

BAPTIST COMMUNICATORS ASSOCIATION

Wilmer C. Fields

AWARDS COMPETITION

FALLS CREEK BAPTIST CONFERENCE CENTER
DAVIS, OKLAHOMA
APRIL 13-16, 2016



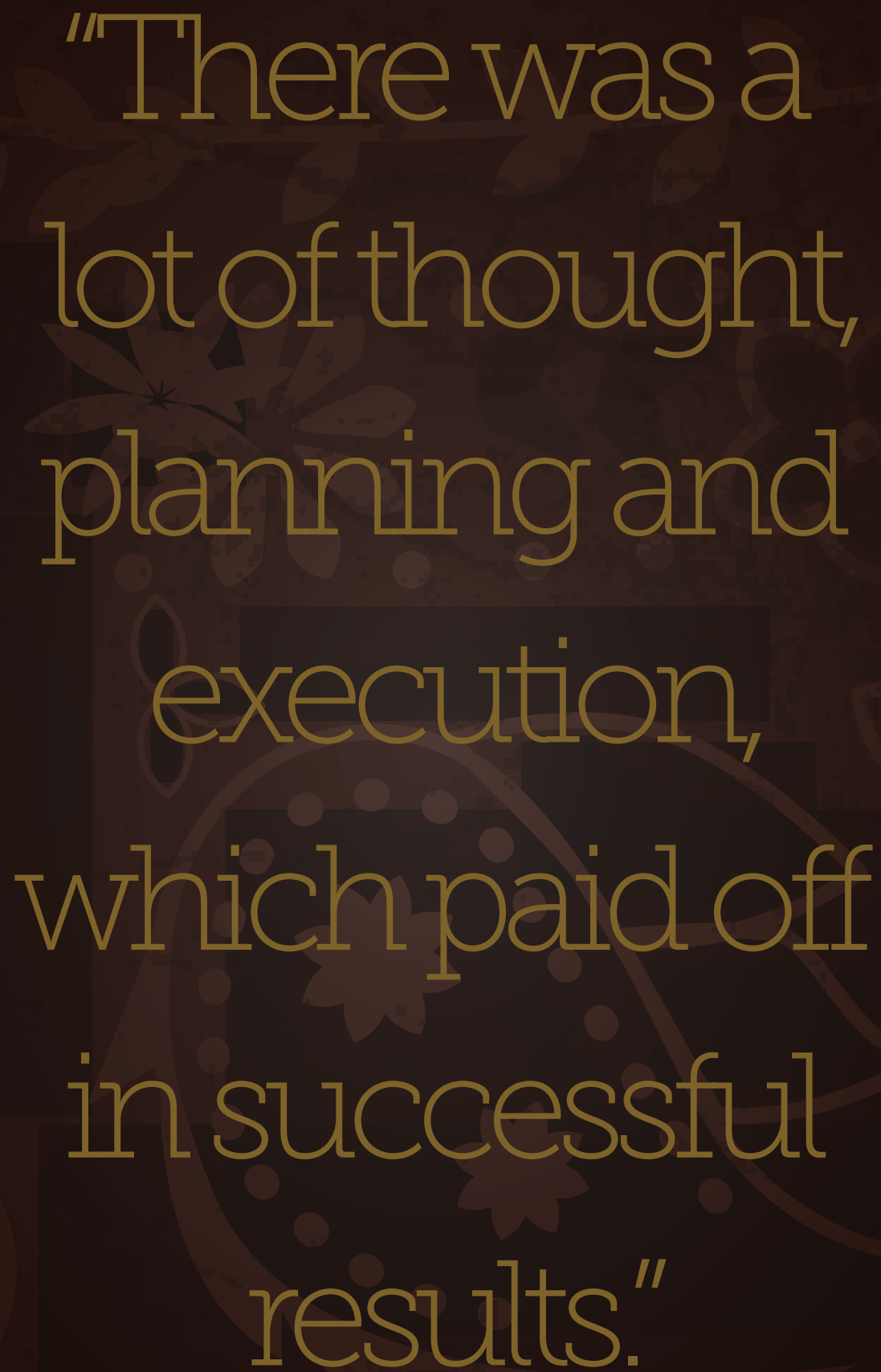


BCA Wilmer C. Fields Awards Competition

PRESENTED DURING
THE BCA WORKSHOP
FALLS CREEK BAPTIST CONFERENCE CENTER
OKLAHOMA
APRIL 13-16.

The BCA awards competition is named in honor of
Wilmer C. Fields BCA lifetime member and
retired vice president of public relations for the
Southern Baptist Convention Executive Committee.





"There was a
lot of thought,
planning and
execution,
which paid off
in successful
results."

PUBLIC RELATIONS AND DEVELOPMENT



The Arthur S. Davenport Award

Build Your Kingdom Here!

