



MARRIOTT WATERFRONT,
BALTIMORE

MAY 30 - JUNE 1, 2020

44th Annual CRMA Conference

NATIONAL CITY
& REGIONAL

MAGAZINE
AWARDS

In association with the Missouri School of Journalism

ENTRY DEADLINE:
NOVEMBER 20, 2019

CITYMAG.ORG

SUBMISSIONS

1. ENTRY FEE: \$75 per entry. For payment options, see "Submitting Payment" on final page.

2. FILL OUT AN ENTRY FORM ONLINE FOR EACH ENTRY: Entries will be submitted as PDFs except for Excellence in Writing (10), Designer of the Year (18), Excellence in Design (19), Special Issue (25), Ancillary Publications (26, 27, 28) and General Excellence 1, 2 and 3 (33, 34, 35). In those cases, contestants will send copies of the issues to be judged to the CRMA Awards address below. Upload digital files as spreads (not single pages), and reduce file size.

3. GENERAL EXCELLENCE ENTRIES SHOULD INCLUDE:

- Six identical sets of three issues, two of which must be consecutive.
- Six copies of the magazine's mission statement and explanation of why the magazine deserves to win.
- Six copies of the entry form.
- One copy of circulation verification.

4. OPTIONAL CRITIQUE FOR GENERAL EXCELLENCE ENTRIES:

For an additional fee of \$50, judges in the General Excellence categories will offer one-page critiques of your magazine. This private document will be sent to you following the annual meeting. The critiques will include observations about the writing, reporting, design, packaging and,

in general, how your magazine compares to other entries in your circulation group.

- Choose this additional service on the payment form when you pay with credit card.
- Email Kim Townlain at townlink@missouri.edu to indicate that you'd like a critique conducted.

5. SUBMIT FOUR COPIES OF A SINGLE ISSUE FOR: Excellence in Writing (10), Designer of the Year (18), Excellence in Design (19), Special Issue (25) and Ancillary Publications (26, 27, 28). With Designer of the Year, submit four copies of the issues that pertain to the four to six articles being judged.

6. SUBJECT OF LEGAL ACTION: Contest participants should notify the contest coordinator if any submission is or becomes the subject of legal action.

7. DEADLINE: Submissions must be postmarked by November 20, 2019. Entries will not be returned. Send entries and checks (for magazines that choose that option) to:

**CRMA AWARDS
Missouri School of Journalism
c/o Kim Townlain
320 Lee Hills Hall
Columbia, MO 65211**

WRITING AWARDS



Entries for the following categories must have appeared in the PRIMARY print publication.

1. ESSAYS/ COMMENTARY/ CRITICISM: The best single example of point-of-view writing that explores ideas about contemporary issues, urban affairs, politics, arts and culture (visual and performing arts, architecture, literature, media, etc.) or personal experiences. Whether a long- or short-form essay, editorial or editor's letter, an entry must be the work of one writer and should bring insight and perspective based on a convincing argument, the strength of the idea and the quality of the writing. **An entry submitted here may not be included in any other category.**

2. FOOD OR DINING WRITING: Restricted to the subject of food, restaurants, dining out, wine and food or

dining-related topics. This category awards the best food writing in any form (critical reviews, columns, features). Entries consist of three samples by the same writer. **Stories entered in this category cannot be submitted in Magazine Section (20) or Food or Dining Feature Package (23).**

3. HERB LIPSON AWARD FOR COLUMN EXCELLENCE: Entries should show the writer's style and originality of ideas and should focus on general-interest subjects rather than criticism. Syndicated columns and entries in categories 1 and 2 are not eligible. An entry consists of three samples by the same writer. **Entries submitted here may not be included in any other writing or editorial category except Writer of the Year (9), Excellence in Writing (10), Special Issue (25) or General Excellence (33, 34, 35).**

RULES

The contest is open only to regular and affiliate members of CRMA.

Entries must be dated between January 2019 and December 2019. All entries must be submitted by the magazine as an institution rather than by an individual. Awards are presented to the magazine as an institution. Stories or projects undertaken with commercial or corporate sponsors are ineligible for awards. All magazines must submit an audit verifying circulation.

- Participants may enter up to three submissions in each category, except for Ancillary Publications, General Excellence, Excellence in Writing and Excellence in Design.

- Each submission may be entered in only one category, except for articles and spreads included in submissions for Writer of the Year, Excellence in Writing, Designer of the Year and Excellence in Design. Articles submitted under Writing Awards (but NOT Editorial Awards) may also be submitted in Art & Design Awards.

