



## 2015 NFPW COMMUNICATIONS CONTEST

### Divisions and Categories

#### CONTEST QUESTIONS

Direct all contest policy questions to:  
**Suzanne Hanney, NFPW Contest Director**  
773-334-6600 x 19  
[suzannestreetwise@yahoo.com](mailto:suzannestreetwise@yahoo.com)

Or

**Julie Hoffman, Assistant Director**  
402-681-5067  
[marjuliowa@msn.com](mailto:marjuliowa@msn.com)

For questions about electronic  
administration or entry:

**Katherine Ward**  
302-655-2175  
[DelawarePress@aol.com](mailto:DelawarePress@aol.com)

#### WINNING CONTEST ENTRIES

Affiliate contest directors should send all  
first-place entries to:  
**Gloria J. Watkins, NFPW Contest Manager**  
c/o American PressWorks, Inc. (APW)

200 Little Falls Street, Ste. 405  
Falls Church, VA 22046  
Office: 703-237-9804  
[gwatkins@americanpressworks.com](mailto:gwatkins@americanpressworks.com)

**FEBRUARY 2, 2015: Hard-copy entries**

**FEBRUARY 9, 2015: All other entries**

**Postmark and electronic deadlines for At-large and Affiliate contests**

**MARCH 20, 2015: Hard-copy entries**

**MARCH 30, 2015: All other entries**

**Postmark and electronic deadlines for NFPW NATIONAL CONTEST**

The annual NFPW Communications Contest is open to all NFPW members (professionals, retirees, students, life). The contest provides an opportunity to compete in a broad range of print or electronic categories. Entries in the 2015 contest must have been published, produced, or broadcast between **Jan. 1, 2014, and Dec. 31, 2014**, otherwise known as "the contest year."

Because the NFPW Communications Contest is electronic, each affiliate contest director, will submit entry forms and all first-place entries from their affiliate communications contests to the NFPW National Contest electronically on approval from entrant to do so. The only entries that may be submitted in hard-copy format are for categories 15A and 15B, Publications Regularly Edited by Entrant, and Creative Writing categories 56 – 59, 60B, 61B, and 64.

ALL HARD-COPY CONTEST ENTRIES SENT TO AN AFFILIATE CONTEST DIRECTOR OR the AT-LARGE DIRECTOR MUST BE ACCOMPANIED BY TWO COPIES OF THE ENTRY FORM (**fill in online and print OR print and fill out**). One form will be used by the state judges for comments; the other copy will be kept by the state contest directors to submit entries to NFPW for use by the national judges.

Entrants will register, fill out forms, submit entries and pay contest fees via the online contest site. Judges will make the final decisions about awarding a prize in a particular category. A judge may choose to award no prize in a category despite there being entries. Prizes may be awarded for first, second, and third place and honorable mention. There will be NO ties for any level of placement. Note: The category descriptors below were written expressly for the NFPW national electronic contest and may be used by those entering an NFPW affiliate electronic contest.

## LINKS TO NFPW COMMUNICATIONS CONTEST DIVISIONS AND CATEGORIES

Click these links to go directly to descriptors for contest divisions and categories.

- o [Writing](#) (Categories 1 – 12)
- o [Editing and Page Design](#) (Print Publications) (Categories 13 – 16)
- o [Photography and Graphics](#) (Categories 17 – 20)
- o [Radio and Television](#) (Categories 21 – 26)
- o [Web and Social Media](#) (Categories 27 – 32)
- o [Advertising](#) (Categories 33 – 36)
- o [Public Relations/Promotion/Publicity](#)
  - o [Communications programs and campaigns](#) (Categories 37 – 40)
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  - o [Information for the media](#) (Categories 48 –50)
- o [Speeches](#) (Category 51)
- o [Collegiate/Education](#) (Categories 52 – 55)
- o [Books and Creative Writing](#) (Categories 56 – 64)

## NFPW CONTEST DIVISIONS AND CATEGORIES

### WRITING

#### Categories 1 through 12

**General formatting instructions:** Entire article must be submitted for entries that are published in newspapers or other publications. If you are submitting a scan of a tear sheet or a photocopy, please highlight or underline the headline or title before scanning/copying and uploading the image. If the name and date of the publication will not show when work is reproduced, please write them at the top of the page so they may be seen in the scan. Create PDFs of publications from desktop publishing programs such as InDesign, Scribus, or Publisher, and then upload the PDF. For Web-based writing, submit a URL, if page is still accessible to the public. If not, send a text file that includes name of Web publication and date of publication. An MP3, an MP4, a CD, a DVD, or other electronic file may be uploaded to a website or to YouTube or Vimeo and the URL submitted. If the work has been published both online and in print, entrant may choose either subcategory but may not enter the same work in both.

