

2017 CWA COMMUNICATION CONTEST RULES

(Updated December 2, 2017)

Read carefully! Read ALL of the rules, paying particular attention to the Category-Specific Rules that apply to your entries

Would you like to participate in a Pilot Program / Experiment? We are testing the possibility of allowing ALL-DIGITAL entries to the Contest this year. If you're interested in saving some postage costs and helping CWA evaluate this option, read the special instructions at the end of this document.

If, after reading the rules, you have any questions, please contact the Contest Chair (Wendy Christensen at wendy@wendycats.com) BEFORE you send your entries.

GENERAL RULES for REGULAR CONTEST CATEGORIES and SPECIAL AWARD ENTRIES

1. **EVERY ENTRANT MUST COMPLY WITH ALL RULES.** Deviation from the rules will result in rejection of an entry and loss of the entry fee. Entrants will be notified of disqualification in as timely a manner as possible. However, CWA is not responsible for disputed entries. Disqualified entries will be disposed of, or returned at the entrant's expense.
2. **Entries will not be returned. JUDGES' DECISIONS ARE FINAL.** Situations not specifically addressed in these rules may arise from time to time; these shall be adjudicated by the Contest Chair and the Contest Committee.
3. An individual entrant (person or entity) may submit an unlimited number of entries to the Contest, subject to all the Rules listed in this document.
4. Anyone may submit an entry on behalf of an author and/or artist. However, ALL Awards will be presented solely to the actual author and/or artist of the entry, and the author and/or artist (not the Submitter) will be considered the winner of any Award.
5. Each individual entry (such as a book, article, etc.) may be entered in only ONE (1) Regular Contest Category. In other words, the same individual work may NOT be entered in multiple Categories. Choose the most appropriate Category for each entry.

There is one exception to this: All **Graphic Arts** Category (photos or illustrations) may be entered in both the appropriate image Category, and again as an integral part of a writing entry (for example, as part of a magazine article or book).

For example: The illustrations in a children's book may be entered as a "Series of

Illustrations,” and the book itself may be simultaneously entered in the “Books: Children’s Books” Category. If the author is also the illustrator, that person should submit both entries. If the author and illustrator are different people, the illustrator must submit the “Series of Illustrations” entry, while the author enters the Book entry.

NEW!! 6. An individual entrant (person or entity) may enter a maximum of THREE (3) entries in any one Regular Contest Category.

NEW!! 7. Any individual entry (such as a book, article, etc.) may be entered for a maximum of TWO (2) Special Awards

8. To be considered for a Special Award, an entry must be entered in a Regular Contest Category. For each Special Award entered, send **one additional copy of the entry along with the Special Awards Entry Form** to the Contest Chair.

9. Entries in all Regular Categories and Special Awards should devote one-third or more space to cats. If an entry is not feline-specific, the work must at least relate to them or it will be rejected.

10. The Contest is open to anyone whose work qualifies in any CWA Regular Contest Category, or for any Special Award, AND was first **published or broadcast between January 1, 2017, and December 31, 2017**. There are TWO exceptions: the Regular Categories “Online Magazine or Newsletter,” and “Website,” which will be judged live between February 1, 2018 and February 28, 2018).

11. **All Contest entries must be published work.** Strictly "Vanity" publications are not eligible. However, quality self-published professional work IS eligible, and will be judged based on the same criteria as all the other entries in a given Category. ***It is the entrant’s responsibility to provide supporting documents with self-published entries to clarify that the work does, indeed, qualify under this rule.*** For example, self-published work MUST be offered for sale by professional outlets (that is, book stores, commercial websites, and other venues not owned by the author/artist).

12. Entries must not have been previously published in any medium. To qualify, previously published work must have been substantially rewritten, with at least twenty (20) percent new content.

13. For Contest purposes, “Publication date” is the published date cited on the entry. When there is a question regarding publication date, it is the entrant’s responsibility to clarify the issue, that is, to include with the entry a signed letter from the publication’s editor or publisher clarifying the publication date.

