



NORTH AMERICAN
TRAVEL JOURNALISTS
ASSOCIATION

31ST ANNUAL NATJA AWARDS COMPETITION

CALL FOR ENTRIES

SEPTEMBER 1 - OCTOBER 31
2022

GUIDELINES
CATEGORIES
ENTRY FORM

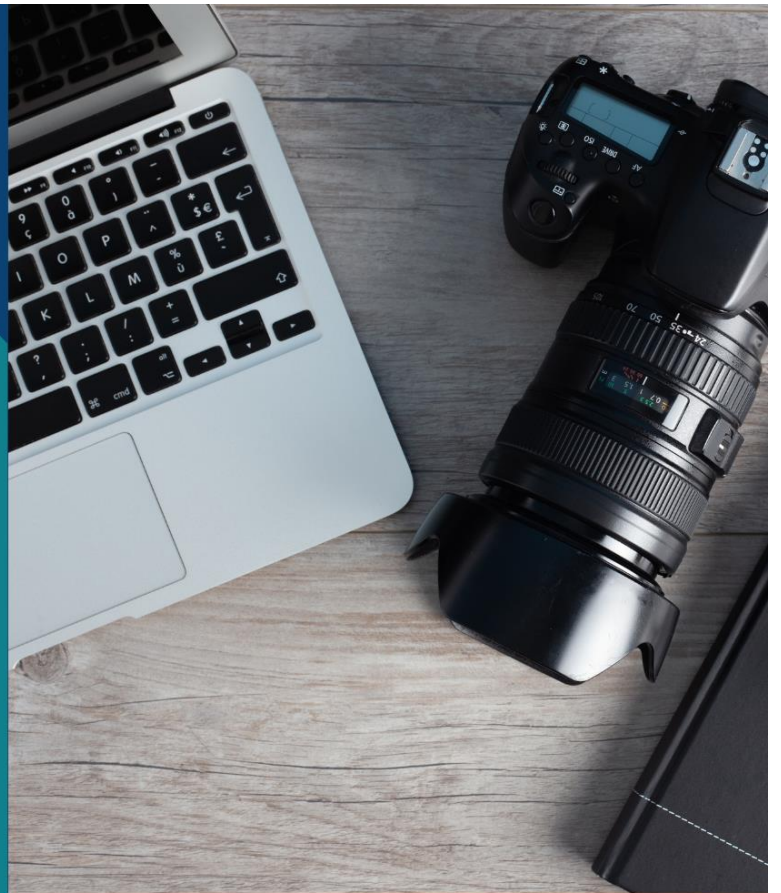


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OBJECTIVE & INVITATION

The North American Travel Journalists Association (NATJA) supports professional travel journalism and honors the excellence of destination marketing throughout the world with its annual awards competition, now in its 31st year. The NATJA Awards Competition recognizes the best of the best from travel media (writers, photographers, broadcast, bloggers, podcasters, videographers, travel websites) and travel promotion submitted by travel journalists, publications, public relations agencies and destination marketing organizations (DMOs/CVBs) from the United States, Canada, Mexico and internationally.

Travel industry and travel media professionals who meet the above qualifiers are invited to participate in this year's competition. The North American Travel Journalists Association encourages the submission of entries that reflect the diversity, equity, inclusion, and accessibility of journalists and destination marketing organizations.

You can find more information on our website at www.natja.org/awards.

