

BAPTIST COMMUNICATORS ASSOCIATION



W . C . F I E L D S A W A R D S

Catch the Spirit of BCA in St. Louis!

The Living World at the St. Louis Zoo

April 15, 2004

CATCH THE SPIRIT OF BCA IN ST. LOUIS!

The Living World at the St. Louis Zoo

April 15, 2004

Music provided by Leann Thompson

Missouri Baptist University

7:00-Baptist Communicators Association 40th Annual Awards Banquet

Welcome by Doug Rogers, BCA President

Blessing by Chip Turner, BCA Historian

Menu

Lemon Pepper Chicken Piccata

Spring Greens with Roasted Walnuts and Raspberry Vinaigrette Dressing

Green Bean Almondine

Rosemary Roasted Potatoes

Fresh Baked Rolls and Butter

Coffee and Tea

Cheesecake with Strawberries

Announcements

by Cathy Humphrey, Awards Chairman, and Joe Conway, Mission Project Chairman

8:00-Awards Presentation in the Theater

Video Welcome by Cathy Humphrey, Jenny Brannan, and Rod Hampton

Introduction of Wilmer C. Fields by Doug Rogers, BCA President

Remarks by Wilmer C. Fields

Awards Presentations/Video/Powerpoint

by Rod Hampton, Jenny Brannan, Diane Reasoner, Laurel Davis and Cathy Humphrey

Presentation of Grand Prize Awards

by Doug Rogers, Cathy Humphrey, and Wilmer C. Fields

Closing Announcements

by Doug Rogers and Paul Huse

Viewing of the winning entries will be at the Westin Hotel across from the breakfast room on Friday morning, April 16.

Grand Prize Winners

Arthur S. Davenport Award
for exceptional achievement
in public relations
Larry Thompson
Bellevue Baptist Church
Bellevue Centennial Celebration

Exceptional Achievement Award in
Interactive Communications
Communications and Marketing
Cooperative Baptist Fellowship
Global Missions CD

David Brown
Studio DB
CBF Global Missions CD

M.E. Dodd Award for exceptional
achievement in audio-visual
communications

Ty Wood
Florida Baptist Convention
"Raising The Standard"

Fon H. Scofield Award for
exceptional achievement in
publication photography
Matt Jones
International Mission Board
"Zagreb"

Frank Burkhalter Award for
exceptional achievement in
news writing
Greg Warner
Associated Baptist Press
"Jibla Baptist Hospital"

Leonard Holloway Award for
exceptional achievement in
feature writing
Russ Rankin
International Mission Board
"House of Life and Hope in Brazil"

Albert McClesian Award for
exceptional achievement in
print media and design
Publications & Creative Services
Office of Public Relations
Baylor University 2002-2003
Annual Report

Public Relations & Development Division

1. Total public relations or
development campaign
1st Place Award

Public Relations Division
Florida Baptist Convention
Maguire State Mission Offering

2nd Place Award

Woody Murray
LifeWay Christian Resources
Free Bulletin Inserts Offer

Honorable Mention

David Aman, Wendy Ashley,
Lisa McCracken
Annuity Board of the Southern
Baptist Convention
New Medical and Dental Plans
for 2004

2. Special Events

1st Place Award
Larry Thompson
Bellevue Baptist Church
Bellevue Centennial Celebration

2nd Place Award

Larry Thompson
Bellevue Baptist Church
40 Days of Purpose Campaign

Interactive Communications Division

3A. Web sites: Marketing, news,
external communications
1st Place Award

Office of University Relations
Union University
Union University Web site

2nd Place Award

Larry Thompson
Bellevue Baptist Church
Bellevue Baptist Web site

3B. Web sites: Intranet, internal
communications
No entries

4. CD-ROM/DVD

1st Place Award
CBF Communications and Marketing
Cooperative Baptist Fellowship
Global Missions CD

2nd Award

eMedia Department
International Mission Board
Interactive IME CD

5. Electronic magazines, newsletters,
other online publications
No awards

Audio-Visual Communications Division

6A. Video feature production: More
than 15 minutes
1st Place Award

R. Martin Coleman, Bernie Hargis
FamilyNet
The Changing Face of Worship

2nd Place Award

R. Martin Coleman, Bernie Hargis
FamilyNet
Sacred Space

6B. Video feature production: Less
than 15 minutes

1st Place Award
Jeff Root
Ouachita Baptist University
The Ouachita Singers in Shanghai

