



Visit California's  
**Eureka! Travel Writing Awards**



# EUREKA! TRAVEL WRITING AWARDS

## FAQ

### Why “Eureka!” Award?

“Eureka!” is the state motto for California, a throwback to the destination’s gold mining heritage. Translated from Ancient Greek, it is a celebratory word to fete a discovery. It is in this tradition we celebrate the discovery of award-winning editorial coverage from California-based travel and lifestyle writers.

### How the Awards were born

The abundance of media who have chosen to live in the Golden State regales the California lifestyle in editorial and social media, reaching travelers throughout the world. To recognize their contribution, Visit California developed an award program for in-state editorial contacts. These awards celebrate their role communicating the state’s lifestyle and key messages to prospective visitors through compelling travel writing.

### What are the entry requirements?

The awards are open to any accredited member of the media or digital content creator who permanently resides in California, and whose submission aligns with the proposed award categories and criteria.

### How are entries evaluated?

Entries are evaluated in three equally weighted categories: creativity, quality and content. The highest score for each entry is 30 points or 10 points for each scoring category. Judges are asked to evaluate each entry based on its own merit. Judges are encouraged to include comments whenever possible, particularly if you have given a perfect or unusually low score.

1. **Creativity:** Does the placement creatively tell a California story?
2. **Writing Quality:** Is the piece well-written? Does it keep the reader/viewer engaged?
3. **Dynamic Content:** Does the placement portray California positively and align with Visit California’s brand message? Does the placement offer a call-to-action for the reader/viewer to pursue a trip to the Golden State?

### How are the winners determined?

Judges review each entry. Judging scores are added cumulatively and an average score is determined for each submission. The collective tabulation process determines the outcome for each category. The top three highest overall score entries will then be reviewed by a guest panel and a Grand Prize winner will be selected.

## AWARD CATEGORIES

Submissions can be entered in the following seven categories:

1. **Magazine Feature Entry (print)**

To qualify, the article must be:

- At least 250 words in length
- Solely focused on California
- Be published in a print outlet that primarily reaches out-of-California readers within North America.

2. **Newspaper Feature Entry (print)**

To qualify, the article must be:

- At least 250 words in length
- Solely focused on California
- Be published in a print outlet that primarily reaches out-of-California readers within North America.

3. **Digital Feature Entry (Travel Blog, Online-only Travel News/Feature Outlet, or Magazine/Newspaper Website)**

To qualify, the feature must be:

- At least 250 words in length
- Solely focused on California
- Only featured on an online platform (not published in print)
- Featured on a North American consumer-facing news or travel website (focus of website cannot be intended for California residents)

4. **Digital Influencer Of The Year (Digital Platform for a Travel Online Influencer)**

To qualify, submission must include:

- Bio of digital influencer
- Example of how content was distributed over available social media channels
- Engagement with target audience on social media channels (likes, comments, shares, etc.)
- Social media footprint figures (itemized number of followers on Facebook, Instagram, Twitter, Pinterest, etc.)
- Content must be solely focused on California

5. **Broadcast Entry (TV or Radio)**

To qualify, the segment must be:

- At least one minute in length
- Solely focused on California
- Appear on a television or radio broadcast outlet that reaches an audience outside of California, but within North America.

**6. Best Thematic Editorial Entry**

To qualify, the placement must be:

- At least 250 words in length
- Appear in a print, broadcast or online outlet that reaches an audience outside of California but within North America.
- The Entry must focus on at least one of the following thematic areas:
  - California Lifestyle
  - Culture & Entertainment
  - Culinary
  - Family Fun
  - Luxury & Indulgence
  - Outdoor Adventure & Recreation

**7. Best In-State Placement (Broadcast, Digital, Influencer or Print)**

To qualify, the placement must be:

- Published in a California-based outlet whose reach, whether through digital, traditional or social means has the potential to reach audiences outside of California
- Solely focused on California
- At least 250 words in length
- At least one minute in length if broadcast or video
- Digital entries must provide example of how content was distributed over available social media channels; proof of audience engagement with target audience on social media channels (likes, comments, shares etc.), and platform figures (itemized number of followers on Facebook, Instagram, Twitter, Pinterest, etc.)

**CRITERIA FOR ENTRY:**

- The awards are open to any accredited member of the media or digital content creator who permanently resides in California (at least six consecutive months within a year), and whose submission aligns with the proposed award categories and criteria.
- Entries cannot be submitted from a Visit California or other California tourism partner developed publication.
- Entries in Categories 1-6 must be from outlets that target a national or regional audience; an out-of-California audience or readership.
- In-state media titles or outlets are encouraged to enter Category 7. Preference will be given to California-based outlets that are able to demonstrate the potential of reaching audiences outside the state to entice visitation. This is required as Visit California's mandate is to attract visitors located outside the Golden State.

- Submissions will be considered for any placements published or aired between January 1, 2016 and December 31, 2016.
- Entrants must submit their clips digitally with a submission entry to at [me.visitcalifornia.com/eureka](http://me.visitcalifornia.com/eureka)
- To be considered, submissions must be submitted by **Tuesday, January 10, 2017. Only online submissions will be accepted.**
- All entries must include a PDF, JPG or other digital file showcasing the entry to be considered. Links to online content is allowed – YouTube, direct to online placement etc. and must be submitted through an entry at [me.visitcalifornia.com/eureka](http://me.visitcalifornia.com/eureka)
- Winners will be announced and awarded in late February 2017.
- The Grand Prize will be an exclusive California weekend getaway.

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