

# Field of Dreams



The 2007  
Wilmer C. Fields  
Awards Competition

*Recognizing the best image-makers and storytellers  
in the Baptist Communicators Association*

## *A Word From The Awards Chair*

Greetings competitors:

We are excited to see your entries and give you feedback from experts in your fields of service. We are working hard to make this year's competition exciting, fulfilling and worthwhile for you as a communications professional.

Even though you will send your entries to Keith Beene in Tennessee, actual judging this year will take place at Southwestern Baptist Theological Seminary in Fort Worth. Please express your appreciation to Keith for his hard work and willingness to accept and consolidate the entries beforehand.

Judges for your entries will be drawn from experts in the respective division fields. So, writers will judge writing, photographers will judge photographs, designers will judge design, etc. We will be asking our judges to provide plenty of feedback on your entries this year. In order to ensure as much objectivity in the judging as possible, no BCA members from Southwestern Seminary will be submitting entries this year.

Make sure your BCA dues for 2006 have been paid in full through December 31, 2006. Your good work won't be eligible otherwise.

Finally, please notice we are asking you to send your entries in such a way that you can track them in transit. That way you will know when your package arrives in Tennessee, and also track it down if it doesn't arrive. It might cost you a little extra for the mailing, but the tracking feature will be well worth it.

We appreciate your prayers and support – and the timely submission of all your entries – as we move through the process of judging.

Yours in Christ,

Brent Thompson  
Awards chairman  
bthompson@swbts.edu  
817.923.1921 ext. 2430

## *2007 BCA Awards Competition*

### *Call for entries from 2006*

This is your invitation to submit the best examples of your storytelling skills – in words or in images – for the 2007 Wilmer C. Fields Awards Competition, named in honor of BCA lifetime member and retired vice president of public relations for the Southern Baptist Convention Executive Committee, Wilmer C. Fields. The competition is intended to encourage professional excellence among association members and recognize those members who have done exemplary work. This year's awards will be presented at the annual BCA workshop in Mobile, Ala.

Entries will be accepted from individual Baptist communicators who were members in good standing in 2006 and who paid 2006-2007 membership dues by December 31, 2006. (For membership information, go to <http://www.baptistcommunicators.org/membership/join.cfm>) All entries in the competition must have been originally produced for or published during the 2006 calendar year. Also, each entry must have been designed, directed, written, photographed, edited, videotaped or created by the individual BCA member who submits that entry.

Members may enter as many categories as they like and may submit as many entries as they choose. Judges reserve the right to move an entry from a member's submitted category into a more appropriate category.

#### **Entry Deadline**

All entries must be postmarked on or before January 31, 2007. Please send your entries by a carrier that enables you to track your package in transit (E.g. registered first-class U.S. mail, FedEx, or UPS). Entries postmarked after January 31, 2007, will be disqualified from competition and the entry fee will NOT be returned. Baptist Communicators Association does not accept responsibility for lost or damaged entries.

#### **Fees**

The fee for each entry is \$40. A fully completed entry form, signed by the entrant, must accompany each entry. Entry forms may be photocopied. Checks should be made payable to Baptist Communicators Association. A single check covering multiple entry fees from a member or members is acceptable. A check for multiple entry fees must be accompanied by a typed list that includes individual's names, specific entries, and fee amounts paid for each member.

#### **Returned Entries**

Entrants who wish to have their entries returned must check the appropriate box on the entry form. Entries to be returned must be accompanied by \$5 per entry for shipping and handling. All entries without paid return postage will be destroyed.

#### **Awards**

First- and second-place certificates will be presented in each category. First-place winners will be eligible for a grand prize award in these seven divisions: Public Relations, Interactive

Communications, Audio-Visual Communications, News Writing, Feature Writing, Photography and Design. Only one grand prize is given in each division. All competition entrants will receive a judge's critique of their entries.

### **Awards Notification**

All winners will be notified prior to the awards ceremony but will not be told in which category they have won. Award winners are encouraged to attend the awards ceremony, but members do not have to be present to win.

### **Disqualifications**

Entries submitted by non-BCA members and entries where non-BCA members completed the majority of the work are disqualified. Entries that fail to conform to category requirements are disqualified from competition.