**Note:** A single story OR a package (story, sidebars, and/or related information boxes) published on a single day constitutes one article. Please put the story and all related information into a single file and then upload that file. Each article may be entered only once. If a story is entered as a single feature or news story, it cannot be entered in a multipart category such as series (though it also may be included in an entry in one of the editing or design categories, if it was also part of a section or supplement edited by the entrant).

#### 01. News story

Submit ONE article. **Judges will consider** planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

##### A. Print-based newspaper

##### B. Magazine, newsletter, or other non-newspaper print publication

##### C. Online publication

#### 02. Continuing coverage or unfolding news

Open competition for articles published in print or online. Submit max of SIX articles representing the course of the story. Publication date is the date of the final article: must be on or before Dec. 31 of contest year. MUST submit a ONE-page written statement: Note general chronology of unfolding news and any special circumstances or events related to the topic. **Judges will consider** writer's ability to stick with story, handling of subject, writing style, readability and thoroughness of coverage. (e.g., a trial underway with daily coverage, or surprising new facts discovered at a later date on a story that is not a planned series).

### **03. Investigative reporting**

Open competition for articles published in print or online. Entry should demonstrate ability of entrant(s) to provide treatment of an issue that has an impact on publication's coverage area but has not received prior coverage or would not have been told without the reporter's diligence in uncovering or reporting of subject. Submit max of SIX articles representing course of story. Publication date is date of final article: must be on or before Dec. 31 of contest year. MUST submit a ONE-page written statement: Include role of entrant(s) in preparing coverage, chronology of events, current status of issue covered, any unusual circumstances or difficulties encountered in preparation of series. **Judges will consider** initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

### **04. Enterprise reporting**

Open competition for articles published in print or online. Entry should demonstrate ability to expand on and add in-depth information to an issue already reported and that has had an impact on publication's audience. Submit max of SIX articles representing course of story. Publication date is date of final article: must be on or before Dec. 31 of contest year. MUST submit ONE-page written statement: Include role of entrant(s) in preparing coverage, chronology of events, current status of issue covered, and any unusual circumstances or difficulties encountered in preparing series. **Judges will consider** initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

### **05. Special series**

Open competition for articles published in print or online. Submit minimum of THREE, max of SIX developed articles. Articles must be numbered, or indicate with an editor's note, a consistent series title, or a logo that the articles were intended as a series, published either over time or in the same issue. Publication date is date of final article, which must be on or before Dec. 31 of **the contest year**. MUST submit a ONE-page written statement: Include role of entrant(s) in preparing coverage, chronology of events, current status of issue covered, and any unusual circumstances or difficulties encountered in preparation of series. **Judges will consider** initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

### **06. Individual achievement**

Work by a reporter, editor, or news team that reflects unusual creativity, unexcelled professionalism, courage under pressure, and effectiveness in presentation. The work will have "gotten something done," e.g., helped to introduce or change a law, spurred an investigation, or built support for a public-safety initiative. Work may have appeared in any format, including print, electronic, or broadcast. Submit no more than TEN pages or pieces, including work samples, supportive materials relative to impact of the achievement, AND a ONE-page written summary. **Judges will consider** relevance to reader, clarity of style, sound reasoning, and effort to influence readers' opinions in what writer believes is right direction.

### **07. Editorial/Opinion**

Submit ONE article, published in print or online. DO NOT SUBMIT personal columns. This category is for non-bylined pieces that appear on editorial pages, or for bylined op-ed pieces. If not bylined, ask editor to provide a note verifying authorship, publication name and date; submit note in first upload field. **Judges will consider** relevance to readers, clarity of style, sound reasoning, and effort to influence readers' opinions in what the writer believes to be the right direction.

**A. Print-based newspaper**

**B. Magazine, newsletter, or other non-newspaper publication**

**C. Online publication**

### **08. Feature story**

Submit ONE article published in print or online. DO NOT ENTER interview as feature (see Category 9, Personality Profile). **Judges will consider** interest and unusual aspects of the feature material itself and/or the handling of it, writing style, readability, and thoroughness of coverage.

**A. Print-based newspaper**

**B. Magazine, newsletter, or other non-newspaper publication**

**C. Online publication**

### **09. Personality profile**

Submit ONE article published in print or online that gives a portrait of an individual based on interviews with one or more people. **Judges will consider** how well writer reveals the personality of the subject by exploring subject's actions, background, motivation and character.