Illinois Baptist State Association

Illinois Baptist Communications

I. Public Relations and Development Division

1. Total Public Relations or Development Campaign

A. Less than \$25,000 budget

SECOND **2015 Mission Illinois Offering**, Illinois Baptist State Association, Illinois Baptist Communications

THIRD **Memories made here**, Arkansas Baptist Children's Homes and Family Ministries, Stella Prather

B. More than \$25,000 budget No entries

2. Public Relations for Special Events

A. Less than \$25,000 budget

FIRST **Project Serve 2016**, University of Mobile, Marketing & Public Relations

FIRST **Build Your Kingdom Here!**, Illinois Baptist State Association, Illinois Baptist Communications

B. More than \$25,000 budget No entries

3. Communications and/or Marketing Strategy

A. Less than \$25,000 budget

SECOND **Christ Is Needed Here**, Illinois Baptist State Association, Illinois Baptist Communications

THIRD **Unionites Unite campaign**, Union University, Office of University Communications

B. More than \$25,000 budget

SECOND **Put Faith in the Journey**, California Baptist University, Marketing and Communication

4. Public Relations and Development Student Entries

No entries



INTERACTIVE COMMUNICATIONS



Diane Reasoner Award

Personality Quizzes

International Mission Board

IMB Asia Media

II. Interactive Communications Division

5. Website, organization or company site

A. Custom-built

- FIRST** **Union University Website**, Union University, Office of University Communications
- SECOND** **Baylor University Alumni Network Website**, Baylor University, Marketing and Communications
- THIRD** **Mississippi College Website**, Mississippi College, Justin Garcia and Jared Walters

B. Adapted template

- THIRD** **Student Ministry Network Website**, Georgia Baptist Convention, Barry Dollar

6. Website, event or promotion site

A. Custom-built

- SECOND** **Mississippi College Timeline**, Mississippi College, Jared Walters
- THIRD** **Baylor University Network Events Website**, Baylor University, Marketing and Communications

B. Adapted template

- SECOND** **Youth Ministry Conclave Website**, Georgia Baptist Convention, Barry Dollar
- THIRD** **YECAL.org**, ALSBOM, Brian Harris, Bethany Rogers



INTERACTIVE COMMUNICATIONS

7. Social Media

A. Single Post

- THIRD** **9Marks at Southeastern Instagram Triptych**, Southeastern Baptist Theological Seminary, Maria Estes, Ryan Thomas, and Sam Morris

B. Campaign or event

- FIRST** **Mississippi College Social Media Campaign**, Mississippi College, Office of Public Relations
- SECOND** **Bulldog Logo/Gym Floor Reveal**, Union University, Office of University Communications
- SECOND** **#LoveBaltimore**, Mid-Atlantic Baptist Network, Shannon Baker, Sean Copley, Sharon Mager
- THIRD** **The Torch**, University of Mobile, University of Mobile Marketing & Public Relations
- THIRD** **California Baptist University Acceptance Package**, California Baptist University, Marketing and Communication

8. Mobile App

No entries

9. Internet-based Other Media

- FIRST** **Personality Quizzes**, International Mission Board, IMB Asia Media
- SECOND** **GuideStone Funds Interactive Multimedia Presentation**, GuideStone Financial Resources, Rebekah Hardage, Matt McDaniel and Garland Sepulveda
- THIRD** **Syria Timeline**, Global Communications Team, IMB, Wayne Littlefield

10. Interactive Communications Student Entries

- SECOND** **Baylorlariat.com**, Baylor Lariat, Baylorlariat.com



“...the pieces had a pretty broad spectrum in terms of creativity and design.”

AUDIO-VISUAL COMMUNICATIONS



M.E. Dodd Memorial Award

Global Women: Haiti

Lantern Vision

Nathan Troost



III. Audio-Visual Communications Division

11. Video (including podcast)

A. Editorial feature, less than 3 minutes

THIRD Sandefjord – The Whaling Capital, Global Communications Team, IMB, Martha Richards

B. Editorial feature, more than 3 minutes

FIRST School's Out, IMB, Joseph Rose and Jedediah Smith

FIRST Nepal Earthquake: A Call to Action, Innovative Faith Resources

SECOND Russia's Next Generation of Missionaries, Global Communications Team, IMB, Walter Donaldson

THIRD Pockets of Darkness: South Tuscaloosa Multi-housing, Tuscaloosa County Baptist Association, Bethany Rogers

C. Promotion, less than 3 minutes

FIRST Dreams (Kids Version), IMB, Joseph Rose, Jedediah Smith and Brian Andrews

SECOND Men Rewired Promotion, The Baptist Messenger/Baptist General Convention of Oklahoma, Walter Johnson

THIRD Baylor's Eternal Flame, Baylor University, Baylor Marketing and Communications

THIRD Take a minute at Baylor, Baylor University, Baylor Marketing and Communications

AUDIO-VISUAL COMMUNICATIONS

D. Promotion, more than 3 minutes

- FIRST** **Global Women: Haiti**, Lantern Vision, Nathan Troost
- FIRST** **Samford University College of Health Sciences: Chandler Mountain**, Lantern Vision, Nathan Troost
- SECOND** **The Emmanuel House: Bring Color to a Girl's Life**, Lantern Vision, Nathan Troost
- SECOND** **Belief In Influence**, University of Mobile, Trey Taulbee
- SECOND** **Loving our Muslim Neighbors**, Mid-Atlantic Baptist Network, Shannon Baker
- THIRD** **United in Spirit. Grounded in Truth.**, Union University, Office of University Communications



E. Other

- SECOND** **Set Her Free**, Global Communications Team, IMB, Martha Richards
- THIRD** **#ShaunaStrong**, Samford University, Office of Marketing and Communication



12. Audio

A. Editorial feature

- THIRD** **A Christmas Melody**, Samford University, Office of Marketing and Communications and Beeson Divinity School, Samford University

B. Promotion

No entries

C. Other

- SECOND** **Falls Creek Live 2015**, The Baptist Messenger/Baptist General Convention of Oklahoma, Cory Sams

13. Audio-Visual Communications Student Entries

- THIRD** **Giving back to veterans**, The Baylor Lariat, Jessica Babb
- THIRD** **Russell out. Stidham in.**, The Baylor Lariat, Joshua Davis, Jeffrey Swindoll, Dane Chronister

"There were a lot of brave approaches to these complex messages."



