



cooperative
communicators
association

CONNECT. CREATE. ACHIEVE.

Communications Contest 2020

Early-Bird Deadline:
January 31, 2020

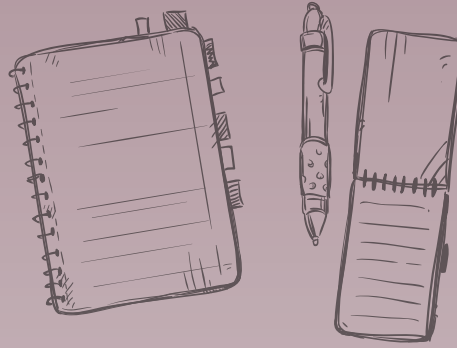
Contest Deadline:
February 21, 2020



BUFFALO, NY

WRITING

Writing



Writing entries will be evaluated on writing clarity, impact, human interest or other value, focus on objectives, originality, and grammar/mechanics. The committee reserves the right to reassign entries to different categories.

WRITING COORDINATOR:

NICKIE SABO
AMPI
507-223-3605
sabon@ampi.com

REMEMBER – An article may be submitted in only one category, but individual pieces may be entered again for Category 16: Writer of the Year. You may enter as many times per category as you wish, except where specified limits are indicated.

Writing Contest Categories

1. INFORMATIVE OR INVESTIGATIVE FEATURETTE

(less than 650 words)

Serious, informative story, providing in-depth coverage and/or analysis of a subject, event or issue pertaining to a cooperative or specific industry. Submit tear sheets.

2. INFORMATIVE OR INVESTIGATIVE FEATURE

(650-1,499 words)

Serious, informative story, providing in-depth coverage and/or analysis of a subject, event or issue pertaining to a cooperative or specific industry. Submit tear sheets.

3. PERSONALITY PROFILE FEATURETTE

(less than 650 words)

Informative or entertaining story featuring a person or group of people. This piece should provide a look into the person or group's impact on the cooperative and/or industry. Submit tear sheets.

4. PERSONALITY PROFILE FEATURE

(650-1,499 words)

Informative or entertaining story featuring a person or group of people. This piece should provide a look into the person or group's impact on the cooperative and/or industry. Submit tear sheets.

WRITING CATEGORIES CONTINUED:

5. ENTERTAINING FEATURETTE

(less than 650 words)

Coverage providing a colorful and entertaining overview to a subject or event. Submit tear sheets.

6. ENTERTAINING FEATURE

(650-1,499 words)

Coverage providing a colorful and entertaining overview to a subject or event. Submit tear sheets.

7. LONG-FORM FEATURE

(over 1,500 words)

Any feature article which falls into category description 1-6 exceeding 1,500 words. Submit tear sheets.

CATEGORIES FROM THIS POINT FORWARD DO NOT HAVE WORD COUNT LIMITS (WITH THE EXCEPTION OF WRITER OF THE YEAR WHICH MUST FOLLOW INDIVIDUAL CATEGORY RULES).

8. NEWS STORY

A report or narrative of the activities related to an event or development (such as products, services, business activities, operations, etc.) for distribution to internal or external audiences. Submit tear sheets.

9. NEWS RELEASE

Information on an event or development for distribution to external media. Submit double-spaced manuscript or actual news release/tear sheet.

10. TECHNICAL WRITING

Clear presentation of a technical subject (including, but not limited to, agriculture, economics, health, credit marketing, engineering, energy, construction, etc.). Submit tear sheets.

11. CORPORATE PUBLIC RELATIONS

Article written to support a specific cooperative principle, product, objective, program, philosophy, etc., for distribution to internal or external audiences. Entries in this category will generally not reflect the objectivity normally associated with Categories 1-10. Submit tear sheets.

12. EDITORIAL

Commentary on a timely or relevant topic. Submit tear sheets.

13. SPEECHWRITING

Written to express information, opinion or leadership position in an oral format. Submit double-spaced manuscript.

14. COLUMN OR SERIES

Regularly published column, or series published consecutively that may carry the writer's byline or be ghostwritten (i.e. President's Column). Column/Series can be serious or light in nature. Each entry should include three samples. Submit tear sheets. Each published title may be entered only once.

15. HEADLINE WRITING

Written to attract attention, entertain and convey information about the story. Submit entire story with the headline. In this category you may enter articles submitted to other categories since the headline is the only part judged. Submit tear sheets.

16. WRITER OF THE YEAR

Judges will evaluate a portfolio of five samples of published or presented writing on overall writing skills.

Samples should be tear sheets (if applicable) and double-spaced typeset manuscripts (speeches).

Samples must show skills from at least three CCA Writing contest categories. Entries must specify the writing category for which the sample represents and follow that category's guidelines. However, these samples do not have to be entered individually to be eligible for this category.

QUESTIONS?

Contact the CCA Business Office by email at ccacontest@communicators.coop or call 877-326-5994 or contact Afton Holt, CCA Vice President and overall contest chair, at afton@cpostmarketing.com or 515-835-9528.