**A. 500 words or fewer**

**B. More than 500 words**

## 10. Specialty articles

Submit TWO articles on same basic subject published in print or online. The two articles equal one entry; list both on **same** entry form. Articles may be published in the same or different publications. Examples: In 10R (Sports), both articles may cover various sports topics; both may focus on a particular sport, e.g., golf, or each article may cover a different sport – one on basketball, one on hunting. In 10O (Reviews), one article may review a play; the other may review a concert. Do not enter same article in two different subcategories. Where categories overlap, entrant must choose the category in which to enter. **Judges will consider** same criteria as for news or feature stories and will include author's ability to write knowledgeably on subject.

- A. Advertorials** (special advertising supplements or special sections)
- B. Agriculture, Agribusiness, Aquaculture**
- C. Arts and entertainment** (enter previews in 10C, reviews in 10O)
- D. Business**
- E. Education**
- F. Fashion**
- G. Food**
- H. Government or politics**
- I. Green/environmental**
- J. History**
- K. Hobby or craft**
- L. Home** (interior decoration, furniture, architecture, landscaping, home econ, personal finance)
- M. Physical health, fitness, mental health, self-help**
- N. Religion**
- O. Reviews** (any subject, must express personal opinion)
- P. Science or technology**
- Q. Social issues**
- R. Sports**
- S. Travel**

## 11. Columns

Submit TWO columns in print or online. The two columns equal one entry; list both on same entry form. Column should: have a headline or logo that indicates it is a regular feature of the publication; entertain and/or educate; and reveal author's style. If not bylined, ask editor to provide a note verifying authorship, name and date of publication; submit note in first upload field. **Judges will consider** interest, organization, and ideas, as well as clarity, readability, style, and author's ability to write knowledgeably on the subject. (Columns are NOT blogs; enter blogs in Category 30.)

- A. Humorous**
- B. General**
- C. Informational (how-to, Q&A, advice)**
- D. Personal Opinion (bylined, not editorial)**

## 12. Headlines

Open competition. No subcategories as to type of publication or circulation. Submit FOUR samples through URLs for electronic sites where they may be seen, or as marked and scanned printouts from electronic sites, or as marked and scanned tear sheets. **Judges will consider** appropriateness to story, originality, and appeal to the reader.

## **EDITING AND PAGE DESIGN (PRINT PUBLICATIONS)**

### Categories 13 through 16

#### 13. Single page, section, or supplement regularly edited by entrant

Specify frequency of page or section's appearance and submit TWO samples of same type or subject (i.e., two food pages, two youth pages, etc.). Newspaper supplements such as Sunday magazines must be entered in newspaper – not magazine – subcategory. Entry must specify the larger publication in which section appeared. **Judges will consider** planning and general organization of the page, power of original editorial material, suitability and appeal of feature material, headline writing, informational value, cohesiveness, editing, and thoroughness of coverage, as appropriate.

- A. Newspaper**
- B. Magazine, newsletter, or other non-newspaper publication**

#### **14. Sections or supplements edited by entrant – infrequent (e.g., one-time, annual, quarterly)**

Submit ONE sample. Regardless of frequency, newspaper supplements (such as Sunday magazines) must be entered in newspaper– not magazine – subcategory. Entry must specify the larger publication in which section appeared. **Judges will consider** planning and general organization, power of original editorial material, suitability and appeal of feature material, informational value, editing, and headline writing, cohesiveness, and thoroughness of coverage.

**A. Newspaper**

**B. Magazine, newsletter, or other non-newspaper publication**

#### **15. Publications regularly edited by entrant [Entry may be submitted in hard-copy format]**

Submit TWO issues in their entirety. **Note:** there are categories for public relations magazines and other types of publications in the Public Relations division. **Judges will consider** writing, editing, design, and content.

**A. Newspaper**

**B. Magazine, newsletter, or other non-newspaper publication**

**Note: If submitting a hard-copy entry in category 15A or 15B, fill out an online entry form and pay through the electronic contest site, then print 2 copies of one of these forms ([fill in online and print](#) OR [print and fill out](#)) to submit to the state contest director with the hard-copy entry.**

#### **16. Page design**

Submit TWO examples of pages regularly designed by entrant. Entry may consist of two pages of one kind or of two pages of different kinds (for example, an Op-Ed page and a Science page, or two Op-Ed pages). **Judges will consider** the overall layout and design of the pages, typefaces, use of photographs, and arrangement of the various elements to appeal to readers.

**A. Newspaper**

**B. Magazine, newsletter, or other non-newspaper publication**

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## **PHOTOGRAPHY AND GRAPHICS**

### **Categories 17 through 20**

**General instructions:** Photographs may have been published in print (including exhibition catalogue) or online venues or displayed as part of a public exhibition. In all categories, submit **a**) scan of tear sheet or printed page or the URL to an online location showing the titled photograph or design, and **b**) a JPG of the titled photograph or original work (edited, if need be, to no more than 768 pixels in the largest dimension, and, if possible, sRGB color space). For prints published in black & white, originals may be color or black & white. Add a brief caption for each photograph. **Judges will consider** only the photo, NOT the reproduction. Except for category 19 (Photographer-writer), text will not be considered.