Fon H. Scofield Award

Hidden Lives of the Caucasus

International Mission Board

Johnny Alexander



IV. Photography Division

14. Feature

A. Domestic

i. Single

FIRST **Sweet Hour of Prayer**, IMB, Marc Ira Hooks

SECOND **Hammock Hobnobbing**, Oklahoma Baptist University, William B. Pope

THIRD **Green Village**, Tuscaloosa County Baptist Association, Bethany Rogers

ii. Series

No entries

B. International

i. Single

FIRST **Hope on the Battlefield**, IMB, Marc Ira Hooks

THIRD **Sweet Anticipation**, Global Communications Team, IMB, Martha Richards

ii. Series

FIRST **Hidden Lives of the Caucasus**, International Mission Board, Johnny Alexander

SECOND **A Remedy of Hope**, Global Communications Team, IMB, Martha Richards

THIRD **Life to a New Generation**, Global Communications Team, IMB, Evelyn Adamson

15. News

A. Domestic

i. Single

No winner

ii. Series

FIRST **Send North America Conference**, North American Mission Board, Shawn Elledge and Joe Conway

SECOND **Midnight Madness**, California Baptist University, Conner Schuh

B. International

i. Single

FIRST **Angel's Hands**, IMB, Jedediah Smith

ii. Series

FIRST **Journey Along the Refugee Highway**, IMB, Jedediah Smith

SECOND **The Journey Ends. The Journey Begins.**, International Mission Board, Philip King

THIRD **Paradise Lost: Trapped. Exploited. Hopeful.**, Global Communications Team, IMB, Steve Evans



16. Portrait

FIRST **Lewis Carter**, Huntingdon, Tennessee, Jim Veneman

SECOND **Wheels Up: Inaugural Aviation Cohort Prepares for Future**, California Baptist University, Lauren Koski

THIRD **Mauritanians: Lost Treasures in the Sand**, IMB, Jedediah Smith

17. Promotional or Advertisement

A. Single

FIRST **GuideStone Building Exterior**, GuideStone Financial Resources, Kendall Kirk

SECOND **Fire on the Water**, Oklahoma Baptist University, William B. Pope

THIRD **The Harp**, Oklahoma Baptist University, William B. Pope

B. Series

FIRST **Welcome Week**, Oklahoma Baptist University, William B. Pope

18. Photography Student Entries

FIRST **Bruce Greene Portrait**, The Baylor Lariat, Travis Taylor

SECOND **Rocking Raley**, Oklahoma Baptist University, Austin Canfield

THIRD **The Sun Never Sets on Bison Hill**, Oklahoma Baptist University, Austin Canfield





Frank Burkhalter Award

Syrian and Other Refugees are Our Business

Word&Way
Bill Webb

FOR MOST SCHOOL-AGE CHILDREN, WEEKENDS ARE A HIGHLY ANTICIPATED TIME OF FUN AND FREEDOM. BUT FOR OTHERS, THERE'S ANOTHER EXPECTATION – HUNGER. THESE KIDS LIVE IN A SURVIVAL CYCLE, TAKING MULTIPLE TRIPS THROUGH THE CAFETERIA LINE AT SCHOOL – STOCKING UP AT LUNCH ON FRIDAY AND CATCHING UP AT BREAKFAST ON MONDAY – TO COMPENSATE FOR THE FOOD THAT IS IN SHORT SUPPLY (OR EVEN UNAVAILABLE) ON THE DAYS IN BETWEEN.

"IF YOU GIVE A MAN A FISH," SAYS THE WELL-WORN PROVERB, "YOU FEED HIM FOR A DAY. IF YOU TEACH A MAN TO FISH, YOU FEED HIM FOR A LIFETIME."

BUT WHAT HAPPENS WHEN YOU TRAIN A KENYAN VILLAGE TO MANAGE A FISH HATCHERY? THE ANSWER TO THAT QUESTION IS WHAT A GROUP OF SOUTHERN BAPTISTS HOPE TO DISCOVER.

V. News Writing Division

19. Single Article

A. Less than 1,000 words

- FIRST** **Hope in a backpack for hungry kids,** North American Mission Board, K. Faith Morgan
- SECOND** **Why is Baltimore so broken?,** Mid-Atlantic Baptist Network, Shannon Baker
- THIRD** **Kurd in a collar,** Global Communications Team, IMB, Nicole Lee

B. More than 1,000 words

- FIRST** **Hatching a plan,** Biblical Recorder, Seth Brown
- SECOND** **Syrian refugees: balancing compassion & security,** Baptist Press, David Roach
- SECOND** **Sage advice,** Illinois Baptist State Association, Eric Reed
- THIRD** **Healing for fractured relations after Ferguson,** Illinois Baptist State Association, Meredith Flynn

"...crisp and focused and readers know right away what the story is about."

20. Series or Package

- FIRST** **Nepal Earthquake 2015**, International Mission Board, Susie Rain
- SECOND** **Katrina: 10 Years Later**, Biblical Recorder, K. Allan Blume, Dianna L. Cagle and Seth Brown
- THIRD** **State Budget Reform**, The Alabama Baptist, Carrie Brown McWhorter and Neisha Roberts

21. Opinion/Editorial

- FIRST** **Syrian and other refugees are our business**, Word&Way, Bill Webb
- SECOND** **Fight against domestic violence needs awareness**, California Baptist University, Makenna Sones
- THIRD** **Sad news: Pastors are sinners too**, Illinois Baptist State Association, Eric Reed

22. News Writing Student Entries

- FIRST** **Open carry with no license**, The Baylor Lariat, Trey Gregory
- SECOND** **Under the fire: Sam Ukwuachu**, The Baylor Lariat, Shehan Jeyarajah
- THIRD** **Spanish campaign websites**, The Baylor Lariat, Didi Martinez

NEPAL (BP) - NOTES OF A PRAISE SONG CARRIED FROM ONE END OF THE FIELD TO ANOTHER. AS THE SONG ENDED, ANOTHER STARTED FROM A DIFFERENT DIRECTION. THE TWO SINGING CHURCHES PROVIDED A SENSE OF PEACE AMIDST THE SCREAMS OF NEIGHBORS SITTING IN OPEN FIELDS SEEKING A SAFE PLACE FROM THE AFTERSHOCKS AND TREMORS SUNDAY, APRIL 26, THE DAY AFTER NEPAL'S 7.8-MAGNITUDE EARTHQUAKE.

