

# 2010

## National City & Regional Magazine Awards

2010 CRMA Conference  
Providence, R.I. | June 5-7

Deadline for submissions: November 24, 2009  
[citymag.org](http://citymag.org)

201  
417 Magazine  
5280  
Albuquerque The Magazine  
Atlanta Magazine  
Baltimore  
Bangor Metro  
Berkshire Living  
Birmingham  
Boston  
Buffalo Spree  
Charlotte Magazine  
Chicago  
Cincinnati  
Cleveland  
Coast Magazine  
Colorado Springs Style  
Columbus Monthly  
Connecticut Magazine  
D  
Delaware Today  
Diablo  
Door County Magazine  
Evansville Living  
Fort Wayne Monthly  
Grand Rapids Magazine  
Gulfshore Life  
Hampton Roads Magazine  
Honolulu Magazine  
Hour Detroit  
Hudson Valley Magazine  
Indianapolis Monthly  
Inside Columbia  
Kearsarge Magazine  
Lake Erie Living  
Los Angeles Magazine  
M Magazine  
Madison Magazine  
Main Line Today  
Marin Magazine  
Martha's Vineyard Magazine  
Memphis Magazine  
Milwaukee Magazine  
Minnesota Monthly  
Missouri Life  
Mpls. St. Paul Magazine  
Nashville Lifestyles  
New Hampshire Magazine  
New Jersey Monthly  
New Orleans Magazine  
Northern Indiana Lakes  
Ohio Magazine  
Okanagan Life  
Orange Coast  
Orlando Magazine  
Palm Springs Life  
Philadelphia Magazine  
Pittsburgh Magazine

Portland Monthly  
Rhode Island Monthly  
Sacramento  
San Diego Home/Garden Lifestyles  
San Diego Magazine  
Sarasota Magazine  
Seattle Metropolitan  
Southern Breeze  
St. Louis Magazine  
Texas Monthly  
Tucson Lifestyle  
Vancouver Magazine  
Washingtonian  
Westchester Magazine  
What's Up? Annapolis  
Yankee Magazine

In association with the University of  
Missouri School of Journalism

## Writing Awards

**1. CRITICISM:** Critical review, analysis and commentary on art, music, theater, film, books, architecture, media, fashion, products or other subjects except food and dining. Judges will consider originality, voice, persuasiveness and knowledge of the subject. An entry consists of three samples on the same subject by the same writer. This category normally recognizes short-form commentary, but features may be included if they contain critical evaluation and analysis.

**2. FOOD OR DINING WRITING:** Restricted to the subject of food, restaurants, dining out, wines and food- or dining-related topics. This category awards the best food writing in any form (critical reviews, columns or features). Entries consist of three samples by the same writer.

**3. COLUMN:** Entries should show style of the writer and originality of ideas. Syndicated columns and entries in categories 1 and 2 are not eligible. An entry consists of three samples by the same writer.

**4. REPORTING:** A single article or series\* 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. (\*\*Required statement. Editor's statement needed for entry. See notes. Please include FOUR copies of the statement with each submission.)

**5. PERSONALITY 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.

**6. 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.

**7. WRITER OF THE YEAR:** Submit four to six articles by the same writer. No restrictions regarding length or subject matter.

**8. 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. Submit FOUR copies of one single issue. Each magazine may enter only once.

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## Design/Art Awards

**9. SPREAD DESIGN:** A color or black-and-white, two-page spread. The spread may employ photography, illustration or type-only treatments.

**10. FEATURE DESIGN:** Multiple-page treatments (more than one two-page spread) using color, black and white or any combination. The entire story will be judged.

**11. REDESIGN:** Submit an issue not more than six months prior to the redesign and a redesigned issue. (\*\*Required statement. See notes. Submit FOUR copies of each magazine and FOUR copies of the statement).

**12. PHOTO ESSAY:** Entries should rely on photography rather than words to tell a story and exhibit a conceptual approach to the subject.

**13. COVER:** Entries are restricted to the main cover (newsstand cover) of a regular issue. All aspects of the cover 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.

**14. DESIGNER OF THE YEAR:** Submit a minimum of four or a maximum of six articles by the same designer.

**15. 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.

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## Editorial Awards

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

**16. READER SERVICE:** A single article or series\* that gives readers self-help or how-to information. Entries should provide practical guidance and assistance for a reader to deal individually with personal concerns. 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.

## Rules

The contest is open to regular and affiliate members of the CRMA and to any city or regional magazine that qualifies for membership. That includes any magazine with general interest editorial relevant to a city or region, published at least quarterly, with the ability to verify circulation by ABC, BPA, VAC, CVC or equivalent. Non-members of CRMA should include circulation verification documents. See [citymag.org](http://citymag.org) for details.

