



# Australasian Catholic Press Association

## AWARDS PROGRAM

*Encouraging and Rewarding Excellence, Skill and Experience*

### CATEGORIES

#### **1. Best News Content**

This refers to the value of the submission as news content: how it was told, its timeliness, the task required in developing the content, initiative shown and impact on readers. Entries of podcast and video content may be included. Audio and video content entries should be an edited sample of no longer than 2.5 minutes.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

#### **2. Best Feature Content**

This entry is usually a single-author, single-topic item of content involving an interview(s), first-person commentary and extended in-depth coverage of a major event or issue. Issue relevance, initiative, creativity in issue selection, storytelling quality and presentation of the platform (eg publication, social media account, website) will be taken into account. Audio and video content entries should be an edited sample of than 5 minutes. *Entries of audio and video content are included. This section is not for a series of items of content or a supplement - see Categories 12 or 21.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

#### **3. Best Editorial, Column or Blog (Print Only)**

Exclusive to opinion columns published in the name of the publication or by its editor. Topicality, clarity and quality of writing, and presentation of a Christian perspective will be considered.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

#### **4. Best Headline**

The headline must be appropriate for the content but have some outstanding qualities such as humour, literary cleverness, an unusual quote, or a striking combination of ideas or images. It should be brief and easily understood. *Entries of audio and video content are included.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **5. Best Content – Climate and Environment**

This award reflects the commitment of ACPA publications to report on the work of the Church relating to the environment and/or climate. Entries in this category may be a single item of content, a series of items of content, or a special supplement. *Entries of images, podcast and video content may be included.*

Audio and video content entries should be no longer than 5 minutes.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **6. Best Content - Social Justice**

This category recognises the importance of justice and truth in the Christian story. It may involve a single item of content or a series of items of content or supplement. Topicality, initiative, quality, breadth of coverage and presentation in the platform will be considered. *Entries of images, podcast and video content may be included. Audio and video content entries should be no longer than 5 minutes.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **7. Best Content - Education**

This editorial category recognises the vital place of education in the Catholic story of Australasia. It might involve a single item of content, a series of items of content or a supplement. Topicality, initiative, quality and breadth of coverage of the particular subject and presentation in the platform will be considered. *Entries of images, podcast and video content may be included. Audio and video content entries should be no longer than 5 minutes.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **8. Best Content – Catechesis & Mission**

This award seeks to recognise the Church's mission to transmit the Gospel to the community, and the media's role in highlighting how the Word of God should be lived, received, understood and celebrated. The category is open to items of content that provide coverage of a catechetical activity (eg RCIA, youth ministry, liturgy or adult faith formation), or seek to increase the reader's understanding of a particular aspect of the Church's teaching. Quality of the content and innovation in presenting material will be taken into account. *Entries of images, podcast and video content may be included. Audio and video content entries should be no longer than 5 minutes.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **9. Best Content – Faith and Life**

This category calls for an article that demonstrates how Christian faith is applied in real life. The way in which the content producer is able to convey the distinct expression of Christian faith will be considered along with the quality of style and topicality. May involve interview(s) or credible experiences, although 'people' stories are preferred. *Entries of images, podcast and video content may be included. Audio and video content entries should be no longer than 5 minutes.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **10. Best Content - Ecumenical/Interfaith**

This category recognises the increasing links and dialogue between the Catholic Church and other Christian denominations and other faiths. Entries may include any news or feature items of content that demonstrate the advances or challenges in ecumenism and interfaith relations. Topicality, quality of style and presentation in the platform will be considered. *Entries of images, podcast and video content may be included. Audio and video content entries should be no longer than 5 minutes.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **11. Best News Content - Multiple Content Producers**

This category calls for a series of items of content on a specific topic in one or more platforms. Topicality, quality and clarity of the content, breadth of coverage and originality of topic will be considered as will presentation in the platform. Entries of images, podcast and video content may be included. Audio and video content entries should be an edited sample of no longer than 2.5 minutes. *This category should not include advertising - see Category 21: Best Advertising Feature/Supplement. Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **12. Best Feature Content - Multiple Content Producers**

This category calls for a series of items of content on a specific topic in one of more platforms. Topicality, quality and clarity of the content, breadth of coverage and originality of topic will be considered as will presentation of the platform. Audio and video content entries should be an edited sample of no longer than 5 minutes. *This feature should not include advertising - see Category 21: Best Advertising Feature/Supplement.*

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **13. Best Original Photograph**

This photograph must have been taken or commissioned by the member publication. Technical excellence, imagination, topicality, humour and presentation will be considered. Importance will be placed on the relevance of the photograph in the specific issue rather than how attractive it looks.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **14. Best Original Artwork**

In this award, Artwork refers to any image other than a photograph and includes cartoons, pen/pencil sketches, air-brushed artwork, paintings, etc. Creativity, imagination, technical excellence, presentation and relevance to the story or purpose will be considered.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

### **15. Best Front Page – (Print and Online)**

A real eye-catching seller is required in this category. How well does the front cover attract attention and induce the potential customer to pick up the publication? Design, flair, topicality and originality will be considered.