GENERAL GUIDELINES

1. **Entries must have been FIRST published or distributed between OCTOBER 1, 2021 and SEPTEMBER 30, 2022.** Content that was previously submitted in a NATJA Awards Competition, regardless of whether or not it placed, does not qualify for submission.
2. Membership into NATJA is not required to submit. For current NATJA members who submit at the reduced member rate, **membership must be in good standing through March 1, 2023, to be eligible for an award and/or prize.**
3. Complete and submit an Entry Form for each entry per category.
4. Everyone can submit entries using the entry form starting on Page 9 of the downloadable Guidelines & Entry Form. Online submissions are also accepted through the Online Submission Portal at www.natja.org/awards.
5. A fee is required per entry, per category, per the FEES schedule on Page 4 of the downloadable Entry Guidelines & Form or on the Entry Fees page on the website. NATJA members receive special entry fees.
6. Multiple submissions can be made per category. Content may also be submitted in multiple categories.
7. Review each category and ensure that the content meets the qualifications for the category in which it is being submitted. Content not appropriate to the category may be disqualified from the competition at the discretion of the judges.
8. **Once submitted, there are no refunds and entries are non-returnable.**
9. Publications and individuals submitting entries on behalf of a journalist/photographer **must** provide contact information for the journalist/photographer in the JOURNALIST AND/OR PHOTOGRAPHER INFORMATION section.
10. Publications that have a NATJA Publication Membership and are in good standing may submit up to five (5) entries by staff journalists/photographers at the NATJA media member rate. Additional entries, for staff and freelance contributors, may be submitted at the non-member rate.
11. Editors with an individual NATJA Media Membership may not submit on behalf of non-member journalists at the "NATJA Media Member" rate. These submissions must be made at the "Non-Member Media Rate." However, editors who are members can submit on behalf of writers who are NATJA dues paying members at the member rate.

12. Online content that is behind a paywall **must** include a hard copy of the article, photograph, book, podcast (on flash/USB drive), video (on flash/USB drive), etc. Content that requires payment to access may be subject to disqualification if NATJA is unable to obtain a physical or digital copy.
13. Photography submissions should include either a link or copy of the article or publication in which the photo was published. Submission of photography without reference to the article or publication in which it originally appeared may be subject to disqualification.
14. **For content with 4 or more journalists/content creators in the byline, a minimum of two contributors must be NATJA members to qualify for the member rate.**
15. Foreign publication submissions must be translated into the English language.
16. By submission, the submitter grants NATJA permission to publish the submission, in whole or part, in conjunction with any publication noting, commenting on, or discussing the NATJA Awards Competition winners. In any such publication, credit shall be noted as provided on the entry form.
17. Once an entry and all corresponding materials are submitted, NATJA will confirm receipt of entry submission via email.

PDF ENTRY FORM GUIDELINES

1. Members and non-members can submit to the NATJA Awards Competition using the downloadable Guidelines & Entry Form (this PDF).
2. **Photocopies of stories and the entry form are acceptable.**
3. Please write **LEGIBLY** when filling out the form. Information provided on the form by the submitter will be reflected when winners and finalists are announced.
4. Each entry must provide contact information for the submitter and the journalist/photographer, if different than the person submitting. Publications that submit on behalf of journalists will be responsible for notifying the journalist in the event that their work places in the competition.
5. All applicable Entry Information must be provided on the entry form.
6. Each entry form must identify a single category name and number.
7. Please enter **ONLY ONE SUBMISSION ON EACH ENTRY FORM**. For additional entries, please use additional entry forms.
8. Once the entry form is completed and all materials are gathered, the submission can be sent to NATJA via mail or a carrier such as FedEx or UPS. If submitting more than one entry, all entries and materials can be sent in one package. NATJA strongly recommends tracking your package to ensure its timely delivery.

ONLINE ENTRY FORM GUIDELINES

1. The Online Submission Portal is open to members and non-members. The Portal is accessible through www.natja.org/awards.
2. **For Canadian Submitters:** The Online Submission Portal gives you the option to complete the Entry Form and pay for your entries in Canadian dollars. **Make sure to select the correct form from the Online Submission Portal.**
3. **Scanned copies of articles, uploaded as PDF, PNG, or JPG file types, are acceptable.**
4. Each entry must provide contact information for the submitter and the journalist/photographer. Publications that submit on behalf of journalists will be responsible for notifying the journalist in the event that their work places in the competition.
5. You are required to complete all information marked as “(Required).”

