

## A. WRITTEN ARTICLE

Entries in written articles may be found in newspapers, blogs, websites, magazines, and newsletters, whether traditional print media or online sites. Entries must be at least 80% cat-specific. Pieces can range from lighthearted (even containing fictionalized cats) to educational and informative. If the reader is to be educationally informed, the information must 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 must be relevant, enhance the piece, and be properly credited. A word count is required for each written article entry.

### 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, breed-specific health issues, 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:

**Cats as subject:** 80% of the article must be cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Content (30 points maximum):**

- The authors' style gives the piece life, whether the piece is entertaining or informative.
- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

##### **Quality (40 points maximum):**

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

##### **Writing Mechanics (30 points maximum):**

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays 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. Entries in this category aim to maximize cats' physical, psychological, and emotional health and well-being by addressing topics such as grooming, feeding, handling, litter box tips, carrier tips, the need for routine veterinary exams, environmental enrichment (including educating readers on optimizing the environment and relationships we share with our cats), care specific to pedigreed felines, etc.

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## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Content (30 points maximum):

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- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### Quality (40 points maximum):

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

### Writing Mechanics (30 points maximum):

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
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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 and/or use training techniques. Topics include but are not limited to cat training and proactive behavior modification (training topics are also not limited and could include topics such as therapy cat training, breed traits, 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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## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### **Content (30 points maximum):**

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- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### **Quality (40 points maximum):**

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

### **Writing Mechanics (30 points maximum):**

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.

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### A.4 FELINE-HUMAN BOND STORIES

This category includes pieces that are written to examine and celebrate stories illustrating the joys and challenges of sharing our lives with cats, and stories 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. These true stories must include an emotional tie between the human and the cat. Topics include but are 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; or stories dealing with the heart-breaking loss of one's cat.

## I. REQUIREMENTS:

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## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Content (30 points maximum):

- The authors' style gives the piece life, whether the piece is entertaining or informative.
- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### Quality (40 points maximum):

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

### Writing Mechanics (30 points maximum):

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.

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### A.5 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. Topics include (but are 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 wellbeing, and/or new cures or improvements to existing medicines and practices for cat-related illnesses, diseases, ailments, etc.

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#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Content (30 points maximum):**

- The authors' style gives the piece life, whether the piece is entertaining or informative.
- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

##### **Quality (40 points maximum):**

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

##### **Writing Mechanics (30 points maximum):**

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
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### A.6 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. Topics include but are 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, or cat characters fictional or nonfictional in nature. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination.

## I. REQUIREMENTS:

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## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Content (30 points maximum):

- The authors' style gives the piece life, whether the piece is entertaining or informative.
- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### Quality (40 points maximum):

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

### Writing Mechanics (30 points maximum):

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.

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### A.7 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. Topics include but are 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; surrendered pedigreed cats; profiles of individual rescuers/shelters/shelter workers; successfully managed colonies; and community organizations. Advocacy also includes animal welfare and animal rights topics.

#### I. REQUIREMENTS:

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#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Content (30 points maximum):**

- The authors' style gives the piece life, whether the piece is entertaining or informative.
- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

##### **Quality (40 points maximum):**

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

##### **Writing Mechanics (30 points maximum):**

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
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### A.8 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 must 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 must 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.

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

## I. REQUIREMENTS:

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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 maximum):

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- The content is relevant to the intended category and directed to the appropriate audience.
- The content is at least 80% cat-specific.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### Quality (40 points maximum):

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.
- The review follows FTC guidelines and includes a disclosure if consideration was exchanged. (<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>).

### Writing Mechanics (30 points maximum):

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.



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### A.9 GENERAL/OTHER

This category is reserved for pieces that do not fit into a specific category (see Written Article Categories A.1 – A.8 for reference), including pieces about our domestic cats' wild relatives (when not relevant to A.7 Rescue & Advocacy); lifestyles of people and their cats [including therapy cats, adventure cats, pedigreed cats and cat shows, and cat models]; cat communication craft-related (photography, writing, etc.); cats in society, culture, art, history, mythology, and religion; etc. Pieces may be editorial in nature, serious, lighthearted, informative, educational, fictional, nonfictional, and more.

## I. REQUIREMENTS:

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- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research and factual information.
- Information is fact-checked, credible, and accurate.

