

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.1 HEALTH

This category includes pieces written to educate and inform the reader about clear, up-to-date health and wellness information that will be useful to cat owners/cat caregivers. Includes (but not limited to): cat everyday wellness/preventive health care; diet; nutrition; exercise; and spay/neuter. May also include the understanding and specific compassionate care required for special-needs cats, kittens (kittens covering approximately birth through 12 weeks), and aging and senior cats. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed the information should be fact-checked and accurate. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Health based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Health up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.1 HEALTH

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.2 GENERAL CARE

This category includes pieces written to educate and inform the reader about best practices in caring for cats that will be useful to owners/caregivers. Includes (but not limited to): grooming; feeding; handling; litter box tips; carrier tips; need for routine veterinary exams; etc. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative, but in all instances if the reader is to be educationally informed, the information should be fact-checked and accurate. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - General Care based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - General Care up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
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A. WRITTEN ARTICLES

A.2 GENERAL CARE

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____

- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.3 BEHAVIOR/TRAINING

This category includes pieces written to educate and inform the reader on how to interpret and understand feline behavior. Includes (but not limited to): cat training and proactive behavior modification (training topics are also not limited and could include topics such as therapy cat training, cat training for emotional and physical enrichment, such as clicker training to learn tricks for treats, leash training for exercise, as well as behavior training to discourage challenging habits such as jumping on counters or litter box issues); understanding the basics of feline behavior, including evolutionary perspectives that help illuminate why cats do what they do; understanding and addressing “challenging” behaviors; etc. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Behavior/Training based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges’ scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Behavior/Training/Enrichment up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one’s blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors’ style gives the piece life, sometimes even written in the “voice” of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
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A. WRITTEN ARTICLES

A.3 BEHAVIOR/TRAINING

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____

- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.4 ENRICHMENT

This category includes pieces written to educate and inform the reader on how to provide cats with the best possible environmental enrichment to maximize their physical, psychological, and emotional health and well-being. Includes (but not limited to): how to meet the everyday (and unusual) challenges of living with cats; environmental enrichment and practical, how-to information on optimizing the environments we and our cats share, with an emphasis on enhancing cats' physical, emotional, and psychological well-being. Pieces can range from lighthearted (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article -Enrichment based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Enrichment up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
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A. WRITTEN ARTICLES

A.4 ENRICHMENT

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.5 LIFESTYLE

This category includes pieces written to educate readers about how people relate with cats they know or have known on a personal level, or about the lifestyle of another person and their cat. Includes (but not limited to:) the everyday lives of cats in general; the lifestyle of a person and their cat; therapy cats; adventure cats; cat models; cats in society, culture, art, history, mythology, and religion; etc. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Lifestyle based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Lifestyle up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
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A. WRITTEN ARTICLES

A.5 LIFESTYLE

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
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 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

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A. WRITTEN ARTICLES

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A.6 FELINE-HUMAN BOND

This category includes pieces that are written to examine and celebrate the joys and challenges of sharing our lives with cats, and pieces that will help cat owners better understand how cats relate to us and how we can share our lives with them in the most satisfying ways. Pieces should include an emotional tie between the human and the cat. Includes (but not limited to): personal-perspective pieces exploring the human-cat relationship, featuring individual cats and their people and how they enhance each other's lives; profiles of individual cats and their owners and their lives together; memoirs of life with a particular cat or cat family; issues surrounding cat loss: preparing for loss; euthanasia decisions; grief; mourning; etc. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Feline-Human Bond based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Feline-Human Bond up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
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- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.6 FELINE-HUMAN BOND

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____

- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.7 VETERINARY MEDICINE & RESEARCH

This category aims to inform and educate readers with up-to-date, accurate information about the current status of research in feline veterinary medicine, with a practical perspective on how cat owners and caregivers – from home care, to rescue shelters, veterinary practices and more can use the information to better care for cats and improve their overall quality of life. These pieces will often include direct input (as interview quotes or quotes from published research papers) from active researchers to support the information provided. Includes (but is not limited to): cat health issues from a veterinary medicine and research perspective; profiles of current research into a particular feline health issue or particular feline breed, revolutionary new improvements on medicines or practical techniques available to improve a cat's health and well-being, and/or new cures or improvements to existing medicines and practices for cat-related illnesses, diseases, ailments, and the like. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Veterinary Medicine & Research based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Veterinary Medicine & Research up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.7 VETERINARY MEDICINE & RESEARCH RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.8 ENTERTAINMENT

This category includes pieces that are written to entertain the reader. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Includes (but not limited to): an amusing look at cats in our lives and our relationship with them; profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats; cats, or cat characters fictional or nonfictional in nature. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Humor & Entertainment based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Humor & Entertainment up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.8 ENTERTAINMENT

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.9 RESCUE & ADVOCACY

This category focuses on educating, informing, and inspiring the audience on topics of cat rescue and advocacy, such as issues of homeless, stray, feral/community cats and kittens; wild cats; and big/jungle cats. Includes (but not limited to): hoarding and kitten mills; early spay/neuter; kitten season; adoption of senior, black, and special needs cats; getting cats into forever homes; advocating for adoption; the issues of feral/community cats; TNR; profiles of individual rescuers/shelters/shelter workers; successfully managed colonies; and community organizations. Advocacy also includes animal welfare and animal rights topics. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Rescue & Advocacy based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Rescue & Advocacy up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.9 RESCUE & ADVOCACY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

___ Long-form (1501+ words)

___ Mid-length (801-1500 words)

___ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.10 PRODUCT REVIEW

This category features pieces that assess and appraise products invented, created, and marketed for cats and cat owners, such as foods, treats, litter products, toys, beds, trees, scratching posts, products that enhance and enrich the human-feline environment, and more. The piece should draw attention to the product and give cat lovers an impartial insight that goes beyond commercial advertising as to its value for both the cat and the cat owner. The purpose of a review is to inform, evaluate, and share personal experiences about a product. Includes (but not limited to): reviews in newspapers, blogs, websites, magazines, and newsletters. Both sponsored and non-sponsored reviews are eligible to enter this category.

Sponsored reviews: if the writer received either free product, paid compensation, or both in exchange for the review, per FTC guidelines, the writer should clearly state at the time of publishing that the post was sponsored.

Un-sponsored: If writer purchased the product themselves and received no compensation from a brand or brand representative, the writer should clearly state at the time of publishing that the post was not sponsored.

If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Product Review based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Product Review up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.10 PRODUCT REVIEW

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

___ Long-form (1501+ words)

___ Mid-length (801-1500 words)

___ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.11 WILD FELINES

This category includes pieces about our domestic cats' wild relatives which are defined as either wild cats (typically smaller in nature, for example, the Asian leopard cat) or big/jungle cats, such as lions and tigers. It includes (but is not limited to) species profiles; pieces on wild/big cats in art, history, culture and lore; information on conservation issues; pieces illuminating the relationship of wild/big cats to domestic cats (which can run the gamut of domestic house pet, to stray cat, to feral/outdoor community cat), including behavior, genetics and history; profiles of people whose lifestyles include wild/big cats, including the challenges of health issues, daily care, diet, safety and legal issues, surrounding community attitudes, and other lifestyle challenges and issues. If photos and graphics are used should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Wild Felines based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Wild Felines up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.11 WILD FELINES

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

___ Long-form (1501+ words)

___ Mid-length (801-1500 words)

___ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.12 PEDIGREED CATS

This category focuses on pieces about pedigreed felines (breeding, show, or pet), and the world of cat breeding and cat showing. It includes (but is not limited to): breed profiles; cat shows and how they work (such as judging rules); breeder profiles and how to find a responsible breeder; characteristics of pedigreed felines; behavior and lifestyle issues/challenges in breeding cats; and living with intact cats. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Pedigreed Cats based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Pedigreed Cats up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.12 PEDIGREED CATS

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

A. WRITTEN ARTICLES

Written articles about cats can be through newspapers, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites. Written articles should be supported by appropriate and credible quotations and sources, where necessary.

A.13 GENERAL / OTHER

This category is reserved for pieces that do not fit into a specific category (see Written Article Categories A.1 – A.12 for reference). They may be editorial in nature, serious, lighthearted, informative, educational, and more. In all instances, they must be at least two-thirds devoted in content to cats, whether fictional, non-fictional, or cat characters. If photos and graphics are used, they should enhance the piece and be specific to the topic at hand.

