



2018 Catholic Press Awards *Communication Division*

Welcome to the 2018 Catholic Press Awards

The purpose of this division is to recognize work that is not part of the news or publication product. It is for organizational and diocesan member's work developed through their communication departments and programs. Please review the Digital Division for work produced by the publication and not the communication department.

This new Communication Division was instituted for the 2018 awards in response to the growing segment of communication professionals who are now members of the Catholic Press Association.

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2017. Winner announcements occur during the annual Catholic Media Conference each June, appear in *The Catholic Journalist* with judge comments, and are available on the CPA website post CMC.

Each Publication and Freelance member may submit **one FREE entry**.

Entry Divisions Reorganized and Expanded to Seven

With the expansion of the Communication Division and the broadening of the Digital and Business Divisions the Press Awards now consist of seven divisions.

- Business (All Member)
 - Advertising & Annual Report entries for all publisher members
- Digital (All Member)
 - Website, blogs, Social Media entries for all publisher members
- Communication
 - Communicator and promotion work that is not press/news related
 - Primarily for communication department work of a diocese or member organization
- General & Individual Excellence (All Member)
 - Top awards pulled from Newspaper, Magazine, Spanish Language & Communication divisions
- Magazine & Newsletter
 - Same as previous years without digital and excellence categories
- Newspaper
 - Same as previous years without digital and excellence categories
- Spanish Language
 - Same as previous years without digital and excellence categories

The Quick Look Chart 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.



General Background Information

- ▶ **First entry FREE**
 - Not required to purchase a paid entry
 - One free entry per Publisher or Freelance Member
- ▶ \$36 for all digital entries and hardcopy material postmarked by Feb. 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked by Feb. 11, 2018
- ▶ Submit all entries digitally even when hard copies are required.
- ▶ All entries are for work published in 2017.
- ▶ All members must be in good standing as of March 31, 2018.
- ▶ Entry Deadlines:
 - 11:59 p.m. CT, February 4, 2018 includes postmarked hardcopy material (\$36 per)
 - 11:59 p.m. CT, February 11, 2018 includes postmarked hardcopy material (\$45 per)
- ▶ Payment deadline is Tuesday, February 13, 2018.

The following pages contain:

- ▶ Quick look at categories Page 3
- ▶ Category numbers and descriptions Page 3
- ▶ Eligibility requirements Page 6
- ▶ Submission instructions Page 7
- ▶ Payment instructions Page 9
- ▶ Labels for hard copy submissions Page 10



Quick Look

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (CD12) to find the detailed description and to submit your entry in the award software.

Type	Number	Title
Ad Campaigns	CD03	BEST ADVERTISING CAMPAIGN - TV
Ad Campaigns	CD04	BEST ADVERTISING CAMPAIGN - RADIO
Video	CD08	BEST USE OF VIDEO IN SOCIAL MEDIA
Video	CD12	BEST USE OF VIDEO - ONGOING SERIES
Media Advertising	CD16	BEST FACEBOOK ACCOUNT
Media Advertising	CD18	BEST INSTAGRAM ACCOUNT
Media Advertising	CD20	BEST TWITTER ACCOUNT
Media Advertising	CD21	BEST TWITTER ACCOUNT - DIOCESAN BISHOP
Media Advertising	CD23a	SOCIAL MEDIA CAMPAIGN OF THE YEAR <ul style="list-style-type: none">▪ Diocese or Organization▪ Appeal by a Bishop
Media Advertising	CD23b	
Media Advertising	CD25	BEST FACEBOOK POST -
Media Advertising	CD28	BEST USE OF EMAIL MARKETING -

Categories & Descriptions

CD03: BEST ADVERTISING CAMPAIGN - TV

This Category is for advertising campaigns through television content.

Judges will consider analytics (likes, shares, comments, traffic to site) and branding.

CD04: BEST ADVERTISING CAMPAIGN – RADIO

This Category is for advertising campaigns through Radio content.

Judges will consider analytics (likes, shares, comments, traffic to site) and branding.

CD08: BEST USE OF VIDEO IN SOCIAL MEDIA

This category is for video shared via social media by a diocese. Entry will consist of URLs where judges can view video.



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Judges will consider analytics (likes, shares, comments, traffic to site) and branding.

CD12: BEST USE OF VIDEO - ONGOING SERIES

This category is for a video series shared via social media by a diocese. Entry will consist of URLs where judges can view video.

Judges will look at overall analytics (likes, shares, comments, traffic to site) and branding.

CD16: BEST FACEBOOK ACCOUNT

This category is for the best overall Facebook account maintained by a diocese. Entry will consist of URL where judges can view account as well as Facebook Insights overview for previous year.

Judges will look for Facebook Insights - Does page fulfill the mission of evangelization?

CD18: BEST INSTAGRAM ACCOUNT

This category is for the best overall Instagram account maintained by a diocese. Entry will consist of URL where judges can view account (as well as Instagram analytics overview if business account).

Judges will review the quality of content and photographs, effective use of hashtags and the overall ability to fulfill the mission of evangelization. Analytics likes, comments, reposts are helpful.

CD20: BEST TWITTER ACCOUNT

This category is for the best overall Twitter account maintained by a diocese. Entry will consist of URL where judges can view account as well as Twitter analytics overview.

