

2017 CWA Communication Contest Special Awards (updated February 2, 2018)

Special Awards require that the entrant submit Special Award Entry Form and pay the required entry fee. See Official Contest Rules for details.

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

SPECIAL AWARD #1: AAFP CAT FRIENDLY AWARD

Sponsored by the **American Association of Feline Practitioners (AAFP)**, this Award is awarded for 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.

SPECIAL AWARD #2: CATALYST COUNCIL CONNECTION AWARD

This 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.

***NEW THIS YEAR!* SPECIAL AWARD #3 – CWA COUNCIL OF DIRECTORS NEWCOMER BLOGGER'S HOME-ENRICHMENT AWARD**

Sponsored by the **CWA's Council of Directors**, this Award is presented to the online blogger (written or visual/video with accompanying text) who inspires cat caretakers to create an enriched and stylish environment for their pets. Qualified entrants must be new members of CWA having joined ***between January 1 and December 31*** of the current contest year. The winner's blog or site must have a minimum readership of 1000+ subscribers. The winner must publish on a regular basis, and show a consistent pattern of interaction with readers through audience involvement (questions, postings, etc.). The winning entry must demonstrate a written/visual presentation that inspires readers to do more at home to improve their cats' environment and lifestyle, demonstrating good taste and style in terms of branding/blog identity (i.e. stylish and clever). Most importantly, the blogger must educate the audience on how to improve the lifestyles, wellness and happiness of their cats. The award consists of \$500 and a commemorative item.

SPECIAL AWARD #4: DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD

Sponsored by **Cornell University's Feline Health Center**, this Award is awarded for 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.

SPECIAL AWARD #5: 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.

SPECIAL AWARD #6: 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.

SPECIAL AWARD #7: GoodNewsForPets.com HUMAN-ANIMAL BOND AWARD

Sponsored by Germinder & Associates, this Award is awarded for 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.

SPECIAL AWARD #8 HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD

Sponsored by **Hartz Mountain Corporation**, this Award is awarded for 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.

SPECIAL AWARD #9: HARTZ® GLAMOUR-PUSS AWARD

Sponsored by **Hartz Mountain Corporation**, this Award 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.

SPECIAL AWARD #10: HARTZ® MILK REPLACEMENT FOR KITTENS AWARD

Sponsored by **Hartz Mountain Corporation**, this Award is awarded for 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.

SPECIAL AWARD #11: The KARI WINTERS RESCUE AND REHABILITATION AWARD

Sponsored by TICA, this Award is awarded for 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.

SPECIAL AWARD #12: KUYKENDALL IMAGE AWARD

Sponsored by **CWA**, this Award is awarded 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.

SPECIAL AWARD #13: 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.

SPECIAL AWARD #14: SLEEPYPOD® TRAVELER AWARD

Sponsored by **Sleepypod**, this Award 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.

SPECIAL AWARD #15: SmartCat ALL NATURAL LITTER TRAINING AWARD

Sponsored by **Pioneer Pets®**, this Award is awarded 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.

SPECIAL AWARD #16: WORLD’S BEST CAT LITTER-ARY AWARD

Sponsored by **World’s Best Cat Litter®**, this Award is awarded 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.

2017 CWA Communication Contest Nominated Awards (updated December 15, 2017)

Nominated Awards require submission of the appropriate Entry Form, along with a one-page (maximum) description of why the submitter is nominating a nominee for the Award. No entry fee is required for these Awards.

SHOJAI MENTOR AWARD

Sponsored by **CWA**, in honor of CWA co-founder and Past President Amy D. Shojai, this Award 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. This award consists of \$500 and a commemorative item.

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. **There is no entry fee required to nominate someone for this Award.** To submit your nominee, download the Shojai Award Entry Form and fill it out. Send the completed form, along with a one-page description of why you are nominating your nominee, to the Contest Chair.

MICHAEL BRIM DISTINGUISHED SERVICE AWARD

Sponsored by **CWA**, in honor of CWA co-founder Michael Brim, this Award 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).

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. **There is no entry fee required to nominate someone for this Award.** To submit your nominee, download the Michael Brim Entry Form and fill it out. Send the completed form, along with a one-page description of why you are nominating your nominee, to the Contest Chair.

2017 CWA Communication Contest Other Awards (updated December 15, 2017)

CWA PRESIDENT'S AWARD

Sponsored by the **Cat Fanciers' Association**, this Award is awarded for 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.