

2022 CWA Communications Contest
For The Contest Year: 01/01/2021 - 12/31/2021
Regular Category Scoring Criteria



A. WRITTEN ARTICLES

Entries in written articles may be found in newspapers, blogs, websites, magazines, and newsletters, whether traditional print mediums or online sites. Entries must focus on felines (content must be at least 80% about cats). Pieces can range from lighthearted (even containing fictionalized cats) to educational and informative. In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the writer found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand.

A.1 HEALTH

This category includes pieces written to educate and inform the reader about clear, up-to-date health and wellness information useful to cat owners/cat caregivers. Entries in this category may address [but are not limited to]: cat everyday wellness/preventive health care; diet; nutrition; exercise; and spay/neuter. Topics may also include the understanding and specific compassionate care required for special-needs cats, kittens (kittens covering approximately birth through 12 weeks), and aging and senior cats.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

Three entries maximum in any length subcategory: Word counts are required for written articles. An entrant may enter each length sub-category [Best long-form piece (1201+ words) and Best short-form piece (1200 words or less)] in Written Article - Health up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

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II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.

Quality (40 points): An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, relevant, specific to the topic, as well as properly credited.

Writing Mechanics (30 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

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A.2 GENERAL CARE

This category includes pieces written to educate and inform the reader about best practices in caring for cats that will be useful to cat owners/caregivers. Includes but is not limited to: grooming; feeding; handling; litter box tips; carrier tips; the need for routine veterinary exams; etc.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

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A.3 BEHAVIOR/TRAINING

This category includes pieces written to educate and inform the reader on how to interpret and understand feline behavior. Includes but is not limited to: cat training and proactive behavior modification (training topics are also not limited and could include topics such as therapy cat training, cat training for emotional and physical enrichment, such as clicker training to learn tricks for treats, leash training for exercise, as well as behavior training to discourage challenging habits such as jumping on counters or litter box issues); understanding the basics of feline behavior, including evolutionary perspectives that help illuminate why cats do what they do; understanding and addressing “challenging” behaviors; etc.

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A.4 ENRICHMENT AND LIFESTYLE

This category includes pieces written to educate and inform the reader on how to provide cats with sufficient environmental enrichment (including how people relate with cats and how to improve the feline-human bond) to maximize cats' physical, psychological, and emotional health and well-being. Includes but is not limited to: the everyday lives of cats in general [including how to meet every day (and unusual) challenges of living with cats]; the lifestyles of people and their cats [including therapy cats, adventure cats, and cat models]; cats in society, culture, art, history, mythology, and religion; and environmental enrichment with practical, how-to information on optimizing the environments we and our cats share, with an emphasis on enhancing cats' physical, emotional, and psychological well-being; etc.

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A.5 FELINE-HUMAN BOND

This category includes pieces that are written to examine and celebrate the joys and challenges of sharing our lives with cats, and pieces that will help cat owners better understand how cats relate to us and how we can share our lives with them in the most satisfying ways. Pieces should include an emotional tie between the human and the cat. Includes but is not limited to: personal-perspective pieces exploring the human-cat relationship, featuring individual cats and their people and how they enhance each other's lives; profiles of individual cats and their owners and their lives together; memoirs of life with a particular cat or cat family; issues surrounding cat loss: preparing for loss; euthanasia decisions; grief; mourning; etc.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

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A.6 VETERINARY MEDICINE & RESEARCH

This category aims to inform and educate readers with up-to-date, accurate information about the current status of research in feline veterinary medicine, with a practical perspective on how cat owners and caregivers – from home care, to rescue shelters, veterinary practices, and more can use the information to better care for cats and improve their overall quality of life. These pieces will often include direct input (as interview quotes or quotes from published research papers) from active researchers to support the information provided. Includes (but is not limited to): cat health issues from the veterinary medicine and research perspective; profiles of current research into a particular feline health issue or particular feline breed, revolutionary new improvements on medicines or practical techniques available to improve a cat's health and well-being, and/or new cures or improvements to existing medicines and practices for cat-related illnesses, diseases, ailments, and the like.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

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Three entries maximum in any length subcategory: Word counts are required for written articles. An entrant may enter each length sub-category [Best long-form piece (1201+ words) and Best short-form piece (1200 words or less)] in Written Article - Vet Med/Research up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

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A.7 ENTERTAINMENT

This category includes pieces that are written to entertain the reader. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Includes but is not limited to: an amusing look at cats in our lives and our relationship with them; profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats; cats, or cat characters fictional or nonfictional in nature. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

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A.8 RESCUE & ADVOCACY

This category focuses on educating, informing, and inspiring the audience on topics of cat rescue and advocacy, such as issues of homeless, stray, feral/community cats and kittens; wild cats; and big/jungle cats. Includes but is not limited to: hoarding and kitten mills; early spay/neuter; kitten season; adoption of senior, black, and special needs cats; getting cats into forever homes; advocating for adoption; the issues of feral/community cats; TNR; profiles of individual rescuers/shelters/shelter workers; successfully managed colonies; and community organizations. Advocacy also includes animal welfare and animal rights topics.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

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A.9 PRODUCT REVIEW

This category features pieces that assess products invented, created, and marketed for cats and cat owners and products that enhance and enrich the human-feline environment. The piece should draw attention to the product and give cat lovers impartial insight beyond commercial advertising regarding its value for both the cat and the cat owner. The purpose of a review is to inform, evaluate, and share personal experiences about a product. Both sponsored and non-sponsored reviews are eligible to enter this category.