CD21: BEST TWITTER ACCOUNT - DIOCESAN BISHOP

This category is for the best overall Twitter account maintained by a diocesan bishop (or on his behalf). Entry will consist of URL where judges can view account as well as Twitter analytics overview.

CD23: SOCIAL MEDIA CAMPAIGN OF THE YEAR

23a – Social Media Campaign of the Year

This category is for the best overall social media campaign. Entry will consist of campaign analytics and URLs to related images and video. (Please use 23b for a Bishop's Appeal.)

Judges will look at the overall campaign performance (reach, engagement, likes, shares, traffic to site,



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content quality, images, and video).

23b – Social Media Campaign of the Year – Bishop’s Appeal

This category is for the best overall **Bishop’s Appeal** implemented via social media. Entry will consist of campaign analytics and URLs to related images and video.

Judges will look at the overall campaign performance (reach, engagement, likes, shares, traffic to site, content quality, images, and video).

CD25: BEST FACEBOOK POST

This category is for an outstanding single Facebook post shared by a diocese. Entry will consist of Facebook Insights for single post and image (screenshot?) of actual post.

Judges will look at the single post performance.

CD28: BEST USE OF EMAIL MARKETING

This category is for the best overall email outreach conducted by a diocese. Entry will consist of URLs where judges can view individual emails as well as performance reports.

The judges will look at overall campaign performance as well as branding, quality of content and images, new subscriber statistics and subscriber retention.



ELIGIBILITY REQUIREMENTS

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

1. Submitters must be a CPA Publisher Member or Freelance Member in good standing. Member dues must be paid by March 31, 2018 to receive an award. **No refunds** offered after judging.
2. Entries must be the original work of a publication or freelancer. 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 freelancer. 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 2017 are accepted.

REASONS FOR DISQUALIFICATION

The following are common reasons why entries are disqualified from competition.

- **Too few submissions in a single category:** Every category requires at least two submissions, by different entrants, to qualify for evaluation. Submissions not evaluated receive refunds.
- **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 copy submissions are postmarked by the deadline and labelled correctly. Disqualified entries are not eligible for a refund.

JUDGING

Faculty members from the Journalism Schools of Northwestern, 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 CPA awards website at

- <https://catholicpress.secure-platform.com/a/organizations/main/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 FAQ page. Tough questions may be directed to Kathleen Holloway at cpaawards@catholicpress.org or contact the office at 312-380-6789.

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
- **New Entrants:** click "Enter the Catholic Press Awards" on the homepage and follow prompts to create a username and password for your account
- **Publisher Members:** please enter your publication name in the "Organization Name" field instead of your company name (i.e., The Catholic Journalist instead of The Catholic Press Association)

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. 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.
3. Options after making submissions:
 - a. Save your work: Click "SAVE" to save your work and leave the form. You may 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 may return and edit them by clicking "MAKE CHANGES" prior to paying.
 - ii. You can also remove it from your cart.
 - iii. Click "CHECKOUT" to pay
4. **Paid entries are marked "Complete" and cannot be edited.** Prior to paying, please proof all submissions in your cart for content accuracy and prevention of duplicate or missing entries.
5. To fix mistakes after completion, contact Kathleen Holloway at cpaawards@catholicpress.org on or before February 9, 2018.



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HARD COPY MATERIALS

No hard copy submissions are required for the Communication Division

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 LABELLING ENTRIES)
- If two sets of material are required, please clip together each set and affix a label to each set
- Hard copies need to be postmarked by February 4 and received by February 9 to be considered

LABELLING ENTRIES

Please label all hard copy submissions so that judges can identify them. To label your entries:

- From your profile, click “My Applications.” You have the option of printing the submission forms from you completed entries. Click “Print” next to form and affix print out to your hard copy entries. Be sure to print two forms if two hard copy entries are required.

OR

- Print the labels on the last page of the packet. Fill out all information, cut out label, and affix label to each set of hard copy submission.

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

SHIPPING

In order to help with processing, please:

- 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
- Delivery confirmation may have to be done through your carrier’s tracking service
- Call Kathleen Holloway at 312-380-6789 with any questions



ENTRY FEE & PAYMENT PROCESS

First Entry FREE

- ▶ Not required to purchase a paid entry
- ▶ One free entry per Publisher or Freelance Member
- ▶ Free entry automatically added to your cart

Additional Entries

- ▶ \$36 for all digital entries and hardcopy material postmarked by February 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked between February 5 -11, 2018

Payment

1. When you have items in your cart, a direct link to your cart will appear under “MY APPLICATIONS.” Click it to edit submission or pay for your entries.
2. When ready, click the “CHECKOUT” button.
3. If you only submit one entry this year, you will receive a notice that your balance is zero and you will be prompted to finalize the transaction. If you have items to pay for, you will be prompted to pay by check or credit card.
4. Select your method of payment, then click “PROCESS.”
5. In the next screen, you have the option to print your invoice and submission forms. Please print a copy of your invoice to include with your payment if you are paying by check.

MAIL HARD COPY MATERIALS AND PAYMENT TO:

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

ENTRY DEADLINE

\$36: 11:59 pm CST – Friday, February 4, 2018

\$45: 11:59 pm CST – Friday, February 11, 2018

For all digital entries and postmarked material



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Labels for Hard Copy Submissions

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

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