

51st
A N N U A L

Call for Entries

**WILMER C. FIELDS
AWARDS COMPETITION**

AND COMMUNICATIONS AUDIT OPPORTUNITY

2015



**BAPTIST
COMMUNICATORS
ASSOCIATION**

IMPORTANT

MESSAGE

FROM YOUR AWARDS CO-CHAIRS

(that we know you will never read — Ha! Because we never did either) ...

Bottom line:

- You are crazy to miss out on this opportunity.
- The awards competition is now combined with a **communications audit** for each entry.
- We built on the great foundation of past awards chairs, listened to the general membership and made a commitment to **adapt our traditional competition** to match today's needs.
- Enter any piece you want evaluated, not just what you think will win.
- All entries will receive a thorough, high quality, meant-to-make-you-better type of evaluation complete with **detailed feedback**.
- The thorough evaluation process is the first step; then the **best of the best** from that process will compete for the awards.
- All of this amazing new stuff for the same low price of **\$40 per entry**. No price increases this year, folks!
- The official (and boring) instructions of how to enter are on the next page.
- Know how much fun we are having being your awards co-chairs. And **be prepared** ... we are about to start bugging you to participate.

Thanks for all you do every day to minister and communicate in the name of Christ!

Jennifer and Doug

and the 2015 BCA awards team



BCA WILMER C. FIELDS AWARDS COMPETITION

and Communications Audit Opportunity for work done in 2014

The BCA awards competition is named in honor of BCA lifetime member and retired vice president of public relations for the Southern Baptist Convention Executive Committee, Wilmer C. Fields. This year's awards will be presented at the BCA workshop in San Francisco April 15–18.

The communications audit aspect was added this year as a way to provide a more intensive level of professional development to the process. A thorough audit of each piece submitted will take place by the judges prior to the actual selection of competition winners. The commitment is for every entry to receive a comprehensive evaluation from an expert in the field, so the communicator can learn from the experience and continue to improve in his or her field.

Entries will be accepted from individual Baptist communicators who were members in good standing in 2014 and who paid 2014–15 membership dues by Dec. 31, 2014 — www.baptistcommunicators.org/membership/join.cfm.

All entries must have been designed, directed, written, photographed, edited, videotaped or created in 2014 by the BCA member submitting the entry. There are no limits to the number of entries that may be submitted. Judges reserve the right to move an entry to a different category.

Entry deadline — Jan. 31, 2015

Uploaded to www.baptistcommunicators.org/awards

Or

Postmarked to:

Jennifer Davis Rash
The Alabama Baptist
3310 Independence Drive
Birmingham, AL 35209

Phone number for Fed Ex, UPS, USPS forms is 205-870-4720.

We will confirm receipt of the entries, but be sure to **track your package** in case something happens in transit.

We also will provide other information related to the awards notifications, banquet, etc., with your confirmation.

Fees

\$40 per entry

For every five entries, the sixth one is free.

Include a **list of entries** covered by payment.

To pay online, visit www.baptistcommunicators.org/awards.

To mail a check, make it payable to BCA and send to:

Margaret Colson
4519 Lashley Court
Marietta, GA 30068

Questions?

Email Jennifer Rash at jrash@thealabamabaptist.org or call her at 205-870-4720, ext. 105.

I. PUBLIC RELATIONS AND DEVELOPMENT DIVISION**

1. Total Public Relations or Development Campaign

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

2. Public Relations for Special Events

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

3. Communications and/or Marketing Strategy

(for projects, events, etc., that would not fall in categories 1 or 2)

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

First-, second- and third-place awards available in each category.

Grand Prize — The Arthur S. Davenport Award (given for exceptional achievement in public relations and development)

****Mail in your submissions for this division. Please include \$10 and a return address with your entry if you would like it returned.**

Mail to:

**Jennifer Davis Rash
The Alabama Baptist
3310 Independence Drive
Birmingham, AL 35209**

See the next page for a sample judging/audit form.

Questions?

**Email Jennifer Rash at jrash@thealabamabaptist.org
or call her at 205-870-4720, ext. 105.**

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ **Summary**

(clear articulation of entry's purpose, objectives or strategic goals)

_____ **Research**

(background, situational analysis, how audience was identified, etc.)

_____ **Planning**

(goals, timeline, resources, objectives, strategies, key messages, focus on target audience)

_____ **Implementation**

(tactics or activities, supplemental materials, budget, number of people involved, etc.)

