

# **CAT WRITERS' ASSOCIATION 2010 COMMUNICATION CONTEST REGULAR CATEGORIES**

## **I. Magazines**

- I.1 – Monthly Magazine - National (3 issues, 3 copies of each)
- I.2 – Magazine Article – Health and General Care
- I.3 – Magazine Article – Behavior and Training
- I.4 – Magazine Article – Any Other Topic
- I.5 – Magazine Column (3 individual columns, 3 copies of each)
- I.6 – Magazine – Regional (3 issues, 3 copies each)
- I.7 – Magazine – Regional – Article – Health and General Care
- I.8 – Magazine – Regional – Article – Behavior and Training
- I.9 – Magazine – Regional – Article – Any Other Topic
- I.10 – Magazine – Regional – Column (3 individual columns, 3 copies of each)

## **II. Newspapers**

- II.1 – Newspaper Article – Health and General Care
- II.2 – Newspaper Article – Behavior and Training
- II.3 – Newspaper Article – Any Other Topic
- II.4 – Newspaper Column (3 individual columns, 3 copies of each)

## **III. Newsletters (Printouts of newsletters distributed by e-mail may be entered in this category)**

- III.1 – Newsletter – Breed-Specific (3 issues, 3 copies of each)
- III.2 – Newsletter – National Circulation (3 issues, 3 copies of each)
- III.3 – Newsletter – Regional or Membership Circulation (3 issues, 3 copies of each)
- III.4 – Newsletter Article – Health and General Care
- III.5 – Newsletter Article – Behavior and Training
- III.6 – Newsletter Article - Other Topics
- III.7 – Newsletter Column (3 individual columns, 3 copies of each)

## **IV. Miscellaneous**

- IV.1 – Short Story
- IV.2 – Poem
- IV.3 – Humor
- IV.4 – Brochure, Pamphlet, Short Publications (under 10 pages)
- IV.5 – Annual or Long Publications (over 10 pages)
- IV.6 – Opinion Piece, Essay or Editorial
- IV.7 - PR/Humane Education/Press Kits

## **V. Books**

- V.1 – Fiction
- V.2 – For Children
- V.3 – Health and General Care
- V.4 – Behavior and Training
- V.5 – Gift
- V.6 – Poetry
- V.7 – Other

## **VI. Non-Print Media**

- VI.1 – Video, CD, DVD, or Television Production (VHS videotape or DVD that plays in a standard DVD player must be included)
- VI.2 – Broadcast, Audio – Any Format

## **VII. Internet/Web Sites & Blogs**

- VII. - Website (URL)

- VII. - Online Article - Health and General Care
  - VII. - Online Article - Behavior and Training
  - VII. - Online Article - Any Other Topic
  - VII. - Online Column (3 individual columns, 3 copies of each)
  - VII. - Blog: Educational (URL's for 3 individual issues)
  - VII. - Blog: Entertainment (URL's 3 individual issues)
- (Blogs and Websites must be published in professional venues. Personal blogs and Websites are not eligible.)

**VIII. Graphic Arts**

- VIII.1 – Black and White Photograph (single)
- VIII.2 – Black and White Photographs (series)
- VIII.3 – Color Photograph (single)
- VIII.4 – Color Photographs (series)
- VIII.5 – Cartoon (May enter series from same publication)
- VIII.6 – Illustration (single)
- VIII.7 – Illustrations (series)