### Quality (40 points maximum):

- The article has its own unique voice.
- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.
- If the purpose of the piece is to educate, the quality of references and information in the article is sufficient to support the author's message and thoroughly cover the topic of the piece.

### Writing Mechanics (30 points maximum):

- The piece uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.

## B. POEM

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 or book of poems 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, in book or individual form.

### I. REQUIREMENTS:

**Cats as subject:** The subject of an entered poem must be (a) cat(s).

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### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

#### **Distinctive Voice (30 points maximum):**

- The poet's voice is distinctive, consistent, and clear.
- The work is clearly different from prose.
- The artistic and musical quality of poetry is evident.

#### **Writing Mechanics (30 points maximum):**

- The poem follows its own rules (rhymes or free verse, consistent word rhythm) and uses appropriate and consistent writing mechanics within those rules.
- The poem is artistic.

#### **Poem Execution (40 points maximum):**

- The poem is imaginative and/or meaningful.
- The subject of the poem is (a) cat(s).
- The reader cares about the topic and/or characters.
- The poem strikes an emotional chord or evokes empathy and isn't trite.
- The poem presents a fresh idea or perspective.

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

At least two-thirds of the content of short-form stories must be cat-specific. 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

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:

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

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#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Distinctive Voice (30 points maximum):**

- The author's voice is distinctive, consistent, and clear.
- The writing is compelling.

##### **Story Execution (40 points maximum):**

- The story is coherent, imaginative, and interesting.
- The story keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, and unpredictability in appropriate ways.
- The reader cares about the characters.
- Two-thirds of the story is cat-specific.

##### **Writing Mechanics (30 points maximum):**

- The story uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent and focused writing style appropriate for the intended audience.

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

At least two-thirds of the content of short-form stories must be cat-specific. 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

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:

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

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#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Distinctive Voice (30 points maximum):**

- The author's voice is distinctive, consistent, and clear.
- The writing is compelling.

##### **Story Execution (40 points maximum):**

- The story is coherent, imaginative, and interesting.
- The story keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, and unpredictability in appropriate ways.
- The reader cares about the characters.
- Two-thirds of the story is cat-specific.

##### **Writing Mechanics (30 points maximum):**

- The story uses appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces written in the perceived voice of a cat may contain made-up words or unique grammar usage.)
- The piece portrays a consistent and focused writing style appropriate for the intended audience.

## D. AUDIO/BROADCAST: ANY FORMAT

Radio programs, podcasts, audiotapes/narrations, and other audio recordings that are at least 80% cat-specific. 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 (a transcript of the recording is not sufficient). Entries must be submitted in the name of the program host; guests are not eligible to win.

### I. REQUIREMENTS:

**Cats as subject:** Audio/Broadcasts must be at least 80% cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

#### **Writing/Editing/Voice (30 points maximum):**

- The production meets the needs of the intended audience.
- There is consistent style.
- Accurate research is provided and cited, when needed.
- If the purpose of the publication is to educate, the quality of references and information in the publication is sufficient to support the message and thoroughly cover the topic of the publication.

#### **Production Value (30 points maximum):**

- The sound is even, clear, and easy to hear.

#### **Intended Purpose (40 points maximum):**

- The production provides a successful argument, educates, entertains, or moves the listener to action.
- The production's content is at least 80% cat-specific.

## E. PERIODICAL/NATIONAL CIRCULATION PUBLICATION

Periodicals/National Circulation Publications appeal to specific readers by matching their content with an intended target audience's special interest. Publications may be 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 must 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 must 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 give readers information they can't find elsewhere. They have a clear editorial purpose for their existence and not simply be a vehicle for advertising or listings. Some may have a singular focus, such as kittens or cat breeds, or others might have a variety of topics pertaining to cats. National publications are published on a regular basis – whether monthly, bi-monthly, quarterly, annually, etc. Periodical/National Circulation Publications must have cat-specific content of 80% or more. Special note: blogs and websites do not qualify for this category.

