



Florida Magazine Association
 325 John Knox Road L103, Tallahassee, FL 32303
www.floridamagazine.org
www.charlieawards.org

**Florida Magazine Association
 2010 Publishing Conference
 & Exposition**

August 12-13, 2010
 Portofino Bay Hotel
 at Universal Orlando

Events include:

2010 FMA Annual Conference
 Trade Show and Awards Gala
 Charlie Awards Presentation

Charlie Awards

Early Entry Deadline: March 15, 2010
 Final Entry Deadline: April 2, 2010



Florida Magazine Association
 2010 Publishing Conference & Exposition

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EVOL^{the}UTION
 of Magazines

The 2010 Annual Charlie Awards

Entry
 deadline:
**April 2,
 2010***

CALL FOR ENTRIES

INTRODUCTION

Sponsored annually by the Florida Magazine Association (FMA), the Charlie Awards honor publishing excellence in the state of Florida.

This year's awards will be presented at the FMA's annual conference, August 12-13 at Universal Orlando's Portofino Bay Hotel.

The 2010 awards competition includes 80 categories in the areas of General Excellence, Editorial Excellence, Design Excellence and Printing Excellence. We are excited to announce the addition of the Best Overall Online Presence category. Judges for this year's competition comprise a "who's who" of leading writers, editors, photographers and designers from outside Florida. Individual awards are the decision of the independent panel of judges and are based solely on that panel's evaluation of each entry.

DEADLINE
**April 2,
 2010***

Judges will critique this year's winning entries, and their comments will be made available at the FMA conference awards gala. Winners will also be featured on FMA's Web site, www.floridamagazine.org.

The coveted Charlie Awards represent the pinnacle of achievement in Florida magazine publishing. Showcase your publication's accomplishments and receive the recognition you deserve by entering today. You won't want to miss the new, glamorous evening gala celebration that will follow the coveted Charlie Awards. Enjoy some wine and dessert while sharing your accomplishments with other members of this elite industry. FMA's annual conference is where Florida's finest magazine professionals come to learn and share ideas that will shape the future of their publications.



GUIDELINES

- Most categories are divided into these publication types:**
- **Association Magazines:** non-profit, institutional and foundation magazines
 - **Trade/Technical Magazines:** magazines targeted for a specific career or point of interest.
 - **Consumer Magazines:** categories have up to three circulation divisions: less than 20,000, 20,000 to 50,000, and 50,000 plus. In some instances, the less than 20,000 and 20,000 to 50,000 divisions will be combined.

All consumer magazines must include a copy of the most recent published postal statement or statement of ownership. Attach statement to the registration form on the back of this brochure. The FMA Awards Committee reserves the right to place entries in categories that may be different from those indicated on entry forms.

REQUIREMENTS

- Competition is restricted to FMA member publications that have produced at least three issues between May 2009 and April 2010. If your company or organization is not an FMA member, please submit a separate check for dues, along with your payment for entries.
- Only those entries published as or in a member magazine between **May 2009** and **April 2010** are eligible for competition.
- Entries can be entered in more than one category.
- All entries must be postmarked no later than April 2, 2010. Entries must be packaged as directed and should include payment, registration form (including postal or publishing statement for consumer magazines) and a separate entry form for each entry.

www.charlieawards.org

(Photocopy this form for multiple entries)

C A T E G O R I E S

I. Printing Excellence

Entries for this category must be submitted by member printers. Judging is based on production quality, specifically photographic and color reproduction, paper selection, binding and printing. A magazine's editorial offices must be located in Florida, but printing can be done elsewhere. Submit copies of three different issues produced between May 2009 and April 2010.

II. Writing Excellence

Best Public Service Coverage

Entries in this category can be entire publications, articles or editorials that render outstanding public service through coverage of social issues impacting readers.

Best Humor

Submit one humorous column or feature per entry.

Best Service Feature

Submit one feature or column per entry that offers practical advice or "how-to" information.

Best Department

Submit a single department from three separate issues. Department features can be produced by more than one writer.