Rules:

- There are three sub-categories to Written Article - Other based on word count/length of the entry:
 - Best long-form piece (1501+ words),
 - Best-mid-length piece (801-1500 words) and
 - Best short-form piece (800 words or less).
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the article must be related to cats specifically.
 - An entrant may enter each length sub-category in Written Article - Other up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). A word count for the written article is also required.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

A. WRITTEN ARTICLES

A.13 GENERAL / OTHER

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of article:

____ Long-form (1501+ words)

____ Mid-length (801-1500 words)

____ Short-form (0-800 words)

Scoring:

- **(30 points) Content:** The authors' style gives the piece life, sometimes even written in the "voice" of a cat and can range from lighthearted and humorous (even using fictionalized cats), to educational, technical, and informative. The content is clearly relevant to the intended category and directed to the appropriate audience. The layout and progression of the content is easy to understand and if the reader is to be educationally informed, the information is fact-checked, credible, and accurate.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** An article should have its own unique voice, but the content should reflect a well-thought out, organized, and well-structured piece that is relevant to the medium – i.e., an online article should be written with a clear, easy to read font, in a format that flows logically for the reader and print pieces should reflect the high standards set by the magazine, newspaper, etc. Any facts, quotes, or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites, etc.) and linked appropriately. If photos, drawings, or illustrations are used to enhance the article, they should be clear and sharp, as well as properly credited.
 - Quality SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

B. POETRY

This category attempts to stir a reader's imagination or emotions about cats by carefully choosing and arranging language for its meaning, sound, and rhythm. Poetry is usually presented in one of three forms: narrative, dramatic, and lyrical. Types of poetry may include Haiku, Free Verse, Cinquains, Epic, Ballad, Acrostic, Sonnet, and more.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Poetry category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Distinctive Voice:** Distinctive voice (can you hear the difference between the author's work and the work of others?) Work is clearly different from prose. Artistic and musical quality of poetry is evident.
- **(30 points) Writing Mechanics:** Poem follows its own rules (rhymes or free verse, consistent word rhythm). Poem is artistic and may evoke empathy in the reader.
- **(40 points) Poem Execution:** Poem is imaginative. Reader cares about the topic and/or characters. Strikes an emotional chord and isn't trite. Presents a fresh idea or perspective.

B. POETRY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** Distinctive voice (can you hear the difference between the author's work and the work of others?) Work is clearly different from prose. Artistic and musical quality of poetry is evident.
 - Distinctive Voice SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Poem follows its own rules (rhymes or free verse, consistent word rhythm). Poem is artistic and may evoke empathy in the reader.
 - Writing Mechanics SUB-SCORE: _____
- **(40 points) Poem Execution:** Poem is imaginative. Reader cares about the topic and/or characters. Strikes an emotional chord and isn't trite. Presents a fresh idea or perspective.
 - Poem Execution: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

C. 1 SHORT STORY

This category focuses on short stories that showcase the creativity, voice, and skill of a writer in a variety of topics and genres and conserves characters and scenes, typically by focusing on just one conflict, and drives towards a sudden, unexpected revelation. Short stories may be fiction or non-fiction. Short stories may be submitted as individual entries from an anthology, collection, or periodical. Short stories may also be featured online and be available in print or digital form (eBooks). Short stories typically range from 2,000 to 10,000 words

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the story must be related to cats specifically.
 - An entrant may enter the Short Story/Flash Fiction category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Distinctive Voice:** The author's writing can be distinguished from others' work (Can you "hear" the difference?)
The writing is compelling.
- **(40 points) Story Execution:** The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.
- **(30 points) Writing Mechanics:** Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.

C.1 SHORT STORY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** The author's writing can be distinguished from others' work (Can you "hear" the difference?) The writing is compelling.
 - Distinctive Voice SUB-SCORE: _____

- **(40 points) Story Execution:** The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.
 - Story Execution SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

C.2 FLASH FICTION

Flash fiction, also called short shorts, nanotales, micro-stories, postcard fiction, or napkin fiction, is a short, written work under 1500 words. It may be fiction or non-fiction and be included in an anthology, collection, or periodical in print or online.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the story must be related to cats specifically.
 - An entrant may enter the Short Story/Flash Fiction category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Distinctive Voice:** The author's writing can be distinguished from others' work (Can you "hear" the difference?) The writing is compelling.
- **(40 points) Story Execution:** The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.
- **(30 points) Writing Mechanics:** Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.

C.2 FLASH FICTION

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** The author's writing can be distinguished from others' work (Can you "hear" the difference?) The writing is compelling.
 - Distinctive Voice SUB-SCORE: _____

- **(40 points) Story Execution:** The story is coherent, imaginative, and interesting. It keeps the reader's interest and uses qualities such as (but not limited to) drama, comedy, unpredictability in appropriate ways. The reader cares about the characters.
 - Story Execution SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Stories should use appropriate writing mechanics, including grammar, word usage, and spelling that pertains to the particular writing style and audience. For example, stories might be humorous in nature, written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the story is focused and viewpoints are consistent with the overall style.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

D. CALENDARS

This category includes calendars that combine narrative with photographs, illustrations, and/or graphic design. The calendar's message should be focused and the text succinct. Layout and graphics should draw the reader to the topic.

Narrative may be informational, providing condensed material pertaining to cats, or it may be simple, as giving only the days of the month.

Topics may be humorous or lighthearted, entertaining, educational, advertising, a call to action, or other.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the calendar must be related to cats specifically.
 - An entrant may enter the Calendars category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Intended Purpose:** Calendars educate, entertain, or provide a call to action related to cats.
- **(60 points) Production Value:** The overall execution of the presentation of the calendar - whether monthly, journal style, a page a day, etc. - the layout, design, resolution of whatever mediums are used - photos, text, illustration, graphics, etc. must be of the highest quality. If the calendar does include text or bits of information, grammar, spelling, and accuracy should be accounted for, and if images, quotes, graphics, etc. are used from someone other than the creator/editor of the calendar, such sources should be properly cited.

D. CALENDARS

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Intended Purpose:** Calendars educate, entertain, or provide a call to action related to cats.
 - Intended Purpose SUB-SCORE: _____

- **(60 points) Production Value:** The overall execution of the presentation of the calendar - whether monthly, journal style, a page a day, etc. - the layout, design, resolution of whatever mediums are used - photos, text, illustration, graphics, etc. must be of the highest quality. If the calendar does include text or bits of information, grammar, spelling, and accuracy should be accounted for, and if images, quotes, graphics, etc. are used from someone other than the creator/editor of the calendar, such sources should be properly cited.
 - Production Value SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

E. PERIODICAL/NATIONAL CIRCULATION PUBLICATIONS

Periodicals/National Circulation Publications appeal to specific readers by matching their content with an intended target audience's special interest. Publications may be in magazine, newsletter, or online format. An online publication functions like a typical print periodical, i.e., posts/articles from numerous authors, a few regular columns, feature segments, photos, feature stories, ads, etc. The publication should be professionally designed and formatted; attractive in layout; have a compelling cover page; and depending on genre, be entertaining, engaging, informative, educational, or a combination thereof. There should be obvious evidence that the staff of the publication relates to the topic and shares their readers' special interest(s). Special-interest cat publications are often subscription-based or found in retail outlets. These publications should give readers information they can't find elsewhere. They should have a clear editorial purpose for their existence and not simply be a vehicle for advertising or listings.

Periodical/National Circulation Publications must have cat-related content of 80% or more. Special note: blogs and websites do not qualify for this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 80% of the publication must be related to cats specifically.
 - An entrant may enter the Periodical/National Circulation Publications category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Content:** National publications, depending on the genre, can be entertaining, engaging, informative, educational, or a combination thereof. Some may have a singular focus, such as kittens or cat breeds, or others might have a variety of topics pertaining to cats. The content should be relevant to the intended audience and there is typically a compelling cover page, a table of contents, feature articles and columns, stories, photographs, advertisements, and so on. National publications are published on a regular basis – whether monthly, bi-monthly, quarterly, annually, etc.
- **(40 points) Quality:** A publication should be of superior quality – all cover images, graphics, and illustrations should be sharp and clear and properly credited to the creator. The layout of the publication should be clean, easy to follow, and logical with eye-catching and easy to read fonts. All articles, columns, and feature stories, when applicable should be fact checked, with sources, facts, quotes and statistics properly cited.
- **(30 points) Layout and Mechanics:** Publications should be editorially perfect for each particular segment within the publication. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

E. PERIODICAL/NATIONAL CIRCULATION PUBLICATIONS

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Content:** National publications, depending on the genre, can be entertaining, engaging, informative, educational, or a combination thereof. Some may have a singular focus, such as kittens or cat breeds, or others might have a variety of topics pertaining to cats. The content should be relevant to the intended audience and there is typically a compelling cover page, a table of contents, feature articles and columns, stories, photographs, advertisements, and so on. National publications are published on a regular basis – whether monthly, bi-monthly, quarterly, annually, etc.
 - Content SUB-SCORE: _____
- **(40 points) Quality:** A publication should be of superior quality – all cover images, graphics, and illustrations should be sharp and clear and properly credited to the creator. The layout of the publication should be clean, easy to follow, and logical with eye-catching and easy to read fonts. All articles, columns, and feature stories, when applicable should be fact checked, with sources, facts, quotes and statistics properly cited.
 - Quality SUB-SCORE: _____
- **(30 points) Layout and Mechanics:** Publications should be editorially perfect for each particular segment within the publication. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Layout and Mechanics: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.1 BOOKS: FICTION – MYSTERY

The mystery category should have a realistic but suspenseful plot with a lot of twists, a shocking crime, foreshadowing evidence, false leads, a crime solver, aka the protagonist or detective, an unexpected villain, criminal, or culprit, and a last-minute resolution to the plot. Felines must be integral to the plot and story, rather than incidental characters or walk-ons. Works that portray cats in a negative, inhumane, or irresponsible manner will not be considered. As long as two-thirds of the book is cat-related, it could fit into this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - It's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons.
 - An entrant may enter the Fiction Book - Mystery category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Distinctive Voice:** The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS.