14. Foreign language entries will be accepted, but they must be accompanied by a complete English translation. Entrants must provide three copies of the original entry that clearly show the name of the publication and Publication Date, plus three copies of the translation. Bear in mind that the judges cannot judge the quality of the translation; they will base their decision solely on the English language content. Entries in graphic arts categories are the exception, as they need no translation.

15. A volunteer discount is available to current CWA members only. CWA Professional members who volunteer to serve as Contest judges, and CWA Associate members who volunteer to assist the Contest Committee, will receive a discount on their Regular Category entry fees, as specified on the Regular Category Entry Form.

16. All judges are chosen by the Contest Chair and the Contest Committee. Entries in the Regular

Categories are reviewed and judged independently by three Professional CWA members; the scores awarded by the three judges are used by the Contest Chair to determine the winner. The winner of each Special Award is selected by a sole, independent judge who is neither a CWA member nor affiliated with the Award's sponsor. Special Awards sponsors may be shown the winning entry before the award is given, at the discretion of the Contest Chair and Contest Committee.

17. The Contest Chair has the right to make Category changes as deemed necessary. The Contest Chair may also delete or combine Categories if there are not sufficient entries. What constitutes "sufficient entries" is decided by the Contest Chair, but there is no absolute minimum number of entries for any category to be judged. If, in the opinion of the judges, no entry represents excellence within a category, no award will be given.

18. To be named a Finalist in a Regular Contest Category, an individual entry must score an average of 90 or higher based on the scores submitted by the three judges for that Category. Regular Category Finalists shall be notified as soon as possible after the completion of judging, and will receive a CWA Certificate of Excellence by mail. (Actual timing will depend on the number of entries and the volume of processing necessary.)

The Finalist with the highest score in each Regular Contest Category shall be awarded the CWA Muse© Medallion for that Category.

19. Special Award winners will not be notified of their win before the CWA Annual Awards Banquet. Special Award winners will receive recognition (cash prizes, mementos) as specified in the Special Awards descriptions.

20. Contest results will be announced at the Annual CWA Awards Banquet. MUSE© Medallions and Special Awards will be presented to the winners at the Banquet. Immediately after the Banquet, a list of all winners will be published in the *DIGITAL MEWS* newsletter and on the CWA website at www.catwriters.com. Please do not call the Contest Chair or anyone on the Contest Committee to ask if you have won. (Those who do not have access to the Internet may enclose an SASE for a list of winners. Please mark on the back of the envelope "CWA Contest Winners.")

DEADLINES – AND HOW TO ENTER

1. ALL REGULAR CATEGORY AND SPECIAL AWARD ENTRIES MUST BE **POSTMARKED BY JANUARY 9, 2018**, to qualify for the contest. ***Late entries will not be accepted.***

2. All entries must be sent in such a manner that they can be reasonably expected to arrive **within 7 days of the January, 9, 2018 postmark deadline**. ***Regardless of the delivery method you choose, you MUST specify that the recipient need not be present in person to sign for the material.*** It is the entrant's responsibility to package entries carefully, so that materials will not be damaged in transit. Posters and other large items should be packaged in tubes. CWA will not assume responsibility for items that arrive damaged or do not arrive at all.

3. If you wish acknowledgment of receipt of your entry, do NOT contact the Contest Chair via email or phone. Instead, include a stamped, self-addressed postcard with your entry or send via "confirmation receipt" mail (NOT "registered" which requires a signature confirmation).

4. ***Any entry that is missing any element (required number of copies, Entry Form, working URL,***

entry fee, etc.) will be considered incomplete and will not be judged.

5. Total entry fees **must** be sent along with your entries.

You may pay your entry fees online at the CWA web site (www.catwriters.com, "Contest" tab) via PayPal (preferred!) or by sending a check (in US funds) along with your entry package. If you pay with PayPal, include a copy of your PayPal receipt with your entry package.

All checks are held before being sent to the Treasurer for deposit, so they may not be deposited for some time after receipt.

6. For each Regular Category entry you submit, submit **ONE COPY** of the **Regular Category Entry Form**, with category clearly noted, along with **THREE HARDCOPIES** of the entry. **When specifying URLs, PLEASE use <http://tinyurl.com> or a similar application to shorten long addresses.**

7. For each Special Award entry you submit, submit **ONE COPY** of the **Special Awards Entry Form** along with **ONE ADDITIONAL HARDCOPY** of your entry.

