

2013 Wilmer C. Fields Awards Competition

Wilmer C. Fields was chief public relations officer for the SBC Executive Committee from 1959-87 and nurtured the growth of the Baptist Public Relations Association, now called Baptist Communicators Association. He lifted the office to national prominence and was a ready spokesman to national media who began to notice the surging Southern Baptist Convention and needed an interpreter. He mentored young communicators and raised their perception of the possibilities for increasing visibility and understanding for their agencies. He encouraged, enabled and led by example, committed to Southern Baptists, to their churches and to the agencies by which they spread the Gospel globally. To honor his foundational role, Baptist communicators named their annual awards competition for W.C. Fields. He is a lifetime member of BCA. The Wilmer C. Fields Awards have been presented since 1964.

Public Relations & Development Division

1) Total Public Relations or Development Campaign

1st Place: Don Hepburn, Barbara Denman
Florida Baptist Convention
Maguire State Mission Offering

2nd Place: Stella Prather
Arkansas Baptist Children's Homes and Family Ministries
2012 ABCHomes' Thanksgiving Offering – "Your gift: Impacting Lives"

3rd Place: Shannon Baker, Jeremy Ephraim
Baptist Convention of Maryland/Delaware
We Can't Stop

2) Special Events

1st Place: Marketing and Public Relations Department
University of Mobile
Christmas Spectacular 2012

2nd Place: Marketing and Public Relations Department
University of Mobile
2012 Project Serve

The Arthur S. Davenport Award is 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 1956-57. Later, he operated a successful public relations agency in Oklahoma City for 20 years. He was a member of the Oklahoma Bar Association and the Public Relations Society of America.

Barbara Denman, Don Hepburn
Florida Baptist Convention
Maguire State Mission Offering

Interactive Communications Division

3a) Website – 25 pages or more

1st Place: Marketing and Communications
Baylor University
About Baylor website

2nd Place: Brian Harris
Alabama Baptist State Board of Missions
Alabama Baptist State Board of Missions website

3rd Place: Office of University Communications
Union University
Unionite website

3b) Website – 24 pages or less

1st Place: AsiaStories Web Team
International Mission Board
AsiaStories

2nd Place: AsiaStories Web Team
International Mission Board
Flat Lottie Visits Asia

3rd Place: Grant Bivens
Baptist General Convention of Oklahoma
Rewired website

4) Web-based Other Media

1st Place: Innovative Faith Resources
SBC of Virginia
Thomas Road Baptist Church app development

2nd Place: Natasha Fullard
Freelance Graphic Designer
2012 Lottie Moon Christmas Offering interactive guides

3rd Place: Mike Creswell, Carly Conley
Baptist State Convention of North Carolina
52 Sundays

5) Social Media Application

1st Place: Office of Marketing and Communication
Samford University
SamfordYOU

2nd Place: Blake Ragsdale, Tabitha Ward
Baptist Children's Homes of North Carolina
Baptist Children's Homes Facebook page

3rd Place: Brian Harris
Alabama Baptist State Board of Missions
Alabama Baptist State Board of Missions Facebook page

6) Disc-based Media

1st Place: IMB CaPS Media Production – Children's Forward Communication Team
International Mission Board
Kids On Mission – Volume 2, Edition 4 – Start at Home

The Diane Reasoner Award is given for exceptional achievement in interactive communications. Reasoner worked for the Georgia Baptist Convention for 20 years. She oversaw the work of the Georgia Religion News weekly radio program, electronic media, convention Web site, public relations and print materials. She served as editor of VantagePoint magazine, and she developed Georgia Baptists' first Internet radio ministry. A BCA member since 1988, she served as president in 2001-02, professional development coordinator in 1999-2000 and as membership chair in 1994-95. She died at age 57 in 2007 in an automobile accident.

AsiaStories Web Team
International Mission Board
AsiaStories

Audio-Visual Communications Division

7b) Video Editorial Feature – less than 15 minutes

1st Place: Chris Sinclair
Chris Sinclair Visuals
Judson: A tale of two men changing lives

2nd Place: Don Graham, IMB media team
International Mission Board
Kingdom of Darkness

3rd Place: Brent Burden
Southern Baptists of Texas Convention
Disaster Relief Ruidoso

7d) Video Editorial News – less than 15 minutes

3rd Place: Brad Radice, David Rice
Samford University
Samford University Move-In Day

8b) Video Promotion – less than 15 minutes

1st Place: K Brown
Baptist State Convention of North Carolina
Bridge of Hope

2nd Place: IMB CaPS Media Production
International Mission Board
The joy of giving

3rd Place: Innovative Faith Resources
SBC of Virginia
Alaska Missions promo

8c) Video Promotion – Music

1st Place: IMB CaPS Media Production
International Mission Board
BE (My heart, My hands, My voice) – music video by Selah

2nd Place: Office of Communications
Ouachita Baptist University

OBU Lipdub: Tunes Unleashed

The M.E. Dodd Memorial Award is given for significant achievement in radio, television, film and video. It honors the memory of Dr. M.E. Dodd who served as pastor of First Baptist Church, Shreveport, La., 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.”

