



## 2022 CCCA Awards of Merit - Guidelines

Please find below the guidelines and list of categories for 2022. An entry form in Word format will be included separately. Please read these guidelines carefully as there have been changes (including eliminations) made to some of the categories. There are also new categories added this year.

The 2022 awards will be presented during the Associated Church Press (**ACP**), Canadian Christian Communicators (**CCCA**), and Religion Communicators Council (**RCC**) virtual conference which will be held **May 10 to May 14**. A date and time for the awards presentation is yet to be determined.

We will be using an online system to submit awards again this year. Entries must be submitted in **pdf format**. Please email each of your entries individually and indicate category, division and category number in the subject line, along with the entry form in Word format and email to: [ccca.awards@gmail.com](mailto:ccca.awards@gmail.com)

Please **mail** your entries for the following categories: General Excellence category in magazines and newspapers.

CCCA 2022 Awards of Merit  
8 MacDonald Avenue  
Hamilton, ON L8P 4N5

The deadline for award entries is **February 28, 2022**. Each entry must be published in the calendar year 2021. Those who enter are allowed one free entry each.

**Entry Fees:** \*Please make cheques payable to Canadian Christian Communicators Association and mail to the above address or you can pay by e-transfer. Send your payment to [cdnchristiancommunicators@gmail.com](mailto:cdnchristiancommunicators@gmail.com)

For Circulation up to 9,999: \$20.00 for each entry  
For Circulation 10,000 and over: \$24.00 for each entry  
For Individuals: \$20.00 for each entry  
For Student Award: \$15.00 per entry  
A.C. Forrest Memorial Award: \$20.00 per entry



## General CCCA Awards - Entry Guidelines

Entries can be from individual members of the Canadian Christian Communicators Association or from staff at member organizations. A few categories are based either on circulation or magazine/newspaper subdivisions. Ones with no subdivisions are open categories.

One can enter a maximum of **two entries** into each category. The two-entry maximum is per payee, so it could happen that a magazine enters two articles in a category and then a freelance CCCA member who published in that magazine could separately enter an article in the same category. In such a case all three entries would be judged, but CCCA reserves the right to apply the "one win per publication or per individual" rule in awarding placement (1st, 2nd, etc.). If an individual and a publication inadvertently enter redundant items into a category, the CCCA will notify both parties so one can retract their entry. There is no restriction on submitting the same item into multiple categories (e.g., a single photo could be entered in the appropriate photo category, photo spread and be part of a layout and design entry).

Most categories are for original content. They may be staff-generated or first rights publication from a freelancer. The exception is in graphics, where stock graphics may be entered as part of front page/ cover categories or in the layout and design categories.

Each entry must be accompanied by a completed form. If you are entering on behalf of a publication, state your publication's editorial purpose in 25 words or less, along with its intended audience. This will help the judges in assessing your entry. For author/artist/editor/designer, fill in only the applicable blank (e.g., writer for written material, editor for general excellence, designer for layout entries, etc.). This is where names are obtained for the certificates.

Publications or individuals may only win once (either 1st, 2nd, or 3rd) in each category. If the judges do not feel an award is merited, none will be given. If there are fewer than three entries in a category, only a first-place award will be given.

## SPECIAL AWARDS

### A.C. Forrest Memorial Award - Entry Guidelines

The A.C. Forrest Memorial Award is presented annually in honour of A.C. Forrest, editor of the *United Church Observer* for 23 years. It is presented for excellence in socially conscious religious journalism. The award is sponsored by the A.C. Forrest Award Committee of Observer Publications' Board of Directors.

Entries should be based on current news events or trends that raise religious ethical questions. The judge will consider quality of writing, depth of research, relevance and originality.

1. Entries will be judged based on the criteria set out above. This award is open to print and online entries from member publications. **Please note, only single articles are eligible to enter (i.e., not editorial packages).**

2. Prizes will be awarded: \$1,000 first place prize for circulation up to 9,999 and \$1,000 first place prize for circulation above 10,000. There will be an honorable mention prize of \$100 a piece in each subdivision. Entries will be judged by one judge appointed by the CCCA.

3. An entry form must be included with your entry. Please email **one copy** of your entry for the judge to consider. Submissions must have been published in 2021. A maximum of **two entries** per publication is allowed.
4. Stories which have been entered for CCCA awards are also eligible for the A.C. Forrest Memorial Award. It is an open competition.

## **STUDENT AWARD**

### **(Co-Sponsored by *Faith Today* and *Love Is Moving* magazines)**

The award is open to Canadian post-secondary students of all ages.

Entries must be news articles or journalistic essays/opinion writing published during the 2021 calendar year. Self-published materials (e.g., on a blog managed by the author of the article) are not eligible. Judges will look for excellence in journalistic reporting, research and writing, from a Christian perspective.

If the student article was published in a CCCA member publication or website, the staff of that member publisher can pay the entry fee and enter the student article on behalf of its author.