### I. REQUIREMENTS:

**Cats as subject:** Periodical/National Circulation Publications must have cat-specific content of 80% or more.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

#### **Content (30 points maximum):**

- The publication is entertaining, engaging, informative, educational, or a combination thereof.
- The content must be relevant to the intended audience, with a compelling cover page, a table of contents, feature articles and columns, stories, photographs, advertisements, and so on.
- The publication must have cat-specific content of 80% or more.
- The pieces in the publication must contain appropriate quotations and citations from credible sources that support research and factual information.
- Information is fact-checked, credible, and accurate.

#### **Quality (40 points maximum):**

- The publication must be of superior, professional quality – all cover images, graphics, and illustrations must be sharp and clear and properly credited to the creator.
- The layout of the publication must be clean, easy to follow, attractive, and logical with eye-catching and easy to read fonts.
- All factual articles, columns, and feature stories must be fact checked, from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) with sources, facts, quotes and statistics properly cited.
- If the purpose of the publication is to educate, the quality of references and information in the publication is sufficient to support the message and thoroughly cover the topic of the publication.
- The publication has a clear editorial purpose.
- Photos, drawings, or illustrations enhance the publication and are clear and sharp, relevant, as well as properly credited.
- The publication must be published on a regular basis.

#### **Layout and Mechanics (30 points maximum):**

- Publications must be editorially perfect for each particular segment within the publication.
- Written pieces must use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing).
- The piece portrays a consistent writing style that presents content in a clear, logical fashion appropriate for the intended audience.

## F. BOOK

Books' content must be at least two-thirds specific 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). 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

A mystery must 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:

**Cats as subject:** Books' content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Story Execution (40 points maximum):

- 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 maximum):

- 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. (NOTE: Books may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- Content is presented in a clear, logical fashion, appropriate for the intended audience.

### Distinctive Voice (30 points maximum):

- The author's voice is distinctive, consistent, and clear.

## F. BOOK

Books' content must be at least two-thirds specific 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). 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 - OTHER

This category includes fictional books about cats or cat characters that don't fit into the mystery category. They might be a sci-fi/fantasy, romance novel, adventure story, or 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:

**Cats as subject:** Books' content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Story Execution (40 points maximum):

- 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 maximum):

- 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. (NOTE: Books may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- Content is presented in a clear, logical fashion, appropriate for the intended audience.

### Distinctive Voice (30 points maximum):

- The author's voice is distinctive, consistent, and clear.



## F. BOOK

Books' content must be at least two-thirds specific 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). 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 NONFICTION - GENERAL CARE

This category features books that appeal to the general cat-owning/cat caregiving population and offer general care, health, or behavior information specific to cats. These books may be reference books, how-to, or resources read front to back on basic principles of cat care. These nonfiction books must be informational, fact-based, and well-structured (table of contents, index, references, and perhaps an appendix) to ensure readers may find information quickly. Nonfiction books can range from lighthearted and humorous to serious, straightforward, and technical to educate/inform the reader. They may be written in the "voice" of a cat.

#### I. REQUIREMENTS:

**Cats as subject:** Books' content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

##### **Content (40 points maximum):**

- At least two-thirds of the book's content covers cats.
- The style is consistent throughout the book.
- 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 maximum):**

- The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.
- If the book is intended as a resource guide, the book has a table of contents, index, references, and perhaps an appendix to ensure readers may find information quickly.
- Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
- If the purpose of the book is to educate, the quality of references and information in the book is sufficient to support the message and thoroughly cover the topic of the book.

##### **Production Value/Layout (30 points maximum):**

- 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.
- Illustrations or photos are sharply focused, of good quality, they enhance the text, and are properly credited.
- Pagination is accurate and the manuscript is well-edited and free from typographical errors.

## F. BOOK

Books' content must be at least two-thirds specific 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). 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 - OTHER

This category features books and other bound material that appeal to the general cat-owning/cat caregiving population and do not cover general care, health, or behavior. These bound materials may be biographies, autobiographies, profiles of individuals or cats, how-to, calendars, gift books, coffee table books, or other nonfiction books. If books are meant to be informational in nature, content must be referenced and fact-based. If books are meant to entice a reader to "pick up" and flip through the material, the work must have significant visual appeal that draws the reader to the topic (a comprehensive, coherent package of any combination of art, illustrations, graphic design drawings, paintings, photos, and text in some combination). Nonfiction – Other books may be written in the "voice" of a cat. Nonfiction books can range from lighthearted and humorous to serious and straightforward to educate/inform the reader.