Chris Sinclair
Chris Sinclair Visuals
Judson: A tale of two men changing lives

Photography Division

11a) Feature or News (Domestic) – Single

1st Place: Russell Rankin
LifeWay Christian Resources
Prayer

2nd Place: Joni B. Hannigan
Florida Baptist Witness
Crossover Orlando Touches Lives with Gospel

3rd Place: Bill Bangham
International Mission Board
First African-American SBC president

12a) Feature or News (International) – Single

1st Place: Kelvin Joseph
International Mission Board
Driving at sunset in the Philippines

2nd Place: Nicole Clark
International Mission Board
Loving Through Persecution

3rd Place: Martha Richards
International Mission Board
The Harvest

12b) Feature or News (International) – Series

1st Place: Hugh Johnson
International Mission Board
Mongolia, a Shifting Society

2nd Place: K Brown
Baptist State Convention of North Carolina
Bridge of Hope

3rd Place: K Brown
Baptist State Convention of North Carolina
Slate and Chalk

14a) Promotional or Advertisement (Domestic or International) – Single

1st Place: William B. Pope
Oklahoma Baptist University
Oval Illuminated

14b) Promotional or Advertisement (Domestic or International) – Series

1st Place: Steve Evans
International Mission Board
The Savior

2nd Place: K Brown
Baptist State Convention of North Carolina
Radically Transformed

The Fon H. Scofield Award is 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 served on the staff of the Southern Baptist Foreign Mission Board for 29 years.

Hugh Johnson
International Mission Board
Mongolia, a Shifting Society

News Writing Division

15a) News Writing (less than 1,000 words) – Single

1st Place: Sara Shelton

2013 BCA Awards Competition Winners

North American Mission Board
Risqué billboard removed after NYC pastor sends out Tweets

2nd Place: Allen Palmeri
The Pathway
Flag Spring Baptist burning can't douse gospel fire

3rd Place: Grace Thornton
The Alabama Baptist
Training up enemies

15b) News Writing (less than 1,000 words) – Series or Package

1st Place: Diana Chandler, Erin Roach, Art Toalston
Baptist Press
Hurricane Sandy coverage

2nd Place: Vicki Brown
Word & Way
Faith & Politics

16a) News Writing (more than 1,000 words) – Single

1st Place: Joni B. Hannigan
Florida Baptist Witness
Sweetening the invitation to community

2nd Place: Michael Foust, Art Toalston
Baptist Press
Chick-fil-A, in nat'l media storm, swims against cultural tide

3rd Place: Brian Koonce
The Pathway
Deaf camp touches many lives

16b) News Writing (more than 1,000 words) – Series or Package

1st Place: Susie Rain
International Mission Board
Japan's One-Year Anniversary

2nd Place: Shannon Baker
Baptist Convention of Maryland/Delaware
Turn-Around Churches

3rd Place: Diana Chandler, Erin Roach, Art Toalston

Baptist Press
Hurricane Sandy coverage

17) Opinion/Editorial/First-Person Column

1st Place: Will Stuart
International Mission Board
The Good Mother

2nd Place: Don Hinkle
The Pathway
The burning question: Why do I wear bow ties?

3rd Place: Bob Terry
The Alabama Baptist
Different Standards for Christian Messages?

The Frank Burkhalter Award is given for significant achievement in religious news writing. 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.

Susie Rain
International Mission Board
Japan's One-Year Anniversary

Feature and Specialty Writing Division

18a) Feature Writing (less than 1,000 words) – Single

1st Place: Tobin Perry
North American Mission Board
A forgiveness that lasts

2nd Place: Julie Payne
The Alabama Baptist
Every day is a gift

3rd Place: Caroline Anderson
International Mission Board
Nepalese believer accepts call to serve

18b) Feature Writing (less than 1,000 words) – Series or Package

2013 BCA Awards Competition Winners

1st Place: Dana Williamson
Baptist General Convention of Oklahoma
10 in 10

2nd Place: Jessica Vanderpool
Arkansas Baptist News
Mission Haiti Series

19a) Feature Writing (more than 1,000 words) – Single

1st Place: Caroline Anderson
International Mission Board
I Met a Murderer

2nd Place: Susie Rain
International Mission Board
Pastor plants church with terrorist

3rd Place: Tim Ellsworth
Union University
A blessing in tragedy

19b) Feature Writing (more than 1,000 words) – Series or Package

1st Place: Erich Bridges
International Mission Board
Arab Revolutions

2nd Place: Don Graham
International Mission Board
Kingdom of Darkness

3rd Place: Ava Thomas
International Mission Board
Women in the Muslim World

20) Promotional and Advertising Copy

1st Place: Kathy Dean
University of Mobile
Viewbook 2012

2nd Place: Stella Prather
Arkansas Baptist Children's Homes and Family Ministries
Impacting Lives

The Leonard Holloway Award is given for exceptional achievement in feature writing. Holloway, a BPRC 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.