6. You can submit more than one body of work to the competition using one form. For example, if you are submitting two stories, each in different categories, and need to complete an entry form for each (see below for how to do this). Your total for all your entries will be automatically calculated. You can also submit an unlimited number of submission forms through the Online Submission Portal.
7. To submit more than one body of work, in the “Your Entries” section, click on “Add Entry”. In the window that displays, accurately enter all the details pertaining to that body of work. Once you have filled out all the fields, click on “Save Entry” at the bottom to save your submission. You will return to the main form, where you can click on “Add Entry” to submit additional work.
8. Once you have added all your entries to the main form, you will see your total balance.
9. Before submitting, double-check that all your information is accurate, complete, and that your total balance matches your own calculations. If you need to revise any portion of your submission, click on “Previous” to return to the previous page and make edits.
10. From the preview page, you can print or PDF your submission form to keep a complete copy for your records.
11. After previewing and reviewing your form, click on “Next” to go to the Payment page. Enter your billing information, and once done, click on “Submit.” If there are no errors, you will see a confirmation message.
12. You will receive a receipt for your submission via email to the address provided under “Your Email.” Please make sure to check your spam folder. If you do not receive the receipt, you can contact NATJA at awards@natja.org.

ENTRY FEE SCHEDULE

NATJA MEMBERS

Categories 100 - 162, & 301: \$35 USD/CAD per entry per category**

Categories 200 - 203: First entry is complimentary for CVB/DMO members only. Regular fee for additional entries, the cost is \$50 USD/CAD per entry per category

Category 300: \$100 USD/CAD per entry, only one issue per entry

**Additional Fees

MEMBERS: Articles with 4 or more journalists/content creators in the byline: \$55 USD/CAD per entry per category, where at least two contributors in the byline are NATJA members in good standing.

NON-MEMBERS: Articles with 4 or more journalists/content creators in the byline: \$95 USD/CAD per entry per category.

NON-MEMBERS

Categories 100 - 162 & 301: \$75 USD/CAD per entry per category**

Categories 200 - 203: \$200 USD/CAD per entry per category

Category 300: \$200 USD/CAD per entry, only one issue per entry

MEMBERSHIP OPTIONS

You do not have to be a NATJA Member to be eligible to submit to the NATJA Awards Competition. However, only current members in good standing are eligible for the discounted entry fee.

JOINING NATJA

New applicants must be qualified active media. To join NATJA, go online at www.natja.org/join and fill out the application.

ENTRY DEADLINE

Deadline for all submissions: October 31, 2022. Mailed-in entries must be postmarked by this date. Emailed and online entry submissions will be open until October 31, 2022, 11:59pm Pacific Time.

JUDGING

All categories will be judged by a panel of individuals selected by NATJA. Judges are comprised of media and marketing professionals and faculty from the communication and journalism schools at Syracuse University and University of North Carolina – Chapel Hill. The judging panel may select more than one award per category but reserves the right not to award in any given category.

ENTRY/AWARD NOTE

In the event of errors, discrepancies, challenges, or other issues, the panel of judges and/or NATJA Advisory Board will have full rights and authority to make any appropriate decision, changes, or adjustments to entries, categories, or awards.

Whenever possible, NATJA will share with entrants, upon request, any notes provided by judges with regard to their entry. Comments are strictly at the discretion of judges.

ANNOUNCEMENT OF WINNERS

Winners will be announced by February 2023. Award distribution will be at the sole discretion of the judging panel and/or the NATJA Advisory Board.

PRIZES & RECOGNITION

- The announcement of winners is circulated to all competition entrants, in addition to media outlets, NATJA members, and mailing lists.
- NATJA's intention is to award Gold, Silver, and Bronze in each category.
- Honorable Mentions may also be named for individual categories at the discretion of the judges.
- Digital certificates are distributed by email to Gold, Silver, and Bronze winners and Honorable Mentions.
- Printed certificates may be requested up to the deadline provided upon delivery of the digital certificates. A fee of \$20USD will apply for the first printed certificate. Each additional printed certificate mailed in the same shipment will incur a \$5USD fee. Awardee must provide NATJA with their current mailing address information. NATJA is not responsible for misdelivered certificates.
- Requests for printed certificates delivered outside of the United States and Canada will require a shipping fee of \$25USD.
- All winners are permitted to display the NATJA "Winner's Seal" on reprints, dust jackets, covers, and websites/blogs.
- Gold, Silver, and Bronze winners in Media categories (categories 100 – 162, and category 301) may be eligible to receive a cash prize. Cash prizes will be awarded either in US or Canadian dollars, based on the currency in which the winner submitted or was submitted to the awards competition. Prizes will be awarded as follows: Gold Award - \$ 400; Silver Award - \$200; Bronze Award - \$100.
- A maximum of three prizes will be given to any individual with multiple awards in the Media categories.