### I. REQUIREMENTS:

**Cats as subject:** Nonfiction book's content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

#### **Content (40 points maximum):**

- At least two-thirds of the book's content covers cats.
- The style is consistent throughout the book.
- 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.
- If the work has a significant visual component, it succeeds in drawing the reader into the topic and encourages the reader to pick up and flip through the material.

#### **Organization and Research (30 points maximum):**

- The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.
- If the book is intended as a resource guide, the book has a table of contents, index, references, and perhaps an appendix to ensure readers may find information quickly.
- Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
- If the purpose of the book is to educate, the quality of references and information in the book is sufficient to support the message and thoroughly cover the topic of the book.

#### **Production Value/Layout (30 points maximum):**

- 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.
- Illustrations or photos are sharply focused, of good quality, they enhance the text, and are properly credited.
- Pagination is accurate and the manuscript is well-edited and free from typographical errors.
- If the work has a significant visual component, it succeeds in drawing the reader into the topic and encourages the reader to pick up and flip through the material.

## F. BOOK

Books' content must be at least two-thirds specific 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). 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 or young adults 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 entry must be in the name of the author. An illustrator may also enter the illustrations in the Illustration category.)

#### I. REQUIREMENTS:

**Cats as subject:** Books' content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

**\*\*\* SCORING NOTE: Books in this category may be appropriate for children AND/OR young adults. Judges, please do not mark down entrants if the work is only appropriate to one of these age groups. This category encompasses both age groups. \*\*\***

##### **Distinctive Voice (30 points maximum):**

- The author's voice is distinctive, consistent, and clear.
- The material is readable and appropriate for children or young adults.
- Art must have a distinctive "voice" and function in a way that is integral to the story and furthers the story or the information conveyed.

##### **Content and Writing Mechanics (30 points maximum):**

- The manuscript is well-edited and free from typographical errors.
- Cat(s) are an integral part of the plot and story.
- The book is well-focused with consistency and continuity.
- Fictional work elicits sympathy for the character and presents a satisfying resolution. Factual information is accurate, well-organized, and properly cited.
- The books must be 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. However, grammar may vary with the style of the writing.

##### **Production Value/Layout (40 points maximum):**

- The "look" of the book is appealing and pleasing.
- Illustrations and photographs are presented in a way that complements the text and advances the story.
- Photos are sharply focused.
- The book cover/back is eye-catching and compelling and age-appropriate for children or young adults.

## F. BOOK

Books' content must be at least two-thirds specific 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). 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 and include cat characters. A written word-focused book tells a story primarily through prose, rather than pictures, although written word-focused books may contain illustrations, photos, or cartoons to support the narrative. In any instance, subject matter must be age-appropriate to children or young adults.

#### I. REQUIREMENTS:

**Cats as subject:** Books' content must be at least two-thirds specific to cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

**\*\*\* SCORING NOTE:** Books in this category may be appropriate for children AND/OR young adults. Judges, please do not mark down entrants if the work is only appropriate to one of these age groups. This category encompasses both age groups. \*\*\*

##### **Distinctive Voice (30 points maximum):**

- The author's voice is distinctive, consistent, and clear.
- The material is readable and appropriate for children or young adults.
- Art must have a distinctive "voice" and function in a way that is integral to the story and furthers the story or the information conveyed.

##### **Content and Writing Mechanics (30 points maximum):**

- The manuscript is well-edited and free from typographical errors.
- Cat(s) are an integral part of the plot and story.
- The book is well-focused with consistency and continuity.
- Fictional work elicits sympathy for the character and presents a satisfying resolution. Factual information is accurate, well-organized, and properly cited.
- The books must be 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. However, grammar may vary with the style of the writing.

##### **Production Value/Layout (40 points maximum):**

- The "look" of the book is appealing and pleasing.
- Illustrations and photographs are presented in a way that complements the text and advances the story.
- Photos are sharply focused.
- The book cover/back is eye-catching and compelling and age-appropriate for children or young adults.

## G. VIDEO OR TELEVISION PRODUCTION

Productions may be entertaining, enjoyable, informational, 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 must be at least 80% cat-specific). In all instances, if the reader is to be educationally informed, the information must 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 must be relevant, enhance the piece and be specific to the topic. Entrants must provide “run time” (in minutes) for each Produced video entry. 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.

