



LOWELL THOMAS TRAVEL JOURNALISM COMPETITION
26 Years of Rewarding Journalists for Outstanding Work in the Field

2010 CATEGORIES

Category 1: Grand Award – Lowell Thomas Travel Journalist of the Year

Best collection of between five and nine entries in at least four different categories. Entries should demonstrate diversity of skills in writing and reporting. Only one set of entries allowed per author(s). Fee: \$50.

Category 2: Newspaper Travel Sections

Five issues required. Two issues must have been published in one of the following months: EITHER August 2009 or January 2010. The other three issues may be anytime between April 1, 2009, and March 31, 2010. One entry per publication; newspaper magazines are not eligible. Verify your circulation for the day of the week that the Travel section is published, and specify category as noted below. Fee: \$50.

A. Newspapers with 350,000 or more circulation.

B. Newspapers under 350,000 circulation.

(Please include latest verification of circulation.)

Category 3: Magazines (Newspaper magazines are not eligible.)

A. Travel Magazines

Three consecutive issues required; only one entry per publication. Fee: \$50.

B. Travel Coverage in Other Magazines

(General- and special interest publications, such as regional, news, in-flight, lifestyle and activities-oriented magazines)

Three consecutive issues required; only one entry per publication. Fee: \$50.

Category 4: Newspaper Article on U.S./Canada Travel

Fee: \$15 per article.

Category 5: Magazine Article on U.S./Canada Travel

Fee: \$15 per article.

Category 6: Newspaper Article on Foreign Travel

Fee: \$15 per article.

Category 7: Magazine Article on Foreign Travel

Fee: \$15 per article.

Category 8: Newspaper Photo Illustration of Travel Article

Photo/photos by same photographer. Photos that alter reality are not eligible; see note in “Preparing entries – For photography categories” section. Fee: \$15 per entry.

Category 9: Magazine Photo Illustration of Travel Article

Photo/photos by same photographer. Photos that alter reality are not eligible; see photo note in “Preparing entries – For photography categories” section. Fee: \$15 per entry.

Category 10: Special Packages/Projects (All Media)

In-depth or expanded coverage or a series about a travel-related topic in print, audio, video, online or other digital media, or any combination of platforms. Emphasis is on a special, coordinated package, which may include text, graphics, photos, video, audio and consumer interaction. A series in a single format is eligible. Weight is given to packages that make the most effective use of multiple platforms to present the idea in various ways. One work presented in both print and online or simply on multiple Web sites does not qualify; work in multimedia should complement or supplement each other. Fee: \$50.

Category 11: Article on Marine Travel

Fee: \$15 per article.

Category 12: Article on Adventure Travel

Focus on the experience — rafting, hiking, biking, trekking, etc.

Fee: \$15 per article.

Category 13: Travel News/Investigative Reporting

Hard-hitting coverage and/or analysis of a travel issue (consumer fraud, safety, security, health). Fee: \$15 per article.

Category 14: Service-Oriented Consumer Article

Consumer tips, how-to's, advice, etc. Fee: \$15 per article.

Category 15: Environmental Tourism Article

Focus on ecological or environmental aspects, including the sustainability of the ecology with respect to tourism. Fee: \$15 per article.

Category 16: Cultural Tourism Article

Focus on cultural aspects of travel. Fee: \$15 per article.

Category 17: Personal Comment

Column, essay, editorial, humorous article or similar work with personal approach. An entry should be a single article. A short series of single pieces on a specific subject is acceptable, but a collection of pieces on different subjects is not eligible. Fee: \$15 per entry.

Category 18: Special-Purpose Travel

Article on travel to pursue personal interests such as noncompetitive sports, recreation, history, hobbies and self-improvement. Fee: \$15 per article.

Category 19: Short Travel Article

Single-subject coverage in up to 800 words in print or online media. Fee: \$15 per article.

Category 20: Travel Book (other than guidebook)

More essay, photoessay, experiential and/or opinion. Books must be first-edition text and/or photos published since January 2008. Fee: \$50. **Send one copy of book.**

Category 21: Guidebook

Emphasis on providing useful information as a reference tool to readers. Books must be first editions or major revisions published since January 2008. Fee: \$50. **Send one copy of book.**

Category 22: Online Travel Journalism Sites

Consumer-oriented online editorial site — including web-only and web version of a print medium — with special emphasis on the most effective use of multimedia. Sites may have advertising; however, sites that primarily sell travel components or promotional sites from a travel supplier are not eligible. Fee: \$50.

Category 23: Travel Broadcast – Audio

Consumer-oriented program in various types of audio, including traditional and satellite radio, podcast, webcast and audio guide. Work may be a regularly occurring feature or a single topic. Any of the following constitute one entry: 5 segments of 59 seconds to 5 minutes; 3 segments of 5 to 10 minutes; or 1 segment longer than 10 minutes. Work done by contract for commercial promotion is not eligible. Each entry must be submitted on a CD (in Rules & Eligibility, see Preparing entries – For audio and video entries). Fee: \$15 per entry.

Category 24: Travel Broadcast – Video

Consumer-oriented, live-action program on various types of video, including network or cable TV, online videocasts, travelogs and Internet Travel Channels. Work may be a regularly occurring feature or a single topic. Any of the following constitute one entry: 5 segments of 59 seconds to 5 minutes; 3 segments of 5 to 10 minutes; or 1 segment longer than 10 minutes. Work done by contract for commercial promotion is not eligible. Each entry must be submitted on a DVD (in Rules & Eligibility, see Preparing entries – For audio and video entries). Fee: \$15 per entry.

Category 25: Travel Blogs

Ongoing online journal that contributes fact-filled, accurate travel information, encouraging a sense of community and/or offering useful, actionable advice. It should show a clear knowledge of the subject, have an inviting style reflecting the distinctive personality of the writer, be visually appealing and easy to read/navigate and invite interaction, with links whenever appropriate that add to the content. (In Rules & Eligibility, follow guidelines for Online/Internet entries.) Fee: \$15 per entry.

Note: Audio and video also can be entered in category 10 and can be among entries in category 1. Entries in categories 1 and 10-19 can be from print (including books) and online.