F.1 BOOKS: FICTION – MYSTERY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader “cares” about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
 - Story Execution SUB-SCORE: _____

- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and works by other authors.
 - Distinctive Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.2 BOOKS: FICTION – SCI-FI/FANTASY

The sci-fi/fantasy category should have imaginative concepts such as advanced science and technology, spaceflight, time travel, supernatural and/or paranormal, and extraterrestrial life. There may also be stories in which animals behave as human beings in that they experience emotions, talk, and have the ability to reason. Felines must be integral to the plot and story, rather than incidental characters or walk-ons. Works that portray cats in a negative, inhumane, or irresponsible manner will not be considered. As long as two-thirds of the book is cat-related, it could fit into this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - It's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons.
 - An entrant may enter the Fiction Book – Sci-Fi/Fantasy category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Distinctive Voice:** The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS.

F.2 BOOKS: FICTION – SCI-FI/FANTASY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader “cares” about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
 - Story Execution SUB-SCORE: _____

- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and works by other authors.
 - Distinctive Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.3. BOOKS: FICTION – OTHER

This category includes fictional books about cats or cat characters that don't fit into the specific categories of mystery and sci-fi/fantasy (see category descriptions F.1 BOOKS: FICTION – MYSTERY and F.2 BOOKS: FICTION -SCI-FI FANTASY for reference). They might be a romance novel, an adventure story, a fictionalized memoir, just to name a few possibilities. As long as two-thirds of the book is cat-related, it could fit into this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 2/3 of the book is cat-related.
 - An entrant may enter the Fiction Book - Other category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader "cares" about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Distinctive Voice:** The reader can "hear" the difference between this author's work and works by other authors.

F. BOOKS.

F.3. BOOKS: FICTION – OTHER

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Story Execution:** Plot and writing are imaginative. The reader “cares” about the characters. The story engages the reader on an emotional level. The resolution is satisfying. Cat(s) are an integral part of the plot and story.
 - Story Execution SUB-SCORE: _____

- **(30 points) Writing Mechanics:** The story is well-focused, and the narrative is consistent. There is continuity in the story. The book cover and back are eye-catching and compelling. The manuscript is well-edited and free from typographical errors, keeping in mind the appropriate writing mechanics, including grammar, word usage, structural layout, and spelling will pertain to the particular writing style and audience. For example, humorous books could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the book should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and works by other authors.
 - Distinctive Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.4. BOOKS: NONFICTION – HEALTH & BEHAVIOR

This category features books about cat health and behavior, including such topics (but not limited to) cat everyday wellness/preventive health care; diet; nutrition; exercise; grooming; and spay/neuter. May also include the understanding and specific compassionate care required for special-needs cats, kittens (kittens covering approximately birth through 12 weeks), and aging and senior cats. How-to books, behavior modification, cat enrichment, cat training and proactive behavior modification, and understanding the basics of feline behavior would also qualify. At least two-thirds of the content of non-fiction books should cover cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 2/3 of the book is cat-related.
 - An entrant may enter the Nonfiction Book – Health & Behavior category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the "voice" of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.

F. BOOKS.

F.4. BOOKS: NONFICTION – HEALTH & BEHAVIOR RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the “voice” of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
 - Content SUB-SCORE: _____

- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
 - Organization and Research SUB-SCORE: _____

- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.5. BOOKS: NONFICTION – RESCUE & ADVOCACY

This category features books that discuss issues concerning rescue and/or advocacy of homeless cats (including stray, and or feral/outdoor community cats). This category may also focus on abuse, hoarding, and kitten mills. Topics may include TNR, sheltering, fostering, and adoption of rescue cats as well as personal rescue stories. This category may also feature books about wild cats and big/jungle cat rescue. At least two-thirds of the content of non-fiction books should cover cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 2/3 of the book is cat-related.
 - An entrant may enter the Nonfiction Book – Rescue & Advocacy category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the "voice" of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.

F. BOOKS.

F.5. BOOKS: NONFICTION – RESCUE & ADVOCACY RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the “voice” of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
 - Content SUB-SCORE: _____

- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
 - Organization and Research SUB-SCORE: _____

- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.6 BOOKS: NONFICTION – OTHER

This category features books that appeal to the general cat-owning/cat caregiving population and may offer a broad, comprehensive base of information on felines. These books may be reference books, how-to, or other nonfiction books that can't be classified as solely health or training/behavior books. They may also be a breed-specific book or something else of a non-fiction nature. At least two-thirds of the content of non-fiction books should cover cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - 2/3 of the book is cat-related.
 - An entrant may enter the Nonfiction Book – Other category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the "voice" of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.

F. BOOKS.

F.6 BOOKS: NONFICTION – OTHER

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content:** At least two-thirds of the content covers cats/feline, with the style consistent throughout the book. Informational or fact based in nature, possibly even written in the “voice” of a cat, a nonfictional book can range from lighthearted and humorous in style to serious, straight forward and technical in order to educate/inform the reader. The content is clearly relevant to the intended subject matter of the book and directed to the appropriate audience. The layout and progression of the content is easy to understand with the content fact-checked, credible, and accurate. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics that pertain to the style of writing within the book and the intended audience.
 - Content SUB-SCORE: _____

- **(30 points) Organization and Research:** The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book and typically has a Table of Contents and Index for cross-referencing. Proper references, bibliographies, quotes, and citing are provided where necessary, with information being timely, relevant and accurate.
 - Organization and Research SUB-SCORE: _____

- **(30 points) Production Value (Layout):** The cover/back is eye-catching and relevant to the book title and subtitle with lettering that stands out. Interior chapters are in logical order, in an easy to read format. If illustrations or photos are used, they are sharply focused and enhance the text. Pagination is accurate and the manuscript is well-edited and free from typographical errors.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.7 BOOKS: FOR CHILDREN – PICTURE

This category may be fiction or nonfiction and provides the reader with a visual experience through illustrations or photographs. A picture book for children includes images that are as important (or more important) than the words. The images are designed to tell the story. A picture book may or may not include words. Picture books include images on every page or on one page of every pair of facing pages. Picture books must be two-thirds about, or relevant to, cats. (Note: the submission should be by the author. The illustrator can enter in the Illustration category.)

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Picture books must be to a large extent about, or relevant to, cats.
 - An entrant may enter the For Children's Book – Picture category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Distinctive Voice:** The reader can "hear" the difference between this author's work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive "voice" and function in a way that furthers the story or the information conveyed.
- **(30 points) Content and Writing Mechanics:** The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.
- **(40 points) Production Value (Layout):** The "look" of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children.

F. BOOKS.

F.7 BOOKS: FOR CHILDREN – PICTURE RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive “voice” and function in a way that furthers the story or the information conveyed.
 - Distinctive Voice SUB-SCORE: _____

- **(30 points) Content and Writing Mechanics:** The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.
 - Content and Writing Mechanics SUB-SCORE: _____

- **(40 points) Production Value (Layout):** The “look” of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.8 BOOKS: FOR CHILDREN – CHAPTER

This category may be fiction or nonfiction and is intended for intermediate readers, generally 7-10 years of age. A chapter book tells the story primarily through prose, rather than pictures, although chapter books may contain illustrations, photos, or cartoons to support the narrative. Chapter books must be at least two-thirds in content related to cats, whether fictional, non-fictional, or cat characters. In any instance, the book must be age-appropriate in the subject matter.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Chapter books must be at least 2/3 in content related to cats.
 - An entrant may enter the For Children's Book – Chapter category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Distinctive Voice:** The reader can "hear" the difference between this author's work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive "voice" and function in a way that furthers the story or the information conveyed.
- **(30 points) Content and Writing Mechanics:** The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.
- **(40 points) Production Value (Layout):** The "look" of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children.

F. BOOKS.

F.8 BOOKS: FOR CHILDREN – CHAPTER RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive “voice” and function in a way that furthers the story or the information conveyed.
 - Distinctive Voice SUB-SCORE: _____

- **(30 points) Content and Writing Mechanics:** The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.
 - Content and Writing Mechanics SUB-SCORE: _____

- **(40 points) Production Value (Layout):** The “look” of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F. Books

F.9 Young Adult Books

This category may be fiction or nonfiction and is primarily intended for audiences 12-18 years of age. Young Adult books may include non-fiction or fiction books about cats. Fiction titles may include but are not limited to contemporary novels, mysteries, fantasies, sweet romances, and other genres for this age group. Protagonists in fiction should be in their teens. While Young Adult books do not shy away from difficult topics such as racism, sexuality, or gender identity, explicit violence and sexual acts are typically avoided. Cats should be a primary subject of the book.