**Entry process for non-member publications:** Articles published in a periodical or on a website that is not a CCCA member can be entered directly by their author, if the author is an individual member of the CCCA or takes out such a membership as part of the entry application. In the case of the student category, the CCCA is waiving the cost of the individual membership, \$25 this year, as well as the entry fee for the first entry. So, a student who directly enters one article in the student category can do so for free and gains a free one-year membership to the CCCA. If the student wants to enter a second article, they will incur the fee of \$15 per entry.

## REPORTING AND WRITING

### 1. EDITORIAL

An editorial is distinct from an opinion piece in that it is written by editorial/publishing staff, whether signed or attributed generically to the leadership team. The successful editorial will take a well-argued stand on a current issue relevant to the readership and complex in its implications. If an editorial generated opposition and further debate, whether in letters to the editor or subsequent op-ed submissions, or even reaction in other publications, please point these out to the judges.

### 2. NEWS STORY

Winning submissions will be balanced, accurate, clearly structured and well written reports on events, issues and people of concern to the Christian community of readers. If it is news, it should be new – information new to readers concerning recent or ongoing events.

### 3. FEATURES (Nonfiction)

A feature is a single story of greater length than a news story which examines issues, trends, debates or theories current in the public imagination. Compelling writing, a wide range of sources, comprehensiveness and originality will be considered.

### 4. FEATURE SERIES

An entry in feature series must include two to four feature stories related by a theme or subject. These connected stories should be relatable, descriptive, memorable and lively, with strong leads. Judges will look for relevance, quality of writing, detail and originality.

### 5. OPINION PIECE

Opinion writing will be judged on its ability to argue convincingly for a clear point of view without denigrating, belittling or ignoring the opposition. The writer must make the case, implicitly or explicitly, that the opinion being expressed matters. Editorials are not eligible to enter into this category.

### 6. COLUMN

**\*Submit examples from three issues either in print, online or both by one author and/or several authors as a single entry.**

Successful columns build a relationship with readers. Strong opinions are valued, but only if they connect with a readership. If a columnist has generated mail, for or against, indicate how often and how heated.

### 7. SERVICE JOURNALISM

Stories in this category aid readers to engage with specific issues or in specific activities by providing practical tips, rankings or other information that equips readers to take action or to self-educate.

## **8. MEDIA REVIEW (Books, film, event, etc.)**

Primarily book and movie reviews, though this category may include games, magazines, websites, podcasts or even festival reviews. Reviewers should be objective, informed observers who make reasonable arguments for their assessment. Reviews should be of current works and the best should anchor the review to a theological or religious reflection or point to a broader truth. Acceptable entry formats include single long reviews, editorial packages of multiple short reviews by multiple authors and review essays that discuss multiple creative products.

## **9. BIBLICAL/THEOLOGICAL REFLECTION**

This essay will use clear and thoughtful language to tie the biblical text, theology, ethics, or church history and teachings to the contemporary, lived experience of readers.

## **10. FIRST PERSON ACCOUNT [Renamed from PERSONAL EXPERIENCE/FIRST PERSON ACCOUNT]**

The subject's personal experience reveals lessons learned and shared insights from experience. The writing should be intelligent, lively, diverse, engaging, and preferably but not always inviting a reply. Stories co-written in an 'as told to' format are also eligible.

## **11. BIOGRAPHICAL PROFILE**

This category involves extraordinary reporting on one person's life. Weight will be given to profiles of people who for reasons of notoriety or obscurity prove to be difficult subjects. Multiple sources and voices are preferred.

## **12. INTERVIEW**

This category is reserved for question-and-answer format stories. Probing but brief questions should elicit surprising or insightful answers from the interview subject. Readers should come away feeling they have come close to someone remarkable - not the interviewer.

## **13. BEST HEADLINE (New category)**

An exceptional headline leaves the reader wanting more. Entries will be evaluated on cleverness, sophistication, uniqueness, appropriateness and the ability to capture the reader's attention. The headline must relate to the story's main point or theme. Maximum length: 25 words.

## **14. ORIGINAL PUBLISHED SONG LYRICS (New category)**

Song lyrics convey meaningful ideas with brevity, cohesiveness and emotional impact. The word choice should evidence artistry with fresh imagery that is both vivid and mysterious. Lyrics should be memorable and repeatable and contain an inherent musicality. Recording may be included but focus is on verbal communication, not musical composition.

## GRAPHICS

*This is not an award for use of stock photography. Any photos that form an element in a graphic design must be first-time periodical publication. The graphic must inform the reader in ways that ordinary prose cannot. Stock graphics may be entered as part of front page/cover categories or in layout and design categories.*

### **15. BEST PHOTO (New category)**

The winning photo will be based on compelling content, clear storytelling, technical quality, creativity, composition and emotional impact.

### **16. PHOTO ESSAY**

- a. Magazine
- b. Newspaper

The winning essay will consist of at least four photos up to a maximum of 20 presented either online or on page. Photos will constitute the primary means of telling the story, with only enough text to place them in context. Photo reporting will be judged on journalistic merits of newsworthiness, enterprise and insight.

### **17. ORIGINAL ARTWORK**

The word "original" is the key to this category. The ability to illustrate an idea or theme that directs the reader into the text will be key.