Sponsored reviews: if the writer received either free product, paid compensation, or both in exchange for the review, per FTC guidelines, the writer should clearly state at the time of publishing that the post was sponsored. Per FTC guidelines, a disclosure statement must appear at the beginning of a review (or at least before mentioning a product or providing a link to a product). Judging criteria require entrants to follow FTC guidelines or an entry will be marked down accordingly. For more information, please see: <https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>.

Un-sponsored: If the writer purchased the product themselves and received no compensation from a brand or brand representative, the writer should clearly state that the post was not sponsored at the time of publishing.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

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FTC Disclosure Statement: A disclosure statement (sponsored review) or a statement of non-sponsorship (in the case of an unsponsored review) appears at the beginning of the review.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.

Quality (40 points): An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, relevant, specific to the topic, as well as properly credited.

Writing Mechanics (30 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

Entries in written articles may be found in newspapers, blogs, websites, magazines, and newsletters, whether traditional print mediums or online sites. Entries must focus on felines (content must be at least 80% about cats). Pieces can range from lighthearted (even containing fictionalized cats) to educational and informative. In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the writer found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand.

A.10 WILD FELINES

This category includes pieces about our domestic cats' wild relatives which are defined as either wild cats (typically smaller in nature, for example, the Asian leopard cat) or big/jungle cats, such as lions and tigers. It includes (but is not limited to) species profiles; pieces on wild/big cats in art, history, culture, and lore; information on conservation issues; pieces illuminating the relationship of wild/big cats to domestic cats (which can run the gamut of domestic house pet, to stray cat, to feral/outdoor community cat), including behavior, genetics, and history; profiles of people whose lifestyles include wild/big cats, including the challenges of health issues, daily care, diet, safety, and legal issues, surrounding community attitudes, and other lifestyle challenges and issues.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

Three entries maximum in any length subcategory: Word counts are required for written articles. An entrant may enter each length sub-category [Best long-form piece (1201+ words) and Best short-form piece (1200 words or less)] in Written Article - Wild Felines up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.

Quality (40 points): An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, relevant, specific to the topic, as well as properly credited.

Writing Mechanics (30 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

Entries in written articles may be found in newspapers, blogs, websites, magazines, and newsletters, whether traditional print mediums or online sites. Entries must focus on felines (content must be at least 80% about cats). Pieces can range from lighthearted (even containing fictionalized cats) to educational and informative. In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the writer found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand.

A.11 PEDIGREED CATS

This category focuses on pieces about pedigreed felines (breeding, show, or pet), and the world of cat breeding and cat showing. It includes (but is not limited to): breed or breeder profiles; cat shows; how to find a reputable breeder; characteristics of pedigreed felines; behavior and lifestyle issues/challenges in breeding cats; living with pedigreed cats as pets; and living with intact cats.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

Three entries maximum in any length subcategory: Word counts are required for written articles. An entrant may enter each length sub-category [Best long-form piece (1201+ words) and Best short-form piece (1200 words or less)] in Written Article - Pedigreed Cats up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.

Quality (40 points): An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, relevant, specific to the topic, as well as properly credited.

Writing Mechanics (30 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

Entries in written articles may be found in newspapers, blogs, websites, magazines, and newsletters, whether traditional print mediums or online sites. Entries must focus on felines (content must be at least 80% about cats). Pieces can range from lighthearted (even containing fictionalized cats) to educational and informative. In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the writer found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand.

A.12 GENERAL/OTHER

This category is reserved for pieces that do not fit into a specific category (see Written Article Categories A.1 – A.11 for reference). They may be editorial in nature, serious, lighthearted, informative, educational, fictional, nonfictional, and more.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: 80% of the article must relate to cats specifically.

Three entries maximum in any length subcategory: Word counts are required for written articles. An entrant may enter each length sub-category [Best long-form piece (1201+ words) and Best short-form piece (1200 words or less)] in Written Article - General/Other up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.

Quality (40 points): An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, relevant, specific to the topic, as well as properly credited.

Writing Mechanics (30 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

B. POETRY

This category attempts to stir a reader's imagination or emotions by carefully choosing and arranging language for its meaning, sound, and rhythm. The subject of an entered poem must be (a) cat(s). Poetry is usually presented in one of three forms: narrative, dramatic, and lyrical. Types of poetry may include Haiku, Free Verse, Cinquains, Epic, Ballad, Acrostic, Sonnet, and more.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Poetry content must relate to cats.

Three entries maximum in any category: An entrant may enter the Poetry category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Voice (30 points): Distinctive voice (can you hear the difference between the author's work and the work of others?) Work is clearly different from prose. Artistic and musical quality of poetry is evident.

Writing Mechanics (30 points): Poem follows its own rules (rhymes or free verse, consistent word rhythm). Poem is artistic and may evoke empathy in the reader.

Poem Execution (40 points): Poem is imaginative. Reader cares about the topic and/or characters. Strikes an emotional chord and isn't trite. Presents a fresh idea or perspective.

C. SHORT-FORM STORIES (stories under 40,000 words)

At least two-thirds of the content of short-form stories should cover cats. Short-form stories may be submitted as individual entries from an anthology, collection, or periodical. Short-form stories may also be featured online and be available in print or digital form (eBooks). Stories that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

C.1 SHORT-FORM FICTION (SHORT STORY, NOVELLA OR FLASH FICTION)

This category focuses on short-form fiction that showcases the creativity, voice, and skill of a writer in a variety of topics and genres and conserves characters and scenes while engrossing the reader within the plot. In fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of the content of Short-Form Stories must relate to cats.

Three entries maximum in any category: An entrant may enter Short-form Stories (Fiction) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Voice (30 points): The author's writing can be distinguished from others' work (Can you "hear" the difference?) The writing is compelling.

Story Execution (40 points): The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.

Writing Mechanics (30 points): Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.