EVERY TIME I BOOT UP MY LAPTOP COMPUTER, THE FACE OF A YOUNG SYRIAN REFUGEE STARES BACK AT ME.

THE PHOTOGRAPH WAS TAKEN JUST TWO YEARS AGO WHEN I MET THE YOUNGSTER, WHOM I JUDGED TO BE ABOUT 8 YEARS OLD AT THE TIME. I COULD NOT TELL YOU HIS NAME; NEITHER HE NOR HIS FAMILY SHARED IT.

WITH A REPUBLICAN-CONTROLLED STATE LEGISLATURE AND A NEW GOVERNOR, TEXAS MAY SOON LIFT ITS 140-YEAR-OLD BAN ON THE OPEN CARRY OF HANDGUNS. AT LEAST SIX BILLS PROPOSING SOME FORM OF OPEN CARRY HAVE BEEN FILED FOR THE 2015 SESSION AND TEXAS GOV. GREG ABBOTT PLEDGED TO SIGN ANY OF THEM THAT MANAGE TO PASS THE LEGISLATURE.

"Great story idea and good reporting. I liked the individual profiles..."

The hard work of community

By Tobin Perry

People move to The Castro in San Francisco to belong. Sojourners, creatives, strangers, the lost and the found—all come to the center of San Francisco's iconic Castro to find a place where they fit. First came the Pans in the 1870s looking for jobs and for those who spoke their language and understood their culture. Then came the working-class Irish in the 1930s for similar reasons. In the 1960s and 70s came gay men looking for a place to call home. In the 1990s came Silicon Valley tech entrepreneurs. People don't move to The Castro to get away from people. People move to The Castro to belong.

Squeeze 17,000 people into a square mile and building upon building in the heart of the 14th largest city in the United States and many think community will just happen.

But community never just happens. Community takes work and determination. Just ask Randy Wilson. Community stood at the heart of his family's move to The Castro in the fall of 2013.

church in Central Florida before moving to San Francisco, didn't move all the way across the country just to plant a church. He came to start a movement—a movement that was not about a place to go but about following Jesus and being the church in the midst of everyday life. They longed to provide an environment where people would belong, care for one another, impact the world around them together—and someday



Building community in San Francisco's The Castro is never accomplished without an occasional blood party, but sometimes that's what is called for. Randy Wilson (center) shares and tea with Gordon Wooten, pastor of First Christian Church, in the background.

Leonard Holloway Award

The Hard Work of Community

North American Mission Board

Tobin Perry

TO SAMUEL MONTALBANO, IT'S A SACRED THING.

"I DON'T FEEL LIKE TALKING ABOUT IT TO A LOT OF PEOPLE," HE SAID OF HIS TOUR OF DUTY IN IRAQ. STAYING QUIET IS LARGELY SELF-PROTECTION FOR MONTALBANO AND OTHER MILITARY PERSONNEL, SAID CAMERON ELSPEETH RITCHIE, A DOCTOR AND ARMY COLONEL.

MEN IN CRISPLY IRONED SUITS PONDER THEIR WRISTWATCHES TO AVOID EYE CONTACT, MILLENNIALS FEVERISHLY TEXTING DO NOT EVEN NOTICE AND MOTHERS PULL THEIR LITTLE-ONES CLOSER AS THEY PASS – THE DIVERSITY OF HIS BEGRUDGING AUDIENCE. THEY SNEER. THEY APOLOGIZE. THEY GROW FRIGHTENED. THEY PRETEND NOT TO SEE.

PEOPLE MOVE TO THE CASTRO IN SAN FRANCISCO TO BELONG. SOJOURNERS, CREATIVES, STRANGERS, THE LOST AND THE FOUND—ALL COME TO THE CENTER OF SAN FRANCISCO'S ICONIC CASTRO TO FIND A PLACE WHERE THEY FIT. FIRST CAME THE FINS IN THE 1870S LOOKING FOR JOBS AND FOR THOSE WHO SPOKE THEIR LANGUAGE AND UNDERSTOOD THEIR CULTURE. THEN CAME THE WORKING-CLASS IRISH IN THE 1930S FOR SIMILAR REASONS. IN THE 1960S AND 70S CAME GAY MEN LOOKING FOR A PLACE TO CALL HOME. IN THE 1990S CAME SILICON VALLEY TECH ENTREPRENEURS. PEOPLE DON'T MOVE TO THE CASTRO TO GET AWAY FROM PEOPLE. PEOPLE MOVE TO THE CASTRO TO BELONG.