8. Provide THREE clean photocopies of each entry in a large enough format to be read. If the judge has difficulty reading an entry, it may be disqualified.

9. **All entries must be collated, and entry forms must be legible!** Illegible entries will be disqualified.

10. Mail all entries to
Wendy Christensen, CWA Contest Chair
256 Timbertop Rd.
New Ipswich NH 03071 USA.

CATEGORY-SPECIFIC RULES

1. For **ONLINE ARTICLES, ONLINE COLUMNS and BLOG POSTS**, submit entries in hardcopy along with the original URL, with Publication Date specified, so that entries may also be viewed online at the judges' discretion.

2. **ONLINE MAGAZINE, ONLINE NEWSLETTER and WEBSITE** Categories will be judged LIVE, at the URL supplied by each entrant, between February 1 and February 28, 2018. For these Categories only, you need not send hard copies, but you must specify the URL on your Entry Form.

No entry submitted via URL link must require a judge to set up any kind of account to access the entry. If necessary for the judges to easily view the entry, the entrant is responsible for providing any necessary usernames and/or passwords.

3. **AUDIO/VISUAL** entries must be submitted in their original form; that is, a transcript of a radio or television program is NOT acceptable. An actual audio or video recording must be entered. Video entries must be submitted as a DVD that plays in a standard DVD player or, if published online, as a URL link. If an entire radio or television program is less than 10 minutes long, the entrant may select his/her three best short programs and enter them as a single entry. **Entries must be submitted in the name of the program host; guests are not eligible to win.**

4. **BLOG** entries may be posted either on corporate or nonprofit sites, or on the entrant's own personal

blog. Submit your three best blog posts in hard copy with the original URLs and Publication Dates, so judges can readily view your entries online as they wish. Judging will take into consideration the overall look and feel of the blog as a whole in addition to your specified “three best” posts.

No other single blog entry within the contest year may be entered as a single article in any other category. The exception is that DIFFERENT individual posts may be entered but only in the “Editorial” or “Humor” Categories.

Blogs on **corporate or nonprofit sites** automatically qualify and do not require the additional qualifications that apply to personal blogs. However, if you are blogging on a corporate, nonprofit site or on a monetized blog that posts less than once a week, you should consider entering your blog in one of the “Online Article” categories.

To qualify for Blog Categories, **personal** blogs must:

- 1) have been posted one or more times weekly for at least one year, with the first blog post dated on or before **January 1, 2017**. (This will be verified by judges);
- 2) include proof of the past month’s traffic to the blog site via a copy of the first page of an online stat counter such as Google Analytics, StatCounter, or another traffic counter that shows visits and page views to the blog;
- 3) state how the blog is being monetized - through ads, sponsored posts, or use as an author’s platform to sell or promote books, artwork or other merchandise, speaking engagements or education. The judges assigned to each Blog Category will check to make sure this monetization is on the blog; otherwise the blog will be disqualified.

5. In the **BOOKS** Categories, e-books will be accepted. The entrant is responsible for providing the Contest Chair some means of enabling judges to read the e-book for free, such as an Amazon.com gift card or coupon code. The submitter of self-published books must also provide supporting documents containing sales figures, and specify commercial sales venues (not controlled/owned by the author) where the books are sold..

6. For Contest purposes, a **COLUMN** or **ONLINE COLUMN** appears regularly in the same publication[s] with the same column title, byline, slug, URL, and/or artwork. If the same column appears in both print and online media, it can be entered in only ONE Category. Choose either the print OR online version to enter.

COLUMNISTS (magazine, newspaper, newsletter, and online categories) must choose only their *three best columns* and submit them as a single entry. None of these three best may be entered as a single article in any other category. The exception is that DIFFERENT column installments may be entered, but only in the “Editorial” or “Humor” Categories.

7. All **GRAPHIC ARTS / IMAGE** Category entries (photos, illustrations) may appear again as a part of a writing entry (for example, as part of a magazine article or a book).