C. SHORT-FORM STORIES (stories under 40,000 words)

At least two-thirds of the content of short-form stories should cover cats. Short-form stories may be submitted as individual entries from an anthology, collection, or periodical. Short-form stories may also be featured online and be available in print or digital form (eBooks). Stories that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

C.2 SHORT-FORM NONFICTION (SHORT STORY, NOVELLA OR FLASH NONFICTION)

This category focuses on short-form nonfiction stories (stories under 40,000 words) that showcase the creativity, voice, and skill of a writer in a variety of topics and genres and conserves characters and scenes while engrossing the reader within the plot.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of the content of Short-Form Stories must relate to cats.

Three entries maximum in any category: An entrant may enter Short-form Stories (Nonfiction) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Voice (30 points): The author's writing can be distinguished from others' work (Can you "hear" the difference?) The writing is compelling.

Story Execution (40 points): The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.

Writing Mechanics (30 points): Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.

D. SERIAL WORKS ENTERED BY AN EDITOR

This category includes ANTHOLOGIES and COLUMNS (MULTIPLE AUTHORS). Serial works include a collection of literary works by different authors, with a central theme, at least two-thirds cat-related in content, chosen by the compiler/editor entering the collection. Entries may be a collection of poems, short stories, a calendar, a column, and/or excerpts by different authors. Serial works may be nonfiction or fiction and may include real cats or cat characters. For this category, the judging emphasis will be on the quality of editing and the ability of the editor to craft the individual works into a theme. Serial works may be found in newspapers, blogs, websites, magazines, books, and newsletters, whether through traditional print mediums or online sites typically offer ongoing coverage of a narrow topic. Serial works must have a minimum of 3 published articles per year (or in the case of an anthology, at least three collected pieces). Serial works may be judged in their entirety (ex. An anthology in book form) or as a limited series. If an editor enters a limited series, he or she MUST submit links to at least three (3) works from an entered serial (failure to provide these three links might disqualify your entry and forfeit the fees paid on that entry).

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Serial works entered by an editor must include at least two-thirds cat-related content.

Three entries maximum in any category: An entrant may enter the Serial Works (Editor) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Number of Links (for a limited series only): The entry contains at least three links or uploaded documents to specific installments of the entered serial work.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (40 points): The collection of literary works follows a theme and provides ongoing coverage of a narrow topic related to cats. At least two-thirds of the content covers cats/felines. Content can range from lighthearted and humorous (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate.

Writing Mechanics (30 points): Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Organization/Layout (30 points): The serial works are presented in a logical fashion (including the use of titles and subheadings) and the order of the material makes sense to the reader. Illustrations and photographs are of good quality and enhance the text. The series is well-edited and free from typographical errors. The organization of the serial is logical and makes it easy for the reader to understand the content and follow the ideas.

E. PERIODICAL/NATIONAL CIRCULATION PUBLICATIONS (print or online)

Periodicals/National Circulation Publications appeal to specific readers by matching their content with an intended target audience's special interest. Publications may be in magazines, newsletters, or online. An online publication functions like a typical print periodical, i.e., posts/articles from numerous authors, a few regular columns, feature segments, photos, feature stories, ads, etc. The publication should be professionally designed and formatted; attractive in layout; have a compelling cover page; and depending on genre, be entertaining, engaging, informative, educational, or a combination thereof. There should be obvious evidence that the staff of the publication relates to the topic and shares their readers' special interest(s). Special-interest cat publications are often subscription-based or found in retail outlets. These publications should give readers the information they can't find elsewhere. They should have a clear editorial purpose for their existence and not simply be a vehicle for advertising or listings. Periodical/National Circulation Publications must have cat-related content of 80% or more. Special note: blogs and websites do not qualify for this category.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Periodical/National Circulation Publications must include cat-related content of 80% or more.

Three entries maximum in any category: An entrant may enter the Periodical/National Publication category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (30 points): National publications, depending on the genre, can be entertaining, engaging, informative, educational, or a combination thereof. Some may have a singular focus, such as kittens or cat breeds, or others might have a variety of topics pertaining to cats. The content should be relevant to the intended audience and there is typically a compelling cover page, a table of contents, feature articles and columns, stories, photographs, advertisements, and so on. National publications are published on a regular basis – whether monthly, bi-monthly, quarterly, annually, etc.

Quality (40 points): A publication should be of superior quality – all cover images, graphics, and illustrations should be sharp and clear and properly credited to the creator. The layout of the publication should be clean, easy to follow, and logical with eye-catching and easy to read fonts. All articles, columns, and feature stories, when applicable should be fact checked, with sources, facts, quotes and statistics properly cited.

Layout and Mechanics (30 points): Publications should be editorially perfect for each particular segment within the publication. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.1 FICTION – MYSTERY

The mystery category should have a realistic but suspenseful plot with a lot of twists, a shocking crime, foreshadowing evidence, false leads, a crime solver, aka the protagonist or detective, an unexpected villain, criminal, or culprit, and a last-minute resolution to the plot. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

Three entries maximum in any category: An entrant may enter the Books (Mystery) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Story Execution (40 points): Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.

Writing Mechanics (30 points): The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Distinctive Voice (30 points): The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.2 FICTION - SCI-FI/FANTASY

The sci-fi/fantasy category should have imaginative concepts such as advanced science and technology, spaceflight, time travel, supernatural and/or paranormal, and extraterrestrial life. There may also be stories in which animals behave as human beings in that they experience emotions, talk, and have the ability to reason. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

Three entries maximum in any category: An entrant may enter the Books (Fiction - SciFi/Fantasy) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Story Execution (40 points): Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.