_____ **Evaluation**

(methods, comparisons, extent to which objective achieved, etc.)

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 15 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

II. INTERACTIVE COMMUNICATIONS DIVISION*

4. Website, organization or company site

- A. Custom-built
- B. Adapted template

5. Website, event or promotion site

- A. Custom-built
- B. Adapted template

6. Social Media Application

(Tell us your story, share visuals, help us understand how you used social media in your shop or with your particular project in 2014)

7. Mobile Apps

8. Internet-based Other Media

First-, second- and third-place awards available in each category.

Grand Prize — Diane Reasoner Award (given for exceptional achievement in interactive communications)

***All entries must be submitted as an upload — www.baptistcommunicators.org/awards**

See the next page for a sample judging/audit form.

Questions?

Email Jennifer Rash at jrash@thealabamabaptist.org or call her at 205-870-4720, ext. 105.

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ Originality

_____ Achievement of purpose

_____ Functionality

_____ Ease of use/navigation

_____ Design

_____ Supplemental materials

(budget, statement of purpose, entry summary)

_____ Creativity

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

III. AUDIO-VISUAL COMMUNICATIONS DIVISION*

9. Video (including podcast)

- A. Editorial feature, less than 5 minutes
- B. Editorial feature, more than 5 minutes
- C. Promotion, less than 5 minutes
- D. Promotion, more than 5 minutes
- E. PSA/advertising
- F. Other

10. Audio (including podcast)

- A. Editorial feature
- B. Promotion
- C. PSA/advertising
- D. Other

First-, second- and third-place awards available in each category.

Grand Prize — M.E. Dodd Memorial Award (given for significant achievement in radio, television, film and video)

***All entries must be submitted as an upload — www.baptistcommunicators.org/awards**

See the next page for a sample judging/audit form.

Questions?

**Email Jennifer Rash at jrash@thealabamabaptist.org
or call her at 205-870-4720, ext. 105.**

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ Originality

_____ Achievement of purpose

_____ Creativity

_____ Supplemental materials

(budget, statement of purpose, entry summary)

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 12 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

IV. PHOTOGRAPHY DIVISION*

11. Feature

- A. Domestic
 - i. Single
 - ii. Series
- B. International
 - i. Single
 - ii. Series

12. News

- A. Domestic
 - i. Single
 - ii. Series
- B. International
 - i. Single
 - ii. Series

13. Portrait (Domestic or International)

14. Promotional or Advertisement (Domestic or International)

- A. Single
- B. Series

First-, second- and third-place awards available in each category.

Grand Prize — Fon H. Scofield Award (given for significant achievement in photography)

***All entries must be submitted as an upload — JPEG file at 300 dpi, image quality 8, sized at 10 inches on the longest side — www.baptistcommunicators.org/awards**

See the next page for a sample judging/audit form.

Questions?

Email Jennifer Rash at jrash@thealabamabaptist.org or call her at 205-870-4720, ext. 105.

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

____ Originality

____ Communicates message

____ Creativity

____ Composition

____ Impact

____ Lighting

____ Quality

Overall score

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

V. NEWS WRITING DIVISION*

15. Single article

- A. Less than 1,000 words
- B. More than 1,000 words

16. Series or Package

17. Opinion/Editorial

First-, second- and third-place awards available in each category.

Grand Prize — Frank Burkhalter Award (given for significant achievement in religious newswriting)

***All entries must be submitted as an upload — www.baptistcommunicators.org/awards**

See the next page for a sample judging/audit form.

Questions?

Email Jennifer Rash at jrash@thealabamabaptist.org or call her at 205-870-4720, ext. 105.

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ Originality

_____ Content flow

_____ Creativity

_____ Timeliness

_____ Appropriate for audience

_____ Balance of depth

_____ Language

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

VI. FEATURE WRITING DIVISION*

18. Single article

- A. Less than 750 words
- B. 750–1,500 words
- C. More than 1,500 words

19. Series or package

20. Promotional and Advertising Copy

21. First-Person Column

22. Blog

- A. Single entry
- B. Series

23. Scripts

First-, second- and third-place awards available in each category.

Grand Prize — Leonard Holloway Award (given for exceptional achievement in feature writing)

***All entries must be submitted as an upload —
www.baptistcommunicators.org/awards**

See the next page for a sample judging/audit form.

Questions?