Best In-Depth Reporting

Submit one or more articles on a single topic. The article or series must show a compilation of new information, advancement of knowledge, thoroughness and reliability.

Best Editorial/Commentary/Opinion

Submit a single editorial or a related series of no more than three editorials. Entries can include clips demonstrating reaction of readers.

Best Column

Submit a regularly appearing column by the same writer from three separate issues. No syndicated columns.

Best Feature Headlines

Submit three different feature headlines with accompanying decks. Judged as a single entry.

Best Feature

Submit one article per entry.

Best Written Magazine

Submit three different issues.

III. Design Excellence

Best Photo Illustration

This category recognizes the growing reliance on computer manipulation and digital composite photos. Submit one per entry.

Best Photographic Essay

Entries should tell a story with more than one photograph and use minimal copy.

Best Single, Original B&W Photograph

Submit one per entry.

Best Single, Original Color Photograph

Submit one per entry.

Best Overall Use of Photography

Submit three different issues.

Best Illustration

Submit one per entry.

Best Cover

Submit one per entry.

Best Feature Design

Submit one feature treatment of more than two pages.

Best Overall Design

Submit three different issues.

IV. General Excellence

Best Visitor Publication

Any annual or periodic magazine produced with the primary mission of promoting tourism in Florida and enhancing the visitor experience. Publications not eligible to enter in this category include city/regional.

Best House Ad

Ads should promote your publication or publication's company and be created in house. Submit one print ad per entry.

Best New Magazine

Limited to magazines first published between May 2009 and April 2010. The magazine can never have been previously published under its current title or company name. Submit two sets of three different issues (submitting fewer than three issues is acceptable only for those publications launched too late to comply, but which will produce at least three issues during a 12-month period). Include a 1-page summary of mission statement and editorial concept.

Best Redesign

Submit one issue each featuring old and new design.

Best Special Theme or Show Issue

A single issue or special supplement devoted to a dominant theme, identified on the front cover and contents page. Example: Coastal Castles – A Water's Edge Special Publication.

Best Custom Magazine

Eligibility limited to magazines that are produced by your publishing company for an outside entity. Example: Traditions (a magazine produced for the Breakers Hotel by Palm Beach Media Group). Submit one issue per entry.

Overall Magazine

Submit three different issues.

Best Overall Online Presence

Recognizing editorial achievement in magazine Web sites and online-only magazines. Eligibility is limited to magazine Web sites and online-only magazines. 1) Submit your current home-page address and 2) no more than 10 links to important or notable areas of the Web site. The category honors the outstanding use of reporting, writing, photography and design in digital media and the imaginative use of interactivity and multimedia in the fulfillment of the editorial mission of the publication. The category also honors the skillful and inventive packaging of information, instruction and advice. The Web site should be well designed and the navigation clear. Web sites entered in this category must convey a distinct editorial identity and create a unique magazine environment on the Web. Publications may also include, as part of their entry, links to mobile Web sites, services and applications and examples of social media that further the mission of the magazine.

C A T E G O R Y C O D E S

I. PRINTING EXCELLENCE

100 Printing Excellence

II. WRITING EXCELLENCE

200 Best Public Service Coverage
300 Best Humor

BEST SERVICE FEATURE

410 Association
420 Trade/Technical
430 Consumer less than 50,000
440 Consumer 50,000 plus

BEST DEPARTMENT

510 Association
520 Trade/Technical
530 Consumer less than 50,000
540 Consumer 50,000 plus

BEST IN-DEPTH REPORTING

610 Association
620 Trade/Technical
630 Consumer less than 50,000
640 Consumer 50,000 plus

BEST EDITORIAL/ COMMENTARY/OPINION

710 Association
720 Trade/Technical
730 Consumer less than 50,000
740 Consumer 50,000 plus

BEST COLUMN

810 Association
820 Trade/Technical
830 Consumer less than 50,000
840 Consumer 50,000 plus

BEST FEATURE HEADLINES

910 Association
920 Trade/Technical
930 Consumer less than 50,000
940 Consumer 50,000 plus

BEST FEATURE

1010 Association
1020 Trade/Technical
1030 Consumer less than 20,000

Overall Magazine

Note: If there are fewer than five entries for any category's division, the FMA reserves the right to either combine the entries with another division or cancel the category and refund the entrants. (For example, if there are only two Association entries in the Best Special Theme/Show Issue, those entries could be combined with Trade/Technical entries in the same category. Or the FMA may cancel that category all together.)