Entries must be dated between January 2009 and December 2009. 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.

Participants may enter up to three submissions in each category, except for General Excellence, Excellence in Writing and Excellence in Design. Each submission may only be entered in 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 Design/Art Awards.

## Submissions

### 1. ENTRY FEE

- Members: \$65 per entry
- Non-members: \$200 per entry
- Make check payable to City and Regional Magazine Association.
- Magazines with multiple submissions may send one check for all entries.

**2. WRITING AND EDITORIAL ENTRIES** should be cleanly trimmed tear sheets, assembled in correct reading sequence, including jumps. For each submission, send FOUR originals, each with an entry form.

**3. DESIGN ENTRIES** should be actual issues with page numbers marked on the entry form and attached to all FOUR copies. For each submission, send FOUR originals each with an entry form.

**4. 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; and
- An entry form with each set.

### 5. SUBJECT OF LEGAL ACTION

Contest participants should notify the contest coordinator if any submission is or becomes the subject of legal action.

**6. ENTRIES WILL NOT BE RETURNED.**

## Deadline

Submissions must be received by November 24, 2009.

Send entries and payment to:  
**CRMA Awards**  
**MU School of Journalism**  
**Magazine Office**  
**320 Lee Hills Hall**  
**Columbia, MO 65211**

### 17. LEISURE/LIFESTYLE INTERESTS:

A single article or series\* that gives readers practical guidance or assistance or enhances their enjoyment of leisure time or lifestyle interests. (Examples: arts, crafts, fashion, food, hobbies, homes, decorating, sports, travel, etc.)

**18. CIVIC JOURNALISM:** A single article or series\* 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 series to affect local political, economic or social policy. (\*\*Required statement. Editor's statement needed for entry. See notes. Please include FOUR copies of the statement with each submission.)

**19. 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.

**20. ANCILLARY PUBLICATION 1:**  
(Circulations of 35,000 or fewer)

**21. ANCILLARY PUBLICATION 2:**  
(Circulations of more than 35,000)  
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. Topics exemplified by but not limited to home, food, travel, shopping, weddings. Not open to advertising supplements. Magazines may submit up to three separate entries. 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.

### 22. COMMUNITY SERVICE PROJECT:

A magazine-produced project or event – one that is "owned" by the magazine rather than one in which the magazine simply participates – and whose dual objectives are to benefit the community and extend the magazine's brand. May include events and/or projects that recognize or celebrate individuals or organizations (for example, volunteers or nonprofits) and that may or may not be tied in with editorial content. In no more than 250 words describe the project, its mission and the results attained (for example, money raised, attendance, press attention, impact upon community). Judges may also consider the creativity

of the event. Include no more than three pieces of supporting material, such as a video related to the event, a press clipping or a testimonial letter. Submit FOUR copies.

## Digital Media

**23. EXCELLENCE ONLINE:** This award honors a Web site's content, appearance, service to readers, ease of use and its extension of the magazine's brand. Please provide the Web site's address. Judges may review the Web site at any time. (\*\*Required statement. Editor's statement needed for entry. See notes. Please include FOUR copies of the statement with each submission.)

**24. BLOG COLUMN:** Restricted to columns that appear on the magazine's Web site under the same byline or same column name. Columns must not also appear in the print magazine. Submit printed PDFs of three columns and the blog URL. Judges will consider originality, voice and knowledge of the subject. Submit FOUR copies.

**25. E-NEWSLETTER:** Submit three examples of the same editorially focused e-newsletter, either printed PDFs or printouts with screen shots. Judges will consider originality and knowledge of the subject as well as readability and design. Submit FOUR copies.

**26. MULTIMEDIA:** Judges will view four examples of videos, slide shows or podcasts that ran on the magazine's Web site during the year. Criteria include originality of content, quality of presentation and news and/or entertainment value. Submit videos and/or slide shows on DVD-Video (not DVD-ROM) or provide links where this material can be found online. Submit FOUR copies.

## General Excellence Awards

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 250 words why your magazine deserves to win. Judges will use this information to ascertain how well the magazine meets its mission. In addition, submit an audit verifying circulation.

**27. GENERAL EXCELLENCE 1:** Open to magazines with a circulation that is less than 30,000.

**28. GENERAL EXCELLENCE 2:** Open to magazines with a circulation that is 30,000 to 60,000.

**29. GENERAL EXCELLENCE 3:** Open to magazines with a circulation that is more than 60,000.

## Notes

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

\*\* Required statements: In no more than 250 words, provide a statement of why entries in the following categories deserve an award:

- 4 (REPORTING): Provide background information that might help judges understand the significance of the story in your community.
- 11 (REDESIGN): Include a statement not to exceed 250 words describing the changes and the reasons for undertaking the redesign.
- 18 (CIVIC JOURNALISM): Address the local impact and elaborate if the story or series has the potential to affect local political, economic or social policy.
- 23 (EXCELLENCE ONLINE): Discuss the Web site'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.
- 27, 28, 29 (GENERAL EXCELLENCE): Submit a mission statement and explain why your magazine deserves to win an award. Judges will use this information to ascertain how well the magazine meets its mission. Submit a circulation audit verifying circulation.