Writing Mechanics (30 points): The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Distinctive Voice (30 points): The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.3 FICTION - OTHER

This category includes fictional books about cats or cat characters that don't fit into the specific categories of mystery and sci-fi/fantasy (see category descriptions F.1 BOOKS: FICTION – MYSTERY and F.2 BOOKS: FICTION -SCI-FI FANTASY for reference). They might be a romance novel, an adventure story, a fictionalized memoir, just to name a few possibilities. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Felines must be integral to the plot and story, rather than incidental characters or walk-ons.

Three entries maximum in any category: An entrant may enter the Books (Fiction - Other) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Story Execution (40 points): Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.

Writing Mechanics (30 points): The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Distinctive Voice (30 points): The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.4 NONFICTION

This category features books that appeal to the general cat-owning/cat caregiving population and may offer a broad, comprehensive base of information on felines or a narrow topic specific to cats. These books may be reference books, how-to, or other nonfiction books. They may also be a breed-specific book or something else of a nonfiction nature.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats.

Three entries maximum in any category: An entrant may enter the Books (Nonfiction) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (40 points): At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the "voice" of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.

Organization and Research (30 points): The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.

Production Value/Layout (30 points): The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.5 FOR CHILDREN AND YOUNG ADULTS - ILLUSTRATION-FOCUSED

This category may be fiction or nonfiction and provides the reader with a visual experience through illustrations or photographs. A picture book for children includes images that are as important (or more important) than the words. The images are designed to tell the story. A picture book may or may not include words. Picture books include images on every page or on one page of every pair of facing pages. (Note: the submission should be by the author. The illustrator can enter in the Illustration category.)

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats.

Three entries maximum in any category: An entrant may enter the Books (Kids/Illustrated) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Voice (30 points): The reader can "hear" the difference between this author's work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive "voice" and function in a way that furthers the story or the information conveyed.

Content and Writing Mechanics (30 points): The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.

Production Value/Layout (40 points): The "look" of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children or young adults.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.6 FOR CHILDREN AND YOUNG ADULTS - WRITTEN WORD-FOCUSED

This category may be fiction or nonfiction. A written word-focused book tells a story primarily through prose, rather than pictures, although written word-focused book may contain illustrations, photos, or cartoons to support the narrative. Written word-focused books may be fictional, nonfictional, or include cat characters. In any instance, the book must be age-appropriate in the subject matter.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a book's content must relate to, be relevant to, or be about cats.

Three entries maximum in any category: An entrant may enter the Books (Kids/Written Word) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Voice (30 points): The reader can "hear" the difference between this author's work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive "voice" and function in a way that furthers the story or the information conveyed.

Content and Writing Mechanics (30 points): The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.

Production Value/Layout (40 points): The "look" of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children or young adults.

F. BOOKS

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of a book's content must relate to, be relevant to, or be about cats. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify. Entrants, please see the document, "Category-specific Rules and Descriptions," for details of the requirements for submitting a book.

F.7 SPECIALTY-BOUND MATERIAL (POEMS, GIFT BOOK, PHOTO BOOK, CALENDAR, AND OTHERS)

This category includes books or other bound-material that entice a reader to "pick up" and flip through. Topics may be humorous or lighthearted, entertaining, educational, advertising, a call to action, or other. These works may be for entertainment, amusement, information, or education about felines. Entries in this category could be coffee table in nature (a comprehensive, coherent package of any combination of art, illustrations, graphic design drawings, paintings, photos, and text in some combination), a collection of poems, a calendar or other stylized writing. Layout and graphics should draw the reader to the topic.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: At least two-thirds of a specialty-bound material's content must relate to, be relevant to, or be about cats.

Three entries maximum in any category: An entrant may enter the Books (Specialty-bound Material) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Distinctive Communication (40 points): The book is a unique idea, grabs attention, evokes a mood, tells a story, and moves the reader. The intended purpose of the material may be to educate, entertain, or provide a call to action related to cats.

Production Value/Layout (60 points): Production value addresses the overall presentation of the specialty-bound material. This may include the layout, design, resolution and quality of mediums used (photos, text, illustration, graphics, etc.). If the entry includes text or bits of information, grammar, spelling, and accuracy should be accounted for. Sources should be properly cited. The overall artistic design is pleasing and well thought out. Graphics and photographs (if used) work well with text. Graphics and photographs are integrated into a coherent overall package. The bound-material's cover/back is eye-catching and compelling.

G. VIDEO OR TELEVISION PRODUCTIONS

Productions may be entertaining, enjoyable, lighthearted, humorous, or a combination. They may be presented in scripted, creative, educational, documentary, live, or other styles, as appropriate. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative. Entries must focus on felines (content is at least 80% about cats). In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the entrant found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand. Entrants must provide “run time” (in minutes) for each Produced video Entry, to submit that Entry in the correct length subcategory (short or documentary-length). Webinars are included in the live video category. Entries for these categories must be submitted in their original audio/visual form. Written transcripts of radio or television programs or videos are NOT acceptable. Actual audio or video recordings or links to actual recordings must be submitted. Entries must be submitted in the name of the program host; guests are not eligible to win. Webinars are included in the live video category.

G.1 EDUCATIONAL/INFORMATIVE

Videos or television programs in this category should focus on educating or informing people about cat-related topics (including health, behavior, lifestyle, and rescue & advocacy). Educational/Informative videos may also include but are not limited to cat-related product reviews, news, interviews, personal feline-lifestyle (such as therapy cats or adventure cats), and stories of life with cats. Information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information found elsewhere.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Video entries must focus on cats (at least 80% cat-related content).