### G.1 EDUCATIONAL/INFORMATIVE

Videos or television programs in this category 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 must be fact-checked and accurate. Appropriate quotations and citations from credible sources must support research and factual information found elsewhere.

## I. REQUIREMENTS:

**Cats as subject:** Video/TV productions must be at least 80% cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Writing/Editing/Voice (30 points maximum):

- 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 maximum):

- 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.
- If the purpose of the video is to educate, the quality of references and information in the video is sufficient to support the message and thoroughly cover the topic of the video.

### Intended Purpose (40 points maximum):

- The content meets the intended purpose, i.e., successful argument, education, entertainment, or call to action.
- Content is at least 80% cat-specific.

## G. VIDEO OR TELEVISION PRODUCTION

Productions may be entertaining, enjoyable, informational, 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 must be at least 80% cat-specific). In all instances, if the reader is to be educationally informed, the information must 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 must be relevant, enhance the piece and be specific to the topic. Entrants must provide “run time” (in minutes) for each Produced video entry. 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.

### 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:

**Cats as subject:** Video/TV productions must be at least 80% cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

### Writing/Editing/Voice (30 points maximum):

- 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 maximum):

- 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.
- If the purpose of the video is to educate, the quality of references and information in the video is sufficient to support the message and thoroughly cover the topic of the video.

### Intended Purpose (40 points maximum):

- The content meets the intended purpose, i.e., successful argument, education, entertainment, or call to action.
- Content is at least 80% cat-specific.

## H. BLOG/WEBSITE

Blogs/websites must be two-thirds cat-specific, 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 media, such as articles/posts, photos, videos, cartoons, infographics, and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. Any information presented must be fact-checked, accurate, and cited. Bloggers must follow FTC guidelines if a blog includes product reviews or sponsored posts. 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 must be relevant, enhance the piece and be specific to the topic. 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 entry online. If the publication date is not obvious, your entry may be disqualified and your entry fees forfeited. There must be a minimum of two published media per month for the entire contest year. At least two media per month must be newly published content (reprinted or edited content from another year is not allowed), written or created by the entrant. 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.

### H.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 must 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 must be relevant, enhance the pieces, and be properly credited.

## I. REQUIREMENTS:

**Cats as subject:** Blogs/websites must be two-thirds cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

**Frequency of posts:** There must be a minimum of 2 published media 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 2023.

**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:

**\*\*\* SCORING NOTE: When scoring, please judge the blog content based on published media between January 1, 2023, and December 31, 2023. \*\*\***

### Aesthetic/Branding (20 points maximum):

- The site must use a color palette that makes the content easy to read, including sufficient contrast between the colors of the type and the background.
- Branding must be unique, well thought-out, professional, consistent, and must be apparent throughout the website.
- The logo and/or site header clearly identify the name of the site.
- The purpose of the site is clear to the reader.
- Photos and graphics inspire people to read the stories attached to them.

### Technical (10 points maximum):

- The site must be usable and appealing on both a desktop and mobile phone.
- The site must be responsive and appropriate to the changes in size from a desktop to a mobile phone.
- The site must be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors.
- The site must not have so many popups that it interferes with the enjoyment of the site.

### Posting frequency (10 points maximum):

- There must be at least two posts per month for the duration of the contest period.

### Content (20 points maximum):

- At least 51% of the content must be on the topic under which the site was entered (educational or entertainment).
- The content is compelling and professional.
- The content succeeds at its purpose (educating or entertaining).
- Content is two-thirds cat-specific.

### Quality (20 points maximum):

- The website has its own unique voice.
- The content is professional and must be held to the same high standard as any piece for print media.
- Facts or statistics must be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts) and linked appropriately.
- Photos are of excellent quality, and are credited.
- If the purpose of the content is to educate, the quality of references and information in the content is sufficient to support the message and thoroughly cover the topics of the content.
- Reviews and sponsored posts must follow FTC guidelines and include a disclosure if consideration was exchanged. (<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>).
- The quality of the site in its entirety, including visual design, visual and written content, structure, navigation, functionality, engagement, and overall experience, stands out to the reader.