Entrant:

Entry title:

Scoring:

- **(30 points) Distinctive Voice:** The reader can “hear” the difference between this author’s work and the works of other authors. The material is readable and appropriate for the age of the target audience. Art in the book should have a distinctive “voice” and function in a way that furthers the story or the information conveyed.
 - Distinctive Voice SUB-SCORE: _____
- **(30 points) Content and Writing Mechanics:** The manuscript is well-edited and free from typographical errors. Fictional work is well-focused with consistency and continuity. Fictional work elicits sympathy for the character and presents a satisfying resolution. Nonfiction contains accurate and well-organized information. As with other mechanics, the grammar will vary with the style of the writing.
 - Content and Writing Mechanics SUB-SCORE: _____
- **(40 points) Production Value (Layout):** The “look” of the book is appealing and pleasing. Illustrations and photographs are presented in a way that complements the text. Photos are sharply focused. The book cover/back is eye-catching and compelling and age-appropriate for children.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.10 BOOKS: POEMS/GIFTS/OTHER RETURNABLE SCORE SHEET [one per entry]

This category includes books that entice a reader to “pick up” and flip through. These books may be for entertainment, amusement, information or education about felines. Books in this category could be coffee table in nature – a comprehensive, coherent package of possibly art, illustrations, drawings, paintings, and or photos, and text in some combination or a collection of poems or other stylized writing. Books must be at least two-thirds cat-related in content.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Books must have at least 2/3 in content related to cats
 - An entrant may enter the Book – Poems/Gifts/Other category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Distinctive Communication:** The reader can “hear” the difference between this author's work and works by other authors. The book is a unique idea, grabs attention, evokes a mood, tells a story, and moves the reader.
- **(60 points) Production Value (Layout):** The poem is well-focused. The narrative is consistent and there is continuity. The overall artistic design is pleasing and well thought out. Graphics and photographs (if used) work well with text. Graphics and photographs are integrated into a coherent overall package. The book cover/back is eye-catching and compelling. Typography, artwork, and ease of reading are appropriate. The trim size is appropriate for the book.

F. BOOKS.

F.10 BOOKS: POEMS/GIFTS/OTHER

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Distinctive Communication:** The reader can “hear” the difference between this author’s work and works by other authors. The book is a unique idea, grabs attention, evokes a mood, tells a story, and moves the reader.
 - Distinctive Communication SUB-SCORE: _____
- **(60 points) Production Value (Layout):** The poem is well-focused. The narrative is consistent and there is continuity. The overall artistic design is pleasing and well thought out. Graphics and photographs (if used) work well with text. Graphics and photographs are integrated into a coherent overall package. The book cover/back is eye-catching and compelling. Typography, artwork, and ease of reading are appropriate. The trim size is appropriate for the book.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.11 BOOKS: ANTHOLOGIES

An anthology is a collection of literary works by different authors, chosen by the compiler/editor and may be a collection of poems, short stories, and/or excerpts by different authors. Anthologies may be non-fiction or fiction and may include real cats or cat characters. Books must be at least two-thirds cat-related in content. Calendars do not qualify in this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - At least two-thirds of the content of nonfiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons.
 - An entrant may enter the Book – Anthologies category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content and Organization:** Collection of literary works follow a theme. At least two-thirds of the content covers cats/felines.
- **(30 points) Writing Mechanics:** The style is appropriate for the intended audience. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics. The content makes sense and is clear. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Production Value (Layout):** Titles and Subheadings stand out. Illustrations enhance the text. Photos are sharply focused. Cover/Back is eye-catching and compelling. The manuscript is well-edited and free from typographical errors. The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.

F. BOOKS

F.11 BOOKS: ANTHOLOGIES

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content and Organization:** Collection of literary works follow a theme. At least two-thirds of the content covers cats/felines.
 - Content and Organization SUB-SCORE: _____

- **(30 points) Writing Mechanics:** The style is appropriate for the intended audience. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics. The content makes sense and is clear. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(30 points) Production Value (Layout):** Titles and Subheadings stand out. Illustrations enhance the text. Photos are sharply focused. Cover/Back is eye-catching and compelling. The manuscript is well-edited and free from typographical errors. The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

F. BOOKS.

All books must be to a large extent about, or relevant to, cats (cats being defined as anything related to cats, which can include nonfictional cats and cat characters, domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats). At least two-thirds of the content of non-fiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons. Books that portray cats in a negative, inhumane, or irresponsible manner will not qualify.

F.12 BOOKS: NOVELLAS

An anthology is a collection of literary works by different authors, chosen by the compiler/editor and may be a collection of poems, short stories, and/or excerpts by different authors. Anthologies may be non-fiction or fiction and may include real cats or cat characters. Books must be at least two-thirds cat-related in content. Calendars do not qualify in this category.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - At least two-thirds of the content of nonfiction books should cover cats, and in fictional works, it's not required that a cat be the main character, but a cat(s) must be integral to the plot and story, rather than incidental characters or walk-ons.
 - An entrant may enter the Book – Anthologies category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content and Organization:** Collection of literary works follow a theme. At least two-thirds of the content covers cats/felines.
- **(30 points) Writing Mechanics:** The style is appropriate for the intended audience. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics. The content makes sense and is clear. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Production Value (Layout):** Titles and Subheadings stand out. Illustrations enhance the text. Photos are sharply focused. Cover/Back is eye-catching and compelling. The manuscript is well-edited and free from typographical errors. The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.

F. BOOKS

F.12 BOOKS: NOVELLAS

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content and Organization:** Collection of literary works follow a theme. At least two-thirds of the content covers cats/felines.
 - Content and Organization SUB-SCORE: _____

- **(30 points) Writing Mechanics:** The style is appropriate for the intended audience. The book is well-written in terms of grammar, word usage, spelling and other writing mechanics. The content makes sense and is clear. Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(30 points) Production Value (Layout):** Titles and Subheadings stand out. Illustrations enhance the text. Photos are sharply focused. Cover/Back is eye-catching and compelling. The manuscript is well-edited and free from typographical errors. The organization of the book is logical and enhances the ease with which the reader absorbs the information contained in the book.
 - Production Value (Layout) SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

G. VIDEO OR TELEVISION PRODUCTION.

Videos or television programs in this category should focus on educating or informing people about cat care, health, behavior issues, training techniques, and other issues in health and behavior of felines. The topics should be fact checked, accurate, and non-fictional, but may be presented in a scripted, creative, educational, documentary, or other style, as appropriate.

G.1 VIDEO OR TELEVISION PRODUCTION – HEALTH/BEHAVIOR

Videos or television programs in this category should focus on educating or informing people about cat care, health, behavior issues, training techniques, and other issues in health and behavior of felines. The topics should be fact checked, accurate, and non-fictional, but may be presented in a scripted, creative, educational, documentary, or other style, as appropriate.

Rules:

- There are three sub-categories to Video or Television Production - Health/Behavior based on length of the entry:
 - Short (under 5 minutes),
 - Long (5 or more minutes) and
 - Television production (half hour or longer)
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter each length sub-category in Video or Television Production - Health/Behavior up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). An entrant must specify a run time for their video/television production.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions..

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in "frame." The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).

G. VIDEO OR TELEVISION PRODUCTION.

G.1 VIDEO OR TELEVISION PRODUCTION – HEALTH/BEHAVIOR RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of entry:

____ Television Production (half hour or longer)

____ Long-form (five or more minutes)

____ Short-form (under 5 minutes)

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).
 - Intended Purpose SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

G. VIDEO OR TELEVISION PRODUCTION.

Videos or television programs in this category should focus on educating or informing people about cat care, health, behavior issues, training techniques, and other issues in health and behavior of felines. The topics should be fact checked, accurate, and non-fictional, but may be presented in a scripted, creative, educational, documentary, or other style, as appropriate.

G.2 VIDEO OR TELEVISION PRODUCTION – LIFESTYLE

Videos or television programs in this category should be focused on informing or entertaining the audience about topics such as cat related trends, cat shows and cat-related events, interviews with cats, sometimes famous cats, product and informational reviews, living with cats and how to enhance the feline-human bond, catification and feline environmental enrichment, DIY cat crafts/ how-to videos, among other things related to living with cats.

Rules:

- There are three sub-categories to Video or Television Production - Lifestyle based on length of the entry:
 - Short (under 5 minutes),
 - Long (5 or more minutes) and
 - Television production (half hour or longer)
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter each length sub-category in Video or Television Production - Lifestyle up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). An entrant must specify a run time for their video/television production.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in "frame." The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).

G. VIDEO OR TELEVISION PRODUCTION.

G.2 VIDEO OR TELEVISION PRODUCTION – LIFESTYLE RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of entry:

____ Television Production (half hour or longer)

____ Long-form (five or more minutes)

____ Short-form (under 5 minutes)

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).
 - Intended Purpose SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

G. VIDEO OR TELEVISION PRODUCTION.

Videos or television programs in this category should focus on educating or informing people about cat care, health, behavior issues, training techniques, and other issues in health and behavior of felines. The topics should be fact checked, accurate, and non-fictional, but may be presented in a scripted, creative, educational, documentary, or other style, as appropriate.