Three entries maximum in any subcategory: Run times are required for produced videos. An entrant may enter each sub-category [short produced video (20 minutes or less), documentary-length produced video (more than 20 minutes), or live video (any length)] in Videos - Educational up to three times. If an entrant has more than three entries in any sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Writing/Editing/Voice (30 points): The production meets the needs of the intended audience. There is a consistent style. Accurate research and citations are provided when needed.

Quality (30 points): The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.

Intended Purpose (40 points): The content meets the intended purpose, i.e., successful argument, education, entertainment, or call to action.

G. VIDEO OR TELEVISION PRODUCTIONS

Productions may be entertaining, enjoyable, lighthearted, humorous, or a combination. They may be presented in scripted, creative, educational, documentary, live, or other styles, as appropriate. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative. Entries must focus on felines (content is at least 80% about cats). In all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the entrant found elsewhere. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand. Entrants must provide “run time” (in minutes) for each Produced video Entry, to submit that Entry in the correct length subcategory (short or documentary-length). Webinars are included in the live video category. Entries for these categories must be submitted in their original audio/visual form. Written transcripts of radio or television programs or videos are NOT acceptable. Actual audio or video recordings or links to actual recordings must be submitted. Entries must be submitted in the name of the program host; guests are not eligible to win. Webinars are included in the live video category.

G.2 ENTERTAINMENT

Videos or television programs in this category include pieces that entertain the viewer. Entertainment diverts people’s attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Includes but is not limited to: an amusing look at cats in our lives and our relationship with them; profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats; cats, or cat characters fictional or nonfictional, in nature.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Video entries must focus on cats (at least 80% cat-related content).

Three entries maximum in any subcategory: Run times are required for produced videos. An entrant may enter each sub-category [short produced video (20 minutes or less), documentary-length produced video (more than 20 minutes), or live video (any length)] in Videos - Entertainment up to three times. If an entrant has more than three entries in any sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Writing/Editing/Voice (30 points): The production meets the needs of the intended audience. There is a consistent style. Accurate research and citations are provided when needed.

Quality (30 points): The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.

Intended Purpose (40 points): The content meets the intended purpose, i.e., successful argument, education, entertainment, or call to action.

H. AUDIO/BROADCAST: ANY FORMAT

Radio programs, podcasts, audiotapes/narrations, and other audio recordings that are at least 80% cat-related. The content may be anything related to felines – fictional, nonfictional cats and characters, domestic cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, big/jungle cats, and the like. Entries for this category must be submitted in their original, audio form. Written transcripts are NOT acceptable. Actual audio recordings or links to actual recordings must be submitted. Entries must be submitted in the name of the program host; guests are not eligible to win.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Radio programs, podcasts, audiotapes/narrations, and other audio recordings must include at least 80% cat-related content.

Three entries maximum in any category: An entrant may enter the Audio/Broadcast category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Writing/Editing/Voice (30 points): The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.

Production Value (30 points): The sound is even, clear, and easy to hear.

Intended Purpose (40 points): Production provides a successful argument, educates, entertains, or moves the listener to action.

I. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population. Qualifying entries may be on a corporate or nonprofit site or the entrant's own personal Blog/Website. Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics, and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate. Bloggers must follow FTC guidelines if a blog includes product reviews or sponsored posts (for more information, please see: <https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>). This category is judged on the collective content of the site in its entirety, including visual design, visual and written content, structure, navigation, functionality, engagement, and overall experience. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand. Sites may vary in nature, as long as at least 51% of the site's content is dedicated to the category entered (education OR entertainment). A blog can only be submitted in one blog category. The Publication Date of each Entry MUST be readily apparent/visible to the judges when they view your Entries online. If the publication date is not obvious, your entry may be disqualified and your entry fees forfeited. There must be a minimum of 2 published mediums per month for the entire contest year. The blog/website is judged collectively, but individuals must submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site. Failure to provide these three links might disqualify your entry and forfeit the fees paid on that entry. Sites may vary in nature, as long as two-thirds of the content is dedicated to cats.

I.1 EDUCATIONAL/INFORMATIVE

Educational/Informative sites are dedicated to educating/informing readers and cat caregivers about a variety of cat-related topics (including health, behavior, enrichment, lifestyle, and rescue & advocacy). Educational/Informative sites may also include but are not limited to cat-related product reviews, news, interviews, personal feline-lifestyle (such as therapy cats or adventure cats), and stories of life with cats. Information should be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information the writer found elsewhere.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Blogs/websites must dedicate at least two-thirds of their content to cats.

Three entries maximum in any category: An entrant may enter the Blogs (Educational) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be newly published (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Judges must judge blog content based ONLY on content published between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Frequency of posts: There must be a minimum of 2 published mediums per month for the entire contest year.

Content: At least 51% of a blog's content must match the category entered (educational or entertainment).

Number of Links: The entry contains at least three links to specific pages on the blog (other than the homepage), chosen by the entrant to exemplify his or her best work in this medium for 2021.

Starting point for judging: In addition to the three required links that exemplify an entrant's best work, judges should review the blog's "About" section prior to scoring.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Aesthetic/Branding (20 points): The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.

Technical (10 points): The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.

Posting frequency (10 points): There should be at least two posts per month for the duration of the judging period.

Content (20 points): At least 51% of the content should be on the topic under which the site was entered (educational or entertainment). Do you find the content compelling? Does the content succeed at its purpose (educating or entertaining)? When scoring, please judge the blog content based on published mediums between January 1, 2021, and December 31, 2021.

Quality (20 points): A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.