### Writing Mechanics (20 points maximum):

- Pieces must use appropriate professional writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The pieces must portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

## H. BLOG/WEBSITE

Blogs/websites must be two-thirds cat-specific, 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 media, such as articles/posts, photos, videos, cartoons, infographics, and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. Any information presented must be fact-checked, accurate, and cited. Bloggers must follow FTC guidelines if a blog includes product reviews or sponsored posts. 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 must be relevant, enhance the piece and be specific to the topic. 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 entry online. If the publication date is not obvious, your entry may be disqualified and your entry fees forfeited. There must be a minimum of two published media per month for the entire contest year. At least two media per month must be newly published content (reprinted or edited content from another year is not allowed), written or created by the entrant. 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.

### H.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. Any information presented must 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 must be relevant, enhance the pieces, and be properly credited.

## I. REQUIREMENTS:

**Cats as subject:** Blogs/websites must be two-thirds cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

**Frequency of posts:** There must be a minimum of 2 published media 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 2023.

**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:

\*\*\* SCORING NOTE: When scoring, please judge the blog content based on published media between January 1, 2023, and December 31, 2023. \*\*\*

### Aesthetic/Branding (20 points maximum):

- The site must use a color palette that makes the content easy to read, including sufficient contrast between the colors of the type and the background.
- Branding must be unique, well thought-out, professional, consistent, and must be apparent throughout the website.
- The logo and/or site header clearly identify the name of the site.
- The purpose of the site is clear to the reader.
- Photos and graphics inspire people to read the stories attached to them.

### Technical (10 points maximum):

- The site must be usable and appealing on both a desktop and mobile phone.
- The site must be responsive and appropriate to the changes in size from a desktop to a mobile phone.
- The site must be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors.
- The site must not have so many popups that it interferes with the enjoyment of the site.

### Posting frequency (10 points maximum):

- There must be at least two posts per month for the duration of the contest period.

### Content (20 points maximum):

- At least 51% of the content must be on the topic under which the site was entered (educational or entertainment).
- The content is compelling and professional.
- The content succeeds at its purpose (educating or entertaining).
- Content is two-thirds cat-specific.

### Quality (20 points maximum):

- The website has its own unique voice.
- The content is professional and must be held to the same high standard as any piece for print media.
- Facts or statistics must be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts) and linked appropriately.
- Photos are of excellent quality, and are credited.
- If the purpose of the content is to educate, the quality of references and information in the content is sufficient to support the message and thoroughly cover the topics of the content.
- Reviews and sponsored posts must follow FTC guidelines and include a disclosure if consideration was exchanged. (<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>).
- The quality of the site in its entirety, including visual design, visual and written content, structure, navigation, functionality, engagement, and overall experience, stands out to the reader.

### Writing Mechanics (20 points maximum):

- Pieces must use appropriate professional writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The pieces must portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.



## I. COLUMN/SERIES

A column is a series of articles about the same subject that are at least 80% cat-specific. Columns may be featured in publications such as newspapers, blogs, websites, magazines, and newsletters. Whether through traditional print media or online sites, columns typically offer ongoing coverage of a narrow topic or with a humorous theme written by the same author(s) in each issue. Content can range from lighthearted and humorous (even using fictionalized cats), to educational and informative. If the reader is to be educationally informed, the information must be fact-checked and accurate. 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. Please note that the column must be submitted on behalf of the writer, not an editor.

### I. REQUIREMENTS:

**Cats as subject:** A column must be at least 80% cat-specific.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

#### **Content (40 points maximum):**

- The content is at least 80% cat-specific.
- The column/series has its own unique voice.
- The layout and progression of the content are easy to understand.
- Appropriate quotations and citations from credible sources support research.
- Information is fact-checked, credible, and accurate.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- If the purpose of the column is to educate, the quality of references and information in the column is sufficient to support the message and thoroughly cover the topic of the column.
- Photos, drawings, or illustrations enhance the article and are clear and sharp, relevant, as well as properly credited.

#### **Writing Mechanics (30 points maximum):**

- Written pieces must use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The piece portrays a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

#### **Organization (30 points maximum):**

- The content reflects a well-thought-out, organized, and well-structured piece relevant to the medium.
- Layout and progression of ideas make it easy for the reader to understand the content and follow the ideas.