6C. Video feature production, non-
broadcast: More than 15 minutes
1st Place Award

Eric Turner, Craig Martin, eMedia
Department
International Mission Board
AIDS: Steal, Kill, Destroy, Salvation

2nd Place Award

Ty Wood
Florida Baptist Convention
2003 Florida State Missions Report

6D. Video feature production, non-
broadcast: Less than 15 minutes
1st Place Award

Eric Turner, Craig Martin,
eMedia Department
International Mission Board
By the Grace of God

2nd Place Award

Jim Edminson
Baptist Children's Homes of
North Carolina
Jennifer's Story

6E. Video magazine

1st Place Award
Ty Wood, Deanne Carter
Florida Baptist Convention
Cross Roads: Winter 2003

6F. Video PSA or Commercial

1st Place Award
JK Edwards, Andrew Murphy
South Carolina Baptist Convention
Connie Maxwell Children's Home

Miller Murphy
Connie Maxwell Children's Home
Connie Maxwell Children's Home

2nd Place Award

Eric Turner, eMedia Department
International Mission Board
The Station

6G. Promotional video

1st Place Award
Julie Cupples
Louisiana Baptist Children's Home
Keeping God's Children First

2nd Place Award

Corporate Communications
Department
LifeWay Christian Resources
The Way, the Truth and the Life

Honorable Mention

University of Mary Hardin-Baylor
A Moment in Time

6H. Training video

No entries

6I. Music Video

1st Place Award
Ty Wood
Florida Baptist Convention
Raising The Standard

2nd Place Award

JK Edwards
South Carolina Baptist Convention
Baptism Video

7A. Audio Magazine

No awards

7B. Audio News Report

No entries

7C. Audio PSA or Commercial

1st Place Award
Woody Murray
LifeWay Christian Resources
The Way/Slice of Life

Photography Division

8A. Newspaper/Newsletter: Single
1st Place Award

Erin Webster
The Alabama Baptist
"In Remembrance of Me"

2nd Place Award

Bill Bangham
The Commission
"At the Gravesite"

8B. Newspaper/Newsletter: Series
1st Place Award

R. K. Cowling
The Baptist Digest
"A Healthy Fair"

2nd Place Award

Craig Bird
Texas Baptists Magazine
"Texas Baptist: Borderland Baptists"

9A. Magazine: Single

No awards

9B. Magazine: Series

1st Place Award
Matt Jones
The Commission
"Malawi-Where burying the dead is
a full-time job"

10A. Other Media: Electronic

1st Place Award
Matt Jones
The Commission
"Zagreb"

2nd Place Award

Matt Jones
The Commission
"Istanbul-The City that Never Sleeps"

Honorable Mention

Morris Abernathy
Baptist Press
"World War II Patriot"

10B. Other Media: Print

No entries

News Writing Division

11A. Newspaper, Newsletter, Tabloid: Single article

1st Place Award

Jennifer Davis Rash
The Alabama Baptist
"To Die is Gain"

2nd Place Award

Greg Warner
Associated Baptist Press
"Jibla Hospital Changes Hands"

Honorable Mention

Joe Westbury
The Christian Index
"An Uneasy Easter"

11B. Newspaper, Newsletter, Tabloid: Series or package

1st Place Award

Greg Warner
Associated Baptist Press
"Jibla Baptist Hospital"

2nd Place Award

Steve DeVane, Tony Cartledge
Biblical Recorder
"Two Dunks and You're Out"

11C. Newspaper, Newsletter, Tabloid: Opinion/Editorial

1st Place Award

Tony Cartledge
Biblical Recorder
"It's All About Respect"

2nd Place Award

John Pierce
Baptists Today
"It is Right to Admit we Might
be Wrong"

Honorable Mention

Bill Webb
Word & Way
"Don't Hinder WMU Efforts"

11D. Newspaper, Newsletter, Tabloid: First Person Column

1st Place Award

Jim Edminson
Baptist Children's Homes of
North Carolina
"My Dad Casts a Long Shadow"