VI. Feature Writing Division

23. Single Article

A. Less than 750 words

- FIRST** **Invisible Scars,** The Alabama Baptist, Grace Thornton
- SECOND** **Strength to endure runs deep,** New Orleans Baptist Theological Seminary, Office of Public Relations, Marilyn J. Stewart
- THIRD** **Warshaw: 101-year old babe in Christ,** Louisiana Baptist Message, Brian Blackwell
- THIRD** **From flood to faith,** North American Mission Board, Joe Conway

B. 750–1,500 words

- FIRST** **The Quartet of the Vulnerable,** California Baptist University, Lauren Koski
- SECOND** **The race marked out,** North American Mission Board, K. Faith Morgan
- THIRD** **"While We're Waiting" Grief Ministry,** Ouachita Baptist University, Trennis Henderson

C. More than 1,500 words

- FIRST** **The hard work of community,** North American Mission Board, Tobin Perry
- FIRST** **Lessons Learned: 'Woodlawn' movie extra shares first-hand experience from being on film's set,** Alabama Baptist State Board of Missions, Doug Rogers

"Telling a colorful, detailed story in 750 words or less is a challenge, but the writers here rose to that challenge."

SECOND **Sex trafficking victim: Healing came from God**, Baptist Press, Diana Chandler

THIRD **Michigan pastors dispel Sharia law reports**, Baptist Press, Diana Chandler

24. Series or Package

FIRST **Following Death of A Spouse**, The Alabama Baptist, Carrie Brown McWhorter

SECOND **Super Bowl Phoenix**, Baptist Press, Shawn Hendricks

THIRD **Evangelism**, Florida Baptist Witness, Nicole Kalil

25. Promotional and Advertising Copy

THIRD **Memories made here**, Arkansas Baptist Children's Homes and Family Ministries, Stella Prather

26. First-Person Column

FIRST **Fresh Jelly Cake**, Baptist Children's Homes of NC-NCBAM, Jim Edminson

SECOND **Ministry of reconciliation puts those involved on a very satisfying journey**, Florida Baptist Witness, Kevin Bumgarner

THIRD **Washing Dishes**, Baptist Children's Homes of NC-NCBAM, Jim Edminson

THIRD **Prodigal Children: The Unspoken Requests**, Baptist and Reflector, Lonnie Wilkey

THIRD **Paradise Lost: Postcards from a missions journalist**, Global Communications Team, IMB, Wayne Littlefield

27. Blog

A. Single entry

FIRST **11 missionary jobs that you won't believe**, International Mission Board, Susie Rain

SECOND **When Christmas Hurts**, International Mission Board, Jennifer Deibel

THIRD **So long Susie**, Baptist and Reflector, Lonnie Wilkey

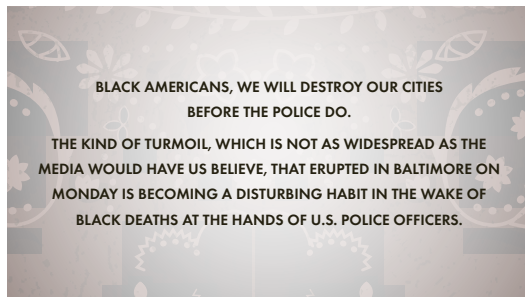
IMAGINE MOSES DESCENDING MT. SINAI ONLY TO FIND TWO OR THREE ISRAELITES HANGING AROUND AT THE BOTTOM IN THE TEN COMMANDMENTS. OR ROCKY ENTERING AN EMPTY ARENA TO FACE APOLLO CREED IN THAT FILM'S CLIMACTIC BOXING MATCH. LET'S FACE IT, IT'S THE EXTRAS, THOSE BACKGROUND ACTORS WHO POPULATE VARIOUS SCENES, THAT BRING LIFE TO A MOVIE.

MANY ADULT CHILDREN HAVE A STORY SIMILAR TO MINE. MY MOTHER DIED OF COMPLICATIONS FROM DEMENTIA AFTER A 10-YEAR STRUGGLE. MY FATHER HAD BEEN HER PRIMARY CAREGIVER FOR MOST OF THOSE YEARS. LIKE MANY SURVIVING SPOUSES MY FATHER HAD NO PLANS TO DATE AFTER MY MOTHER'S DEATH. ONE OF THE FIRST THINGS HE SAID WAS, "I'M JUST NOT INTERESTED IN DATING ANYONE, LET ALONE REMARRYING." IN MY EYES THAT WAS THE HONORABLE AND CHIVALROUS THING TO SAY.

MAWMAM ALWAYS KEPT THE SABBATH. GOING TO CHURCH AND HAVING AN ATTITUDE OF WORSHIP ON SUNDAYS WAS PASSED FROM GENERATION TO GENERATION IN HER FAMILY. IT WAS A PRIORITY. THE CHORES FOR THAT DAY WERE PUT ON HOLD OR WERE GIVEN MINIMAL ATTENTION.

IF I TOLD YOU A SECRET ABOUT THE MISSION FIELD, WOULD YOU BELIEVE ME? IT'S ONE OF THE BEST-KEPT SECRETS — OR RATHER ONE OF THE MOST WIDESPREAD MISPERCEPTIONS — OUT THERE. I MIGHT LOSE MY "MISSIONARY HALO" FOR LETTING IT OUT. BUT WHO AM I KIDDING? I LOST THAT HALO YEARS AGO, SO I MIGHT AS WELL SHARE: MOST MISSIONARIES ARE NOT PREACHERS.

FEATURE WRITING



B. Series

FIRST **New York City Church Planters**, ALSBOM, Brian Harris

SECOND **Doyle's 1/2 Dozen**, The Baptist Messenger/Baptist General Convention of Oklahoma, Chris Doyle

THIRD **Rashional Thoughts**, The Alabama Baptist, Jennifer Davis Rash

28. Scripts

FIRST **51st Annual BCA Wilmer C. Fields Awards**, Alabama Baptist State Board of Missions, Doug Rogers, Jennifer Rash

29. Feature Writing Student Entries

FIRST **Violence has no place in the light**, The Baylor Lariat, Rae Jefferson

SECOND **In the Shadow: Phil Bennett**, The Baylor Lariat, Shehan Jeyarajah

THIRD **Casual hookups are not feminist**, The Baylor Lariat, Rae Jefferson

"All of these stories were filled with great language, compelling quotes, and clear themes that carry throughout the pieces."