## J. SOCIAL MEDIA ACCOUNT(S)

Social media account(s) promote 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. 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 specifically 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 entrant's own personal social media page(s). **Preference in judging will be given to social media accounts that provide unique, stand-alone content over social media accounts that consistently link to content elsewhere.**

### J.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, adventure, or show cats), and stories of life with cats. All information presented must be clear, properly cited, and up to date.

## I. REQUIREMENTS:

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

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

**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 2023.

## II. SCORING BASED ON OBJECTIVE EXCELLENCE:

**\*\*\* SCORING NOTE: When scoring, please judge social media content based on published media between January 1, 2023, and December 31, 2023. \*\*\***

### Production Values (30 points maximum):

- 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.
- Reviews and sponsored posts must follow FTC guidelines and include a disclosure if consideration was exchanged. (<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>).

### Writing Mechanics (30 points maximum):

- Written pieces must use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The pieces must portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

### Writing and Voice (40 points maximum):

- Content meets the target audience and intended purpose.
- The account dedicates at least two-thirds of its content to cats.
- There is a consistent style.
- Information is fact-checked, credible, and accurate.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- If the purpose of the content is to educate, the quality of references and information in the content is sufficient to support the message and thoroughly cover the topics of the content.
- The creator's style gives the pieces life.
- Content must be immediately eye-catching and compelling, providing the reader/viewer with useful information.
- The social media account provides unique, stand-alone content.

## J. SOCIAL MEDIA ACCOUNT(S)

Social media account(s) promote 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. 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 specifically 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 entrant's own personal social media page(s). **Preference in judging will be given to social media accounts that provide unique, stand-alone content over social media accounts that consistently link to content elsewhere.**

### J.2 ENTERTAINMENT

Entries in this category take an amusing and enjoyable look at cats and our relationships with them using social media platforms. 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:

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

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

**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 2023.

#### II. SCORING BASED ON OBJECTIVE EXCELLENCE:

**\*\*\* SCORING NOTE: When scoring, please judge social media content based on published media between January 1, 2023, and December 31, 2023. \*\*\***

##### Production Values (30 points maximum):

- 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.
- Reviews and sponsored posts must follow FTC guidelines and include a disclosure if consideration was exchanged. (<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>).

##### Writing Mechanics (30 points maximum):

- Written pieces must use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. (NOTE: Pieces may be written in the voice of a cat, in a conversational-style, or in the perceived language of the cat - often with made up words or unique grammar usage as long as such mechanics are appropriate to the voice and style of the writing.)
- The pieces must portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

##### Writing and Voice (40 points maximum):

- Content meets the target audience and intended purpose.
- The account dedicates at least two-thirds of its content to cats.
- There is a consistent style.
- Information is fact-checked, credible, and accurate.
- Facts, quotes, or statistics are cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, interviews with experts, etc.) and linked appropriately.
- If the purpose of the content is to educate, the quality of references and information in the content is sufficient to support the message and thoroughly cover the topics of the content.
- The creator's style gives the pieces life.
- Content must be immediately eye-catching and compelling, providing the reader/viewer with useful information.
- The social media account provides unique, stand-alone content.

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.1 PHOTOGRAPHY: SINGLE IMAGE

Without the need for words, a photograph tells a story that delights, moves, amazes, and/or stirs 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:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

##### **Effective Communication (30 points maximum):**

- The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text.
- The photograph focuses on cats.

##### **Artistic Values (30 points maximum):**

- The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching.
- There is an appropriate balance between subject and background and placement of subject in “frame.”
- Important bits are not cut off
- The piece utilizes appropriate use of any special effects such as selective focus, contrast, subject movement, etc.

##### **Technical Execution (40 points maximum):**

- 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. (NOTE: 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.)

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.2 PHOTOGRAPHY: SERIES

Without the need for words, a series of photographs tells a story that delights, moves, amazes, and/or stirs 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:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

### **Effective Communication (30 points maximum):**

- The photographs illustrate a unique idea, grab attention, evoke a mood, tell a story, move the viewer, and/or accurately illustrate text.
- The series tells a story.
- The series focuses on cats.