#### **17. Single photograph (add title and brief caption)**

**A. News or feature photo**

**B. Sports photo**

**C. General photo** (open competition)

#### **18. Photo essay**

Submit a scan of photographs in a titled layout that either has a narrative quality or presents a point of view on a single subject as well as JPGs of the individual titled photographs with brief captions.

Photographs may have been published in print or online. **Judges will not consider text.**

#### **19. Photographer-writer**

This category is for titled photograph or photographs that were published (in print or online) as a package with text. Both the photos and the text must be the work of the entrant. Layout will not be considered.

**Judges will consider** the quality of both the photos and the text, the relationship of one to the other, and the completeness of the package.

#### **20. Graphics**

Submit an editorial cartoon, single comic strip, infographic, or graphic illustration. Work may be published online or in a print publication. Drawing and written elements, if any, must be the work of the entrant.

Judges will consider only the appearance of the original format, NOT the reproduction. Text, unless an integral part of drawn/designed work, will not be considered.

## **RADIO / TELEVISION**

### **Categories 21 through 26**

**General instructions:** Content may have appeared on traditional radio or television stations or on online radio and television outlets. Audio and video files are required for submission of entries. In instances where more than one person contributed to the report, the entrant must have had an equal or the major role in creating/delivering the broadcast. **Note:** Digital podcasts should be entered in Category 29 in the Web and Social Media division.

#### **21. On-the-scene report (news, features, sports)**

Entry may be edited. Narratives or voice-overs are allowed only if they were part of original piece that aired. Entrant must be the reporter. **MUST** submit a ONE-page written statement: Detail circumstances surrounding coverage of story and entrant's participation. **Judges will consider** reporter's ability to provide enterprising coverage of one event.

- A. Radio**
- B. Television**

#### **22. Prepared report (news, features, sports, or opinion)**

Entry may be limited to a single report or may include excerpts from a related series. Entrant must be the reporter, reviewer, or critic. **MUST** submit a ONE-page written statement: Detail circumstances surrounding coverage of story and entrant's participation. **Judges will consider** initiative, ability to obtain a story with impact, clarity of writing/production, thoroughness of research, documentation of any allegations, technical excellence, and concise assembly.

- A. Radio**
- B. Television**

#### **23. Special programming**

Entry may be a single report or editorial, or may be a series of stories on the same subject, including documentary, public affairs, editorial, or investigative. Entrant(s) must be the reporter. Entry may be edited, but narratives or voice-overs are allowed only if they were part of the original piece that aired. **MUST** submit a ONE-page written statement: Include synopsis of subject matter, role of entrant(s) in preparation and how entrant's coverage addressed the community/market need, a summary of any follow-up reports, and any unusual circumstances or difficulties encountered in preparation of the original piece. **Judges will consider** entrant's ability to provide comprehensive and effective in-depth coverage of a community problem or significant news event, creativity, clarity of writing and/or presentation, and technical excellence.

- A. Radio**
- B. Television**

#### **24. Interview (radio or television)**

Delete all commercial breaks, but no other editing may be done. Entrant may be interviewer or person being interviewed. No written statement is required. Open competition for radio and television entries. **Judges will consider** performance, opening, content, and style.

#### **25. Talk Show (radio or television)**

Delete all commercial breaks, but no other editing may be done. Entrant must be talk-show host. No written statement is required. Open competition for radio and television entries. **Judges will consider** performance, opening, content, and style.

#### **26. Best newscast (commercial or noncommercial station)**

Newscast must be under the overall supervision of the entrant. Delete all commercial breaks, but no other editing may be done. Narratives or voice-overs are allowed only if they were part of the original piece that aired. No written statement is required. **Judges will consider** excellence of news content and production values.

- A. Radio**
- B. Television**

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## WEB AND SOCIAL MEDIA

### Categories 27 through 32

**General instructions: Judges will consider** clarity of message, appropriateness to audience, and adherence to principles of Web-based communication. Material written for print publication and reused on the Web is NOT eligible. Whenever possible, the judge should be able to view the article or page in the form in which it was meant to be viewed. The entry should reflect the material as it appeared during **the contest year**.