G.3 VIDEO OR TELEVISION PRODUCTION – ENTERTAINMENT

Videos or television programs in this category include pieces that entertain the viewer. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Includes (but not limited to): an amusing look at cats in our lives and our relationship with them; profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats; cats, or cat characters fictional or nonfictional, in nature. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination.

Rules:

- There are three sub-categories to Video or Television Production - Humor/Entertainment based on length of the entry:
 - Short (under 5 minutes),
 - Long (5 or more minutes) and
 - Television production (half hour or longer)
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter each length sub-category in Video or Television Production - Humor/Entertainment up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs). An entrant must specify a run time for their video/television production.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in "frame." The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).

G. VIDEO OR TELEVISION PRODUCTION.

G.3 VIDEO OR TELEVISION PRODUCTION – ENTERTAINMENT RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of entry:

____ Television Production (half hour or longer)

____ Long-form (five or more minutes)

____ Short-form (under 5 minutes)

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).
 - Intended Purpose SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

G. VIDEO OR TELEVISION PRODUCTION.

Videos or television programs in this category should focus on educating or informing people about cat care, health, behavior issues, training techniques, and other issues in health and behavior of felines. The topics should be fact checked, accurate, and non-fictional, but may be presented in a scripted, creative, educational, documentary, or other style, as appropriate.

G.4 VIDEO OR TELEVISION PRODUCTION – RESCUE & ADVOCACY

Videos or television programs in this category should focus on educating, informing, and inspiring the audience on topics of cat rescue and advocacy, such as issues of homeless, stray, feral/community cats and kittens; wild cats; and big/jungle cats. Includes (but not limited to): hoarding and kitten mills, early spay/neuter; kitten season; adoption of senior, black, and special needs cats; getting cats into forever homes; advocating for adoption; and the issues of feral/community cats, TNR, profiles of individual rescuers/shelters/shelter workers, successfully managed colonies, and community organizations. Advocacy also includes animal welfare and animal rights topics.

Rules:

- There are three sub-categories to Video or Television Production - Rescue & Advocacy based on length of the entry:
 - Short (under 5 minutes),
 - Long (5 or more minutes) and
 - Television production (half hour or longer)
- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in each length sub-category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter each length sub-category in Video or Television Production - Rescue & Advocacy up to three times. If an entrant has more than three entries in any length sub-category, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)). An entrant must specify a run time for their video/television production.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in "frame." The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).

G. VIDEO OR TELEVISION PRODUCTION.

G.4 VIDEO OR TELEVISION PRODUCTION – RESCUE & ADVOCACY RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Length of entry:

____ Television Production (half hour or longer)

____ Long-form (five or more minutes)

____ Short-form (under 5 minutes)

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The production is focused (may be sharp or soft), exposure is correct, colors true, not grainy, uses appropriate light, shadow, and color. The balance of subject is in “frame.” The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** The product meets the intended purpose, i.e., successful argument, education, entertainment, or call to action. Production content connects to the individual descriptions in the categories (health/behavior, lifestyle, humor/entertainment, rescue/advocacy).
 - Intended Purpose SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

H. AUDIO/BROADCAST – ANY FORMAT.

Radio programs, podcasts, audiotapes/narrations and DVDs that are cat-related in scope. The content may be anything related to felines – fictional, nonfictional cats and characters, domestic cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, big/jungle cats and the like.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Audio/Broadcast category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions..

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** Production provides a successful argument, educates, entertains, or moves the listener to action.

H. AUDIO/BROADCAST – ANY FORMAT.

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** Production provides a successful argument, educates, entertains, or moves the listener to action.
 - Intended Purpose: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

I.1 WEBINARS

A webinar is a live workshop, lecture, or presentation held online and is sometimes recorded for later viewing. It usually features a single presenter or group of presenters who are experts in their field, and is educational and informative in content. Audience members are often given the opportunity to ask questions ahead of time or during the event. At least two-thirds of the subject matter for a webinar or webinar series entered in the contest should relate to cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Audio/Broadcast category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions..

Scoring based on the objective excellence:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
- **(30 points) Production Values:** The sound is even, clear, and easy to hear.
- **(40 points) Intended Purpose:** Production provides a successful argument, educates, entertains, or moves the listener to action.

I.1 WEBINARS

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Writing/Editing/Voice:** The production meets the needs of the intended audience. There is consistent style. Accurate research is provided, when needed.
 - Writing/Editing/Voice SUB-SCORE: _____
- **(30 points) Production Values:** The sound is even, clear, and easy to hear.
 - Production Values SUB-SCORE: _____
- **(40 points) Intended Purpose:** Production provides a successful argument, educates, entertains, or moves the listener to action.
 - Intended Purpose: SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

J. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population.*

Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate.

Blogs/websites are judged on their collective content, structure and navigation, visual design, functionality, engagement, and overall experience. There should be a minimum of 2 published mediums per month for at least one calendar year. The blog/website is judged collectively, but individuals should submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site.

Sites may vary in nature, as long as two-thirds of the content is dedicated to cats and is focused on the category topic.

**Felines being defined as "cats including domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats. Felines may be fictional, nonfictional, or cat characters."*

J.1 BLOGS/WEBSITE: LIFESTYLE

Lifestyle sites are dedicated to educating readers about how people relate with cats they know or have known, on a personal level, or about the lifestyle of another person and their cat. Includes (but not limited to:) The everyday lives of cats in general; the lifestyle of a person and their cat; therapy cats; adventure cats; cat models; cats in society, culture, art, history, mythology, and religion; etc.

This category is judged on the collective content of the site in its entirety, including visual design, content, structure, navigation, functionality, engagement, and overall experience. Sites may vary in nature, as long as two-thirds of the site is dedicated to cat-related topics.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the blog/website.
 - There must be a minimum of 2 published mediums per month for at least one calendar year.
 - 2/3rds of the site must be dedicated to general information on cat-related topics.
 - All submitted links must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
 - Judges must judge the blog based on published mediums between January 1, 2020, and December 31, 2020. Not on the current information published.
 - Judges should review the blog's "About" section prior to scoring.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.

- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. BLOGS/WEBSITES

J.1 BLOGS/WEBSITE: LIFESTYLE

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
 - Aesthetic/Branding SUB-SCORE: _____
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
 - Technical SUB-SCORE: _____
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
 - Posting frequency SUB-SCORE: _____
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
 - Quality SUB-SCORE: _____
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

J. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population.*

Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate.

Blogs/websites are judged on their collective content, structure and navigation, visual design, functionality, engagement, and overall experience. There should be a minimum of 2 published mediums per month for at least one calendar year. The blog/website is judged collectively, but individuals should submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site.

Sites may vary in nature, as long as two-thirds of the content is dedicated to cats and is focused on the category topic.

**Felines being defined as "cats including domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats. Felines may be fictional, nonfictional, or cat characters."*

J.2 BLOGS/WEBSITE: ENTERTAINMENT

Entertainment sites take an amusing and enjoyable look at cats and our lives and relationship with them. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Includes (but not limited to): an amusing look at cats in our lives and our relationship with them; profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats; cats, or cat characters fictional or nonfictional, in nature. Pieces may be entertaining, enjoyable, lighthearted, humorous, or a combination.

This category is judged on the collective content of the site in its entirety, including visual design, content, structure, navigation, functionality, engagement, and overall experience. Sites may vary in nature, as long as two-thirds of the site is focused on the category topic.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the blog/website.
 - There must be a minimum of 2 published mediums per month for at least one calendar year.
 - 2/3rds of the site must be dedicated to educating and informing on cat-related topics and issues.
 - All submitted links must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
 - Judges must judge the blog based on published mediums between January 1, 2020, and December 31, 2020. Not on the current information published.
 - Judges should review the blog's "About" section prior to scoring
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or

site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.

- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. BLOGS/WEBSITES

J.2 BLOGS/WEBSITE: ENTERTAINMENT

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
 - Aesthetic/Branding SUB-SCORE: _____
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
 - Technical SUB-SCORE: _____
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
 - Posting frequency SUB-SCORE: _____
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
 - Quality SUB-SCORE: _____
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

J. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population.*

Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate.

Blogs/websites are judged on their collective content, structure and navigation, visual design, functionality, engagement, and overall experience. There should be a minimum of 2 published mediums per month for at least one calendar year. The blog/website is judged collectively, but individuals should submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site.

Sites may vary in nature, as long as two-thirds of the content is dedicated to cats and is focused on the category topic.