ALL IMAGE ENTRIES WILL BE JUDGED SOLELY IN THE ORIGINAL PUBLISHED FORM (EITHER PRINTED OR ONLINE), NOT BY ART OR PHOTOGRAPHIC PRINTS, which may be of higher quality. Submissions must include three hardcopies of the published printed piece, along with URLs for online images.

8. For Contest purposes, a **NEWSLETTER** is distinguished from a magazine in that the newsletter does not take paid advertising and is sold only to subscribers (that is, it is not sold on newsstands).

Two exceptions are single cat breed newsletters and nonprofit/charitable newsletters; they still qualify as newsletters even though they may take paid advertising.

9. For entries in the **NEWSPAPER** Categories: In those specific cases when an entry first appeared as a syndicated article, and the syndicated writer (entrant) is not able to obtain actual copies of the published newspaper articles, the entrant may provide a copy of the original article along with a letter of authentication from the syndicate editor.

10. Category IX.5 **PHOTOGRAPHIC ART** is defined as any photo that has been altered in any way, either digitally or manually.

RULES FOR OTHER AWARDS

1. Michael Brim Distinguished Service Award

CWA members and non-members are eligible for this award. Nominations must be made by a CWA member in good standing. You may not nominate yourself.

The submitter must provide a brief summary of his or her reasons for nominating the person, i.e., explain how the nominee has published and/or performed in some extraordinary fashion to benefit cats or cat writers. This should include a detailed description of what the nominee has done, whether a one-time accomplishment or a listing of publications and activities over time, for example. Referral to specific publications, articles, websites etc., is not required, but can help the judges in making their decision. (Please keep the summary to one single-spaced page.)

2. Shojai Mentor Award

Only CWA members are eligible for this award. Nominations of any CWA member may be submitted by any individual (member or nonmember). You may not nominate yourself.

The submitter must be the direct beneficiary in the mentor relationship. Multiple nominations of one individual by several different people are allowed. (Impact of individual mentor experiences weighs most heavily and a "group vote/campaign" for an individual is strongly discouraged. It shall not influence the judging one way or another.)

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. The nominee's contribution must go beyond that individual's required duties as defined by his/her employment -- in other words he or she cannot be paid to act as a mentor (i.e., an editor's routine purchase, editing, or publishing of a submitter's work does not qualify, nor does a book doctor's revision, nor an agent's sale). To qualify, the mentoring must reach above and beyond the "normal or routine" business relationship one would expect the agent, book doctor, editor, or other professional to extend to any of his/her other clients.

The submitter should provide a brief summary of their mentor experience, including direct, positive professional results of the relationship. (Please keep the summary to one single-spaced page.)

To nominate someone for the Shojai Mentor Award or the **Michael Brim Distinguished Service Award**, email or mail a copy of the appropriate Nomination Form, along with your one-page summary

explaining your nomination, to the Contest Chair. There are no entry fees required to submit nominations for these awards.

3. For the **President's Award**, no additional entry forms or copies are needed for consideration; the winner of the President's Award is chosen from among the Muse Medallion™ winners; all Muse Medallion winners are automatically considered.

PILOT PROGRAM – ALL-DIGITAL CONTEST ENTRIES

Would you like to participate in a Pilot Program / Experiment? We are testing the possibility of allowing ALL-DIGITAL entries to the Contest this year. Are you interested in saving some postage costs, saving the CWA some postage costs, and helping CWA evaluate this option?

This is OPTIONAL. Submitting all-digital entries will have no effect whatsoever on how your entries are evaluated by the judges.

It's simple: Instead of snail-mailing three hardcopies of an entry along with a hardcopy of the Entry Form to the Contest Chair, you will EMAIL to the Contest Chair (wendy@wendycats.com):

1. A pdf or jpg file of your filled-in Entry Form
2. pdf or jpeg files of your entry (that is, the same materials you would have made three photocopies of).

In the Subject line of your email, write: **CWA All-Digital Contest Entry [your name]**

***All other contest Rules apply. The deadline is the same.
Contest entry emails MUST be received by the end of January 9, 2018.***

Please insure that your jpg or pdf files are clear and easy to read.

Obviously, not all Regular Contest Categories lend themselves to all-digital entries. Use your judgement! If you have questions, email the Contest Chair (wendy@wendycats.com)