If the work (website, blog, podcast, etc.) is still accessible to the public, submit URLs for the specified number of examples. If no longer available online, submit the specified number of examples as Word files, PDFs, or JPGs with URL printed and circled at the top of the copy. Must submit a ONE-page statement:

Describe role of entrant(s), purpose of the site, target audience, goal of the item submitted, criteria for measuring effectiveness, and assessment of effectiveness in terms of those criteria. **See specific instructions under each category.**

For more places to enter writing and photography published on the Web, also see Writing categories (1–10) and Photography/Graphics categories (17–20) above.

**Note:** The same work may not be entered in more than one category. However, a story may be entered in a writing category while the website on which it is posted is entered in an editing or site-development category. It is not the intent to prevent writers and editors from entering their individual work when the work of both is published on the same site.

#### 27. Writing for the Web

Submit ONE example of a piece written by entrant as standing copy on a website (i.e., a permanent or semi-permanent part of the site such as an “About Us” or a “Products and Services” page). Can be a URL for a website, website section, a blog, etc., or, if not still available, a Word file, PDF, or JPG with URL printed and circled on page with text or screen capture below. MUST submit a ONE-page statement, as described above.

#### 28. Website edited or managed by entrant

Submit URL for website or, if not still available, samples in a Word file, PDF, or JPG with URL printed and circled at top of page with text or screen capture below. The purpose of this category is to judge editorial and content-management skills, not coding skills. MUST submit a ONE-page written statement, as described above. ALSO provide a URL or other electronic file if appropriate, also as described above.

**Judges will consider** adherence to purpose, clarity of site, interaction options, design, and adherence to principles of Web-based communication.

- A. Nonprofit, government, or educational
- B. Corporate or for-profit

#### 29. Podcasts (audio or video)

Entries in this category MUST be original content and not repurposed. If the material was on the air prior to being used in the podcast, it should be entered in a Radio/Television category (21–26) instead. Submit URL to page where podcast resides. MUST submit a ONE-page statement, as described above. **Judges will consider** originality, creativity, content organization, and effective communication of message.

#### 30. Blogs

Entrant must be the author of the blog. Submit URLs for TWO examples of blog. If the entry is not still accessible to the public on the site, circle or write the URL at the top of the printed copy and submit scan. MUST submit a ONE-page statement, as described above, including information about the audience, reason for the blog, and number of views. **Judges will consider** clarity of message, appropriateness to audience, and adherence to principles of Web-based communication.

- A. Nonprofit, government, or educational
- B. Corporate or for-profit
- C. Personal

### **31. Social Media Campaign**

Submit examples (scans of hard copy are acceptable) of social-media components that are part of a comprehensive campaign to achieve a professional goal. MUST submit a ONE-page statement: Role of entrant(s), site purpose and goals, target audience, evaluation criteria & effectiveness results. **Judges will consider** clarity of message, appropriateness to audience, and adherence to principles of Web-based communication.

- A. Nonprofit, government, or educational**
- B. Corporate or for-profit**

### **32. Videos for website**

Submit a link to the video. MUST submit a ONE-page statement: Role of entrant(s), site purpose and goals, target audience, evaluation criteria & effectiveness results. **Judges will consider** clarity of message, appropriateness to audience, and adherence to principles of Web-based communication.

- A. Nonprofit, government, or educational**
- B. Corporate or for-profit**
- C. Special-interest**

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## **ADVERTISING**

### **Categories 33 through 36**

**General instructions:** Ads may be for retail products or services, or they may be institutional, image, or public-service ads. For ad campaigns or series, final ad must have appeared by Dec. 31 of contest year. MUST submit a ONE-page statement: Reason for the ad or campaign, special strategies, effectiveness in terms of results, and role of entrant(s) in carrying out the project.

### **33. Single advertisements for print or electronic publication**

Open competition for a single ad that appeared in printed publications or electronic-based media. Submit Word files, PDFs, or marked and scanned tear sheets of the ad or ads in print. For electronic ads, submit URLs if content is still accessible online, but if no longer online, submit PDFs or scans of printouts from electronic sites with the URL printed and circled on the page. MUST include a ONE-page statement, as described above. **Judges will consider** originality of the selling idea or promotion, adaptability and suitability of the idea to the advertiser, appropriate choice of medium, appearance of ads, style and content of copy, and results.

### **34. Advertising campaigns**

Open competition for an advertising campaign in print or electronic media (or combination of the two) built around one subject. The series may feature the same product, service, or message, or different products, services, and messages from the same advertiser. The series must be related by theme or design format. Submit Word files, PDFs, or marked and scanned tear sheets of the ad or ads in print. For electronic ads, submit URLs if content is still accessible online, but if no longer online, submit PDFs or scans of printouts from electronic sites with the URL printed and circled on the page. MUST submit a ONE-page statement, as described above. **Judges will consider** originality of the selling idea or promotion, adaptability and suitability of the idea to the advertiser, appropriate choice of medium, appearance of ads, style and content of copy, and results.