### **Steps for Submitting an Entry**

- Read all information in this packet.
- Review your work from 2006 and select your best work samples.
- Choose appropriate category for each entry.
- Complete an entry form for each entry.
- Put each entry in an appropriate binder, **with a copy of your entry form securely attached**. For larger or more awkward items, read the preparation details in each division.
- Bundle all your entries, along with a check for the appropriate amount, and put them in a box or envelope.
- Postmark your entry on or before January 31, 2007.
- Make plans to attend the BCA workshop in Mobile, Ala., April 11-14, 2007.
- Send all entries with appropriate payment to: BCA Awards Competition, c/o Keith Beene, 1715K S. Rutherford Blvd. #295, Murfreesboro, TN 37130.

## Awards Categories & Criteria

### **PUBLIC RELATIONS & DEVELOPMENT DIVISION**

Judges will look for an original, creative campaign or event that has demonstrated success in reaching intended audiences.

Categories:

1. Total Public Relations or Development Campaign.
2. Special Events - (*E.g. commemorations, observances, and other celebration activities.*).

### **Preparation for Public Relations & Development Division entries**

Include copies of materials used in executing the program or event: Budget and other resources, staff organization, case statements, solution to problems, and relevant support material such as letters, photographs, graphics, and news clippings.

Submit print materials in three-ring notebooks or similar binders if at all possible. Large or bulky items may be photographed and submitted on an 8"x10" print included in the binder. There should be no lettering, labels of other artwork on the binder cover.

Videotapes, photographs or other media must conform to general entry requirements listed in those divisions.

Entries should be complete, but concise and compact. Enclose representative samples of program elements.

In this division, you might discover that you need to submit more information than can fit on the entry form. Therefore, entries may include a summary of up to three typewritten, double-spaced pages describing the project. In the entry summary, please include information such as the budget, number of individuals involved in project, purpose of project and target audience. The description should include:

- *Research*: Method used to identify the project's purpose and to support specific planning and programming.
- *Planning*: An original statement of objectives, audience, establishment of measurable criteria, originality in selecting strategies and techniques, relationship of the program plan to research and objectives, and accuracy of budget and staffing projections.
- *Execution*: Quality of materials, activities, writing, publications and other tools and techniques used to implement the program.
- *Evaluation*: Efforts to identify, analyze and qualify results to determine if the program achieved its objectives.

### **INTERACTIVE COMMUNICATIONS DIVISION**

Entries should demonstrate originality, possess technical excellence, and achieve their intended purpose with appropriate use of budget and other resources. Design, functionality, and ease of use will be evaluated.

Categories:

3. Web Sites.
4. CD-Rom.

### **Preparation for Interactive Communications Division entries**

Attach to the entry form a one- or two-page statement describing the significant features of the entry. Please include information such as the budget, number of individuals involved in project, purpose of project, and target audience in the entry summary.

For external websites, include on the entry form the URL address.

Electronic publications, Intranet websites and other interactive uses of technology should be submitted as an Adobe Acrobat PDF on a Compact Disc or DVD (please indicate on the disc whether it is in PC or Apple format).

### **AUDIO-VISUAL COMMUNICATIONS DIVISION**

This category includes audio and video productions. Entries in all three categories should demonstrate originality, possess technical excellence and achieve their intended purpose with appropriate use of budget and other resources. In addition, podcasts will be judged according to online accessibility and quality.

Categories:

5. Video.
  - a. Feature production, broadcast, more than 15 minutes.
  - b. Feature production, broadcast, less than 15 minutes.
  - c. Feature production, non-broadcast, more than 15 minutes.
  - d. Feature production, non-broadcast, less than 15 minutes.
  - e. Magazine.
  - f. Public Service Announcement or Commercial.
  - g. Promotional Video.
  - h. Music Video.
6. Audio.
  - a. Magazine.
  - b. Public Service Announcement.
7. Podcast.
  - a. Audio, distributed three times per month or more.
  - b. Video, distributed three times per month or more.
  - c. Audio, distributed less than three times per month.
  - d. Video, distributed less than three times per month.

### **Preparation for Audio-Visual Communications Division**

All video and video podcast entries should be submitted on DVD; all audio and audio podcast entries on audio CD. Entries submitted in formats other than DVD for video and video podcast and CD for audio and audio podcast may be disqualified. All podcasts (video and audio) should also be accessible online.

