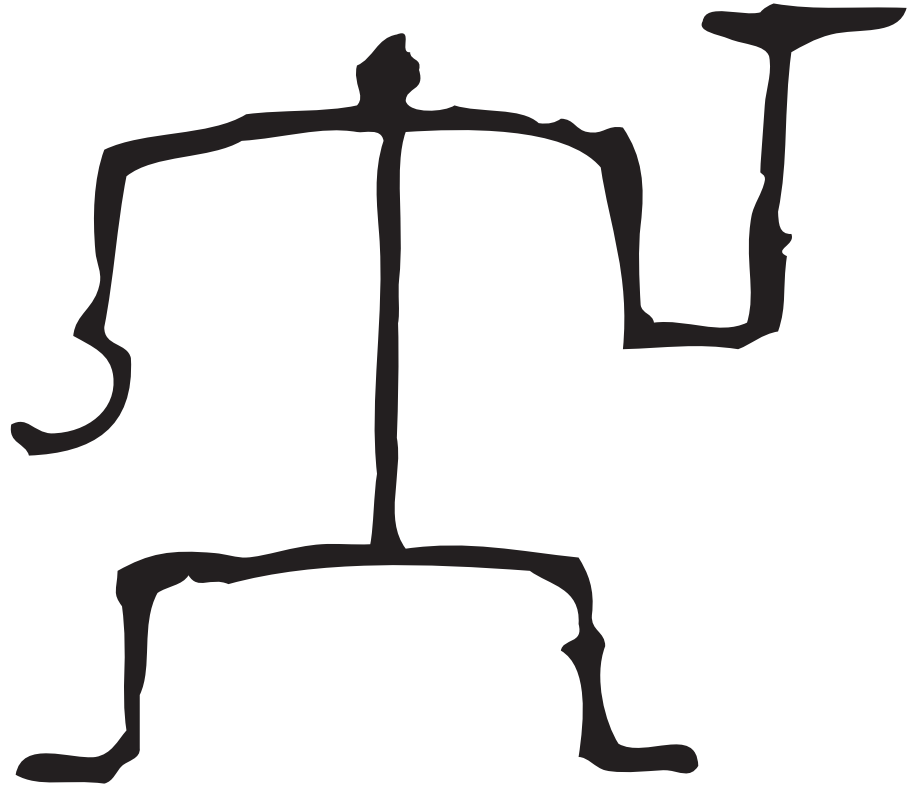32ND ANNUAL

PA'I

AWARDS

2017 PA'I AWARDS
All entries must have been produced between Jan. 1 and Dec. 31, 2016.

TABLE OF CONTENTS

PA'I AWARDS
EXCELLENCE IN JOURNALISM

1. SPOT NEWS REPORTING
This category honors the publication that does the best job of first-day coverage of a one-time event on a deadline.

JUDGING CRITERIA:
• General community importance
• Alertness or quick action
• Exclusivity of unique angles developed
• Quality of final news product

2. EDITORIAL FEATURE
This category honors an outstanding single, one-time feature story. Entries can either be soft news of human interest or can delve into significant community problems.

JUDGING CRITERIA:
• Degree of reader interest
• Quality of finished product
• Exclusivity or unique angle developed

3. EDITORIAL ENTERPRISE REPORTING
This category honors a publication breaking a story, regardless of the publication schedule.

JUDGING CRITERIA:
• The publication must have broken the story
• The story should have a compelling public interest
• The story must be proactive
• Exclusivity or unique angle developed

4. EDITORIAL SERIES
This category honors multi-part efforts, which examine some aspects of the community, its people, its problems, its needs, its successes and its failures. Entries must consist of at least two articles or stories from different issues.

JUDGING CRITERIA:
• Degree of community service
• Quality of finished product
• Exclusivity or unique angles developed

5. EDITORIAL OPINION
This category honors a publication that produces the best single editorial dealing with any subject. This award is intended to encourage publications to take stands and express opinions on issues affecting their community, state or nation.

JUDGING CRITERIA:
• General excellence
• Degree of reader interest
• Unique angle developed

6. EDITORIAL COLUMN DEPARTMENT
This category honors an outstanding, regularly appearing column and/or department by a single writer. Submit three samples, two of which must have been consecutively published.

