

2016 CWA COMMUNICATION CONTEST SPECIAL AWARDS

NOTE: If you have questions about any of the Special Awards, please contact Contest Chair Arden Moore at fourleggedlife@gmail.com

AWARD #1: The AAFP CAT FRIENDLY AWARD, sponsored by the American Association of Feline Practitioners (AAFP), is presented to the entry that best educates cat owners about the benefits of going to a Cat Friendly Practice. Appropriate topics include why it is beneficial to the cat and owner to visit a practice that is cat friendly, including, but not limited to, staff understanding of feline friendly handling, decreased stress associated with the visit, increase in the quality of care and medicine provided, and communication to cat owners of the importance of routine veterinary care. Qualifying entries include newspaper or magazine articles or columns, or a series of articles or columns (print or online), and radio or television broadcasts. This award consists of \$500 and a commemorative, framed certificate.

AWARD #2: NEW! The BARN CATS, INC. SAVE-A-FERAL CAT AWARD, sponsored by Barn Cats, Inc., is presented to the informative entry that best describes the plight of feral cats, or educates on the topics of TNR, feral cat relocation, humane and nonlethal colony management options. Entries will be judged for quality as well as the ability to persuade the reader. Qualified online or print entries include articles, blogs, features, columns, series of articles, websites, blogs, videos. The award consists of a \$500 and a commemorative item.

AWARD #3: NEW! The CATALYST COUNCIL CONNECTION AWARD, sponsored by CATalyst Council, celebrates both the writer *and subject* of a true story depicting an experience of a kitten or cat adopted from a shelter which results in a profound connection between the cat and its adoptive pet parent. The relationship described will be equally beneficial to the cat and the person; special consideration will be given to those pieces showing a positive community-wide connection involving both the shelter and a local veterinarian. The story may be written in first purr or first person if appropriate. Entries may include a single book or short story, poem, article (print or online), newsletter, editorial, blog, commercial radio/TV/internet recording or a photograph with corresponding copy. Entries will be judged on the ability of the reader/viewer to reach the conclusion that cats are valuable members of our families, they enrich our lives and they deserve our love and our care. This award consists of \$500 and special gift and/or appropriate acknowledgement of the story subjects.

AWARD #4: The DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD, sponsored by Cornell University's Feline Health Center, is presented to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine. Qualifying entries include single newspaper, magazine, or newsletter articles; columns or series of articles (print or online); blogs, a website, single books, or radio/television broadcasts, designed to educate the general cat-owning public about new developments. This award consists of \$500.

AWARD #5: NEW! The FEAR FREESM PETS AWARD, sponsored by Fear Free, LLC, is awarded for the article, book, blog, TV segment, radio spot, video, column or other creative media format that best educates, promotes, or demonstrates the importance of how a cat's emotional well-being can play a role in all aspects of its life and health, including veterinary care. Topics may include how decreasing fear, anxiety, and stress is beneficial to the patient and owner both during the veterinary visit and at home, a focus on Fear Free applications pre- and post-veterinary visit, or how going to a Fear Free certified professional is beneficial to staff, patients, and clients. This award consists of \$2,000 and a one-of-a-kind commemorative award.

AWARD #6: NEW! The FEAR FREESM CAT ENRICHMENT AWARD, sponsored by Fear Free, LLC, is awarded for the article, book, blog, TV segment, radio spot, video, column or other creative media formats that best educates, promotes, or demonstrates how enrichment activities (exercise, food puzzles, scent training, etc.) can benefit a pet's emotional and physical well-being and the role that has in their overall health. This award consists of \$2,000 and a one-of-a-kind commemorative award.

AWARD #7: The GoodNewsForPets.com HUMAN-ANIMAL BOND AWARD, sponsored by Germinder & Associates, is presented to the entry that best reflects and promotes the strengthening of the human-animal bond, highlighting the bond between a cat and owner, as well as their relationship with their veterinarian as another direct caregiver. Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader. Qualified entries include single articles (print or online), features, columns, short stories, books, and poetry. This award consists of \$1000 award and commemorative certificate.

AWARD #8: The HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD, sponsored by Hartz Mountain Corporation, is given to the highest-quality entry on the topic of older cats. Topics can include, but are not limited to adoption, health, innovative care, and senior-for-senior programs. Qualifying entries include a single book, article (print or online), brochure, newsletter, editorial, blog, photograph, or commercial radio/TV tape. This award consists of \$500 and a commemorative plaque.

AWARD #9: The HARTZ® GLAMOUR-PUSS AWARD, sponsored by Hartz Mountain Corporation, honors the best single entry on the topic of feline skin and coat care. Qualifying topics include, but are not limited to, coverage of home and professional grooming, parasite control, nail care, teeth and ear care, and feline skin/coat disorders. Written and pictorial works in all media are acceptable, including articles, books, blogs, websites, online magazine, online newsletters, and videotape broadcasts. This award consists of \$500 and a commemorative plaque.