**Felines being defined as "cats including domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats. Felines may be fictional, nonfictional, or cat characters."*

J.3 BLOGS/WEBSITE: RESCUE/ADVOCACY

Rescue/advocacy sites are dedicated to educating, informing, and inspiring the audience on topics of cat rescue and advocacy, such as issues of homeless, stray, feral/community cats and kittens; wild cats; and big/jungle cats. Includes (but not limited to): hoarding and kitten mills, early spay/neuter; kitten season; adoption of senior, black, and special needs cats; getting cats into forever homes; advocating for adoption; and the issues of feral/community cats, TNR, profiles of individual rescuers/shelters/shelter workers, successfully managed colonies, and community organizations. Advocacy also includes animal welfare and animal rights topics.

This category is judged on the collective content of the site in its entirety, including visual design, content, structure, navigation, functionality, engagement, and overall experience. Sites may vary in nature, as long as two-thirds of the site is dedicated to the category topic.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the blog/website.
 - There must be a minimum of 2 published mediums per month for at least one calendar year.
 - 2/3rds of the site must be dedicated to cat rescue and advocacy issues.
 - All submitted links must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
 - Judges must judge the blog based on published mediums between January 1, 2020, and December 31, 2020. Not on the current information published.
 - Judges should review the blog's "About" section prior to scoring.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or

site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.

- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. BLOGS/WEBSITES

J.3 BLOGS/WEBSITE: RESCUE/ADVOCACY RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
 - Aesthetic/Branding SUB-SCORE: _____
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
 - Technical SUB-SCORE: _____
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
 - Posting frequency SUB-SCORE: _____
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
 - Quality SUB-SCORE: _____
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

J. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population.*

Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate.

Blogs/websites are judged on their collective content, structure and navigation, visual design, functionality, engagement, and overall experience. There should be a minimum of 2 published mediums per month for at least one calendar year. The blog/website is judged collectively, but individuals should submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site.

Sites may vary in nature, as long as two-thirds of the content is dedicated to cats and is focused on the category topic.

**Felines being defined as "cats including domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats. Felines may be fictional, nonfictional, or cat characters."*

J.4 BLOG/WEBSITE: EDUCATIONAL/INFORMATIVE

Educational/Informative sites are dedicated to educating/ informing readers and cat caregivers about a variety of specific cat-related topics. Topics may include (but are not limited to): health and well-being (preventive health care; diet, nutrition, exercise, spay/neuter, grooming, feeding, handling, litter box tips, carrier tips, need for routine veterinary exams, etc.), behavioral issues, training, and more. All information presented should be clear, authenticated, and up to date.

This category is judged on the collective content of the site in its entirety, including visual design, content, structure, navigation, functionality, engagement, and overall experience. Sites may vary in nature, as long as two-thirds of the site is dedicated to the category topic.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the blog/website.
 - There must be a minimum of 2 published mediums per month for at least one calendar year.
 - 2/3rds of the site must be dedicated to humor/entertainment.
 - All submitted links must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
 - Judges must judge the blog based on published mediums between January 1, 2020, and December 31, 2020. Not on the current information published.
 - Judges should review the blog's "About" section prior to scoring.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.

- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. BLOGS/WEBSITES

J.4 BLOG/WEBSITE: EDUCATIONAL/INFORMATIVE RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
 - Aesthetic/Branding SUB-SCORE: _____
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
 - Technical SUB-SCORE: _____
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
 - Posting frequency SUB-SCORE: _____
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
 - Quality SUB-SCORE: _____
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

J. BLOGS/WEBSITES

Blogs/websites should focus on felines, be attractive and professional in visual content and design, and appeal to the general cat-owning, cat-caring population.*

Blogs and websites can utilize a variety of mediums, such as articles/posts, photos, videos, cartoons, infographics and more. Focus can be lighthearted, humorous, creative/artistic, educational, and/or informative. In all instances, any information given should be fact-checked and accurate.

Blogs/websites are judged on their collective content, structure and navigation, visual design, functionality, engagement, and overall experience. There should be a minimum of 2 published mediums per month for at least one calendar year. The blog/website is judged collectively, but individuals should submit links to three (3) entities that exemplify their best work as supporting evidence of the quality of the overall site.

Sites may vary in nature, as long as two-thirds of the content is dedicated to cats and is focused on the category topic.

**Felines being defined as "cats including domestic cats, pedigree cats, stray cats, rescue cats, feral/outdoor community cats, wild cats, and big/jungle cats. Felines may be fictional, nonfictional, or cat characters."*

J.5 BLOG/WEBSITE: GENERAL/OTHER

This category is reserved for sites that do not fit into a specific category. (See Blogs/websites J.1 – J. 4.) General sites are dedicated to the cat-owning and cat caring population by offering a broad base of information on a variety of feline topics, including (but not limited to): educational and informative topics on general cat care, and health; rescue and advocacy; behavior; humorous and entertaining posts about everyday life with a cat; etc. General sites may also include, but are not limited to product reviews, interviews, personal feline-lifestyle and living with cat stories, etc.

This category is judged on the collective content of the site in its entirety, including visual design, content, structure, navigation, functionality, engagement, and overall experience. Sites may vary in nature, as long as two-thirds of the site is dedicated to cat related topics.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the blog/website.
 - There must be a minimum of 2 published mediums per month for at least one calendar year.
 - 2/3rds of the site must be dedicated to humor/entertainment.
 - All submitted links must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
 - Judges must judge the blog based on published mediums between January 1, 2020, and December 31, 2020. Not on the current information published.
 - Judges should review the blog's "About" section prior to scoring.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.

- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.

J. BLOGS/WEBSITES

J.5 BLOG/WEBSITE: GENERAL/OTHER RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(20 points) Aesthetic/Branding:** The site should use a color palette that makes the content easy to read. This includes sufficient contrast between the colors of the type and the background. Branding should be well thought-out, with a logo and/or site header that clearly identify the name of the site. Photos are of reasonable quality and inspire people to read the stories attached to them.
 - Aesthetic/Branding SUB-SCORE: _____
- **(10 points) Technical:** The site should be usable both on desktop and mobile. Test the site on a mobile device—either a phone or a tablet—and see how the site responds? Are you still able to read the type? Is there enough space around buttons and links that you can click on them? The site should be viewable under HTTPS rather than HTTP to increase security for both the site operator and site visitors. The site shouldn't have so many popups that it interferes with the enjoyment of the site.
 - Technical SUB-SCORE: _____
- **(10 points) Posting frequency:** There should be at least two posts per month for the duration of the judging period.
 - Posting frequency SUB-SCORE: _____
- **(20 points) Quality:** A website should have its own unique voice, but the content should still be held to the same high standard as any piece for print media. Any facts or statistics should be cited from reputable sources (e.g., veterinary websites, certified behaviorists' websites) and linked appropriately.
 - Quality SUB-SCORE: _____
- **(20 points) Writing Mechanics:** Pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

K.1 COLUMN/SERIES

A column is a series of articles about the same subject featured in a publication. Columns via newspaper, blogs, websites, magazines, and newsletters, whether through traditional print mediums or online sites typically offer ongoing coverage of a narrow topic and are generally written by the same author each issue. Columnists often are responsible for the idea as well as the research and writing. A column/series should have a minimum of 3 published articles per year.

People submitting in this category are not allowed to submit an article in duplicate categories, meaning, if the article is part of the submission for in "Column/series" category, it may not be submitted individually in any of the "Articles" categories.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the column/series.
 - There must be a minimum of 3 published articles per year.
 - An entrant may enter the Column/Series category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(40 points) Content:** Content in columns provides ongoing coverage of a narrow topic related to cats. Content can range from lighthearted and humorous (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate.
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(30 points) Organization:** Everything in the column is presented in a logical fashion and the order of the material makes sense to the reader. Layout and progression of ideas make it easy for the reader to understand the content and follow the ideas.

K.1 COLUMN/SERIES

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(40 points) Content:** Content in columns provides ongoing coverage of a narrow topic related to cats. Content can range from lighthearted and humorous (even using fictionalized cats), to educational and informative, but in all instances, if the reader is to be educationally informed, the information should be fact-checked and accurate.
 - Content SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____
- **(30 points) Organization:** Everything in the column is presented in a logical fashion and the order of the material makes sense to the reader. Layout and progression of ideas make it easy for the reader to understand the content and follow the ideas.
 - Organization SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

L. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Social media excellence is judged in its entirety, but individuals should submit links to three (3) posts that exemplify their best work and as supporting evidence of the quality of the overall social media. Social media categories should focus on a particular theme and may be posted across varying social media channels.

L.1 SOCIAL MEDIA EXCELLENCE: LIFESTYLE

This category should be focused on looking at the everyday lives of cats, in general, using social media platforms such as Facebook, Twitter, Instagram, and YouTube. Topics can include (but are not limited to) the lifestyle of a person and their cat; therapy cats; adventure cats; cat models; cats in society, culture, art, history, mythology, and religion; etc.

Excellence is determined by the overall social effort – the effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the submitted social media account[s].
 - Submitted social media account[s] must be frequently updated.
 - 2/3rds of the submitted social media account[s]' content must be dedicated to Health & General Care.
 - All submitted links/posts must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information

L. SOCIAL MEDIA EXCELLENCE

L.1 SOCIAL MEDIA EXCELLENCE: LIFESTYLE RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Production Values SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Writing and Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

L. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Social media excellence is judged in its entirety, but individuals should submit links to three (3) posts that exemplify their best work and as supporting evidence of the quality of the overall social media. Social media categories should focus on a particular theme and may be posted across varying social media channels.

