

PINNACLE

COLLEGE MEDIA AWARDS

Deadline
JUNE 17, 2026
Midnight · EST

ORGANIZATIONAL AWARDS

Organizational Pinnacle winners are determined through a two-stage process. 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.

CATEGORIES

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

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 submit five (5) of the same materials (links, PDFs) that were submitted individually. Judges will consider the quality and breadth of the representative elements submitted. Entries must NOT include essays or additional information.
3. Pay the entry fee for the organizational category.

\$20.00 per entry

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.

Organizations are considered distinct if they have a separate editorial structure and staff, even if some content is shared. For example, a website that has its own editorial staff, but includes content from the radio station, would still be a separate organization.

Entering one organization in multiple categories will result in disqualification.