-COPY MATERIALS indicated with the label** 

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The following categories require a hard-copy submission in addition to the digital submission on the website:  
GN111a-e, N322, N331, N341, N347, N381a, N381b, N587, and N596a-c.

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 Friday; February 11, 2022 are disqualified.

#### **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.

Be sure to affix labels to every set of hard copies. **Hard-copy entries that arrive without labels 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 with any questions.

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## **ENTRY FEE & PAYMENT PROCESS**

### **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.
- ▶ 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, 11:59am 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



# 2022 Catholic Press Awards Newspaper Division

## ***HARD-COPY LABELS***

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_

*2022 Catholic Press Awards- Newspaper*

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

Publication \_\_\_\_\_

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

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

\_\_\_\_\_