Albert McClellan Award

Live at Baylor

Baylor University

Marketing and Communication

VII. Design Division

30. Print Collateral

A. Logo

FIRST **Fancy Finds Logo**, Baptist Children's Homes of NC-NCBAM, Jim Edminson

SECOND **Bulldog Logo**, Union University, Office of University Communications

THIRD **Merge Logo**, Georgia Baptist Convention, Barry Dollar

B. Integrated Branding

SECOND **Build Your Kingdom Here!**, Illinois Baptist State Association, Illinois Baptist Communications

THIRD **Brand Yourself**, California Baptist University, Marketing and Communication

C. Special Display

SECOND **Bill Vining Legacy Wall**, Ouachita Baptist University, Brooke Zimny

THIRD **Interactive Go Map**, Southeastern Baptist Theological Seminary, Bailey Shoemaker

D. Brochure

FIRST **Live at Baylor**, Baylor University, Marketing and Communications

SECOND **Chinese Recruiting Brochure**, Ouachita Baptist University, René Zimny

THIRD **2016 Student Missions Brochure**, Mississippi Baptist Convention Board





E. Booklet

- FIRST** **Paul L. Foster Campus for Business and Innovation Dedication Program**, Baylor University, Marketing and Communications
- SECOND** **Seminary Viewbook**, Southeastern Baptist Theological Seminary, Bailey Shoemaker
- THIRD** **College Viewbook**, Southeastern Baptist Theological Seminary, Bailey Shoemaker

F. Annual Report

- SECOND** **2014-15 Annual Report, Samford University**, Samford University, Office of Marketing and Communication
- THIRD** **A Year of Going**, Southeastern Baptist Theological Seminary, Bailey Shoemaker

G. Invitation/Announcement

- THIRD** **Christmas 2015 Card**, Union University, Office of University Communications

31. Publications

A. State Baptist Newspaper

- FIRST** **Illinois Baptist**, Illinois Baptist State Association, Illinois Baptist Communications
- SECOND** **The Baptist Messenger**, The Baptist Messenger/Baptist General Convention of Oklahoma, Baptist Messenger Staff
- THIRD** **Biblical Recorder**, Biblical Recorder, Biblical Recorder editorial team

B. Newsletter, Other Newspaper or Tabloid

- SECOND** **Baylor School of Education Impact Newsletter**, Baylor University, Marketing and Communications
- THIRD** **El Mensajero Bautista**, The Baptist Messenger/Baptist General Convention of Oklahoma, Baptist Messenger Staff

C. Magazine

- FIRST** **Baylor Arts & Sciences Magazine - Fall 2015**, Baylor University, Marketing and Communications
- SECOND** **Mississippi College Beacon**, Mississippi College, Tracey Harrison
- THIRD** **Light Magazine**, ERLC
- THIRD** **On Mission**, North American Mission Board, Shawn Elledge, Joe Conway, K. Faith Morgan, and Meredith Yackel

“...the entries in magazines and booklets were very strong – the combination of expressive typography, original photography and well designed info-graphics...”

D. Newspaper Front Page

- SECOND** **Illinois Baptist**, Illinois Baptist State Association, Illinois Baptist Communications
- THIRD** **Biblical Recorder**, Biblical Recorder editorial team

E. Magazine Cover

- FIRST** **Baylor Arts & Sciences Magazine - Spring 2015**, Baylor University, Marketing and Communications
- SECOND** **The Ouachita Circle Fall 2015**, Ouachita Baptist University, René Zimny
- SECOND** **Mississippi College Beacon**, Mississippi College, Tracey Harrison
- THIRD** **The Great Commission Magazine of Southeastern Baptist Theological Seminary - Fall 2015**, Southeastern Baptist Theological Seminary, Ryan Thomas

F. Redesign

- FIRST** **Illinois Baptist**, Illinois Baptist State Association, Illinois Baptist Communications
- SECOND** **Baptist and Reflector**, Baptist and Reflector, Corinne Williams



32. Promotion and Advertising

A. Poster or Flyer

- FIRST** **Baylor Homecoming 2015**, Baylor University, Marketing and Communications
- SECOND** **A Festival of Christmas**, Ouachita Baptist University, René Zimny
- THIRD** **Take It Outside**, California Baptist University, Marketing and Communication

B. Media/Press Kit

- SECOND** **2015 Lottie Moon Christmas Offering**, Natasha Fullard
- THIRD** **2015 CMO Planning Kit**, California Southern Baptist Convention, Terry Barone, Darren Grubel, Holly Smith

C. Direct Mail

- FIRST** **End of Year Campaign**, Union University, Office of University Communications
- SECOND** **Ministers' Wives Retreat**, Georgia Baptist Mission Board, Elizabeth Locke, Natasha Fullard
- THIRD** **Where Adventure Begins**, Alabama Baptist State Board, Jesse Conte

D. Print Ad

i. Single

No winner



DESIGN



ii. Series

FIRST **Baylor University "Called To..."**, Baylor University, Marketing and Communications

THIRD **SBC 2015 Ad/SBC Life Annual Meeting Issue**, GuideStone Financial Resources, Billy Adams

