

## **2013 CWA COMMUNICATION CONTEST SPECIAL AWARDS**

**NOTE: If you have questions about any of the Special Awards, please contact Contest Co-Chair Barbara Stretton at [b.stretton@att.net](mailto:b.stretton@att.net).**

**AWARD #1:** The **AAFP CAT FRIENDLY AWARD**, sponsored by the American Association of Feline Practitioners (AAFP), is presented to the entry that best educates cat owners about the benefits of going to a Cat Friendly Practice. Appropriate topics include why it is beneficial to the cat and owner to visit a practice that is cat friendly, including but not limited to, staff understanding of feline friendly handling, decreased stress associated with the visit, increase in the quality of care and medicine provided, and communication to cat owners of the importance of routine veterinary care. Qualifying entries include newspaper or magazine articles or columns, or a series of articles or columns (print or online), and radio or television broadcasts. This award consists of \$500 and a commemorative framed certificate.

**AWARD #2:** The **AdoptAShelter.com ADOPT A HOMELESS CAT AWARD**, sponsored by AdoptAShelter.com, is presented to the entry that best describes the plight of homeless or feral cats and/or the joy of cat adoption and/or improving the quality of life of cats in a shelter environment. Entries will be judged for quality as well as the ability to persuade the reader. Qualified *online only* entries include single articles, features, columns, series of articles, short stories, websites, blogs, videos photos or any other accepted online venue. The award consists of \$500 and inclusion in the AdoptAShelter.com online library.

**AWARD #3:** The **CEVA HUMAN-ANIMAL BOND AWARD**, sponsored by CEVA, is presented to the entry that best reflects and promotes the strengthening of the human-animal bond, highlighting the bond between a cat and owner, as well as their relationship with their veterinarian as another direct caregiver. Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader. Qualified entries include single articles (print or online), features, columns, short stories, books, and poetry. This award consists of \$1000 award and commemorative certificate.

**AWARD #4:** The **DR. JIM RICHARDS CORNELL FELINE HEALTH CENTER VETERINARY ISSUES AWARD**, sponsored by Cornell University's Feline Health Center, is presented to the highest-quality entry on the topic of technological advances, research, new medical developments, or innovations in feline veterinary medicine. Qualifying entries include single newspaper, magazine, or newsletter articles; columns or series of articles (print or online); blogs, a website, single books, or radio/television broadcasts, designed to educate the general cat-owning public about new developments. This award consists of \$500.

**AWARD #5:** The **FANCY FEAST® LOVE STORY AWARD**, sponsored by Purina, is presented to the entrant whose work best captures the magic of the loving relationship between cats and their owners. Highest consideration goes to those works that are skillfully written/produced, and technically accurate. Qualified entries include single books, articles (print or online), features, columns, short stories, poems, blogs, radio or television submissions. This award consists of \$500 and a commemorative award.

**AWARD #6:** The **FRISKIES® WRITER OF THE YEAR AWARD**, sponsored by Purina, is for the writer who has done the most during the contest year to promote the welfare, health, and proper care of cats, which includes providing sensory stimulation to keep cats healthy and happy. This award is for "a body of work" and can include different publications during the contest period. Single entries do not qualify; therefore, multiple books, newsletters, print articles, online articles, columns, stories, blogs, websites, and series in any pet or non-pet consumer publication qualify. The award honors writing excellence and the ability to communicate technical information in a clear and creative manner to better educate cat owners and help improve the lives of cats. A maximum of 10 articles or items published within the contest period may be submitted. Choose only your best work! This award consists of \$500 and a cat figurine.

**AWARD #7:** The **HARTZ® EVERY DAY CHEWABLE VITAMIN AWARD**, sponsored by Hartz Mountain Corporation, is given to the highest-quality entry on the topic of older cats. Topics can include, but are not limited to adoption, health, innovative care, and senior-for-senior programs. Qualifying entries include a single book, article (print or online), brochure, newsletter, editorial, blog, photograph, and commercial radio/TV tape. This award consists of \$1000 and a commemorative plaque.

**AWARD #8:** The **HARTZ® GLAMOUR-PUSS AWARD**, sponsored by Hartz Mountain Corporation, honors the best

single entry on the topic of feline skin and coat care. Qualifying topics include, but are not limited to, coverage of home and professional grooming, parasite control, nail care, teeth and ear care, and feline skin/coat disorders. Written and pictorial works in all media are acceptable, including articles, books, blogs, websites, online magazine, online newsletters, and videotape broadcasts. This award consists of \$1000 and a commemorative plaque.

**AWARD #9:** The **HARTZ® MILK REPLACEMENT FOR KITTENS AWARD**, sponsored by Hartz Mountain Corporation, is awarded to the best single article (published in a newspaper, magazine, newsletter, or professional online venue), or single radio or television broadcast on the topic of rescuing kittens. Appropriate topics include “how to” articles, stories about feral kitten rescue, early spay and neuter, orphaned kittens, and kitten adoption. This award consists of \$1000 and a commemorative plaque.

**AWARD #10:** The **“IN THE SPOTLIGHT” AWARD**, sponsored by the Jacat Cattery, home of award-winning, pedigreed Japanese Bobtail Cats, is presented to the entry that best advances the protection, preservation and promotion of pedigreed cats and/or the pedigreed cat fancy. This includes breed rescue as well. Qualifying entries include all media. This award consists of \$500, a certificate, and a Maneki Neko.