Writing Mechanics (20 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

I. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population. Qualifying entries may be on a corporate or nonprofit site or the entrant's own personal Blog/Website. Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics, and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate. Bloggers must follow FTC guidelines if a blog includes product reviews or sponsored posts (for more information, please see: <https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>). This category is judged on the collective content of the site in its entirety, including visual design, visual and written content, structure, navigation, functionality, engagement, and overall experience. Photos and graphics (if used) should be relevant, enhance the piece and be specific to the topic at hand. Sites may vary in nature, as long as at least 51% of the site's content is dedicated to the category entered (education OR entertainment). A blog can only be submitted in one blog category. The Publication Date of each Entry MUST be readily apparent/visible to the judges when they view your Entries online. If the publication date is not obvious, your entry may be disqualified and your entry fees forfeited. There must be a minimum of 2 published mediums per month for the entire contest year. The blog/website is judged collectively, but individuals must submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site. Failure to provide these three links might disqualify your entry and forfeit the fees paid on that entry. Sites may vary in nature, as long as two-thirds of the content is dedicated to cats.

I.2 ENTERTAINMENT

Entertainment sites take an amusing and enjoyable look at cats and our lives and relationship with them. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination and use fictional or nonfictional cats.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Blogs/websites must dedicate at least two-thirds of their content to cats.

Three entries maximum in any category: An entrant may enter the Blogs (Entertainment) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be newly published (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Judges must judge blog content based ONLY on content published between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Frequency of posts: There must be a minimum of 2 published mediums per month for the entire contest year.

Content: At least 51% of a blog's content must match the category entered (educational or entertainment).

Number of Links: The entry contains at least three links to specific pages on the blog (other than the homepage), chosen by the entrant to exemplify his or her best work in this medium for 2021.

Starting point for judging: In addition to the three required links that exemplify an entrant's best work, judges should review the blog's "About" section prior to scoring.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Aesthetic/Branding (20 points): The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.

Technical (10 points): The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.

Posting frequency (10 points): There should be at least two posts per month for the duration of the judging period.

Content (20 points): At least 51% of the content should be on the topic under which the site was entered (educational or entertainment). Do you find the content compelling? Does the content succeed at its purpose (educating or entertaining)? When scoring, please judge the blog content based on published mediums between January 1, 2021, and December 31, 2021.

Quality (20 points): A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.

Writing Mechanics (20 points): Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. COLUMN/SERIES [WRITTEN BY THE SAME AUTHOR(S)]

A column is a series of articles about the same subject featured in a publication. Columns via newspaper, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites typically offer ongoing coverage of a narrow topic or with a humorous theme written by the same author(s) each issue. Columnists often are responsible for the idea as well as the research and writing. A column/series entered under this category must contain at least 3 published articles in the Contest year. Individuals **MUST** submit links to at least three (3) of their best columns: submitted as a single Entry (failure to provide these three links might disqualify your entry and forfeit the fees paid on that entry). If an article is part of the submission for the “Column/series” category, it may not be submitted individually in any other category. If you are the editor of the column (you did not write all the articles), please enter your column in Category D. (Serial Works Entered by an Editor).

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: A Column/Series (entered by an author) must include at least two-thirds cat-related content.

Three entries maximum in any category: An entrant may enter the Column/Series (entered by an author) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Number of Links: The entry contains at least three links or uploaded documents to specific installments of the entered column.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Content (40 points): Content in columns provides ongoing coverage of a narrow topic related to cats or with a humorous theme. Content can range from lighthearted and humorous (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate.

Writing Mechanics (30 points): Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Organization (30 points): Everything in the column is presented in a logical fashion and the order of the material makes sense to the reader. Layout and progression of ideas make it easy for the reader to understand the content and follow the ideas.

K. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Excellence is determined by the overall social effort – the quality and effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design. Social media excellence is judged in its entirety, but individuals MUST submit links to six (6) posts that exemplify their best work and as supporting evidence of the quality of the overall social media (failure to provide these six links might disqualify your entry and forfeit the fees paid on that entry). Social media accounts may vary in nature, as long as at least 51% of the social media account's content is dedicated to the category entered (education OR entertainment). A social media account can only be submitted in one social media category. Social media entrants must follow FTC guidelines if the entered account includes product reviews or sponsored posts (for more information, please see: <https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>). Social media categories should focus on a particular theme and may be posted across varying social media channels but must dedicate two-thirds of their content to cats. For these categories, qualifying entries may either be from Facebook, Twitter, YouTube, or Instagram (or a combination thereof); from social media accounts that represent either a corporate, nonprofit, or the entrants own personal social media page(s).

K.1 EDUCATIONAL/INFORMATIVE

Educational/Informative social media accounts are dedicated to educating/informing readers and cat caregivers about a variety of cat-related topics (including health, behavior, enrichment, lifestyle, and rescue & advocacy). Educational/Informative social media accounts may also include but are not limited to cat-related product reviews, news, interviews, personal feline-lifestyle (such as therapy cats or adventure cats), and stories of life with cats. All information presented should be clear, properly cited, and up to date.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry:

Cats as subject: Social media channels must dedicate two-thirds of their content to cats

Three entries maximum in any category: An entrant may enter the Social Media (Educational) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be newly published (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Judges must judge a social media account's content based ONLY on content published between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Frequency of posts: Submitted social media account[s] must be frequently updated.

Content: At least 51% of social media accounts' content must match the category entered (educational or entertainment).

Number of Links: The entry contains at least six links to specific social media posts (other than the account homepage), chosen by the entrant to exemplify his or her best work in this medium for 2021.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Production Values (30 points) : Pieces submitted focus on a particular theme (educational or entertainment) related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.

Writing Mechanics (30 points) : Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Writing and Voice (40 points) : Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information. When scoring, please judge social media content based on published mediums between January 1, 2021, and December 31, 2021.

K. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Excellence is determined by the overall social effort – the quality and effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design. Social media excellence is judged in its entirety, but individuals MUST submit links to six (6) posts that exemplify their best work and as supporting evidence of the quality of the overall social media (failure to provide these six links might disqualify your entry and forfeit the fees paid on that entry). Social media accounts may vary in nature, as long as at least 51% of the social media account's content is dedicated to the category entered (education OR entertainment). A social media account can only be submitted in one social media category. Social media entrants must follow FTC guidelines if the entered account includes product reviews or sponsored posts (for more information, please see: <https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>). Social media categories should focus on a particular theme and may be posted across varying social media channels but must dedicate two-thirds of their content to cats. For these categories, qualifying entries may either be from Facebook, Twitter, YouTube, or Instagram (or a combination thereof); from social media accounts that represent either a corporate, nonprofit, or the entrants own personal social media page(s).

K.2 ENTERTAINMENT

Entries in this category should take an amusing and enjoyable look at cats and our lives and relationship with them using social media platforms such as Facebook, Twitter, Instagram, and YouTube. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Content may be entertaining, enjoyable, lighthearted, humorous, or a combination and use fictional or nonfictional cats.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Social media channels must dedicate two-thirds of their content to cats.

Three entries maximum in any category: An entrant may enter the Social Media (Entertainment) category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be newly published (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Judges must judge a social media account's content based ONLY on content published between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

Frequency of posts: Submitted social media account[s] must be frequently updated.

Content: At least 51% of social media accounts' content must match the category entered (educational or entertainment).

Number of Links: The entry contains at least six links to specific social media posts (other than the account homepage), chosen by the entrant to exemplify his or her best work in this medium for 2021.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

Production Values (30 points): Pieces submitted focus on a particular theme (educational or entertainment) related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.

Writing Mechanics (30 points): Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

Writing and Voice (40 points): Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information. When scoring, please judge social media content based on published mediums between January 1, 2021, and December 31, 2021.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.1 PHOTOGRAPHY: SINGLE IMAGE

Without the need for words, a photograph tells a story that should delight, move, amaze, and/or stir the viewer. A single image, black & white or color, may illustrate a point in a text or stand alone as with greeting cards, book covers, and posters. On its own, it may enhance a blog/website/social media. The photographic artist has unique challenges using shadow, light, tone, and composition to influence the story and mood in the direction they seek to express.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Photography (Single image) must focus on cats.

Three entries maximum in any category: An entrant may enter Photography (Single image) up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text.

Artistic Values (30 points): Overall composition – use of lighting/shadow/tone, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.

Technical Execution (40 points): Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.2 PHOTOGRAPHY: SERIES

Without the need for words, a series of photographs tells a story that should delight, move, amaze, and/or stir the viewer. A series, black & white or color, may illustrate a point in articles or books, blogs, websites, magazines, or as a series of photos in an annual publication, such as a calendar. The photographic artist has special challenges using shadow, light, tone, and composition to influence the story and mood in the direction they seek to express.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Photography (Series) must focus on cats.

Three entries maximum in any category: An entrant may enter Photography (Series) up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): The photographs illustrate a unique idea, grab attention, evoke a mood, tell a story, move the viewer, and/or accurately illustrate text.

Artistic Values (30 points): Overall composition – use of lighting/shadow/tone, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.

Technical Execution (40 points): Photographs uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.3 PHOTOGRAPHIC ART

Photographic Art starts on film or digital media and uses various digital or manual techniques to alter the photo (including photo editing software, apps, or mixed media). Photographic art may include (but is not limited to) a combination of images, montage, collage, adding or changing background, adding or changing colors, adding overlays or special effects, colorization of black and white images. Photographic Art creates a moment in time and freezes it there. A single image, without the need for words, tells a story. Photographic art may illustrate a point in a text or stand-alone. You may find photographic art on greeting cards, a book cover/back, posters, or a photograph on a blog/website or social media.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Photographic Art must focus on cats.

Three entries maximum in any category: An entrant may enter Photographic Art up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): Photographic art should delight you, move you, amaze you, stir you. The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text. If text is used, it should be appropriate for the sake of art and not advertising.

Artistic Values (30 points): Photographic art is image manipulation beyond lifelike brightness and tonal adjustments. Overall composition – use of lighting/shadow/tonal, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.

Technical Execution (40 points): Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.4 CARTOON

A cartoon is a drawing that may portray a real-life situation, fictional or nonfictional character or place, and is often executed in an exaggerated, satirical, or humorous light. Cartoons have many styles ranging from stylized shapes using simple line drawings to more detailed and illustrative work, with or without color. The result is always the same: capturing an idea, a trending topic, or telling a story. Cartoons often stand alone as a short story in miniature or an illustration of the text.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Cartoons must focus on cats.

Three entries maximum in any category: An entrant may enter the Cartoon category up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): Cartoons show a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.

Artistic Value (40 points): Cartoon works as a piece of art. The artist shows flair and talent as a cartoonist. Elements of the work show talent and execute the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.

Technical Execution (30 points): Overall composition – use of light/shadow/tonal/color/shading. Placement of subject in frame. Important bits are not cut off.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.5 ILLUSTRATION (SINGLE)

An illustration is an image created with traditional or digital art media that does not fall into the category of photographic art. An illustration may exaggerate one or more elements to tell a story or direct attention to a particular point. It may portray things that do or do not exist in the real world, illustrating text or standing alone. Some uses for illustration are books, book covers, blogs, online publications, newsletters, social media posts.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Illustrations (Single) must focus on cats.

Three entries maximum in any category: An entrant may enter the Illustration (Single) category up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.

Artistic Value (40 points): Illustration works as a piece of art. The artist shows flair and talent as an illustrator. Elements of the work show talent and execute the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.