FREQUENTLY ASKED QUESTIONS

1. Why do you charge a submission fee for the awards competition?

All the fees collected for the awards competition go towards the administration of the awards competition and prizes.

2. I am submitting multiple entries as hard copies into the competition. Do I need to mail or email each entry separately? Should a separate check be included with each entry?

All your entries can be mailed in one package. Each entry must have a separate entry form. Fees for multiple submissions can be paid on one (1) check or one (1) credit card form. You can also submit online at www.natja.org/awards.

3. Can I submit multiple entries through the Online Submission Portal?

Yes, you can submit more than one entry through the Online Submission Portal. On the submission form, you will be able to add multiple entries by clicking on the “Add Entry” button.

4. I live in Canada. Can I send a check in Canadian dollars?

To pay in Canadian dollars, we encourage you to submit through the Online Submission Portal, as you will have the option to pay your submission fees in Canadian dollars. Submission fees paid by check should be in U.S. dollars. If your only banking option is to pay by Canadian-based check, you must add a \$5 conversion fee per entry, for a total of \$40CAD per entry for media categories. This fee does not apply to credit card charges.

5. Are photocopies of articles and/or the entry form acceptable?

Yes, we do accept photocopies of articles and the entry form. Photography entries must be submitted as published (for print publication) or as good quality prints, along with a copy of the article in which they appeared.

6. I am an international journalist, publication, or CVB/DMO. Can I submit to the awards competition?

Yes, international submissions are welcome. Please keep in mind that stories and marketing material must be written in English for the content to be judged properly. Additionally, if sending a check in your local currency with your submission, you must add a \$5 conversion fee per entry. Conversion fee does not apply to online and credit card charges.

SUBMISSION CATEGORIES

All submissions must have been FIRST published, distributed, broadcasted, and/or released between October 1, 2021, and September 30, 2022. Please be advised that judges reserve the right to not award in any given category.

MEDIA CATEGORIES: JOURNALISTS, AUTHORS, PHOTOGRAPHERS, ARTISTS

GENERAL TRAVEL ARTICLES

For articles published in a print or online publication (newspaper, magazine, website, blog, or other media).

- 100 **Destination Travel.** Article on a travel destination that was published in a print or online newspaper, magazine, or other digital publication.
- 101 **Illustrated Story.** Travel article with text and photography or video **by the same person/journalist**, published in a print or digital publication, i.e. newspaper, magazine, travel blog, journalism/publication website.
- 102 **Long-Form Narrative/Personal Essay.** Narrative or personal essay that tells a travel story, published in either a print or online publication. Minimum of 1500 words.

SPECIAL FOCUS TRAVEL ARTICLES

For articles published in a print or online/digital publication (newspaper, magazine, website, blog, or other media).

- 120 **Personality and Profiles.** Travel article focused on profiling a person or group of people.
- 121 **Luxury & Resort Travel.** Travel article focused on luxury and/or high-end travel, activities, or properties, such as resorts and other exclusive properties.
- 122 **Sports, Recreation and Adventure.** Travel article focused on sports, recreation, or adventure.