### **35. Advertising posters, billboards, and banners**

Single posters, billboards, or banners may be black and white or color. Originals may be any size, but entries will consist of one JPG or a scan of a printout (no more than 764 pixels in the largest dimension). Entrant may also submit a video file. Entry must include a ONE-page statement, as described above. **Judges will consider** originality of the selling idea or promotion, adaptability and suitability of the idea to the advertiser, appropriate choice of medium, appearance of ads, style and content of copy, and results.



### **36. Radio and television advertising**

Entrant may submit either a single commercial OR an advertising campaign built around one subject. Ads in a series may all feature the same product, service, or message, or different products, services, or messages from the same advertiser. A series must be related by theme or design format. Advertisements may have appeared on traditional radio or television stations or on online radio and television outlets. Audio or video files are required for submission of entries. In instances where more than one person contributed, the entrant must have had an equal or major role in creating/delivering the advertisement. MUST submit a ONE-page statement, as described above.

**A. Radio**

**B. Television**

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## ***PUBLIC RELATIONS / PROMOTION / PUBLICITY***

### ***Communications programs and campaigns***

#### **Categories 37 through 40**

**General instructions:** Attach Word files, PDFs or scans of major supporting items including brochures, press releases, speeches, and/or URLs for audio and video files (limit audio or visual sample to FIVE minutes). The PR program or campaign must have been completed by Dec. 31 of **the contest year**. MUST submit a ONE-page statement: include research or reason for the program or campaign, audience, strategies used to reach the audience, theme (if any), timetable, budget, and how the program or campaign was evaluated. Entry must have been under the overall supervision of the entrant, with entrant's role defined in the statement. In audiovisuals, for example, entrant must document role to state whether it included scripting only, scripting and photography, photography only, production, etc. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact of program, evaluation of effectiveness, and technical quality. **NOTE:** Materials submitted in this category as part of a campaign also may be submitted as individual entries in Categories 41–47.

#### **37. Community, institutional, or internal relations**

Entry should document a PR program or campaign designed to improve an organization's relationship with key publics or a community, or to improve relations within the organization itself. MUST submit a ONE-page statement, as described above.

#### **38. Public service**

Entry should document a PR program or campaign for the public good. Upload major supporting items including brochures, press releases, speeches, and/or URLs for audio and video files (limit audio or visual sample to FIVE minutes). MUST submit a ONE-page statement, as described above.

#### **39. Marketing program or campaign for new or existing service or product**

Entry should document a PR program or campaign for a new or existing product or service. Upload major supporting items including brochures, press releases, speeches, and/or URLs for audio and video files (limit audio or visual sample to FIVE minutes). MUST submit ONE-page statement, as described above.

#### **40. Audiovisuals**

Entry must be creatively directed, edited, and executed by the entrant. It may include still illustration or multi-image slides, video productions, PowerPoint presentations, or other types of audiovisual creations. Submit appropriate format (i.e., URL to viewable presentation), as well as Word files, PDFs, or scans of hard-copy materials where appropriate. MUST submit a ONE-page statement, as described above.

## ***PR Materials***

### **Categories 41 through 47**

Entry may have appeared in print or electronic publications and must be creatively directed, edited, and executed by entrant. Submit ONE sample. PDFs or scans of reports, magazines, newsletters, etc. are acceptable. MUST submit a ONE-page statement: Role of entrant(s) in carrying out project, general objectives, theme (if any), audience, frequency, budget, how entry was evaluated. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact, and technical quality.

#### **41. Reports (including, but not limited to, annual reports)**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

#### **42. Magazines**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

#### **43. Magapapers/tabloids**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

#### **44. Newsletters**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

- A. Nonprofit, government, or educational**
- B. Corporate or for-profit**

#### **45. Brochures**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

- A. Nonprofit, government, or educational**
- B. Corporate or for-profit**

#### **46. Catalogs, manuals, and handbooks**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

#### **47. Direct-mail marketing**

Submit ONE sample. MUST submit a ONE-page statement, as described above.

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## ***Information for the Media***

### **Categories 48 through 50**

#### **48. News or feature release – single release**

Submit Word files, PDFs, or scans of original release and clippings of ONE to THREE published articles resulting from a single release (or reports of placement, with printouts if possible, if used by electronic media). Release may have been rewritten for publication. MUST submit a ONE-page written statement: Include general objectives, audience targeted, media contacted, theme (if any), timetable, budget, follow-up, evaluative measurement, and results statement. **Judges will consider** content and organization of copy, effective communication of message, clearly stated objectives, success in meeting objectives within the budget and in relating to audience, and general impact.