2nd Place Award

Tony Cartledge
Biblical Recorder
"Goodbye Bike"

Honorable Mention

Trennis Henderson
Western Recorder
"Hey, Christ Followers:
Click Responsibly"

11E. Newspaper, Newsletter, Tabloid: Interpretive reporting— Single

1st Place Award

Tony Cartledge
Biblical Recorder
"A Postmodern Primer"

11F. Newspaper, Newsletter, Tabloid: Interpretive reporting— Series or package

1st Place Award

Jennifer Bryant
Arkansas Baptist News
"40 Days of Purpose in Arkansas"

2nd Place Award

Stella Prather
Arkansas Baptist News
"The Internet: Blessing or Curse?"

12A. Magazine: Single article

1st Place Award

Polly House
Facts & Trends
"Heroes Find Encouragement
at Ridgecrest"

2nd Place Award

Bill Bangham
The Commission
"Saying Goodbye to a Hero"

12B. Magazine: Series or package

Honorable Mention

Don Martin
The Commission
"Holy Ground"

12C. Magazine: Opinion/Editorial

Honorable Mention

Tamera Heitz-Peek
SBULife
"Rome"

12D. Magazine: First Person Column

1st Place Award

Stephen Farrar
Solutions Adult Ministry Guide
"Holman Bible Saves Soldier's Life"

Honorable Mention

Bill Bangham
The Commission
"Calls that Come in the Night"

12E. Magazine: Interpretive report- ing—Single

No awards

12F. Magazine: Interpretive reporting—Series or package

1st Place Award

Craig Bird
Faithworks
"Church Other Than Usual"

2nd Place Award

Bill Bangham, Shawn Hendricks, Guy
Lyons, Russell Rankin
The Commission
"AIDS Crisis"

13A. Online: Single article

Honorable Mention

Sara Horn
Baptist Press
"First Baptism Recorded on U.S.S.
Harry S Truman"

13B. Online: Series or package

1st Place Award

Rob Marus
Associated Baptist Press
"Roy Moore/Ten Commandments
Coverage"

2nd Place Award

Sara Horn
Baptist Press
"A Patriot's Faith"

13C. Online: Opinion/Editorial

Honorable Mention

Jerry Higgins
Baptist Press
"From Hockey to Hope, Home and
Heaven"

13D. Online: First Person Column

No entries

13E. Online: Interpretive reporting— Single

1st Place Award

Bob Allen
Ethicsdaily.com
"Do IMB Cutbacks Signal Southern
Baptist Decline?"

2nd Place Award

Rob Marus, Greg Warner
Associated Baptist Press
"Moore: Defender of Faith or
Dangerous Demagogue?"

13F. Online: Interpretive reporting— Series or package

1st Place Award

Mark Kelly
The Commission
"Yemen: A Tribute of Remembrance"

Feature Writing Division

14A. Newspaper, Newsletter, Tabloid: Single Article

1st Place Award

Terri Lackey
LifeLines
"Intern's Relationship Dates Back
to Childhood"

2nd Place Award

Brenda Smith
Western Recorder
"'Stupid Article' Spurs Woman to
Volunteer Work"

Honorable Mention

Jennifer Bryant
Arkansas Baptist News
"God, Diet Coke and a Smile"

Honorable Mention

Brooke Hutson
The Trust Times
"Pearl Harbor Hero: Servant's Heart,
Soldier's Courage"

Honorable Mention

Anthony Wade
The Alabama Baptist
"What Happened at Easter?"

Honorable Mention

Erin Webster
The Alabama Baptist
"Watching the War"

Honorable Mention

Dana Williamson
The Baptist Messenger
"Cody's Influence Continues"

14B. Newspaper, Newsletter, Tabloid: Series or Package

1st Place Award

Dana Williamson
The Baptist Messenger
"Johnny Lee Clary: Once a Zealot
of Racism"

2nd Place Award

Trennis Henderson, Ken Walker,
David Winfrey
Western Recorder
"Responding to the Call"

Honorable Mention

Stella Prather
Arkansas Baptist News
"Drug Awareness, Ministry"

15A. Magazine: Single Article

1st Place Award

Russell Rankin
The Commission
"House of Life and Hope in Brazil"

