



2008 WILMER C. FIELDS AWARDS COMPETITION

BCA
Baptist Communicators Association

A Note From Kim Quinn, Awards Chair

Greetings,

For many, the BCA awards competition is a valuable tool to showcase hard work and skill as well as bring recognition to competitive excellence. We look forward to sharing your successes from the year with professionals across our nation that are willing to bring you critical feedback and encouragement as you continue in your work. We are working hard to make this year's competition exciting, fulfilling and worthwhile for you as a competitor.

Even though you will send your entries to myself in Missouri, actual judging will take place in several locations across our nation. 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 quality feedback on your entries this year. In order to ensure as much objectivity in the judging as possible, no BCA members from the Missouri Baptist Foundation will be submitting entries this year.

Make sure your BCA dues for 2007 have been paid in full through December 31, 2007 for your entry(ies) to qualify.

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. It might cost you a little extra for the mailing, but the tracking feature is important.

We appreciate your understanding as we move through this process for the first time without our beloved BCA staffer, Keith Beene. Please continue to remember his family during these difficult days.

Yours Truly,



Kimberly R. Quinn
BCA Awards Chairperson
kquinn@mbfn.org
800.776.0747 ext. 510

BCA Wilmer C. Fields Awards Competition Call for Entries from 2007

This is your invitation to submit the best examples of your storytelling skills-in words or in images for the 2008 Wilmer C. Fields Awards Competition, names 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 Arizona.

Entries will be accepted from individual Baptist communicators who were members in good standing in 2007 and who paid 2007-2008 membership dues by December 31, 2007. (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 2007 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 11, 2008. 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 11, 2008, 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. Electronic payment is accepted on our website or a check mailed and payable to BCA. 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. Beginning this year, we can also accept payment on-line by going through the BCA website.

Returned Entries

Entrants who wish to have their original entries returned must check the appropriate box on the entry form. Entries to be returned must be accompanied by an additional \$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 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 unless entered by a qualifying student. 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 2007 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 or submit electronically as appropriate.
 - 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 11, 2008.
 - Make plans to attend the BCA workshop in Arizona, April 16-19, 2008.
 - Send all entries with appropriate payment to: BCA Awards Competition, c/o Kim Quinn 400 East High Street, Suite 500, Jefferson City, Missouri 65101-3253.
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Awards Categories & Criteria

PUBLIC RELATIONS & DEVELOPMENT DIVISION ENTRIES

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

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.
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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, DVD or DVD-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 CD or DVD. The disc should be readable on both MAC and PCs.

AUDIO-VISUAL COMMUNICATIONS DIVISION

This category includes audio and video productions. Entries in all four 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 productions, 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.
 8. Websites.
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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:

9. Newspaper/Newsletter.
 - a. Single.
 - b. Series.

10. Magazine.
 - a. Single.
 - b. Series.

11. Other Media.
 - a. Electronic – (e.g. online newsletter 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 identified 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.

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:

12. Single Article.
 - a. Newspaper or Newsletter.
 - b. Magazine.
 - c. Online Publication.
13. Series of Package. **
 - a. Newspaper or Newsletter.
 - b. Magazine.
 - c. Online Publication.
14. Opinion or Editorial.
15. 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 2007.

Please print each entry separately on blank, white, 8.5” x 11” 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 or 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, creative, appropriate style for purpose and audience, effective use of language, organization and flow of ideas. Submit text as well as documentation of publication.

Categories:

16. Single Article.
 - a. Newspaper or Newsletter.
 - b. Magazine.
 - c. Online Publication.

17. Series or Package**
 - a. Newspaper or Newsletter.
 - b. Magazine.
 - c. Online Publication.

18. Advertising or Promotional Copy.
 - a. Ad Copywriting-Single.
 - b. Ad Copywriting-Series.**

19. Scripts.

20. 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 2007.

Please print each entry separately on blank, white, 8.5” x 11” 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.

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:

21. 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. Newsletter, 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 audience 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.
 22. 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.)
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Categories, cont.

- 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.]
23. 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"x20". Large or bulky items may be photographed and submitted on an 8"x10" 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.

2008 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 11, 2008.

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

Division Name _____

Category Number and Name _____

Title of Entry _____

Web Address of Entry (if applicable) _____

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 On-line payment submitted

Card Number: _____ Expiration Date: _____

Name on Card (PLEASE PRINT): _____

Signature: _____

Mail to:

BCA Awards Competition
c/o Kim Quinn
Missouri Baptist Foundation
400 East High Street, Suite 500
Jefferson City, MO 65101-3253
800-776-0747 ext. 510