L.2 SOCIAL MEDIA EXCELLENCE: ENTERTAINMENT

This category should be focused on taking an amusing and enjoyable look at cats and our lives and relationship with them using social media platforms such as Facebook, Twitter, Instagram, and YouTube. Entertainment diverts people's attention from their demanding lives and engages, amuses, delights, or compels them in their leisure time. Topics can include (but are not limited to) profiles of the lives and doings of a particular cat or cat family; enjoyable looks at cats in the larger society and culture; interesting perspectives on people who choose to share their lives with cats.

Excellence is determined by the overall social effort – the effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the submitted social media account[s].
 - Submitted social media account[s] must be frequently updated.
 - 2/3rds of the submitted social media account[s]' content must be dedicated to Behavior & Training.
 - All submitted links/posts must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information

L. SOCIAL MEDIA EXCELLENCE

L.2 SOCIAL ENTERTAINMENT

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Production Values SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Writing and Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

L. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Social media excellence is judged in its entirety, but individuals should submit links to three (3) posts that exemplify their best work and as supporting evidence of the quality of the overall social media. Social media categories should focus on a particular theme and may be posted across varying social media channels.

L.3 SOCIAL MEDIA EXCELLENCE: RESCUE/ADVOCACY

This category should focus on educating and informing the audience about topics of cat rescue and advocacy such as issues of homeless, stray, feral/community cats and kittens; wild cats; and big/jungle cats using social media platforms such as Facebook, Twitter, Instagram, and YouTube. Topics can include (but are not limited to) hoarding and kitten mills, early spay/neuter; kitten season; adoption of senior, black, and special needs cats; getting cats into forever homes; advocating for adoption; and the issues of feral/community cats, TNR, profiles of individual rescuers/shelters/shelter workers, successfully managed colonies, and community organizations. Advocacy also includes animal welfare and animal rights topics.

Excellence is determined by the overall social effort – the effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the submitted social media account[s].
 - Submitted social media account[s] must be frequently updated.
 - 2/3rds of the submitted social media account[s]' content must be dedicated to Lifestyle.
 - All submitted links/posts must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information

L. SOCIAL MEDIA EXCELLENCE

L.3 SOCIAL MEDIA EXCELLENCE: RESCUE/ADVOCACY

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Production Values SUB-SCORE: _____

- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____

- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Writing and Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

L. SOCIAL MEDIA EXCELLENCE

Social media excellence involves promoting cats via a multiplicity of channels, such as Facebook, Twitter, Instagram, and YouTube that quickly grab the reader/viewer's attention and educate/inform/entertain/inspire about specific cat-related topics with photos, videos, graphics, and compelling copy. Social media excellence is judged in its entirety, but individuals should submit links to three (3) posts that exemplify their best work and as supporting evidence of the quality of the overall social media. Social media categories should focus on a particular theme and may be posted across varying social media channels.

L.4 SOCIAL MEDIA EXCELLENCE: EDUCATIONAL/INFORMATIVE

This category should focus on educating and informing the audience about a variety of specific cat-related topics using social media platforms such as Facebook, Twitter, Instagram, and YouTube. Topics can include (but are not limited to) health and well-being (preventive health care; diet, nutrition, exercise, spay/neuter, grooming, feeding, handling, litter box tips, carrier tips, need for routine veterinary exams, etc.), behavioral issues, training, and more.

Excellence is determined by the overall social effort – the effectiveness of the tweets, photos, posts, graphics, narratives, etc., and the professional branding of the social page(s) – both in content and design.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - Cats must be the focus of the submitted social media account[s].
 - Submitted social media account[s] must be frequently updated.
 - 2/3rds of the submitted social media account[s]' content must be dedicated to Rescue & Advocacy.
 - All submitted links/posts must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information

L. SOCIAL MEDIA EXCELLENCE

L.4 SOCIAL MEDIA EXCELLENCE: EDUCATIONAL/INFORMATIVE RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Production Values:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Production Values SUB-SCORE: _____
- **(30 points) Writing Mechanics:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Writing Mechanics SUB-SCORE: _____
- **(40 points) Writing and Voice:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Writing and Voice SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.1 PHOTOGRAPHY: SINGLE IMAGE

A photograph, without need of words, tells a story that should delight, move, amaze, and/or stir the viewer. A single image, black & white or color, may illustrate a point in a text, or it may stand alone as with greeting cards, book cover, poster. On its own, it may enhance a blog/website/social media.

A photograph is a work of art, should embody the principles of good artwork while conveying an artistic vision and should include cats. The photographic artist has special challenges using shadow, light, tone, and composition to influence the story and mood in the direction they seek to express.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Photography – Single Image category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text.
- **(30 points) Artistic Values:** Overall composition – use of lighting/shadow/tone, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.
- **(40 points) Technical Execution:** Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.

M. VISUAL ARTS

M.1 PHOTOGRAPHY: SINGLE IMAGE

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Effective Communication SUB-SCORE: _____

- **(30 points) Artistic Values:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Artistic Values SUB-SCORE: _____

- **(40 points) Technical Execution:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.2 PHOTOGRAPHY: SERIES

A series of photographs, without need of words, tell a story that should delight, move, amaze, and/or stir the viewer. A series, black & white or color, may illustrate a point in articles or books, blogs, websites, magazines, or as a series of photos in an annual publication, such as a calendar.

Photographs are works of art, should embody the principles of good artwork while conveying an artistic vision and should include cats. The photographic artist has special challenges using shadow, light, tone, and composition to influence the story and mood in the direction they seek to express.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Photography – Series category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text.
- **(30 points) Artistic Values:** Overall composition – use of lighting/shadow/tone, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.
- **(40 points) Technical Execution:** Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.

M. VISUAL ARTS

M.2 PHOTOGRAPHY: SERIES

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Pieces submitted focus on a particular theme related to cats. The content quickly grabs attention, evokes a mood, tells a story, or relays an educational point or message. Content is brief and easy to understand. Photos, graphics, or videos are crisp and clear.
 - Effective Communication SUB-SCORE: _____

- **(30 points) Artistic Values:** Written pieces should use appropriate writing mechanics, including grammar, word usage, structural layout, and spelling that pertains to the particular writing style and audience. For example, humorous pieces could be written in the voice of a cat, in which the writing mechanic is written in the perceived language of the cat, often with made up words or unique grammar usage. Whether formal mechanics or informal, the piece should portray a consistent writing style that presents content in a clear, logical fashion, appropriate for the intended audience.
 - Artistic Values SUB-SCORE: _____

- **(40 points) Technical Execution:** Content meets the target audience. There is a consistent style. Accurate research is used, when appropriate. The content meets the intended purpose. The creator's style gives the piece life and while the content may link directly to a lengthier piece, such as an article on a blog or website, the initial medium on the social media site must be immediately eye-catching and compelling, providing the reader/viewer with useful information
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.3 PHOTOGRAPHIC ART

Photographic art pieces should start out on film or digital media and may be altered using various techniques, including photo editing software, apps or mixed media. This can include (but is not limited to) a combination of images, montage, collage, adding or changing background, adding or changing colors, adding overlays or special effects, colorization of black and white images. Photographic Art creates a moment in time and freezes it there. A single image, without need of words, tells a story. It should convey an artistic vision and embody the principles of good artwork. Photographic art may illustrate a point in a text or stand alone, as in greeting cards, a book cover/back, posters, or a photograph on a blog/website or social media.

Photographic art should adhere to the principles of good design and should include cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Photographic Art category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions..

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** Photographic art should delight you, move you, amaze you, stir you. The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text. If text is used, it should be appropriate for the sake of art and not advertising.
- **(30 points) Artistic Values:** Photographic art is image manipulation beyond lifelike brightness and tonal adjustments. Overall composition – use of lighting/shadow/tones, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.
- **(40 points) Technical Execution:** Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.

M. VISUAL ARTS

M.3 PHOTOGRAPHIC ART

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Photographic art should delight you, move you, amaze you, stir you. The photograph illustrates a unique idea, grabs attention, evokes a mood, tells a story, moves the viewer, and/or accurately illustrates text. If text is used, it should be appropriate for the sake of art and not advertising.
 - Effective Communication SUB-SCORE: _____
- **(30 points) Artistic Values:** Photographic art is image manipulation beyond lifelike brightness and tonal adjustments. Overall composition – use of lighting/shadow/tones, appropriate balance between subject and background, placement of subject in “frame”, important bits are not cut off, appropriate use of any special effects such as selective focus, contrast, subject movement, etc.
 - Artistic Values SUB-SCORE: _____
- **(40 points) Technical Execution:** Photograph uses appropriate focus (sharp or soft). Tonal values are separated (light and dark). Exposure is correct and not grainy. All important parts of the subject are visible. Lighting and focus are appropriate to the mood or effect of the photo's story. Sometimes when areas of a photo are out of focus or cast into shadow, it creates a mood or an effect that leads your eye, heightens drama or enhances the story the photo is telling.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.4 CARTOON

A cartoon is a drawing that may portray a real-life situation, fictional or non-fictional character or place, and is often executed in an exaggerated, satirical or humorous light.