2nd Place Award
Shawn Hendricks
The Commission
"Running Out of Time"

Honorable Mention
Greg Warner
Faithworks
"Taize"

16B. Magazine: Series or Package
Honorable Mention
Mike Creswell
The Commission
"Malawi . . . Where Burying the Dead
is a Full-time Job"

16A. Online Publications: Single
Article
1st Place Award
Stacey Hamby
Baptist Press
"Jennie's Journey"

2nd Place Award
Sara Horn
Baptist Press
"Iraqi Pastor Enjoys Freedom of
Sharing the Gospel"

16B. Online Publications: Series or
Package
1st Place Award
Sara Horn
Baptist Press
"Believing in Baghdad"

2nd Place Award
Brenda Smith
Western Recorder
"Missionaries Bid Farewell to 'Old
Kentucky Home'"

17A. Advertising or Promotional
Copywriting: Single
1st Place Award
Larry Thompson
Bellevue Baptist Church
Bellevue Foundation Flier

17B. Advertising or Promotional
Copywriting: Series
1st Place Award
Woody Murray
LifeWay Christian Resources
Image/Scripture

Honorable Mention
Larry Thompson
Bellevue Baptist Church
Care Group

17C. Scripts
1st Place Award
Doug Rogers
Alabama Baptist Convention State
Board of Missions
Countdown to the Wilmers

17D. Advertising or Promotional
Copywriting: Special Materials
No awards

Print Media and Design Division

18A. State Baptist newspaper, up to
two colors
No awards

18B. State Baptist newspaper, three
colors or more
1st Place Award
Charlie Warren, Stella Prather,
Jennifer Bryant
Arkansas Baptist News

2nd Place Award
Tony Cartledge, Steve DeVane,
Laura Rich
Biblical Recorder

Honorable Mention
The Alabama Baptist Staff
The Alabama Baptist

18C. Magazines, 6 or more issues
per year
No awards

18D. Magazines, 5 or fewer issues
per year
1st Place Award
Publications & Creative Services
Baylor University Office of
Public Relations
Synergy

2nd Place Award
Jesse Conte
Alabama Baptist State Board
of Missions
One Mission

18E. Newsletter, other newspaper or
tabloid, up to two colors
No awards

18F. Newsletter, other newspaper or
tabloid, three colors or more
1st Place Award
Public Relations Division
Florida Baptist Convention
Florida Missions Today

2nd Place Award
Baptists Today Staff
Baptists Today

18G. Brochures or booklets,
two-color
1st Place Award
Office of University Relations
Union University
"JUST"

2nd Place Award
Jesse Conte
Alabama Baptist State Board
of Missions
"Armed Forces"

18H. Brochures or booklets, three
colors or more
1st Place Award
Publications & Creative Services
Baylor University Office of
Public Relations
"Baylor Research"

2nd Place Award
Stephen Farrar, Jeff Hilliard,
Candye Cochran
LifeWay Christian Resources
"Commitments"

Honorable Mention
Sean Copley
Baptist Convention of
Maryland/Delaware
"The Potter's Gift"

Honorable Mention
Sean Copley
Baptist Convention of
Maryland/Delaware
"Acts2centre"

Honorable Mention
Larry Thompson
Bellevue Baptist Church
"Singing Christmas Tree Program"

Honorable Mention
Larry Thompson
Bellevue Baptist Church
"Love Offering Brochure"

Honorable Mention
Publishing Department
International Mission Board
"Eastern Africa: Listen . . . Can You
Hear It?"

Honorable Mention
Publishing Department
International Mission Board
"Kingdom Families: 21 days of devo-
tions"

18I. Annual Report
1st Place Award
Publications & Creative Services
Baylor University Office of
Public Relations
Baylor University 2002-2003 Annual
Report

2nd Place Award
Publications & Creative Services
Baylor University Office of
Public Relations
ITS/21st Century Libraries Annual
Report

18J. Book
1st Place Award
Larry Thompson
Bellevue Baptist Church
Bellevue Commemorative Centennial

2nd Place Award
Jeff Bowman, Terry Hambrick, Bo
Prosser, Terry Walton
CBF Missional Church Initiative
The Missional Journey: Being the
Presence of Christ