A project summary, not to exceed two pages, must include documentation of intended results, the production budget, the number of individuals involved in project and their roles,

the purpose of project, and the target audience. Podcasters must also describe how their podcast may be accessed online.

If a freelance or contracted individual or organization (such as an ad agency) was used for any portion of the project, please detail that involvement and your role with them in the project's development.

## **PHOTOGRAPHY DIVISION**

Photographs must command attention, add insight, communicate a message, make an impact, and show excellence in composition, lighting and technical quality.

Categories:

8. Newspaper/Newsletter.

a. Single.

b. Series.

9. Magazine.

a. Single.

b. Series.

10. Other Media.

a. Electronic - (*E.g. Online newsletters services, catalogs, and other photos that have not been published in print; series or single accepted*).

b. Print - (*E.g. Brochures, yearbooks, annual reports, catalogs, institutional publications and other printed materials, excluding newspapers, newsletters, and magazines; series or single accepted*).

## **Preparation for Photography Division**

Submit each image entry as a JPEG file, sized at 90 ppi and 10" x 20". Place entries for each individual photographer on a CD or DVD, and label the disc with the photographer's name.

Please name each digital image file with a unique filename that identifies the photographer, date and sequence. (Filename example: LiebovitzMar1506\_01.JPG)

Furnish a tear sheet showing the published version of the photograph, if applicable, including the caption or outline. Judging, however, will be on the digital file.

Entrants may include with each entry a one-page statement describing its significant features.

## **NEWS WRITING DIVISION**

Judges will look for originality, creativity, appropriate style for purpose and audience, effective use of language, organization and flow of ideas, flow of content, timeliness, accuracy, fairness, balance, and depth. Submit text as well as documentation of publication.

Categories:

11. Single Article.
  - a. Newspaper or Newsletter.
  - b. Magazine.
  - c. Online Publication.
12. Series or Package. \*\*
  - a. Newspaper or Newsletter.
  - b. Magazine.
  - c. Online Publication.
13. Opinion or Editorial.
14. First Person column.

\*\* Entrants in the “series or package” categories must submit the consecutive issues in which the articles appeared along with their documentation.

### **Preparation for News Writing Division entries**

*Please carefully read these entry requirements in order to maximize the scoring of your entries.*

All entries must have been originally published in the calendar year 2006.

Please print each entry separately on blank, white, 8.5”x11” paper, single-sided, 1.5-spaced, in black New Times Roman 12 font, sequentially page numbered at the bottom center of each page, with the article’s title, date of original publication, and competition division and category centered at the top of the first page.

Place your name only on the last page at the end of each entry.

The pages of each separate entry should be stapled using a single staple in the upper left corner with no cover page, graphics, or binding of any sort.

Submissions of articles printed off the Internet or torn from the pages of magazines or newspapers may be marked down by the judges.

At the end of each submitted entry you may list citations of when and where the article appeared in print and/or Internet publication.

The member submitting the entry must have written the entry.

Entrants should submit materials in three-ring notebooks or similar binders. There should be no lettering, labels, or other artwork on the binder cover.

### **FEATURE WRITING DIVISION**

Judges will look for originality, creativity, appropriate style for purpose and audience, effective use of language, organization and flow of ideas. Submit text as well as documentation of publication.

Categories:

15. Single Article.
  - a. Newspaper or Newsletter.



- b. Magazine.
- c. Online Publication.
- 16. Series of Package\*\*
  - a. Newspaper or Newsletter
  - b. Magazine.
  - c. Online Publication.
- 17. Advertising or Promotional Copy.
  - a. Ad Copywriting—Single.
  - b. Ad Copywriting—Series. \*\*
- 18. Scripts.
- 19. Special Materials.

\*\* Entrants in the “series or package” categories must submit the consecutive issues in which the articles appeared along with their documentation.

### **Preparation for Feature Writing Division**

*Please carefully read these entry requirements in order to maximize the scoring of your entries.*

All entries must have been originally published in the calendar year 2006.

Please print each entry separately on blank, white, 8.5”x11” paper, single-sided, 1.5-spaced, in black New Times Roman 12 font, sequentially page numbered at the bottom center of each page, with the article’s title, date of original publication, and competition division and category centered at the top of the first page.