JUDGING CRITERIA:
• General excellence
• Degree of reader interest
• Quality of finished product

7. INVESTIGATIVE REPORTING

This category honors investigative reporting by a reporter or reporting team. Entries may be a single article or series of no more than 10 articles, which may include sidebars.

JUDGING CRITERIA:
• General writing excellence
• Degree of investigative difficulty
• Exclusivity
• Impact of investigation

8. SPORTS REPORTING

This category honors the best single sports story or feature.

JUDGING CRITERIA:
• General writing excellence
• Layout excellence
• General photographic excellence (if photos are included)

9. BUSINESS & INDUSTRY REPORTING

This category honors the best news story that focuses on a business, industry or profession.

JUDGING CRITERIA:
• Degree of reader interest
• Quality of finished product
• Exclusivity or unique angle developed

10. ARTS & ENTERTAINMENT

This category honors an outstanding single review or feature about arts and entertainment.

JUDGING CRITERIA:
• General writing excellence
• Exclusivity of unique angles developed

11. EDITORIAL CARTOON

This category honors the best single editorial cartoon on any issue of public interest. The award is meant to encourage cartoonists to take a stand and express their opinions visually and humorously on issues affecting their communities, state or nation.

JUDGING CRITERIA:
• Originality
• Visual effectiveness
• Humor

12. SPOT NEWS PHOTOGRAPHY
This category honors an outstanding sport or hard news photograph.

JUDGING CRITERIA:
• Timeliness
• Uniqueness
• General excellence
• Originality
• Caption is included
• Photo technical quality

13. FEATURE PHOTOGRAPHY (COATED STOCK)
This category honors an outstanding feature photograph in color or black and white.

JUDGING CRITERIA:
• Uniqueness
• Human interest
• Photo technical quality
• Originality
• Caption is included
• General excellence

14. FEATURE PHOTOGRAPHY (NEWSPRINT)
This category honors an outstanding feature photograph in color or black and white.

JUDGING CRITERIA:
• Uniqueness
• Human interest
• Photo technical quality
• Originality
• Caption is included
• General excellence

15. ESSAY PHOTOGRAPHY (COATED STOCK)
This category honors a single theme, told through multiple pictures either with or without copy.

JUDGING CRITERIA:
• Originality and imagination
• Reproduction
• Photo technical quality
• Caption is included
• Effectiveness in conveying the message

16. ESSAY PHOTOGRAPHY (NEWSPRINT)
This category honors a single theme, told through multiple pictures either with or without copy.

JUDGING CRITERIA:
• Originality and imagination
• Reproduction
• Photo technical quality
• Caption is included
• Effectiveness in conveying the message

17. SPORTS PHOTOGRAPHY
This category honors an outstanding sports-related photo in color or black and white.

JUDGING CRITERIA:
• Uniqueness
• General excellence
• Photo technical quality
• Caption is included
• Originality

18. EXCELLENCE IN DESIGN (COATED STOCK)
This category honors the best overall design, using all elements of artwork, graphics or photography that make up what the readers see on the page. Entry can be a single editorial story, cover or layout.

JUDGING CRITERIA:
• Creativity of subject matter
• Technical quality
• Effectiveness in conveying editorial message

19. EXCELLENCE IN DESIGN (NEWSPRINT)
This category honors the best overall design, using all elements of artwork, graphics or photography that make up what the readers see on the page. Entry can be a single editorial story, cover or layout.

JUDGING CRITERIA:
• Creativity of subject matter
• Technical quality
• Effectiveness in conveying editorial message

20. EXCELLENCE IN ILLUSTRATION
This category honors an artist for their illustration — be it watercolors, paintings, pencil sketches or creations made from a computer — that best illustrate or illuminate a single editorial story, cover or layout.

JUDGING CRITERIA:
• Creativity of subject matter
• Technical quality
• Effectiveness in conveying editorial message

21. EXCELLENCE IN COVER DESIGN (COATED STOCK)
This category honors the best overall use of artwork and/or graphic design for a cover or section front.

JUDGING CRITERIA:
• Effective use of graphic and art elements
• Technical quality
• Conveying the type of publication

22. EXCELLENCE IN COVER DESIGN (NEWSPRINT)
This category honors the best overall use of artwork and/or graphic design for a cover or section front.