Honorable Mention
Diane Reasoner
Georgia Baptist Convention
Homemade Blessings Cookbook

18K. Media/Press kit
Honorable Mention
Office of University Relations
Union University
FOCUS Student Orientation

18A. Product, promotional or
academic catalog
No awards

18B. Poster or flyer
1st Place Award
Publications & Creative Services
Baylor University Office of
Public Relations
"Major Events & Traditions"

2nd Place Award
Publications & Creative Services
Baylor University Office of Public
Relations
"Stay Cool, Don't Drink"

Honorable Mention
Publications & Creative Services
Baylor University Office of
Public Relations
"Chafin Lecture"

Honorable Mention
Jesse Conte
Alabama Baptist State Board of
Missions
"Are You Still Here?"

18C. Specialty Items: Giveaway
Items
1st Place Award
Terry Walton
Cooperative Baptist Fellowship
Offering for Global Missions Bank

2nd Place Award
Vickie Grassman
Kentucky Baptist Children's Homes
Stress Snakes

18D. Specialty Items: Printed
1st Place Award
Michael Prather
PratherDesign
Partnership Missions Pocket Folder

2nd Place Award

Office of University Relations
Union University
GO Back Calendar

19E. Print ads, up to two colors

1st Place Award

Office of University Relations
Union University
Second Degree Nursing Program

2nd Place Award

Ben McDade, Lisa Jones,
Steve Mosley
Cooperative Baptist Fellowship
Fellowship Display Advertising

19F. Print ads, three colors or more

1st Place Award

Wendy Ashley, David Aman
Annuity Board
"Pick Something Healthy for
Your Family"

2nd Place Award

Brian Maxwell Smith
Shades Mountain Baptist Church
"Hope in the Midst of Change"

19G. Direct Mail: Single

Honorable Mention

Larry Thompson
Bellevue Baptist Church
40 Days of Purpose

19H. Direct Mail: Kit or Campaign

1st Place Award

Office of University Relations
Union University
Union Is

2nd Place Award

Publishing Department
International Mission Board
2003 International Missions
Emphasis

20A. Logo Design

1st Place Award

Brian Maxwell Smith
Shades Mountain Baptist Church
One Love Tour

2nd Place Award

Jesse Conte
Alabama Baptist State Board
of Missions
Children of the World

20B. Letterhead/stationery/envelope/business card

No entries

20C. Special Exhibit/Diptych

1st Place Award

Jesse Conte
Alabama Baptist State Board
of Missions
Collegiate Evangelism
Conference '04

2nd Place Award

University of Mary Hardin-Baylor
UMHB Four Panel

20D. Illustrations, cartoons,
informational graphics

Honorable Mention

Todd Hampson
Baptist Convention of
Maryland/Delaware
Eek! the Church Mouse

GRAND PRIZE AWARDS

As part of the awards competition, the association presents the following awards to those members whose exemplary work merits special recognition:

Frank Burkhalter Award

Given for significant achievement in religious newswriting. Burkhalter became publicity director for the Southern Baptist 75 Million Campaign in 1919. When the Cooperative Program was launched in 1925, he became its first publicity director. From 1929 until he retired in 1945, he was professor of journalism at Baylor University.

Arthur S. Davenport Award

Given for exceptional achievement in public relations and development. The award is named after the first full-time public relations director for the Baptist General Convention of Oklahoma. Davenport was one of the 24 founding members of the Baptist Public Relations Association (now BCA), and served as the association's third president in 1956-1957. Later, he operated a successful public relations agency in Oklahoma City for 20 years as well as being a member of the Oklahoma Bar Association and the Public Relations Society of America.

Leonard Holloway Award

Given for exceptional achievement in feature writing. Holloway, a BPRA charter member, served as the public relations director for the Baptist General Convention of Texas in the early 1950s. Later, Holloway taught at Wayland Baptist University. He also served as president of the University of Mary Hardin-Baylor and the University of Corpus Christi.

M.E. Dodd Memorial Award

Given for significant achievement in radio, television, film, and video. It honors the memory of Dr. M.E. Dodd who was pastor of First Baptist Church, Shreveport, Louisiana, for more than 40 years. He was a Southern Baptist Convention president, a pioneer in radio ministry and was the first speaker on The Baptist Hour.