Entry Package Checklist

All acceptable entry submissions must comply with this checklist.

Have you paid your 2010 FMA dues in full?

Are you on time? Entries postmarked after April 2, 2010, will not be accepted.

Have you completed the registration form?

Have you packaged each entry in a separate envelope? Each entry must be packaged in its own envelope. We will not accept entries that are not packaged separately. (All separately packaged entries can then be combined and shipped in one box.)

Have you included an entry form for each entry? For example if you are submitting two entries for the Best House category and three entries for the Best Overall Magazine category have you completed a total of five entry forms?

Did you put each entry in a separate envelope and **staple** (not tape or attach any other way) the entry form to the outside?

Did you include a digital file(s) for each entry? Are all of the digital files in .jpg format? All

1035 Consumer 20,000 to 50,000
1040 Consumer 50,000 plus

BEST WRITTEN MAGAZINE

1110 Association
1120 Trade/Technical
1130 Consumer less than 50,000
1140 Consumer 50,000 plus

III. DESIGN EXCELLENCE

1200 Best Photo Illustration
1300 Best Photographic Essay

BEST SINGLE, ORIGINAL B&W PHOTOGRAPH

1410 Association
1420 Trade/Technical
1430 Consumer less than 50,000
1440 Consumer 50,000 plus

BEST SINGLE, ORIGINAL COLOR PHOTOGRAPH

1510 Association
1520 Trade/Technical
1530 Consumer less than 50,000
1540 Consumer 50,000 plus

BEST OVERALL USE OF PHOTOGRAPHY

1610 Association
1620 Trade/Technical
1630 Consumer less than 50,000
1640 Consumer 50,000 plus

BEST ILLUSTRATION

1710 Association
1720 Trade/Technical
1730 Consumer less than 50,000
1740 Consumer 50,000 plus

BEST COVER

1810 Association
1820 Trade/Technical
1830 Consumer less than 20,000
1835 Consumer 20,000 to 50,000
1840 Consumer 50,000 plus

BEST FEATURE DESIGN

1910 Association

1920 Trade/Technical
1930 Consumer less than 20,000
1935 Consumer 20,000 to 50,000
1940 Consumer 50,000 plus

BEST OVERALL DESIGN

2010 Association
2020 Trade/Technical
2030 Consumer less than 50,000
2040 Consumer 50,000 plus

IV. GENERAL EXCELLENCE

2100 Best Visitor Publication (published at least three times per year)
2200 Best Visitor Publication (annual or biannual)
2300 Best House Ad
2400 Best New Magazine
2500 Best Redesign

BEST SPECIAL THEME OR SHOW ISSUE

2610 Association
2620 Trade/Technical
2630 Consumer less than 50,000
2640 Consumer 50,000 plus

BEST CUSTOM MAGAZINE

2710 Association
2720 Trade/Technical
2730 Consumer less than 50,000
2740 Consumer 50,000 plus

BEST OVERALL MAGAZINE

2810 Association (published at least three times per year)
2820 Trade/Technical
2830 Consumer less than 20,000
2835 Consumer 20,000 to 50,000
2840 Consumer 50,000 plus
2850 Association (published less than three times per year)

BEST OVERALL ONLINE PRESENCE

2900 Best Overall Online Presence

2010 REGISTRATION FORM

Deadline: April 2, 2010

Go to www.charlieawards.org to complete an online entry form.

Check and credit card payments accepted online!