4. REPORTING: A single article or package* should give a definitive account of or uncover new information about an event, a situation or a problem of contemporary interest. Emphasis should be placed on enterprising, imaginative news gathering and clear presentation. The entry should answer the questions of who, what, when, why and where, based on current observation, investigation, interviews and original fact finding. **Entries submitted here may not be included in any other writing or editorial category except Writer of the Year (9), Excellence in Writing (10), Special Issue (25) or General Excellence (33, 34, 35).**

PROFILE: The single best example of a profile of a person. Entries should introduce a person to readers and offer insight into his or her background or character. **Entries submitted here may not be included in any other writing or editorial category except Writer of the Year (9), Excellence in Writing (10), Special Issue (25) or General Excellence (33, 34, 35).**

5. Open to magazines with circulation less than 60,000. (Magazines in this circulation category can choose to compete in category 6, but not in both.)

6. Open to magazines with circulation more than 60,000.

FEATURE STORY: The single best example of nonfiction magazine writing. No

restrictions regarding subject matter. Entries should treat an idea, event or trend with imagination, originality and style. **Entries submitted here may not be included in any other writing or editorial category except Writer of the Year (9), Excellence in Writing (10), Special Issue (25) or General Excellence (33, 34, 35).**

7. Open to magazines with circulation less than 60,000. (Magazines in this circulation category can choose to compete in category 8, but not in both.)

8. Open to magazines with circulation more than 60,000.

9. WRITER OF THE YEAR:

Submit four to six articles by the same writer. No restrictions regarding length or subject matter.

10. EXCELLENCE IN WRITING:

Entry should demonstrate superb writing throughout a single issue. This category is for regular issues of the magazine only and is not open to one-time guides, special projects or issues outside the magazine's regular publication schedule. Entries will reflect high attention to quality writing throughout the magazine and will be judged for reporting, clarity, literary quality and style. **Issues entered in this category cannot be submitted in Special Issue (25). Submit FOUR copies of one single issue. Each magazine may enter only once.**

ART & DESIGN AWARDS



SPREAD DESIGN: A color or black-and-white, two-page spread. The spread may employ photography, illustration or type-only treatments. **Entries here cannot be submitted in Feature Design (13, 14) or Illustration and Graphics (16).**

11. Open to magazines with circulation less than 60,000. (Magazines in this circulation category can choose to compete in category 12, but not in both.)

12. Open to magazines with circulation more than 60,000.

FEATURE DESIGN: Multiple-page treatments (more than one two-page spread) using color or black-and-white or any combination. The entire story will be judged. **Entries here cannot be submitted in Spread Design (11, 12) or Illustration and Graphics (16).**

13. Open to magazines with circulation less than 60,000. (Magazines in this circulation category can choose to compete in category 14, but not in both.)

14. Open to magazines with circulation more than 60,000.

15. PHOTOGRAPHY: Entries should rely on photography rather than words to tell a story and exhibit a conceptual approach to the subject.

16. ILLUSTRATION AND GRAPHICS:

An entry consists of three examples of illustration and or graphics from two different issues in the magazine's regular publication schedule. This category is not open to one-time guides or special projects. An entry may include work from covers, features or departments. (For example, an illustrative opening spread, a graphic chart and a spot illustration, or other combinations.) Judges will consider creativity, originality and how best the work captures the intent of the editorial. **Entries here cannot be submitted in any other design category except Designer of the Year (18) and Excellence in Design (19).**

NOTES

* A package is defined as articles on the same subject by the same writer or team of writers.

** Required editor's statements: In no more than 200 words, provide a statement of why entries in the following categories deserve an award. Upload as a Word document.

4. REPORTING: Provide background information that might help judges understand the significance of the story in your community.

20. MAGAZINE SECTION: Discuss the section's or department's objective and how it helps fulfill the mission of the magazine.

24. CIVIC JOURNALISM: Address the local impact, and elaborate if the story or package has the potential to affect local political, economic or social policy.

29. EXCELLENCE ONLINE: Discuss the website's mission, objectives and how the site extends the magazine's brand. Also include an overview of the content and anything that would help a first-time user navigate the site.

33-35. GENERAL EXCELLENCE: Submit a mission statement, and explain how your magazine meets its mission. Judges will use this information to ascertain how well the magazine meets its mission. Submit an audit verifying circulation.

IMPORTANT: The contest platform is optimized for Firefox and Google Chrome for PC and Mac. Please have a recent version downloaded and installed for the best contest experience.