### **18. FRONT COVER/PAGE**

- a. Magazine, circulation of up to 9,999
- b. Magazine, circulation above 10,000
- c. Newspaper

An effective and attractive design will combine text, typography, photography or illustration to draw the reader into the publication. It should be compelling without misrepresenting or distorting the content inside.

### **19. FEATURE LAYOUT & DESIGN**

- a. Magazine, circulation of up to 9,999
- b. Magazine, circulation above 10,000
- c. Newspaper

Judges will look at overall design, taking into account the complexity of the material and the number of elements the page designer must bring together. An engaging and balanced appearance, effective and captivating headlines and cut lines, and design that serves the content will win this category.

### **20. BEST ALBUM, BOOK OR BOOKLET COVER (New Category)**

The judge will look at the visual impact and its connection to contents. The cover must be compelling and reproduce well on a variety of platforms (i.e., the physical material in one's hands and/or as a thumbnail on a website.)

## **PUBLIC RELATIONS**

### **21. BEST AD (any medium/platform - New Category)**

An award-winning advertisement should connect emotionally with and speak directly to its target audience. It should have a memorable, eye-catching image with a short, simple, singular and clear message. An exceptional ad illustrates that less is more.

### **22. BEST SOCIAL MEDIA CAMPAIGN (Renamed from USE OF SOCIAL MEDIA)**

An award-winning entry is an excellent example of public communication that was designed for one or more social-media platforms and delivered during 2021. Should demonstrate creativity and high-quality design - and preferably evidence of impact. May consist of a single post or related series of up to five posts. Can include text, audio, video, photographs, illustrations, infographics and other design elements. In addition to the actual digital collateral URL(s), attachment(s), etc. the original submission should include a brief statement (maximum 250 words) that outlines the strategy behind the post/series, the context for its development and deployment; and/or the extent of its impact.

### **23. MARKETING CAMPAIGN**

Submit a successful public relations, marketing, or fundraising campaign done in 2021, which could be for a publication, an organization or a client. Include a description of the project's mission and goals, strategy, tactics, team and, of course, the results. Provide examples (print materials, video samples, photographs, electronic presentation, etc.) of media and/or promotional materials, special events, advertisements, displays, social media use, and any other materials that demonstrate the creativity and effectiveness of your campaign.

## **ONLINE AND INTEGRATED MEDIA**

### **24. AUDIO OR VIDEO INTERVIEW (New Category)**

This category is reserved for a question-and-answer format. Probing but brief questions should elicit surprising or insightful answers from the interview subject. Readers should come away feeling they have come close to someone remarkable - not the interviewer.

### **25. BEST SOCIAL MEDIA POST (New Category)**

An award-winning entry is a well-conceived post that was published on a social media platform. The text is well-written, with an accompanying photo, graphics, or video that invite viewer engagement. The content is relevant to the purpose of the posting organization/individual. The post might include humour, tie in with current topics being discussed online, present a seasonal message, or invite reader responses. Send a screenshot of the post and indicate briefly how readers engaged with it.

## **26. BLOG SERIES**

Judges will look for thoughtful content, originality, quality of writing, readability, frequency, engaging titles, use of images and graphics, and responses to readers' comments. Provide the URLs of three different posts created for and first released over the internet.

## **27. VIDEO PRODUCTION**

Provide a URL to a full-length video produced and released in 2021. Include a statement of purpose for the video as well as a description of its distribution. The video should be engaging and well-suited to its audience, with quality photography, sound and design. This submission could be from an individual or an organization.

## **28. PODCAST SERIES**

Submissions should include a statement of purpose for the series, as well as a description of its intended audience. The episodes will present topics relevant for that audience, with an engaging host(s), stimulating conversation, informative interviews or compelling storytelling. Quality sound and editing are important, as is frequency with which episodes are released. This award is for a podcast series, but entrants should submit links or downloadable files of **three episodes**, with information on how to access the entire series.

## **29. GENERAL EXCELLENCE IN WEBSITE**

This is a design category that seeks to recognize the ability of a website to get its content to readers quickly, efficiently and easily. The award goes to a website that looks appealing, is viewable and accessible on all devices, loads quickly, with none of the content hidden in awkward or mysterious categories. Intuitive navigation and organization, including effective use of menus, navigation bar and site map, combined with a clean, attractive layout will factor in judging.

## **30. BEST E-NEWSLETTER (New Category)**

An award-winning e-newsletter will invite readers to read and click on links, with short, well-written text, attractive design, and easy navigation. Photos and/or art will add to the visual presentation. The newsletter will clearly identify the sender and will offer additional ways for readers to connect with the sender's other platforms, such as a website or social media. Submit **three samples** of past issues and indicate the frequency of publication.

## **GENERAL EXCELLENCE**

*Overall quality of the publication and appropriateness to its audience, including variety and quality of editorial content, design, photography, graphics and typography. See above for General Excellence in Website category.*

## **31. GENERAL EXCELLENCE IN PRINT - MAGAZINE**

**\*Please submit either online or if mailing please mail two copies each of three issues**

## **32. GENERAL EXCELLENCE IN PRINT - NEWSPAPER**

Denominational or ecumenical general-interest newspaper

**\*Please submit either online or if mailing please mail two copies each of three issues**