Please type or print legibly

Publication Name _____

Company Name (if different from publication name) _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail: _____

Magazine Category (Please check one)

Association

Trade/Technical

Consumer less than 20,000 circulation

Consumer 20,000 to 50,000 circulation

Consumer 50,000 plus circulation

Entry Fees

Total number of entries _____

Entries postmarked on or before March 15, 2010

\$45 per entry: \$ _____

Entries postmarked between March 16, 2010, and April 2, 2010

\$55 per entry: \$ _____

>>Entries postmarked after April 2, 2010 will not be considered.

FMA dues (if not previously paid): \$ _____

Please visit the FMA Web site at www.floridamagazine.org and download the membership application.

Total: \$ _____

Please include payment with registration form.

Payment Information

Amount \$ _____ Payment method: Check MasterCard Visa AMEX

Account # _____ Exp. Date ____ / ____ CCV code _____

Signature _____

Name on Card _____

Credit Card Billing Address _____

Pay by check or credit card (Visa, MasterCard or American Express). Make checks payable to the Florida Magazine Association.

All consumer magazines must include a copy of their latest published postal statement, publisher's statement or statement of ownership.

Postal statement enclosed? yes no

2010 ENTRY FORM

Entry form must be completed entirely

Please type or print legibly

Category Code _____ Category Name _____

Entry ID (article name) _____

Credits (author, photographer, etc.) _____

Publication Name _____

Company Name (if different from publication name) _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail: _____

Name of person completing entry _____

• Entry ID and Credits will be listed in the program and on the awards for winning entries. The contact name listed will receive notification of a win. Make sure that you put the correct credits and correct Entry ID (name of piece entered). If you need additional space, please provide a type-written additional page stapled to your entry form. Space is limited on the awards. We will make every attempt to accommodate all names submitted for credits.

• Staple a copy of this form to the outside of each entry envelope (do not use any other method to attach this form to the entry envelope). Entries (with an entry form attached to each), payment, category listing form, .. magazine description, and registration form should be sent as one package, no later than April 2, 2010,

Web Entries: Enter the 2010 Charlie Awards online!

- Go to www.charlieawards.org and click on the link to submit your entry electronically.
- Follow the online instructions, upload your file, enter your payment information and you are done!
- Files must be low-resolution .jpls not exceeding 20MB.
- Credit card and check payments accepted. Please see the category listing for categories that require a hard copy to be mailed.

Additional Information for Preparation and Packaging of Entries

- Package entries carefully to avoid damage.
- Include an official registration form. Only one registration form is required.
- Be sure that entry fees are included and that FMA dues have been paid or are included along with entry fees.
- Seal each entry in a separate envelope and staple the entry form to the front of each envelope. Entries requiring multiple issues or articles must be packaged in the same envelope (i.e. Best Written Magazine). Enclose a sample for each entry. If you send the entire edition of the magazine, please tab the entry. Do not mount entries for any category. Entry forms can be photocopied as needed for multiple entries or filled in and downloaded from www.charlieawards.org.
- If the same entry is entered in more than one category, submit separate copies of that entry (and entry form) for each category.
- Multiple entries can be submitted in a single category, but each entry must have a separate entry form and fee.
- On one CD, you must send a low-resolution copy of each piece being submitted with your package.
- The preferred CD format includes a folder for each category code entered. Individual entry files should be saved to the corresponding category folder with category code and entry name (i.e. Best Overall Magazine would be under folder 2810 and file name 2810 – Watching the Sunrise). Multiple entries must be labeled with entry identification information.
- Please write your company name on the CD jewel case and the CD itself.

All entries should be sent together in a single package to:

Florida Magazine Association
Attn: Charlie Awards
325 John Knox Road, L103
Tallahassee, FL 32303
(866) 885-1156

Entry fees will not be refunded. • All entries must be postmarked by April 2, 2010. • Keep a copy of your registration materials. • Charlie Awards may appear online.

For additional information, please contact Lisa Kamper, Charlie Awards Program Director.

All consumer magazines must include a copy of their latest published postal statement, publisher's statement or statement of ownership.

Thank you to
Boyd Brothers Printing, Inc.,
Proud FMA Printing Partner