SPECIAL INSTRUCTIONS: One week following the announcement of finalists, magazines chosen in the following categories will be notified about sending PDFs of their final entries to the Missouri School of Journalism for inclusion in the awards video: Excellence in Writing, Designer of the Year, Excellence in Design, Special Issue, Ancillary Publications and General Excellence.

17. COVER EXCELLENCE: An entry consists of three covers. The covers must be the primary (newsstand) covers of regular issues. All aspects of the submitted covers will be considered, from image and display type to the creativity of cover lines and blurbs. Covers for projects outside the magazine's regular publication schedule are not eligible.

18. DESIGNER OF THE YEAR: Submit four sets of a minimum of four to a maximum of six designs by the same designer.

19. EXCELLENCE IN DESIGN: Entry should demonstrate superb design throughout a single issue. This category is for

regular issues of the magazine only and is not open to one-time guides or special projects or issues outside the magazine's regular publication schedule. **Submit FOUR copies of one single issue. Each magazine may enter only once. Issues entered in this category cannot be submitted in Special Issue (25).**

EDITORIAL AWARDS



The following categories are judged on every aspect of editorial excellence in the PRIMARY print publication, including writing, editing, photography, illustrations, other art, design and use of sidebars, charts, graphs and tables as appropriate.

20. MAGAZINE SECTION: Open to regularly published, front- or back-of-the-book departments or sections, except Food and Dining. All aspects will be considered, including originality, usefulness to readers, consistency and execution of the editing, reporting, writing, photography and illustrations. An entry consists of two consecutive samples of the department or section (for example, January and February or April and May). **Entries submitted in Writing categories 1, 2 and 3 are not eligible.**

21. READER SERVICE:

A single article or package* that gives readers self-help or how-to information. Entries should offer practical guidance and assistance, whatever the topic. Entries may consist of pioneering new ideas in service journalism or creatively handled standards of city and regional journalism, such as "top" or "best of" stories, regardless of subject matter. **Food and dining packages are not eligible in this category (see 23), nor are stories submitted in any other writing or art & design category.**

22. LEISURE/LIFESTYLE INTERESTS:

A single article or package* that enhances the enjoyment of leisure time or lifestyle interests. (Examples: arts, crafts, fashion, hobbies,

homes, decorating, sports, travel, etc.) **Food and dining packages are not eligible in this category (see 23), nor are stories submitted in any other writing or art & design category.**

23. FOOD OR DINING FEATURE PACKAGE:

A single article that enhances readers' enjoyment of food and dining. Unlike Category 2, which is restricted to food and dining writing, this category awards editorial and design packaging as well as writing and reporting. Judges will consider innovative ideas as well as superbly executed "top" or "best of" features. **Stories entered in this category cannot be submitted in Food or Dining Writing (see 2), nor in any other writing or art & design category.**

24. CIVIC JOURNALISM:

A single article or package* that explores significant issues in the community. The entry should be an outstanding example of analytical, investigative or expository journalism that brings exceptional insight to complex issues facing communities or regions. Judges will consider the potential of the story or package to affect local political, economic or social policy. **Entries submitted here may not be included in any other category except Writer of the Year (9), Excellence in Writing (10), Special Issue (25) or General Excellence (33-35).**

25. SPECIAL ISSUE:

Open to any one-time or annual special project, such as anniversary issues, "best of" issues, annual guides or other special issues published in addition to the magazine's regular publishing

schedule. Also open to any issue of the regular magazine schedule in which more than 50 percent of the editorial feature well is devoted to the clearly labeled single topic or theme. A related cover should underscore the single theme aspect of the issue. Every entry should have complete distribution to the regular list of subscribers and newsstands. Not open to advertising supplements. **Submit FOUR copies of the entire special issue. Issues entered in this category cannot be submitted in Excellence in Writing (10) or Excellence in Design (19).**

ANCILLARY PUBLICATIONS:

Open to supplements or spinoffs that carry the title or logo of the existing city or regional magazine as part of its identity. The publication cannot be an insert within the primary publication. Not open to advertising supplements. Magazines may submit only ONE entry in each category (26, 27, 28). **For each entry, submit FOUR copies of one issue. Regardless of topic, all entries will be judged on the quality and creativity of editorial and design.**

26. HOME/SHELTER: Home and shelter-related topics.

27. WEDDINGS:

Wedding and wedding-related topics.

28. GENERAL INTEREST: Topics exemplified by but not limited to business, family, food, shopping, travel and city guides. **City Guides must not be part of the regular publishing cycle, but a true ancillary.**

DIGITAL MEDIA



29. EXCELLENCE ONLINE: This award honors a website's content, appearance, service to readers, ease of use and its extension of the magazine's brand. Please provide the website's address. Judges may review the website at any time.