*Supply 1 copy of content in published form – limit one entry per member publication or per freelance Associate Member.*

#### **16. Best Layout and Design – Website**

All layout and design elements will be considered including the placement of articles, consistency of layout, navigation, links, and integration of other media. This category refers to the overall platform – eg website and not just one particular article.

*Supply URL of publication or platform – limit one entry per member publication.*

#### **17. Best Layout & Design – Publication (Print and Online)**

All layout and design elements will be considered including the placement of articles, consistency of layout, use of photographs, artwork and headings, and the use of the design to make the publication easier and more attractive to read. Opportunities and limitations of the publication’s design will be taken into account.

*Supply three different issues of an entire publication – limit one entry per member publication.*

#### **18. Most Improved Publication**

A comparison will be made between three different issues from the 12-month period being judged (**1 May 2019 to 30 December 2020**) and three issues from the previous 12-month period (**1 May 2018 to 30 April 2019**). Improvements will be considered in areas such as content, quality of writing, creativity, photographs and graphics, layout and design. Refocusing a publication to suit a new or better-defined readership will be considered if relevant. Improvements will have been undertaken to better enable the publication to fulfill its role and identity. Each Editor is invited to write up to 250 words in support of entry (strict word limit applies). Online platforms may also enter.

*Limit one entry per member publication. For online publications and platforms please include equivalent print material.*

#### **19. Best Use of Digital Media**

This category aims to recognise innovation and creativity in the use of digital media to communicate the Catholic message. Entries may include social media pages, apps, podcasts, livestreaming, video presentations etc. When judging this category, key criteria to be evaluated includes: creativity and originality of strategy, accessibility, understanding target audience(s), budget and use of available resources, plans to evaluate the content and results. Entries should include objectives and an analysis of coverage received and outcomes.

*Supply URL or appropriate copies (USB, links etc.) If the content is a supplement to a publication, supply one issue of the platform or publication. Limit one entry per member publication.*

#### **20. Best Advertising Feature/Supplement**

Judges will consider the entry’s ability to grab the reader’s attention and to effectively promote the product or service as well as creativity, technical excellence and presentation. Entries of podcast and video content may be included.

*Supply tear sheets of complete feature, or PDF – limit one entry per member publication.*

### **BEST ONLINE PUBLICATION**

This category recognises the overall editorial excellence in an online publication or platform (eg including website and social media style publications). The award will be given to the publication or platform deemed to best serve the needs of its target audience through content, design and use of the online medium. This category applies to an online-only publication with original content. Each Editor is invited to write up to 250 words in support of a submission (strict word limit applies). *This category is for online-only publications that do not have a printed companion.*

*Submit the URL of the Publication or platform - Limit of 1 entry per member publication.*

### **BEST PRINT PUBLICATION**

This prize is awarded to the print only publication that best represents excellence in performance as a Catholic publication in its specific market. Criteria specifically include size of operation (staff and resources) as this relates to quality of the print publication, quality of writing, photography and content generally, quality of printing. Each Editor is invited to write up to 250 words in support of a submission (strict word limit applies). *This category is for print-only publications that do not have an online companion.*

*Supply three hard-copy issues of the publication – limit one entry per member publication.*

### **BISHOP PHILIP KENNEDY MEMORIAL AWARD FOR OVERALL EXCELLENCE**

This Premier Award recognises the outstanding contribution of a Catholic publication. The Bishop Phillip Kennedy Memorial is selected by a panel from the winners of the two categories for Best Online Publication and Best Print Publication.

One winner only and Trophy to be awarded.

## CONDITIONS OF ENTRY

- The eligibility period for 2021 is for work published between **01 May 2019 and 31 December 2020** inclusive.
- Requirements for each entry are found in the **Awards Criteria**, which form part of the Conditions of Entry.
- Each Member Publication may submit up to **12 single entries**
- An Associate Member may submit up to **four (4) single entries**.

### Submissions

- Entries must be submitted through the JotForm link <https://form.jotform.com/211300577690856>
- Please make sure electronic files submitted are named appropriately in PDF or appropriate file format (eg MP4 etc).
- Entries must be received **no later than 5pm on Friday 30 July 2021**. Entries received after this date or not meeting the above requirements cannot be accepted.
- The winners will be announced and awards presented at the ACPA Annual Awards

**For more information, please contact Archdiocese of Perth  
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