AWARD #10: The HARTZ® MILK REPLACEMENT FOR KITTENS AWARD, sponsored by Hartz Mountain Corporation, is awarded to the best single article (published in a newspaper, magazine, newsletter, or professional online venue), or single radio or television broadcast on the topic of rescuing kittens. Appropriate topics include “how to” articles, stories about feral kitten rescue, early spay and neuter, orphaned kittens, and kitten adoption. This award consists of \$500 and a commemorative plaque.

AWARD #11: The KARI WINTERS RESCUE AND REHABILITATION AWARD, sponsored by TICA, is awarded to the best single article or column (published in a newspaper, magazine, newsletter, or professional online venue) or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption to forever homes. Entries are judged on compelling personal accounts and the education of readers on the need for rescue. This commemorative award consists of a \$500 and a plaque.

AWARD #12: THE LORIE HUSTON HEALTH AWARD sponsored by PetSafe®, is presented to the outstanding single article, column or blog (print or professionally published online) reporting on feline health and care issues. Entries are judged on excellence of writing and technical accuracy; significance of the topic and public education impact on feline health are also considered. This award consists of \$500 and a commemorative award.

AWARD #13: The SLEEPYPOD® TRAVELER AWARD, sponsored by Sleepypod, is awarded for the best entry on cat safety. The entry should take a positive approach to inform and educate the readership about feline safety issues such as safety in the home, preparedness and training for safety purposes, and especially safe travel with cats. Written and pictorial works in all mediums will be accepted, such as on-line columns or blogs, newsletter articles, photographs, and radio/TV broadcasts. The winner will receive \$500 and a commemorative item.

AWARD #14: The SmartCat ALL NATURAL LITTER TRAINING AWARD, sponsored by Pioneer Pets®, is presented for the best article or tape entry on training techniques. Entries should have a “how-to” focus. Appropriate entries are labeled series or single articles (print or professionally published online), columns, blogs, websites, online newsletters, and television/radio broadcast presentations on topics such as (but not limited to) litter box training, proper scratching behavior, trick training, or training cats to stay off counter-tops, tables, or other forbidden places. This award consists of \$1000 and a commemorative certificate.

AWARD #15: The WORLD’S BEST CAT LITTER-ARY AWARD, sponsored by World’s Best Cat Litter®, is presented for the outstanding novel, short story, poem, or radio/television dramatic script which portrays cats and cat

ownership in a positive way. All fiction genres are eligible. Highest consideration goes to those entries that include cats as an intrinsic part of the plot. Works will be judged for the exceptional, individual quality (“voice” or “vision”) of the writer/creator. Eligible works may be published in print or electronic media; any scripts or videos must also provide proof of production. This award consists of \$500 and a commemorative pewter bowl.

AWARD #16: The **SHOJAI MENTOR AWARD**, sponsored by CWA Founder and Past President Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another’s writing/publishing success. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for this award. This award consists of \$500 and a commemorative item. **There is no entry fee required to nominate someone for this award.** Please download and complete the Application to nominate someone for this Award.

AWARD #17: The **MICHAEL BRIM DISTINGUISHED SERVICE AWARD**, sponsored by CWA, honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication, and professional excellence, best promotes the ideals, mission, and best interest of the Cat Writers Association. Nominees can include, but are not limited to, writers, editors, or publicists whose published work or actions have had a significant impact on improving the quality of life of cats, educating the public, promoting responsible cat breeding and ownership, and/or facilitating the professional growth of cat writers. The honoree shall receive \$500 and his or her name engraved on a permanent commemorative plaque (at the offices of the Cat Fanciers’ Association Foundation). **There is no entry fee required to nominate someone for this award.** Please download and complete the Application to nominate someone for this Award.

AWARD #18: The **KUYKENDALL IMAGE AWARD** is sponsored by CWA, and is presented to the outstanding “image” entry featuring cats – whether photography, illustration, or graphic art. This may be a single piece or series entry, including, but not limited to, photos/artwork published in a magazine, newspaper, newsletter, book, pamphlet, calendar, poster, greeting card, or commercial online publication. This award consists of \$500 and a commemorative item.

AWARD #19: THE PETS SAFE® SCHOLARSHIP is a \$500 stipend sponsored by PetSafe®, provided to defray the expenses for a **CWA member** to attend the next CWA Awards Banquet/Conference event. You do not need to be present to win, but you must be a CWA member to apply for and win the stipend, and the winner must attend the next CWA Event in order to receive the check. If for any reason the winner cannot attend, a runner-up able to attend will receive the funding. The drawing for the winner and runners-up will take place at the next CWA Awards Banquet. **There is no entry fee required to submit your name to the drawing.** To apply, designate "PetSafe® Scholarship Entry" on the special awards form, and submit to the contest chair.

AWARD #20: The **CWA PRESIDENT’S AWARD**, sponsored by the Cat Fanciers’ Association, is presented to the best entry among all Muse Medallion™ winners in the regular contest categories. This “Best of the Best” requires no additional copies be submitted of entries. Muse Medallion winners shall be automatically entered and considered for the honor. This award consists of \$500 and a commemorative item.