JUDGING CRITERIA:
• Effective use of graphic and art elements
• Technical quality
• Conveying the type of publication

23. ONLINE REPORTING
This category honors the best reporting produced for online consumption.

JUDGING CRITERIA:
• Story or package breaks online before the print version
• Package provides opportunities for readers to converse about the content
• Story includes links to related information
• Reporting concerns an issue of reader interest

24. ONLINE VIDEO
This category honors the best submitted video.

JUDGING CRITERIA:
• Concerns an issue of reader interest
• Includes interviews, standups and/or voiceovers to enhance the story
• Visuals include a range of long, medium and closeup shots that are well composed, balanced and focused
• Audio is clear
• Graphics are used to identify story elements and/or subjects

25. GENERAL WEBSITE EXCELLENCE
This category honors the best overall website.

JUDGING CRITERIA:
• Homepage has an appealing balance of text, display, type, photographs and graphics
• Website is easy to navigate, using menus or tabs that work and provide content when clicked
• Content is written and organized for the Web, and provides multimedia approaches and links to additional sites or resources
• A link is provided to PDF version of a print newspaper, and the site is device responsive
• The site provides readers with opportunities to comment, contact information for the site/staff and archives of earlier content

26. SOCIAL MEDIA EXCELLENCE
This category honors the best use of social media.

JUDGING CRITERIA:
• Quality and originality of content on all social media platforms
• Innovation in using social media in new ways
• Impact
• Engagement with followers, fans and critics

27. DIGITAL NEWSLETTER EXCELLENCE
This category honors the best digital newsletter.

JUDGING CRITERIA:
• Design is appealing
• Use of graphics
• Quality of all elements (text, headline, graphics)

28. DIRECTORIES
This category honors the industry directory that best represents its markets in its overall presentation. Entry must be a standalone product.

JUDGING CRITERIA:
• Ease of use
• Value to user
• Use of graphics, artwork and supporting editorial
• Completeness of coverage

29. TRADE MAGAZINE
This category honors a trade magazine published specifically for one type of industry.

JUDGING CRITERIA:
• Overall industry completeness of coverage
• Effective use of artwork and graphic design
• Effective design and layout

30. SPECIAL SECTION EXCELLENCE
This category honors the best special section.

JUDGING CRITERIA:
• Degree of reader interest
• Quality of the finished product
• Exclusivity or unique angle developed

31. VISITOR PUBLICATION EXCELLENCE
This category honors a visitor publication that best represents its market in its overall presentation.

JUDGING CRITERIA:
• Overall industry completeness of coverage
• Effective use of artwork and graphic design
• Effective design and layout

32. NON-DAILY NEWSPAPER EXCELLENCE
This category honors the best weekly, biweekly or monthly newspaper, which serves a local Hawaii community or particular group. Three complete entries of the publication required for entry.

JUDGING CRITERIA:
• Quality and completeness of editorial coverage
• Relevance to the community or group it is serving
• Design, layout and photography

33. STUDENT STORY

This award honors the best news, feature or sports story submitted by a student media program.

JUDGING CRITERIA:
• General excellence
• Degree of reader interest
• Quality of finished product
• Exclusivity or angle developed

34. STUDENT PHOTOGRAPHY

This category honors an outstanding photo or photo essay in color or black and white, submitted by a student media program.

JUDGING CRITERIA:
• General excellence
• Originality
• Photo technical quality
• Caption is included
• Effectiveness in conveying the message

35. STUDENT VIDEO

This category honors the best video submitted by a college media program.

JUDGING CRITERIA:
• Concerns an issue of reader interest
• Includes interviews, standups and/or voiceovers to enhance the story
• Visuals include a range of long, medium and closeup shots that are well composed, balanced and focused
• Audio is clear
• Graphics are used to identify story elements and/or subjects

36. STUDENT DESIGN (PRINT)

This category honors the best overall design in print, using all elements of artwork, graphics or photography that make up what the readers see on the page. Entry can be a single editorial story, cover or layout.

JUDGING CRITERIA:
• Creativity of subject matter
• Technical quality
• Effectiveness in conveying editorial message

37. STUDENT NEWSPAPER EXCELLENCE

This category honors a weekly, biweekly, monthly or quarterly newspaper, which serves a Hawaii college. Three complete issues of the publication from the 2016 calendar year are required for entry.

JUDGING CRITERIA:
• Quality and completeness of editorial coverage
• Relevance to the school it is serving
• Design, layout and photography