Erich Bridges
International Mission Board
Arab Revolutions

Design Division

23a) General Design – Logo

1st Place: Marketing and Communications
Baylor University
Baylor Stadium logo

2nd Place: Office of Communications
Ouachita Baptist University
Dr. Jack's Coffeeshouse logo

3rd Place: Stephanie Sides, Monica Washington
Samford University
Samford Legacy League 5k logo

23b) General Design – Integrated Branding

1st Place: Office of University Communications
Union University
Focus 2012

2nd Place: IMB Visual Design Department
International Mission Board
BE His Heart, His Hands, His Voice Lottie Moon Christmas Offering campaign

3rd Place: Jay Adcock, Lesa Moore
University of Mobile
Charitable Estate Planning

23c) General Design – Special Display

1st Place: IMB Event and Design Team
International Mission Board
2012 Lottie Moon Christmas Offering SBC display – Prayer-Tent Interactive Experience

2nd Place: Kelly Hopkins
Georgia Baptist Convention
5 Smooth Stones: Vision for 2020

24a) Print Collateral – Brochure

1st Place: Kelly Hopkins, Elizabeth Locke
Georgia Baptist Convention
MOVE Conference

2nd Place: Monica Washington, Janica York Carter, Laine Williams
Samford University
Samford Annual Giving Meet Isaiah brochure

3rd Place: Office of Marketing and Communication
Samford University
Samford University School of the Arts calendar

24b) Print Collateral – Booklet

1st Place: Scott Camp, Janica York Carter
Samford University
Life Together: Walking with Bonhoeffer

2nd Place: Marketing and Communications
Baylor University
Pro Futuris – A Strategic Vision

3rd Place: Scott Camp, Janica York Carter
Samford University
Love in the Ruins

25a) Publications – State Baptist Newspaper

1st Place: Ricardo Herrera
Baptist General Convention of Oklahoma
The Baptist Messenger

2nd Place: BR Design Team
Biblical Recorder
Biblical Recorder

25b) Publications – Newsletter, Other Newspaper or Tabloid

1st Place: Jay Adcock, Lesa Moore
University of Mobile
Charitable Giving newsletter

25c) Publications – Magazine

1st Place: Jay Adcock, Lesa Moore, Kathy Dean
University of Mobile
University of Mobile magazine

2nd Place: Tobin Perry
North American Mission Board
Crusader magazine

3rd Place: CommissionStories Team
International Mission Board
CommissionStories magazine

26a) Promotion – Poster or Flyer

1st Place: Office of University Communications
Union University
Doubt: A Parable

2nd Place: Kelly Hopkins, Elizabeth Locke
Georgia Baptist Convention
IMPACT Summer Camp

3rd Place: Barbara Denman
Florida Baptist Convention
Touching Hearts Changing Lives

26b) Promotion – Media/Press Kit

1st Place: Natasha Fullard
Freelance Graphic Designer
2012 Lottie Moon Christmas Offering resource kit

26c) Promotion – Direct Mail

2nd Place: Jeremy Ephraim
Baptist Convention of Maryland/Delaware
Instrumental Festival

3rd Place: Barbara Denman
Florida Baptist Convention
God's Compassionate People

27a) Advertising – Print Ad

2nd Place: Ricardo Herrera
Baptist General Convention of Oklahoma
Necktie Subscription ad

3rd Place: Office of University Communications
Union University
Christian Intellectual Tradition ads

27b) Advertising – Special Item

1st Place: Kelly Hopkins
Georgia Baptist Convention
5 Smooth Stones: Ring of Resources

27c) Advertising – Billboard/Banner

3rd Place: Baylor University Marketing Communications
Baylor University
Sic'em Waco campaign

28) Illustration (Editorial or Promotion)

1st Place: The Pathway
Tebow

The Albert McClellan Award is given for significant achievement in print media and design. This award is named for a charter BPRM 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.

IMB Event and Design Team
International Mission Board
2012 Lottie Moon Christmas Offering SBC Display – Prayer Tent Interactive Experience

Our very special thanks to the 2013 BCA judges~

Feature Writing Division:

Jason Roop
Editor in Chief
Style Weekly Richmond

Paige Peak
Chief Communications Officer
Virginia Baptist General Association of Virginia

Jo Lord
Advertising Copywriter
iwritewords, inc.

News Writing Division:

Randy Fitzgerald
Retired Writer
Richmond Times-Dispatch

Andrew Thompson
Columnist
The Richmond Times-Dispatch

Mary Turner
Freelance Writer

Audio Visual Communications Division:

Patrick Gregory
Cinematographer/Filmmaker
Patrick Gregory Films

Brad Knull
Director/DP/Editor/Filmmaker

Dale Robinson
President
Create Studios

Photography Division:

Casey Templeton
Commercial Photographer

Kenneth Touchton
Freelance Photographer

Public Relations and Development Division:

Beth Saunders
Lewis Media Partners

Emily Layman
Big River Advertising

Design Division:

Barry Martin
President & Creative Director
The Idea Center

Holly Delano
Delano Design

Maurice McNeil
Visual Production
The Idea Center

Interactive Communications Division:

Lia Martin
Vice President
The Idea Center

Peyton Gregory
Art Director & Web Designer
The Idea Center

Travis Gunn
Web Designer
The Idea Center