

PINNACLE

COLLEGE MEDIA AWARDS

Deadline
JUNE 17, 2025
Midnight • EST

ORGANIZATIONAL AWARDS

The process for entering the organizational Pinnacles looks a lot different this year. Essentially, outlets (newspapers, websites, etc.) earn a score based on their Pinnacle entries and the top five outlets are then ranked by a panel of judges.

HOW IT WORKS

Every individual entry that places in the top five (1st, 2nd, 3rd, or Honorable Mention) is considered a finalist and earns points:

1st place = 5 points

2nd place = 3 points

3rd place = 2 points

Honorable Mention = 1 point

- Only finalist entries are counted in the average (non-finalist entries are excluded).
- The outlet's total finalist points are divided by the number of finalist entries to calculate an average score.
- The top five outlets (by average score, within each division) are passed to a panel of judges, who rank them based on the submitted work. Judges do not see scores—only the top five.

EXAMPLE:

The Daily Newspaper (Division 2)

25 entries submitted: 10 entries are finalists:

- 2 first-place = 10 points
- 2 second-place = 6 points
- 3 third-place = 6 points
- 3 honorable mentions = 3 points
- Total: 25 points / 10 entries = 2.5 average

If 2.5 places The Daily Newspaper in the top 5, **and they have submitted and paid for the Newspaper of the Year category**, then their materials will be reviewed by judges for final placement.

ELIGIBILITY

To be considered for an organizational award, such as Newspaper of the Year, your outlet must:

1. Submit entries in individual categories (e.g., Best Feature Story, Best Sports Photo)
2. Submit a separate entry to the corresponding organizational category (e.g., Newspaper of the Year) and include all of the same materials (links, PDFs) that were submitted individually.
3. Pay the entry fee for the organizational category.

\$20.00 per entry

This will allow judges to evaluate the full scope of your work in one place.

Important: If you do not submit and pay for the organizational category, your outlet will not be considered for that award—even if your individual entries score highly.

Each organization may enter only ONE organizational category. For example, if you publish both a print newspaper and a website, you must choose one category to enter.

Entering multiple categories will result in disqualification.

CATEGORIES

Weekly Newspaper of the Year
Periodic Newspaper of the Year
Media Website of the Year
Video Outlet of the Year
Audio Outlet of the Year
Feature Magazine of the Year
Literary Magazine of the Year
Yearbook of the Year