## Special instructions

One week following the announcement of finalists in March, magazines chosen must send CDs with PDFs of their final entries to the MU School of Journalism. Excellence in Design, Excellence in Writing, Special Issue, Ancillary Publications and General Excellence finalists should submit cover/s, three department pages and four spreads for inclusion in the awards video.

## Inquiries

Contact CRMA contest coordinator at [crma@missouri.edu](mailto:crma@missouri.edu) or (573) 884-1869.



# NATIONAL CITY AND REGIONAL MAGAZINE AWARDS 2010 ENTRY FORM

PUBLICATION: \_\_\_\_\_

CRMA MEMBER:  YES  NO

CIRCULATION: \_\_\_\_\_

CIRCULATION VERIFIED BY:  ABC  BPA  OTHER: \_\_\_\_\_

VERIFICATION ENCLOSED?  YES

**CATEGORY (CHECK ONE ONLY):**

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> 1. Criticism              | <input type="checkbox"/> 8. Excellence in Writing      | <input type="checkbox"/> 15. Excellence in Design        | <input type="checkbox"/> 23. Excellence Online    |
| <input type="checkbox"/> 2. Food or Dining Writing | <input type="checkbox"/> 9. Spread Design              | <input type="checkbox"/> 16. Reader Service              | <input type="checkbox"/> 24. Blog Column          |
| <input type="checkbox"/> 3. Column                 | <input type="checkbox"/> 10. Feature Design            | <input type="checkbox"/> 17. Leisure/Lifestyle Interests | <input type="checkbox"/> 25. E-Newsletter         |
| <input type="checkbox"/> 4. Reporting              | <input type="checkbox"/> 11. Redesign                  | <input type="checkbox"/> 18. Civic Journalism            | <input type="checkbox"/> 26. Multimedia           |
| <input type="checkbox"/> 5. Personality Profile    | <input type="checkbox"/> 12. Photo Essay               | <input type="checkbox"/> 19. Special Issue               | <input type="checkbox"/> 27. General Excellence 1 |
| <input type="checkbox"/> 6. Feature Story          | <input type="checkbox"/> 13. Cover                     | <input type="checkbox"/> 20. Ancillary Publication 1     | <input type="checkbox"/> 28. General Excellence 2 |
| <input type="checkbox"/> 7. Writer of the Year     | <input type="checkbox"/> 14. Designer of the Year      | <input type="checkbox"/> 21. Ancillary Publication 2     | <input type="checkbox"/> 29. General Excellence 3 |
|  | <input type="checkbox"/> 22. Community Service Project |  |   |

**TITLE OF ARTICLE:** \_\_\_\_\_

**ISSUE DATE:** \_\_\_\_\_

**PAGE NUMBERS:** \_\_\_\_\_

**PERSONS TO BE RECOGNIZED FOR THIS ENTRY:** Limit to those who worked directly on the submission. For General Excellence entries, list the editor, art director and publisher. Please include unique and unusual pronunciations for names.

NAME: \_\_\_\_\_

PRONUNCIATION: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_

PRONUNCIATION: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_

PRONUNCIATION: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

NAME: \_\_\_\_\_

PRONUNCIATION: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

**CONTACT INFORMATION:** Individual to whom correspondence regarding contest entry should be addressed.

NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

PHONE: (    ) \_\_\_\_\_

FAX: (    ) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

**A CHECK IN THE AMOUNT OF \$ \_\_\_\_\_ COVERING \_\_\_\_\_ ENTRIES IS ENCLOSED.**

Please include a typed master list of all entries with the total number of entries, category of each entry and amount of the entry check.

X \_\_\_\_\_

**SIGNATURE OF CHIEF EDITOR OR PUBLISHER**

The above signature certifies that all contest entries meet all rules. It also authorizes reproduction of articles for a compilation of winning entries. The compilation of winners, to be given to contest participants at the annual CRMA Conference, is for the sole purpose of article reproduction. Reproduced articles will not be sold or redistributed.

Send entries and payment to:  
**CRMA Awards**  
**MU School of Journalism**  
**Magazine Office**  
**320 Lee Hills Hall**  
**Columbia, MO 65211**

YOU MAY PHOTOCOPY THIS FORM