E. Digital Ad

i. Single

SECOND **Pockets of Darkness: South Tuscaloosa Multi-housing**, Tuscaloosa County Baptist Association, Bethany Rogers

THIRD **Homepage Web Banner – Mission:Dignity**, GuideStone Financial Resources, David Calvert and Shelly Moon

ii. Series

No entries

F. Specialty Item

FIRST **Gym Floor**, Union University, Office of University Communications

SECOND **Dr. Jack's Coffeehouse Packaging**, Ouachita Baptist University, Office of Communications

THIRD **The Gift of Literacy**, Alabama Baptist State Board of Missions, Jess Conte

G. Billboard/Banner

SECOND **Put Faith in the Journey**, California Baptist University, Marketing and Communication

THIRD **Fill Up! Family Gathering-4**, Baptist Children's Homes of NC-NCBAM, Jim Edminson

H. Digital Media Template

No entries

33. Illustration

A. Single

THIRD **Je Suis Editorial Cartoon**, International Mission Board, Philip King

B. Series

No entries

34. Design Student Entries

SECOND **Focus Magazine**, The Baylor Lariat, Taylor Griffin, Hannah Neumann

THIRD **Baylor Focus Magazine Cover**, The Baylor Lariat, Taylor Griffin, Hannah Neumann

THIRD **Lariat Redesign**, The Baylor Lariat, Taylor Griffin

VIII. Total Package Division

35. Convergent Communications

No entries

36. Electronic Publication

THIRD Invisible Russians, Global Communications Team, IMB,
IMB Global Communications Team – London

37. Print Publication

A. Magazine

B. State Baptist Newspaper

FIRST Illinois Baptist, Illinois Baptist State Association,
Illinois Baptist Communications

THIRD Florida Baptist Witness, Florida Baptist Witness,
Florida Baptist Witness staff

C. Other

THIRD #OuachitaBound Acceptance Packet,
Ouachita Baptist University, Office of Communications

38. Book

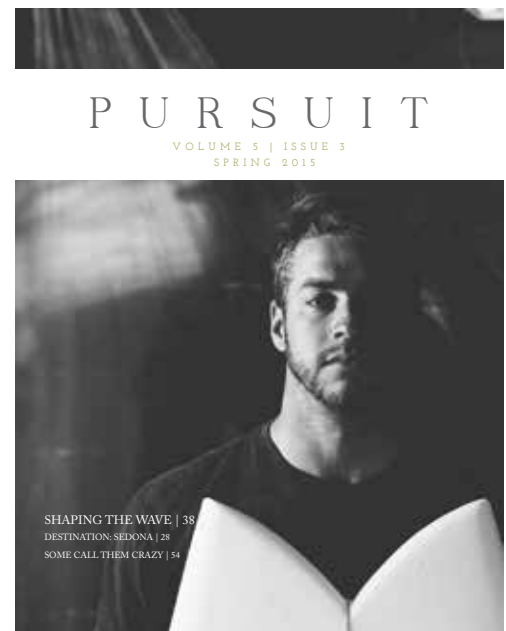
No entries

39. Total Package Student Entries

FIRST Pursuit Magazine, California Baptist University,
Pursuit Staff

SECOND Focus Magazine, Spring 2015, The Baylor Lariat, Taylor
Griffin, Hannah Neumann

THIRD Baylor Lariat: Welcome Back, The Baylor Lariat,
Lariat Staff



“...the ones that rose
to the top were really
excellent pieces.”

AWARDS JUDGES

MOLLY A. BADGETT is a former print and online journalist with extensive experience in public relations and corporate communications. She now provides marketing communications services for several long-term clients and is a part-time instructor of business communications at her two alma maters, Brenau and Georgia State universities. She lives in Decatur, Ga.

RICK BOYD is a graphic designer with more than 40 years of experience and is also skilled in writing, musical composition, photography, illustration and type design. For 16 years he served as art director/designer of SBC LIFE while serving clients across the country from his studio in Oklahoma.

CLAY CAREY is an assistant professor of journalism and mass communication at Samford University in Birmingham, Ala., where he teaches writing and editorial design classes and advises the campus chapter of the Society of Professional Journalists. Prior to joining the university, Carey spent 10 years working as a newspaper reporter and editor in Tennessee.

JULIE CAMPBELL CARLSON is an award-winning writer and editor. She has served as editor for several magazines including Discover Magazine of the Coastal Bend, the Journal for Secondary Gifted Education and Gifted Child Today. She has worked as director of communications and marketing for the Baylor Law School and contributed to the Baylor Bear Foundations' Insider magazine.

PAUL CARR is a veteran journalist and marketing professional with more than 30 years experience in writing, design, editing and photography. Carr has led creative teams at a 12,000-member church and at Baylor University, where he served as director of marketing for more than eight years. Since 2010, he has taught in the Baylor journalism and public relations department.

RANDY CHRISTIAN has worked as a marketing/advertising professional and owner of a successful ad agency for more than 30 years. His company helped companies achieve business goals and also worked on projects that changed lives and made the community a better place to live, work and play.

SUSAN COWLEY is owner of The Cowley Group, a marketing firm in Waco with a 30-year history. She is responsible for account management, copywriting, marketing planning, and creative direction. Cowley is now executive director of the Talitha Koum Institute, the therapeutic nursery she helped to found in 2003.

CATHI DAVIS has more than 20 years experience in executive leadership. As a former vice president of sales and marketing for an international manufacturing company, along with her previous experience as an advertising agency principal, Davis has led the development of marketing business plans, served as internal and external brand evangelist and executed creative marketing solutions for brands and product lines.