30. ONLINE COLUMN: Restricted to columns that appear on the magazine's website under the same byline or same column

name. Columns must NOT also appear in the print magazine. Submit three columns and the URL. Judges will consider originality, voice and knowledge of the subject.

31. E-NEWSLETTER: Submit three examples of the same editorially focused e-newsletter. Judges will consider originality and knowledge of the subject as well as readability and design.

32. MULTIPLATFORM STORYTELLING:

A single topic/story told using at least two different media, with content unique to each medium. Example: a feature story in print with video interviews for the web or added video/slide content and or a live town hall to discuss the topic/story. Criteria include originality, quality of content and presentation, and news or entertainment value. Submit PDFs and or URL links.

GENERAL EXCELLENCE



General Excellence winners are honored for consistently high-caliber work in all aspects of journalism: writing, editing, photography, illustrations, other art and design. Winners should show a sense of community connection and service.

Submit SIX identical sets of three issues, two of which must be

consecutive. Also submit SIX copies of the magazine's mission statement, and explain in no more than 200 words how well the magazine meets its mission. ** In addition, submit an audit verifying circulation.

33. GENERAL EXCELLENCE 1:

Open to magazines with circulation less than 30,000.

34. GENERAL EXCELLENCE 2:

Open to magazines with circulation 30,000 to 60,000.

35. GENERAL EXCELLENCE 3:

Open to magazines with circulation more than 60,000.

ENTERING ONLINE



Entries to the National City and Regional Magazine Awards are submitted using a web-based program at betterbnc.com. Below are directions for preparing and submitting entries.

Questions: Please contact Kim Townlain at townlaink@missouri.edu, or call 573-884-1869.

LOGIN:

1. Go to <http://betterbnc.com/>
2. Click Contestant Login.
3. Select Contestant Manager.
4. Using the pull-down menu, select 2020 National City and Regional Magazine Awards.
5. Select your magazine. If the name of your magazine is not listed, contact Kim Townlain at townlaink@missouri.edu, or call 573-884-1869.
6. Enter your password from last year. If you are new to the contest, enter your temporary password: `bnc` (lower case). Click Login. When you first log in, the system will prompt you to create a secure password and enter your contact information. If you set the new password for your organization, please make sure to share it with any others from your organization who may be submitting entries.

SUBMIT ENTRIES:

1. On the Manage Entries page, click Submit Entry (left side).
2. Select the appropriate Division (Writing, Art & Design, Editorial, Ancillary Publications, Digital Media, General Excellence).
3. Select the appropriate Category (Profile, Reporting, etc.).
4. Read the corresponding Category Note (directly below the Category selection box) describing what is expected for the category's entry content.
5. Complete the Headline/Title field.
6. Based on the type of entry, add content:

a. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Upload only PDF files! Upload multiple-page stories (features, for example) in spreads, not single pages. If you would like to include more than one attachment for an entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you might have reached the limit set by the contest rules. Please try to limit file sizes to 5 MB or less to aid judges in accessing content. To reduce the size of your files on a Mac, run the PDF optimizer inside Acrobat, or use Stuffit.

b. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g., YouTube), or talk to your IT person about adding it to your website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:

Audio: www.kiwi6.com, www.tindeck.com

Video: www.youtube.com, www.vimeo.com.

Important: Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password information in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.

c. For mail-in, hard copy entry categories (e.g., General Excellence or other categories that require entire issues), **do not upload a file or add website URL content.** Simply complete all other content fields.

7. Click Next.

8. Add Credits for those responsible for the entry content.

9. Add Comments (if needed), but keep them brief (e.g., 100 words).

10. Click Submit.

11. For mail-in, hard copy entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hard-copy item, and follow contest shipping instructions (contact townlaink@missouri.edu or 573-884-1869 for more info).

SUBMITTING PAYMENT:

The software will automatically calculate fees based upon the number of entries. Once you have completed all of your entries, follow the payment link to the secure portal to pay with a credit card (Visa, Mastercard, American Express or Discover Cards are accepted.) Alternatively, magazines may send a check payable to City and Regional Magazine Association to CRMA Awards, Missouri School of Journalism, c/o Kim Townlain, Magazine Office, 320 Lee Hills, Columbia, MO 65211. **Please print and include the entry summary page** (which opens when contestants click the Calculate Entry Fee button on their Manage Entries page). Magazines with multiple submissions, please submit one payment in whatever form.