### **Artistic Values (30 points maximum):**

- The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching.
- There is an appropriate balance between subject and background and placement of subject in “frame.”
- Important bits are not cut off
- The pieces appropriately utilize special effects such as selective focus, contrast, subject movement, etc.

### **Technical Execution (40 points maximum):**

- Photographs use 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. (NOTE: 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.)

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.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, and colorization of black and white images. Photographic Art creates a moment in time and freezes it there, telling a story. Photographic art may illustrate a point in a text or stand-alone. You may find photographic art on greeting cards, book covers/back, posters, or a photograph on a blog/website or social media.

## I. REQUIREMENTS:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

### **Effective Communication (30 points maximum):**

- Photographic art delights you, moves you, amazes you, stirs 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 must be appropriate for the sake of art.
- The work focuses on cats.

### **Artistic Values (30 points maximum):**

- Photographic art is image manipulation beyond lifelike brightness and tonal adjustments.
- The overall composition – use of light/shadow/tonal/color/shading is appropriate to the design and eye-catching.
- There is an appropriate balance between subject and background and placement of subject in "frame."
- Important bits are not cut off
- The piece utilizes appropriate use of any special effects such as selective focus, contrast, subject movement, etc.

### **Technical Execution (40 points maximum):**

- Photographs use 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. (NOTE: 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.)

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.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 as an illustration of the text.

## I. REQUIREMENTS:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

### **Effective Communication (30 points maximum):**

- Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text.
- The images and text work as a cohesive whole.
- The work focuses on cats.

### **Artistic Values (40 points maximum):**

- The 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 maximum):**

- The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching.
- Placement of subject is in frame.
- Important bits are not cut off.

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.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, and social media posts.

#### I. REQUIREMENTS:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

#### 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

##### **Effective Communication (30 points maximum):**

- Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text.
- The illustration works as a cohesive whole.
- The work focuses on cats.

##### **Artistic Values (40 points maximum):**

- The 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 maximum):**

- The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching.
- Placement of subject is in frame.
- Important bits are not cut off.



## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.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:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

### **Effective Communication (30 points maximum):**

- Illustrations show a unique idea, grab attention, evoke a mood, tell a story, move you, and/or accurately illustrate text.
- Series works as a cohesive whole.
- The works focus on cats.

### **Artistic Values (40 points maximum):**

- The illustrations work as pieces 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 maximum):**

- The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching.
- Placement of subject is in frame.
- Important bits are not cut off.

## K. VISUAL ART

Entries in this category must focus on cats. Visual arts adheres to the principles of good design, embodies the principles of good artwork, and conveys 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.

### K.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:

**Cats as subject:** Entries must focus on cats.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

## 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 must not be penalized for poor reproduction quality or lower budget printing. \*\*\*

### **Effective Communication (30 points maximum):**

- The design visually communicates an idea, often to problem solve, educate, or move to action using elements of typography, photography, and illustration.
- The work focuses on cats.

### **Artistic Value (40 points maximum):**

- The 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 maximum):**

- 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.

## L. FINE AND COMMISSIONED ART

This Category differs from all other Categories in several ways. "Fine Art" is defined, for purposes of the Contest, as multidimensional work, produced/created primarily as a form of artistic self-expression or by commission, 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 includes original paintings, sculptures, fiber art pieces, ceramics, handcrafted jewelry, 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 2023) 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 delivered, 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. If commissioned work, entries must include a copy of the contract or proof of payment.

### I. REQUIREMENTS:

**Cats as subject:** Fine Art must be devoted to and feature the cat (realistic or abstract) as primary inspiration and subject matter.

**Originally published during 2023:** All Contest entries must be **newly published** (this includes self-publishing), broadcast, created, made available for sale and/or displayed between January 1, 2023, and December 31, 2023.

### 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 maximum):**

- The piece portrays a unique idea or a personal interpretation of an existing subject matter.
- The piece grabs attention, evokes a mood or emotion, tells a story, and/or moves you.
- The piece is devoted to and features the cat.

#### **Artistic Value (40 points maximum):**

- 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 maximum):**

- The execution is appropriate to the intended piece. For example, jewelry shows craftsmanship in execution by the setting of the beads, stones, etc. A painting uses colors and brush strokes to appropriately execute the intended finished product. Clothing implies a design with composition appropriate to the finished item.