Cartoons have many styles ranging from stylized shapes using simple line drawings to more detailed and illustrative work, with or without the use of color. The end result is always the same: capturing an idea, trending topic or telling a story.

Cartoons often stand alone as a little story in miniature or an illustration of text. A cartoon is a work of art and should convey an artistic vision and embody the principles of good artwork and artistic skill.

Cartoons should adhere to the principles of good design and should include cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Cartoon category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** Cartoons show a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
- **(40 points) Artistic Value:** Cartoon works as a piece of art. The artist shows flair and talent as a cartoonist. Elements of the work show talent and execute the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.

M. VISUAL ARTS

M.4 CARTOON

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Cartoons show a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
 - Effective Communication SUB-SCORE: _____

- **(40 points) Artistic Value:** Cartoon works as a piece of art. The artist shows flair and talent as a cartoonist. Elements of the work show talent and execute the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
 - Artistic Value SUB-SCORE: _____

- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.5 ILLUSTRATION (SINGLE)

An illustration is an image that is created with traditional or digital art media, and that does not fall into the category of photographic art.

An illustration may exaggerate one or more elements as a way to tell a story or direct attention to a particular point. It may portray things that do or do not exist in the real world. It may be used to illustrate text or to stand alone. Some uses for illustration are books, book covers, blogs, online publications, newsletters, social media posts.

An illustration should convey an artistic vision, embody the principles of good artwork, and include cats

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Illustration – Single category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
- **(40 points) Artistic Value:** Illustration works as a piece of art. The artist shows flair and talent as an illustrator. Elements of the work show talent and execute the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.

M. VISUAL ARTS

M.5 ILLUSTRATION (SINGLE)

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
 - Effective Communication SUB-SCORE: _____

- **(40 points) Artistic Value:** Illustration works as a piece of art. The artist shows flair and talent as an illustrator. Elements of the work show talent and executes the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
 - .Artistic Value SUB-SCORE: _____

- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.6 ILLUSTRATIONS (SERIES)

Illustrations are images that are created with traditional or digital art media, and that do not fall into the category of photographic art. A series of illustrations all relate in some way to the same subject.

Illustrations may exaggerate one or more elements as a way to tell a story or direct attention to a particular point. They may portray things that do or do not exist in the real world. They may be used to illustrate text or to stand alone. Some uses for a series of illustrations are books, blogs, online publications, newsletters, social media posts, and annual publications, such as a calendar.

An illustration should convey an artistic vision, embody the principles of good artwork, and include cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Illustration – Series category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
- **(40 points) Artistic Value:** Illustration works as a piece of art. The artist shows flair and talent as an illustrator. Elements of the work show talent and executes the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.

M. VISUAL ARTS

M.6 ILLUSTRATIONS (SERIES)

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Illustration shows a unique idea, grabs attention, evokes a mood, tells a story, moves you, and/or accurately illustrates text. Series work as a cohesive whole.
 - Effective Communication SUB-SCORE: _____

- **(40 points) Artistic Value:** Illustration works as a piece of art. The artist shows flair and talent as an illustrator. Elements of the work show talent and executes the vision well. Main elements and background elements are well-balanced. The piece is well composed. The use of special effects is appropriate and meaningful.
 - .Artistic Value SUB-SCORE: _____

- **(30 points) Technical Execution:** Overall composition – use of light/shadow/tone/color/shading. Placement of subject in frame. Important bits are not cut off.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

M. VISUAL ARTS

M.7 GRAPHIC DESIGN

Graphic design is the art and practice of visual communication to captivate, inspire, and inform a target audience. The designer skillfully merges visual elements such as typography, line and color, photography, and/or illustration to create layouts for a wide variety of applications. These include (but are not limited to) magazine layouts, newsletters, book covers, calendars, infographics, posters, brochures, logos, web design, marketing, and promotional materials and more. Graphic designs should adhere to the principles of good design and should include cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Graphic Design category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Effective Communication:** Design visually communicates an idea, often to problem solve, educate, or move to action using elements of typography, photography, and illustration.
- **(40 points) Artistic Value:** Design works as a visual piece of art. The designer shows flair and talent using designs, symbols, images, and text to form visual representations of editorials, ideas or messages. The main elements of the work are well-executed – fonts, images, photos, and drawings are crisp and background elements are well balanced and composed.
- **(30 points) Technical Execution:** The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching. Placement of images and typography is framed properly, with all relevant information incorporated into the design.

M. VISUAL ARTS

M.7 GRAPHIC DESIGN

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Effective Communication:** Design visually communicates an idea, often to problem solve, educate, or move to action using elements of typography, photography, and illustration.
 - Effective Communication SUB-SCORE: _____
- **(40 points) Artistic Value:** Design works as a visual piece of art. The designer shows flair and talent using designs, symbols, images, and text to form visual representations of editorials, ideas or messages. The main elements of the work are well-executed – fonts, images, photos, and drawings are crisp and background elements are well balanced and composed.
 - .Artistic Value SUB-SCORE: _____
- **(30 points) Technical Execution:** The overall composition – use of light/shadow/tone/color/shading is appropriate to the design and eye-catching. Placement of images and typography is framed properly, with all relevant information incorporated into the design.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you've scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).

N. FINE ART

Fine Art is defined as work, either in 2 or 3 dimensions that is produced/created primarily as a form of personal artistic self-expression, rather than as a supplement or accompaniment to another published work, such as a book or magazine article. Fine Art pieces stand alone as self-contained works. Fine Art works might be original paintings, sculptures, fiber art pieces, handmade jewelry, fine-art clothing, and similar works. Fine art should adhere to the principles of good design and should include cats.

Rules:

- An entry earns a Certificate of Excellence if the average of the three judges' scores is 90 or above. A Muse is awarded to the top score in this category.
- A judge has the responsibility to ensure an entrant meets any requirements of a category:
 - The content must be related to cats.
 - An entrant may enter the Fine Art category up to three times. If an entrant has more than three, please contact the contest chair for instructions.
 - All Contest entries must be newly published (this includes self-publishing a book or self-publishing a written article on one's blog), broadcast, created, made available for sale and/or displayed between January 1, 2020, and December 31, 2020. Entrants must specify a Publication Venue and a Publication Date for each entry (the publication date must be within the contest year (the calendar year prior to the year judging occurs)).
- As a judge, you can only judge what is before you. You cannot assume any characteristic or aspect of the work that is not visible on the entry. However, because the artist does not have control over the final printed reproduction, the work should be not penalized for poor reproduction quality or lower budget printing.
- If you have any concerns about an entry, whether it meets the criteria or is entered in the wrong category, please contact the contest chair for instructions.

Scoring based on the objective excellence:

- **(30 points) Creative Communication:** The piece may portray a unique idea or a personal interpretation of an existing subject matter. It grabs attention, evokes a mood or emotion, tells a story, and/or moves you.
- **(40 points) Artistic Value:** The artist shows flair and talent as an artist (art, sculpture, jewelry, clothing, etc.). Elements of the work are consistent to the intended style of the piece and medium and will vary accordingly. As art is subjective, it may range from surreal to realistic to warm, dramatic, and any variation in-between.
- **(30 points) Technical Execution:** The execution is appropriate to the intended piece. For example, jewelry would show craftsmanship in execution by the setting of the beads, stones, etc. A painting would use colors and brush strokes to appropriately execute the intended finished product. Clothing would imply a design with composition appropriate to the finished item.

N. FINE ART/MULTI-DIMENSIONAL VISUAL ART

RETURNABLE SCORE SHEET [one per entry]

Entrant:

Entry title:

Scoring:

- **(30 points) Creative Communication:** The piece may portray a unique idea or a personal interpretation of an existing subject matter. It grabs attention, evokes a mood or emotion, tells a story, and/or moves you.
 - Creative Communication SUB-SCORE: _____

- **(40 points) Artistic Value:** The artist shows flair and talent as an artist (art, sculpture, jewelry, clothing, etc.). Elements of the work are consistent to the intended style of the piece and medium and will vary accordingly. As art is subjective, it may range from surreal to realistic to warm, dramatic, and any variation in-between.
 - Artistic Value SUB-SCORE: _____

- **(30 points) Technical Execution:** The execution is appropriate to the intended piece. For example, jewelry would show craftsmanship in execution by the setting of the beads, stones, etc. A painting would use colors and brush strokes to appropriately execute the intended finished product. Clothing would imply a design with composition appropriate to the finished item.
 - Technical Execution SUB-SCORE: _____

TOTAL SCORE: _____

Please provide constructive feedback for the entrant to help him or her improve – especially if you’ve scored the entry such that it would not win a Certificate of Excellence (score of 90 or above).