PATTI DOUGLASS is director of customer relations for RPS Solutions, a manufacturing company specializing in flame-resistant safety apparel. She previously worked for 25 years in advertising account service and creative services and also was a freelance magazine-feature writer for several years. She and her husband, Jim, live in Lubbock, Texas.

ERIC ECKERT launched his professional career in 1999 as a newspaper journalist and copy editor. In 2004, he transitioned to higher education, where he's served for more than a decade. He currently works in Baylor University's Office of Media Communications in the Division of Marketing and Communications and teaches in Baylor's department of journalism, PR and new media.

DIRK FOWLER is an associate professor of art at Texas Tech University and is the poster-making half of "f2design", a graphic design studio he operates with his wife Carol, in Lubbock, Texas. He is known mostly for his unusually simple poster designs which he prints using antique letterpress equipment.

JOE GRIFFIN is the owner of Griffin Photography and has experienced a wide variety of assignments and worldwide locales – photographing special people ranging from Presidents to the powerless for more than 40 years. After graduating in 1974, he opened a studio specializing in advertising, editorial, and aerial photography. Joe says that his favorite subject is the one he just photographed.

BUD HASERT is a senior writer at Proof Advertising and is one of the original members of the creative team. Hasert has written, shot, directed, edited, scored and produced work across a wide range of national and international brand categories including restaurants, technology, higher education, automotive, sports marketing and the U.S. Army.

DAVID HENKE has created award-winning advertising campaigns for some of America's most enduring brands, from American Airlines, Subaru and Anheuser-Busch to General Motors, Green Giant and the national United Way. He is the recipient of more than 100 national and international creative honors, including the Clio, the International Broadcasting Awards, the National Addys and the "Best Of" Advertising Age.

PAUL MERRILL has been a professional graphic designer for more than 20 years, working for a variety of non-profits in England, Kenya and the USA. He recently received a master's degree in communications management from the University of Southern California. Merrill directs the creative and online marketing efforts for a Denver-based company that manages more than five retirement communities.

AWARDS JUDGES

BETTYE MILLER is a senior public information officer at the University of California, Riverside. Before joining the UCR media relations team, she spent more than 30 years in journalism as a reporter, editor and part-time journalism instructor, including eight years covering religion for an international religion news service and later as the religion writer at the Press-Enterprise newspaper in Riverside, Calif.

KYLE MIZE serves as assistant vice president for communications at Howard Payne University. Before joining HPU's staff in 1996, he worked for four years as an art director for advertising agencies in Fort Worth. He earned a bachelor of fine arts degree from Texas Christian University and a master of professional writing degree from Chatham University.

TERESA HOLIFIELD MONSON has been a spokeswoman for the St. Johns River Water Management District for 17 years. She has lived and worked in Mississippi, New Jersey, Virginia and Florida. Teresa received a Bachelor's of Science degree in journalism and a Master's degree in public relations from the University of Southern Mississippi. She worked on Capitol Hill as press secretary and legislative assistant for a member of the U.S. House of Representatives.

AARON NORRIS is vice president of The Norris Group, which specializes in California real estate investment. He is an award winning marketing and PR professional having been in the industry for more than 15 years. Norris teaches marketing, PR, web 3.0, and social media strategy at colleges and professional associations and is an Accredited Public Relations Professional (APR).

PATRICK POLLEI is owner/creative director of Pollei Design in Waco, Texas and has won multiple design awards, including the Christian Music Dove Award for Best Music Packaging.

VIVIAN QUEZADA is a public relations specialist at California Baptist University. Previously, she worked in the newspaper and magazine industry for more than 20 years as a copy editor and freelance writer.

RUSSELL RANKIN was a member of BCA from 1994 until 2013, during which time he worked for Baylor University, Buckner, IMB, and LifeWay. He now serves as director of public relations for Methodist Children's Home, a 125-year-old ministry based in Waco, Texas, that serves children, youth and families in Texas and New Mexico through residential and community based services.

DR. JEFF ROOT has been the dean of the School of Humanities at Ouachita Baptist University since 2002. He teaches in the Rogers department of communications and heads the media ministry team at First Baptist Church Arkadelphia. In addition to his work as a faculty member, he previously served as assistant to the president for public relations at Ouachita.

COBY SAUCE has served as director of media relations at Howard Payne University since 2011 and previously worked as a communication specialist at Tarleton. She lives in Brownwood with her husband, Jay.

BILLIE SMITH is a published writer and freelance photographer that also has a full-time job in education.

STEPHEN E. "STEVE" STEWART is assistant professor of journalism at Troy University in Troy, Ala., teaching interviewing, reporting, writing and editing. He worked 36 years as a reporter and editor for newspapers in Alabama and Georgia and was a board member for The Alabama Baptist.

FRED THAYER is the director of corporate communications at Werner Enterprises, a global transportation and logistics company. He has worked in the transportation industry for 20 years and in the communications arena altogether for nearly three decades. Prior to joining Werner in 2006, Thayer held various positions within higher education and the transportation industry.

JON THOMPSON has been involved in photography professionally since 1969. He has been active in the Professional Photographers of America and has taught color photography at Texas Tech University, numerous high school and college journalism workshops and has spoken at many regional seminars and the Professional Photographers of America's National Convention.

TIM VANDERBURG is a writer, associate creative director, Bible study leader and podcast host living in Allen, Texas.

BILLY WEEKS is a photojournalist who has covered assignments that range from the World Series to small villages in Central America and Asia. His photographs of poverty in Honduras were selected as an award of excellence for editorial photography in the Communication Arts Photography Annual. Additionally, he won the Gordon Parks International Photography award twice and was a finalist 10 times.

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