Place your name only on the last page at the end of each entry.

The pages of each separate entry should be stapled using a single staple in the upper left corner with no cover page, graphics, or binding of any sort.

Submissions of articles printed off the Internet or torn from the pages of magazines or newspapers may be marked down by the judges.

At the end of each submitted entry you may list citations of when and where the article appeared in print and/or Internet publication.

The member submitting the entry must have written the entry.

Entrants should submit materials in three-ring notebooks or similar binders. There should be no lettering, labels, or other artwork on the binder cover.

### **DESIGN DIVISION**

Judges will look for excellence in design, effective use of art and/or photographs, achievement of purpose, creativity, originality and print quality.

Categories:

- 20. News and Information
  - a. State Baptist newspapers (Three consecutive issues).
  - b. Magazines, six or more issues a year (Three consecutive issues).

- c. Magazines, five or fewer issues a year (Three consecutive issues) - (*Magazines are publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differ from newsletters by the number of pages and the length of articles.*).
  - d. Newsletters, other newspaper, or tabloid (Three consecutive issues) - (*These publications are designed, written, and published regularly or periodically to provide brief and timely information about target audiences while supporting an organization's overall objectives.*).
  - e. Brochures or booklets- (*Pamphlets, booklets, or other small publications are designed to inform a target audience about an organization, product, service or issue.*).
  - f. Annual Report.
  - g. Book - (*A book is a bound printed work, more substantial than a booklet, that could include biographies, autobiographies, histories, cooking recipes, motivational stories, etc.*).
  - h. Media/ Press Kit.
21. Promotion and Advertising
- a. Product or promotional brochure, or Academic Catalog.
  - b. Poster or Flyer (*Posters must be mounted, folded or photographed to fit into an 8.5" x 11" binder.*)
  - c. Specialty Items—Giveaway (*E.g. promotional CDs, T-shirts, key chains, etc.*)
  - d. Specialty Items—Printed (*E.g. calendars, invitations, etc.*)
  - e. Print Ads, up to two colors.
  - f. Print Ads, three colors or more.
  - g. Direct mail—Single.
  - h. Direct Mail—Kit or Campaign.  
*[Direct mail entries (2. g or 2. h) must be mounted, folded or photographed to fit into an 8.5" x 11" binder.]*
22. General Design and Illustration - *entries must be mounted, folded or photographed to fit into an 8.5" x 11" binder.*
- a. Logo design.
  - b. Stationery: Letterhead, Envelope, Business Card.
  - c. Special Exhibit/Display.

### **Preparation for Design Division**

Submit print materials in notebooks or folders, if at all possible. There should be no lettering, labels, or other artwork on the folder cover.

Posters, flyers, or other flat items should be mounted on poster board or bound in a notebook. No entries should be mounted on boards larger than 16"x 20". Large or bulky items may be photographed and submitted on an 8"x 10" print included in the binder.

Include with each entry a summary of no more than two double-spaced, typewritten pages describing the entry. Please include information such as budget, number of individuals involved in project, purpose of project, and target audience in entry summary. If a freelance or contracted individual or organization (such as an ad agency) was used for any portion of the project, please detail that involvement and your role with them in the project's development.

# 2007 BCA Awards Entry Form

**This fully completed form must accompany each entry. Photocopy as needed.**

The fee for each entry is \$40. The postmark deadline is January 31, 2007.

Please check if you've included \$5 fee and would like your entry returned.

Division Name \_\_\_\_\_

Category Number and Name \_\_\_\_\_

Title of Entry \_\_\_\_\_

**Be sure to include the category NUMBER and NAME. For example, if you are entering a series of images from a magazine in the Photography Division you would write: 9b-Magazine-Series. Entries without this information may be disqualified.**

Your Name \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City & State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

Member name(s) to appear on the award. (If more than three people worked on the entry, please include a department or organizational name.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Select Method of Payment:

Check enclosed (made payable to "Baptist Communicators Association")

**Credit card:**  MasterCard  Visa

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card (PLEASE PRINT): \_\_\_\_\_

Signature: \_\_\_\_\_

## Mail to:

BCA Awards Competition  
c/o Keith Beene  
1715K South Rutherford Blvd. #295  
Murfreesboro, TN 37130  
615.904.0152