- 123 **Cruises.** Travel article focused on a cruise or cruising.
- 124 **Historical Travel.** Travel article focused on a destination's history or a historical site/event.
- 125 **Family or 60+ Travel.** Article focused on family or intergenerational travel, or older adults and/or their travel lifestyle.
- 126 **Culinary Travel.** Travel article focused on food, wine, beer, or spirits and/or a culinary destination, experience, or activity.
- 127 **Cultural Travel.** Travel article focused on a destination and its culture or performing or visual arts.
- 128 **Sustainable Travel.** Travel article focused on the environment, sustainability, or travel that helps communities through programs involving volunteers.
- 129 **Lifestyle, Health and Wellness Travel.** Article focused on travel for health, wellness, self-improvement transformative travel, a travel lifestyle, or a destination's lifestyle.
- 130 **Diversity, Equity, Inclusion, and Accessibility in Travel.** Article that focuses on travel for or the travel experiences of diverse communities as well as individuals with physical, intellectual and/or developmental disabilities, and/or inclusivity or equity in travel.

BROADCAST/STREAMING

For video and audio that has broadcast or streamed online.

- 140 **Travel Video – Independent.** Independently produced video or program focused on the traveler or the travel experience. Video must have been streamed online or streaming service or broadcast on network or cable television.
- 141 **Travel Video – Commercial.** Commercially produced video or program focused on the traveler or the travel experience. Video must have been streamed online or streaming service or broadcast on network or cable television.
- 142 **Travel Vlog.** Video that captures the travel-related experience of the subject/individual who is recording and/or narrating at least part of the video. Video must be a first-person narrative and contain only original, non-sponsored content.
- 143 **Travel Podcast.** Program focused on the traveler or the travel experience that was broadcast as a podcast. Please submit only one episode for consideration.

PHOTOGRAPHY

Review Guidelines for instructions on submitting in Photography categories. All submissions must have been published in a print or online publication (newspaper, magazine, website, blog, book, or other media).

- 150 **Cover or Feature Photo, Illustration.** Cover photograph/illustration. **Limited to one photo per entry submission.**
- 151 **Landscape and Nature Photography.** Image in which the main subject is a landscape, cityscape, seascape, plant or animal life, or similar subject. **Limited to one photo per entry submission.**
- 152 **Portrait Photography.** Image in which the main subject is a person or group of people or similar subject. **Limited to one photo per entry submission.**
- 153 **Outdoor and Adventure Photography.** Image depicting an outdoor activity, sport, recreation, adventure, or similar subject. **Limited to one photo per entry submission.**
- 154 **Photo Essay.** Collection of travel photographs or illustrations (by a single photographer/artist) that best represents a destination or travel experience.

MISCELLANEOUS

- 160 **Travel Book or Guide.** Book focused on a travel experience or guide focused on providing necessary information to travelers to a specific destination. May be principally photography or text.
- 161 **Trade Travel Article.** Article written for the travel industry.
- 162 **Travel Tips & Advice.** Consumer-focused advice including tips, how-tos, and

recommendations for traveling.

ORGANIZATION CATEGORIES

CVBS, DMOS, PR AGENCIES

- 200 **Visitors' Guide (Printed or Digital) or Website.** Guide or website that uses creative strategies to attract the audience to visit the destination. Published by a CVB, DMO or PR Agency.
- 201 **Destination Video.** Includes promotional online videos and television spots. Produced by a CVB, DMO or PR Agency.
- 202 **Creative Marketing Campaign.** Marketing campaign that incorporates a unique approach to promoting a destination. Eligible content includes print, digital or social marketing campaigns, videos, television spots, radio broadcasts, and podcasts.
- 203 **Diversity, Equity, Inclusion, and Accessibility.** Marketing campaign or promotion that reflects diversity, equity, inclusion, and accessibility. Eligible content includes print, digital or social marketing campaigns, videos, television spots, radio broadcasts, and podcasts.