Albert McClellan Award

Given for significant achievement in print media and design. This award is named for a charter BPRA member and former association president. McClellan served for 32 years in several capacities during a long career with the SBC Executive Committee, including Public Relations Secretary.

Fon H. Scofield Award

Given for significant achievement in photography. The award is named after the late Fon Scofield Jr., a pioneer Southern Baptist photojournalist. After beginning his career as a photographer with the Baptist State Convention of North Carolina, he spent 29 years on the staff of the Southern Baptist Foreign Mission Board.

In 1999 web sites were first entered in the electronic media division (Dodd Award). In 2002 the competition was expanded to include a division which recognizes significant achievement in interactive communications.

SPECIAL THANKS TO OUR JUDGES

Public Relations and Development Division:

Doris C. Nelms, Owner of The Landor Group, Lilburn, Georgia
DeWitt Cox, Vice President of Development (Retired),
Georgia Baptist Foundation
Kathy Wood, Public Relations Associate, Georgia Baptist
Children's Homes and Family Ministries, Inc.

Interactive Communications Division:

Kacy Pollak, Owner of Spastic Lizard Web Design,
Sharpsburg, Georgia
Scott Pollak, Owner of Spastic Lizard Web Design,
Sharpsburg, Georgia

Audio-Visual Communications Division:

David Pence, Audio-Visual Specialist, The 12 Mile Company,
Atlanta, Georgia
Darien Southerland, Marketing-Consulting,
Salem Media of Georgia, Inc.
Amy Cornett, Producer, The 12 Mile Company, Atlanta, Georgia

Photography Division:

Dick Brannan, Great American Photography Weekend Regional
Director, Lilburn, Georgia
Wendell Tudor, Commercial Photographer,
Stone Mountain, Georgia
Jim Arnett, Nikon School Lead Instructor, Duluth, Georgia
Cor Vanderbeek, Hassleblad Representative, Hoschton, Georgia

Feature Writing Division:

Joyce Stavick, Chairman of English Department,
Truett-McConnell College, Cleveland, Georgia
Janis Justus, English Department Instructor, Truett-McConnell
College, Cleveland, Georgia
David Brandt, Copy Editor, *The Times*, Gainesville, Georgia
Ryan Smith, Reporter, *The Times*, Gainesville, Georgia
Dyana Bagby, Reporter, *Gwinnett Daily Post*,
Lawrenceville, Georgia

News Writing Division:

Kevin Austin, Religion Editor, *The Atlanta Journal and Constitution*
Dan Baker, News Editor, *LaGrange Daily News*
Judy Green, County Editor, *Gwinnett Daily Post*,
Lawrenceville, Georgia
Sam Jones, Publisher, *The Times-Herald*, Newnan, Georgia
Andria Simmons, Reporter, *Gwinnett Daily Post*,
Lawrenceville, Georgia
Jamie Sarrio, Reporter, *Gwinnett Daily Post*,
Lawrenceville, Georgia

Design Division:

Sandra Robertson, Freelance Graphics Artist, Marietta, Georgia
Missy Newby, Creative Director, Grace by Design,
Alpharetta, Georgia
Tracy Washington, Vice President, T & T Advertising,
Cumming, Georgia
Nancy Keener, President, Signal Graphics, Duluth, Georgia
John Fortuna, Art Director, Bennett Graphics, Tucker, Georgia

SPECIAL THANKS

Awards Committee Members:

Cathy Humphrey, Chairman
Kristen B. Owens
Jenny Brannan
Rod Hampton
Laurel Davis
Stephanie Delgado

Friends and Volunteers:

Duluth First Baptist Church, Georgia
John Johnson
Sarah Dugger
Van Worsham
Buck Irvin
Keith Beene
Ellen Beene
Chip Turner
Diane Reasoner and Communications Department,
Georgia Baptist Convention
Georgia Baptist Developmental Disabilities Ministries, Inc.
Lloyd Humphrey
Ray Johnson
Digital Ink, Richmond, Virginia
Sandra Robertson
Corporate Expressions, Duluth, Georgia
Jennifer Newcomb