Technical Execution (30 points): Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.6 ILLUSTRATIONS (SERIES)

Illustrations are images created with traditional or digital art media and do not fall into the category of photographic art. A series of illustrations all relate in some way to the same subject. Illustrations may exaggerate one or more elements to tell a story or direct attention to a particular point. They may portray things that do or do not exist in the real world. They may be used to illustrate text or to stand alone. Uses for a series of illustrations include books, blogs, online publications, newsletters, social media posts, and annual publications, such as a calendar.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Illustrations (Series) must focus on cats.

Three entries maximum in any category: An entrant may enter the Illustration (Series) category up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): Illustrations show a unique idea, grab attention, evokes a mood, tell a story, move you, and/or accurately illustrate text. Series works as a cohesive whole.

Artistic Value (40 points): Illustrations work as a piece of art. The artist shows flair and talent as an illustrator. Elements of the works show talent and execute the vision well. Main elements and background elements are well-balanced. The pieces are well-composed. The use of special effects is appropriate and meaningful.

Technical Execution (30 points): Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.

L. VISUAL ARTS

Entries in this category must focus on cats. Visual arts should adhere to the principles of good design, embody the principles of good artwork, and convey an artistic vision. Entries in these Categories, including photos and illustrations, may be entered simultaneously as an integral part of a writing entry (for example, as part of a print/online magazine article or a book) as well as an image, or series/collection of images, freestanding, in their own right. All image Entries (photos, illustrations, cartoons, photographic art) will be judged solely in their original PUBLISHED form, whether printed or online. If your image Entry was originally published in paper format, such as in a printed book or magazine, you must submit a digital scan of the original printed form of the Entry (so the judges can view it in its originally-published context). If the image is available for viewing online, include the URL of the online image for the judges' convenience.

L.7 GRAPHIC DESIGN

Graphic design is the art and practice of visual communication to captivate, inspire, and inform a target audience. The designer skillfully merges visual elements such as typography, line, and color, photography, and/or illustration to create layouts for a wide variety of applications. These include (but are not limited to) magazine layouts, newsletters, book covers, calendars, infographics, posters, brochures, logos, web design, marketing, promotional materials, and more.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Entries in Graphic Design must focus on cats.

Three entries maximum in any category: An entrant may enter the Graphic Design category up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Effective Communication (30 points): Design visually communicates an idea, often to problem solve, educate, or move to action using elements of typography, photography, and illustration.

Artistic Value (40 points): Design works as a visual piece of art. The designer shows flair and talent using designs, symbols, images, and text to form visual representations of editorials, ideas or messages. The main elements of the work are well-executed – fonts, images, photos, and drawings are crisp and background elements are well balanced and composed.

Technical Execution (30 points): The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching. Placement of images and typography is framed properly, with all relevant information incorporated into the design.

M. FINE ART

This Category differs from all other Categories in several ways. “Fine Art” is defined, for purposes of the Contest, as work, either in two or three dimensions, that is produced/created primarily as a form of personal artistic self-expression, rather than as a supplement or accompaniment to another published work, such as a book or magazine article. Fine Art pieces stand alone as self-contained works. Fine Art works can be original paintings, sculptures, fiber art pieces, ceramics, handcrafted jewelry, fine-art clothing, and similar works. Works of Fine Art that qualify for the Contest must be devoted to and feature the CAT (wild or domestic, realistic or abstract!) as primary inspiration and subject matter. Works must have been created during the Contest period (calendar year 2021) and adhere to the principles of good design. Since Fine Art is generally not “published” in the usual sense, for purposes of the Contest, the requirement for Fine Art entries to be “published work” will be modified by a requirement that such works will have been displayed and/or offered for sale to the public during the Contest period, either in a physical or online gallery or on a sales site such as Etsy, eBay or similar site. Because of the nature of Fine Art, entries should be composed of a set of full-color photographs or scans of the work, clearly showing the overall work as well as close-up details. For 3D work such as sculpture, photos should show the work from several different angles. Entries must include supporting documentation of the work’s display and/or sales in a gallery or shop (physical or online), including relevant links so judges can view the work online if they wish.

I. REQUIREMENTS (If all requirements aren't met, judges may disqualify an entry):

Cats as subject: Works of Fine Art must feature the cat (wild or domestic, realistic or abstract!) as primary inspiration and subject matter.

Three entries maximum in any category: An entrant may enter the Fine Art category up to three times. If an entrant has more than three, please contact the contest chair for instructions.

Originally published during 2021: All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2021, and December 31, 2021. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the 2021 contest year). If a byline is not included, and the entry is not published on the entrant's own blog, one must provide proof of authorship.

II. SCORING BASED ON OBJECTIVE EXCELLENCE:

***** Scoring note: Judges, when scoring this entry, please note that you can only judge what is before you. You cannot assume any characteristic or aspect of the work not visible on the entry. However, because the artist may not have control over the final printed reproduction, the entry should not be penalized for poor reproduction quality or lower budget printing. *****

Creative Communication (30 points): The piece may portray a unique idea or a personal interpretation of an existing subject matter. It grabs attention, evokes a mood or emotion, tells a story, and/or moves you.

Artistic Value (40 points): The artist shows flair and talent as an artist (art, sculpture, jewelry, clothing, etc.). Elements of the work are consistent to the intended style of the piece and medium and will vary accordingly. As art is subjective, it may range from surreal to realistic to warm, dramatic, and any variation in-between.

Technical Execution (30 points): The execution is appropriate to the intended piece. For example, jewelry would show craftsmanship in execution by the setting of the beads, stones, etc. A painting would use colors and brush strokes to appropriately execute the intended finished product. Clothing would imply a design with composition appropriate to the finished item.