**Email Jennifer Rash at jrash@thealabamabaptist.org
or call her at 205-870-4720, ext. 105.**

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ Originality

_____ Content flow

_____ Creativity

_____ Timeliness

_____ Appropriate for audience

_____ Balance of depth

_____ Language

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

VII. DESIGN DIVISION

24. Print Collateral

- A. Logo*
- B. Integrated Branding (the various elements in a marketing campaign that were designed to promote a specific message)**
- C. Special Display**
- D. Brochure**
- E. Booklet**
- F. Annual Report**
- G. Invitation/Announcement**

25. Publications

- A. State Baptist Newspaper (send three sets of three consecutive issues)**
- B. Newsletter, Other Newspaper or Tabloid**
- C. Magazine (send three copies of the entry)**
- D. Newspaper Front Page (digital or print)*
- E. Magazine Cover (digital or print)*
- F. Redesign (digital* or print**)

26. Promotion and Advertising

- A. Poster or Flyer*
- B. Media/Press Kit**
- C. Direct Mail**
- D. Print Ad*
 - i. Single
 - ii. Series
- E. Digital Ad*
 - i. Single
 - ii. Series
- F. Specialty Item**
- G. Billboard/Banner*
- H. Digital Media Template (websites, social media, DVD, etc.)*

Questions?

Email Jennifer Rash at
jrash@thealabamabaptist.org or
 call her at 205-870-4720, ext. 105.

27. Illustration*

- A. Single
- B. Series

First-, second- and third-place awards available in each category.

Grand Prize — Albert McClellan Award (given for significant achievement in print media and design)

***Submit as an upload — www.baptistcommunicators.org/awards**

****Mail in your submissions for this category. Please include \$10 and a return address with your entry if you would like it returned.**

See the next page for a sample judging/audit form.

Mail to: Jennifer Davis Rash
 The Alabama Baptist
 3310 Independence Drive
 Birmingham, AL 35209

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

_____ Originality

_____ Composition and balance

_____ Creativity

_____ Use of color

_____ Meets implied objective

_____ Use of typography and fonts

_____ Appropriate for audience

Overall score

--

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____

VIII. TOTAL PACKAGE DIVISION

28. **Convergent Communications** (How does your group as a whole communicate its overall message? Do you use print publications, digital aspects, marketing campaigns, speaking engagements or some unique combination of various media? Tell us your story. This is about life in general for the group not one specific campaign. A specific campaign should be entered in the Public Relations and Development Division.)**

29. **AV Production***

30. **Digital Publication***

31. **Print Publication****

- A. Magazine (send three copies of the entry)
- B. State Baptist Newspaper (send three sets of three consecutive issues)
- C. Other

32. **Book (send three copies)****

33. **Student Section**

- A. Convergent Communications (How does your group as a whole communicate its overall message? Do you use print publications, digital aspects, marketing campaigns, speaking engagements or some unique combination of various media? Tell us your story.)**
- B. AV Production*
- C. Digital Publication*
- D. Print Publication**
 - i. Magazine (send three copies of the entry)
 - ii. Newspaper (send three sets of three consecutive issues)

NOTE —

The entries in this division are judged on the total package — writing, photography, typography, layout, design, marketing, promotion, public relations, social media, video, audio, other interactive aspects, editorial judgment, quality of final product, etc. (whatever is appropriate to judge the total package of the product).

First-, second- and third-place awards available in each category. No grand prize will be given in this division.

***Submit as an upload — www.baptistcommunicators.org/awards**

****Mail in your submissions for this category. Please include \$10 and a return address with your entry if you would like it returned.**

Mail to:

Jennifer Davis Rash
The Alabama Baptist
3310 Independence Drive
Birmingham, AL 35209

Questions?

Email Jennifer Rash at jrash@thealabamabaptist.org or call her at 205-870-4720, ext. 105.

See the next page for a sample judging/audit form.

Entry category: _____

Title: _____

Score 1–5 where applicable for each of the following:

1. Work on basics | 2. Below average | 3. Good | 4. Above average | 5. Excellent

- | | |
|--|---|
| <p>___ Overall appearance/execution</p> <p>___ Originality</p> <p>___ Creativity</p> <p>___ Timeliness</p> <p>___ Quality of content</p> <p>___ Achievement of purpose</p> | <p>___ Appropriate for audience</p> <p>___ Appropriate balance</p> <p>___ Use of typography and fonts</p> <p>___ Variety of photos and/or videos</p> <p>___ Consistent quality of all elements throughout</p> |
|--|---|

Overall score

Critique entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the entry is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 33 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths: _____

Weaknesses: _____

Additional comments: _____