PUBLICATION CATEGORIES

- 300 **Travel Magazine – Print or Online.** Website or Magazine directed to travelers or focused on the travel experience. The magazine should be substantially informational. For in-flight or general circulation magazine, submit only one issue per entry.
- 301 **Independent Travel Blog.** An independent travel website focused on presenting opinion and commentary and/or travel information and advice. The site should have substantial new material. A travel blog is considered independent if it is not affiliated with a major publication or major corporate entity and it is owned and operated by individual(s). **Please submit an entire website, not individual posts/blog articles.**



31st ANNUAL NATJA AWARDS COMPETITION ENTRY FORM

Entry# _____
(For Office Use Only)

Please complete the form below in its entirety. Deadline to mail or email your entry is October 31, 2022. Be sure to read the guidelines before submitting. **Use one form per entry per category.** Print or type all information requested legibly. Entry materials will not be returned.

Contact Information

The person listed in this section will be the primary point of contact for this submission.

First Name _____ Last Name _____

Publication/Company _____

Phone _____ Email _____

Street Address _____ City _____

State/Province _____ Postal Code _____ Country _____

Entry Information

Complete the requested information below for your entry. You must select one category per entry. Photocopied submissions of work are acceptable. Use one form per entry per category.

Category Number _____ Category Name _____

Title _____
(Enter the title of article, name of photograph, name of publication or program, etc.)

Name of Publication _____ Date Published _____
(Where the published work appeared or the name of the DMO)

Provide a short description on the topic of the entry.

If your entry is available online, enter the URL(s) below. Short links (like bit.ly) are preferred for long URLs. For content behind a paywall, you must provide a hard copy or PDF of the entry.

Journalist/Photographer Information

Fill this section **ONLY** if you are submitting this form on behalf of another journalist or photographer. For example, if you are the editor of a publication and are submitting content by a staff or freelance journalist.

First Name _____ Last Name _____

Phone _____ Email _____

This journalist/photographer is a part of our publication's staff OR has their own individual NATJA membership.

Acknowledgement of Competition Rules & Guidelines (required)

By signing below, you agree that you have read, understand, and agree to the rules and competition guidelines for the NATJA Awards Competition. You affirm that you have completed all portions of this submission form carefully and accurately. You understand and agree that all entries are non-returnable, and fees are non-refundable. If you are submitting as a NATJA member, you understand and acknowledge that your membership must remain in good standing through March 1, 2023 to be eligible for an award.

Signature _____ Date _____

Membership

Current NATJA members, please confirm your membership status below. If you are unsure of your membership status, you can check your account at www.natja.org or contact membership@natja.org.

I am a current NATJA member and qualify for the reduced pricing to submit to the Awards Competition. I understand my membership must remain in good standing through March 1, 2023, to be eligible for an award.

Non-Members

NATJA membership is not required to submit to the Awards Competition. If you are interested in becoming a member, please apply online at www.natja.org/join. If you would like more information on membership, please check the box below.

Please email me information regarding NATJA membership to the email provided on the first page of the entry form.

Fees

Please apply the fee that corresponds to this submission. Fee is calculated per entry per category.

Media Entry in Categories 100 - 162 & 301

- NATJA Member: \$35 USD/CAD
- Media Non-Member: \$75 USD/CAD

Media Entry with Multiple Bylines: Any article entry with 4 or more journalists in the byline

- NATJA Member: \$55 USD/CAD
- Media Non-Member: \$95 USD/CAD

Publication – Category 300

- NATJA Member: \$100 USD/CAD
- Media Non-Member: \$200 USD/CAD

CVB/DMO/PR Categories 200 - 203

- NATJA Organization Member: 1st Entry Complimentary
- NATJA Organization Member Additional Entries: \$50 USD/CAD
- Non-Member: \$200 USD/CAD

Payment Options

Check: Make payable to: North American Travel Journalists Association (**Canadian checks:** Please add \$5 conversion fee per entry)

Credit Card – Select One: Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State/Province _____ Postal Code _____

Email for Receipt _____

I understand my credit card will be charged based on the total number of entries submitted.

Signature _____ Date _____

Send Your Entry, Form & Payment

VIA MAIL: North American Travel Journalists Association
3579 E. Foothill Blvd, #744
Pasadena, CA 91107

VIA EMAIL: awards@natja.org
Completed form and entry can be sent as
PDF, JPG or PNG attachments

Deadline to mail or email your completed submission: October 31, 2022