#### **49. News or feature releases – multiple releases**

Submit TWO news or feature releases dealing with same topic or campaign. Submit Word files, PDFs or scans of original releases and clippings of ONE published article (or reports of electronic placement, with scan of printout if possible) that resulted from each release. Releases may have been rewritten for publication. MUST submit ONE-page written statement: Include general objectives, media contacted, audience targeted, theme (if any), timetable, budget, follow-up, how entry was evaluated, and results statement. **Judges will consider** content and organization of copy, effective communication of message, clearly stated objectives, success meeting objectives within budget and in relating to audience, general impact.

## **50. Media kit – tools to gain media coverage**

Submit TWO to SIX examples that make up a single media kit, which may include, but not be limited to, tip sheets, expert lists and/or bios, media advisories, and feature suggestion packets. In addition to the examples, results must be documented with scans of at least TWO clippings (or reports of placement, with scan of printouts if possible, if used by electronic media) resulting from the media kit. **MUST** submit a ONE-page written statement: Include objectives, media contacted, audience targeted, theme (if any), timetable, budget, follow-up, how entry was evaluated, and results statement. **Judges will consider** success in meeting clearly stated objectives; in providing appropriate materials to selected media to assist with effective story-telling about client or event; and in achieving desired coverage and results.

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## **SPEECHES**

### **Category 51. Speech**

Each entry will consist of a Word file, a PDF, or an electronic file of a script for a speech written by the entrant(s) and delivered to an audience during **the contest year**. **MUST** submit a ONE-page statement: Include title of speech, title of speaker, type of speech (persuasive, motivational, informative, etc.), description of audience (including name of group and size), date, and goal of the speaker in reaching the audience. **Judges will consider** effective interpretation of subject matter, structure, appropriateness for audience and situation, writing for deliverability, organization of messages, and credible conclusion.

## **COLLEGIATE / EDUCATION**

### **Categories 52 through 55**

**General instructions:** Open to students in either a two- or four-year program who are working on an undergraduate degree. Entries may have been published in a campus, professional, or nonprofit print or electronic publication, media outlet such as television or radio station, or online venue. If print publication: submit Word file, PDF or URL. If electronic publication: submit URL if still accessible to the public; otherwise, submit Word file or PDF with URL circled, or, if appropriate, also upload an audio or video file. Submit audio or video file for radio or TV entry.

### **52. Writing**

Submit a single story written by entrant for a print, internet, radio, or television outlet. For radio and TV stories, entrant must be the reporter. **Judges will consider** planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

- A. News**
- B. Features**
- C. Sports**
- D. Opinion/Editorial/Reviews**

### **53. Art and design**

Submit a single page design (published in print or online); a published photograph (a JPG of the titled photograph, resized, if need be to no more than 768 pixels in the largest dimension, and, if possible, sRGB color space); or a graphic or illustration. Entrant must be the photographer, artist, or designer. **Judges will consider** the overall layout and design of the pages, typefaces, use of photographs, and arrangement of the various elements to appeal to readers.

- A. Design (print or electronic)**
- B. Graphics/Illustrations**
- C. Photographs**

#### **54. Public relations campaign**

**General instructions:** Submit major supporting items, including PDFs of brochures, press releases, speeches, photos of displays, URLs for CDs, DVDs (limit audio or visual sample to FIVE minutes). The PR program or campaign must have been completed by Dec. 31 of contest year. **MUST** submit a ONE-page statement: Include research or reason for the program or campaign, audience, strategies used to reach audience, theme (if any), timetable, budget, and how program or campaign was evaluated. Entry must have been under the overall supervision of the entrant, with entrant's role defined in the statement.

**Judges will consider** clearly stated objectives, success in meeting objectives and relating to audience, effective use of media, general impact of program, evaluation of effectiveness, and technical quality.

#### **55. Faculty adviser of student publication, station, or site**

Submit ONE example of a high-school or college newspaper, literary journal, website, television or radio station, yearbook, or other student publishing, broadcasting, or media venue. PDFs, JPGs, URLs are acceptable. **MUST** submit a ONE-page statement: role of entrant(s) as adviser; information about the publication/site, such as circulation, print run, or number of views; role of publication/station/site; brief background on the publication/station/site; and any special comments from the adviser(s) regarding the publication/station/site, such as staffing, budget, or other resources; impact on the audience; or special successes. **Judges will consider** entrant's role both in how well the publication/station/site did in meeting objectives, relating to the audience, using media and other resources effectively, and in general impact of program and technical quality.