**AWARD #11:** The **KARI WINTERS RESCUE AND REHABILITATION AWARD**, sponsored by TICA, is awarded to the best single article or column (published in a newspaper, magazine, newsletter, or professional online venue) or single radio or television broadcast on the rescue and rehabilitation of cats or kittens from shelters or rescue groups for the purpose of adoption to forever homes. Entries are judged on compelling personal accounts and the education of readers on the need for rescue. This commemorative award consists of a \$500 and a plaque.

**AWARD #12:** The **PRO PLAN® PEDIGREED CATS AWARD**, sponsored by Purina, is presented to the writer or creator of the best entry of the year that focuses on cat breeds, pedigreed cats, and professional breeder issues including (but not limited to) health, care, nutrition, and showing cats. Qualifying entries include entire publications, such as breed or breed club newsletters, magazines, articles, stories, blogs, photographs or illustrations in any professional venue, featuring purebred cats. This award consists of \$500 and a commemorative bowl.

**AWARD #13:** The **PURINA® CAT CHOW® NUTRITION AWARD**, sponsored by Purina, is presented to the best column or article (print or professionally published online), blog, or book entry on the subject of feline nutrition. Highest consideration goes to those works that are both skillfully written and technically accurate. The recipient cannot be an employee of or associated with a pet food company at the time that the entry is judged. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #14:** The **PURINA® ONE® HEALTH AWARD**, sponsored by Purina, is presented to the outstanding single article (print or professionally published online) or blog reporting on feline health issues. Articles are judged on excellence of writing and technical accuracy; significance of the topic and public education impact on feline health are also considered. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #15:** The **PURINA® KITTEN CHOW® KITTEN AWARD**, sponsored by Purina, is presented to the author of the outstanding entry on caring for kittens. Qualified entries include single books, articles, labeled series, columns, short stories, blogs, and websites. Entries will be judged on writing excellence and content accuracy. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #16:** The **STICKY PAWS® TRAINING AWARD**, sponsored by Pioneer Pets/Sticky Paws®, is presented for the best article or tape entry on training techniques. Entries should have a “how-to” focus. Appropriate entries are labeled series or single articles (print or professionally published online), columns, blogs, websites, online newsletters, and television/radio broadcast tapes on topics such as (but not limited to) litter box training, proper scratching behavior, trick training, or training cats to stay off countertops, tables, or other forbidden places. This award consists of \$1000 and a commemorative certificate.

**AWARD #17:** The **TIDY CATS® FELINE BEHAVIOR AWARD**, sponsored by Purina, is presented for the best entry on the subject of feline behavior. Highest consideration goes to those works that are both skillfully written and technically accurate. Qualified entries include single books, articles, features, columns, blogs, websites, online magazines, or online newsletters and should educate readers while promoting a positive approach to understanding and dealing with feline behavior. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #18:** The **WORLD'S BEST CAT LITTER-ARY AWARD**, sponsored by World's Best Cat Litter®, is presented for the outstanding novel, short story, poem, or radio/television dramatic script which portrays cats and cat ownership in a positive way. All fiction genres are eligible. Highest consideration goes to those entries that include cats as an intrinsic part of the plot. Works will be judged for the exceptional, individual quality (“voice” or “vision”) of the writer/creator. Eligible works may be published in print or electronic media; any scripts or videos must also provide proof of production. This award consists of \$500 and a commemorative pewter bowl.

**AWARD #19:** The **SHOJAI MENTOR AWARD**, sponsored by past-president Amy D. Shojai, recognizes the CWA member who has offered guidance, encouraging counsel, support, or other help that has had a direct and positive influence on another's writing/publishing success. Qualifying mentor experiences are limited to those occurring within the past three contest periods (approximately the last three years). The recipient shall exemplify the highest ideals of the CWA vision, that is, to promote communal support, networking, and mutual respect between colleagues. Only CWA members are eligible for this award. This award consists of \$500 and a commemorative item.

**AWARD #20:** The **MICHAEL BRIM DISTINGUISHED SERVICE AWARD**, sponsored by CWA, honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, public communication and professional excellence, best promotes the ideals, mission and best interest of the Cat Writers Association. Nominees can include (but are not limited to) writers, editors or publicists whose published work or actions have had a significant impact on improving the quality of life of cats, educating the public, promoting responsible cat breeding and ownership, and/or facilitating the professional growth of cat writers. The honoree shall receive \$500 and his or her name engraved on a permanent commemorative plaque (at the offices of the Cat Fanciers' Association Foundation).

**AWARD #21:** The **KUYKENDALL IMAGE AWARD** is sponsored by CWA, and is presented to the outstanding “image” entry featuring cats – whether photography, illustration, or graphic art. This may be a single piece or series entry, including but not limited to photos/artwork published in a magazine, newspaper, newsletter, book, pamphlet, calendar, poster, greeting card, or commercial online publication. This award consists of \$250 and a commemorative item.

**AWARD #22:** The **CWA PRESIDENT'S AWARD**, sponsored by the Cat Fanciers' Association, is presented to the best entry among all Muse Medallion™ winners in the regular contest categories. This “Best of the Best” requires no additional copies be submitted of entries. Muse Medallion™ winners shall be automatically entered and considered for the honor. This award consists of \$250 and a commemorative item.