### **BOOKS AND CREATIVE WRITING**

**Categories 56 through 64 [Entries in 56–59, 60B, 61B, 64 ONLY may be submitted in hard-copy format.]**

Books, novels, short stories, poetry, and drama must have been written by the entrant (except where noted below) and published during **the contest year**. The year of publication (not the copyright date) governs eligibility. If the year of the copyright date printed inside the book or included in online publication is not the year of publication, please furnish documentation from the publisher verifying the publication date. Books may be professionally published or self-published but **must** have an ISBN. Submitted books must be first editions or, if a later edition (not a reprint), must not have been submitted previously in this competition.

**Books that are ghostwritten or written under a pseudonym** and do not include the entrant's name on the book **MUST** be accompanied by BOTH a ONE-page written statement describing the entrant's role AND proof of the entrant's role (for example, a copy of the book contract or written certification from the editor, publisher, or subject of the book).

**Whether issued as a hard-copy, electronic, or audio book, entrant must submit ONE text file, any type (hard copy, PDF, etc.). If issued only as an electronic or audio book, entry should also include an audio file or URL for a website where the full text is published.**

**Note: If you are submitting a hard-copy entry in one of the categories in the Books and Creative Writing division, you must fill out an online entry form and pay through the electronic contest site, then print TWO copies of one of these forms ([fill in online and print](#) OR [print and fill out](#)) to submit to the affiliate contest director with the hard-copy entry.**

Entries in this division are judged on the principles of writing for each specific category. In general, **judges will consider** quality of writing, organization of thought, expression of ideas, and originality.

**BOOK-RETURN POLICY:** Books will not be returned unless the entrant requests so at time of entry by checking the Book Return Requested box on the entry form and paying the \$10 return fee.

#### **56. Novels for adult readers** (full-length, 40,000 words and up)

**Please read rules above carefully.** Submit ONE text file, any type, either in hard-copy format or as an upload. If year of copyright is not year of publication, furnish documentation verifying publication date. If ghostwritten or pseudonymous and entrant's name is not on the book, **MUST** submit a ONE-page statement: Include description and proof of entrant's role (copy of book contract or written certification from editor, publisher, or subject of the book). **Judges will consider** principles of writing for this category and quality of writing, organization of thought, expression of ideas, and originality.

## **57. Nonfiction books for adult readers**

See notation under **Category 56. Novels**.

- A. Biography or autobiography**
- B. History**
- C. Humor**
- D. Cookbook**
- E. Travel**
- F. General nonfiction**

## **58. Children's books**

Entrant must be the author but does not have to be the illustrator of picture-book entries. Judging is based on text only. See notation under **Category 56 Novels**.

- A. Fiction**
- B. Nonfiction**

**59. Young-adult books** (generally describes works aimed primarily at readers who are about 11 to 16 years old). See notation under **Category 56. Novels**.

- A. Fiction**
- B. Nonfiction**

## **60. Short stories**

See notation under **Category 56. Novels**. Short stories may have been published in print or electronic format. Submit ONE text file, any type.

- A. Single story (Hard-copy entry not accepted for 60A in 2015 Contest)**
- B. Collection of short stories** (written by the entrant and published together in book form, including electronic books)

## **61. Creative verse**

See notation under **Category 56. Novels**. Short stories may have been published in print or electronic format. Submit ONE text file, any type. For hard-copy entry (61B only), you may submit tear sheets for poems published in print. For poems published on the Web, submit printouts from the site, with the URL written or circled on the printout. For eBooks and audiobooks, submit the story on a clearly labeled CD or DVD if appropriate, in addition to the hard copy.

- A. Single poem (Hard-copy entry not accepted for 61A in 2015 Contest)**
- B. Book or chapbook of poetry** (written by the entrant and published together in book form, including electronic books)

## **62. Script or screenplay (Hard-copy entry not accepted for 62 in 2015 Contest)**

See notation under **Category 56. Novels**. Submit ONE script or screenplay that has been produced as a television broadcast, a Web broadcast, a commercial, a documentary, a training program, or a video game. Format must meet the industry standard for the type of end product. Entry should be a text file, any type.

## **63. Essay, chapter, or section in a book (Hard-copy entry not accepted for 63 in 2015 Contest)**

See notation under **Category 56. Novels**. This category is for entrants who have written a section of a larger, published book written by someone else. For example, the entrant may have written one entry in an encyclopedia that was otherwise written and compiled by others, or one essay in an anthology of essays by various authors. Entry may have been published in a hard-copy or electronic book, but publication must have an ISBN. Follow the same submission guidelines as for other books, but make sure the entrant's essay, chapter, or section is well marked. **Judges will consider** quality of writing, organization of thought, expression of ideas, originality, and fit with the overall theme of the book.

## **64. Book edited by entrant**

Open competition for editing of any type of book. MUST submit a ONE-page written statement: Describe entrant's role in the project and the extent or type of editing done.

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