



***Winners of the 2002  
Wilmer C. Fields Award  
Competition***

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Baptist Communicators Association

BCA received 420 award entries from 125 members. Judges from Nashville's large religious publishing community, local chapter of the Public Relations Society of America, and Middle Tennessee State University College of Mass Communications were enlisted to critique the entries. Their names are listed on the back of this program.

### Grand Prize Winners

#### Arthur S. Davenport Award

for exceptional achievement in public relations

Public Relations Division, Florida Baptist Convention, Maguire State Mission Offering

#### M.E. Dodd Award

for exceptional achievement in electronic media

Larry Brannin, Robert Reeves, Kentucky Baptist Convention, "Kentucky Baptists Touching the World: Europe"

#### M.E. Dodd Award

for exceptional achievement in emerging technology

TConline Team, International Mission Board, TConline.org

#### Frank Burkhalter Award

for exceptional achievement in news writing

Steve DeVane, *Biblical Recorder*, "Conservative Group Promotes BSC Takeover"

#### Leonard Holloway Award

for exceptional achievement in feature writing

Scott Collins, Buckner Baptist Benevolences, "In Search of the Prodigal"

#### Fon H. Scofield Award

for exceptional achievement in publication photography

Russell Dilday, Buckner Baptist Benevolences, "The Kiss"

#### Albert McClellan Award

for exceptional achievement in print media and design

Advertising and Promotion, LifeWay Church Resources Division, LifeWay Christian Resources, Amazon Outfitters VBS catalog

## Public Relations & Development Division

### A. Total public relations or development campaign

#### 1st Place Award

Public Relations Division, Florida Baptist Convention, Maguire State Mission Offering

#### 2nd Place Award

Brenda Gray, Baptist Children's, Homes of North Carolina, 2001 Thanksgiving Offering

### B. Special Events

No Awards Given

## Electronic Communications Division

### A. Interactive

#### 1. Web sites/marketing, news, external communications

##### 1st Place Award

Kristina Boesch, Chris Forbes, International Mission Board, VitaNovis.com

##### 2nd Place Award

Paul Huse, Missouri Baptist College, Mobap.edu

#### 2. Web sites/intranet

No Entries

#### 3. CD-ROM/DVD

##### 1st Place Award

J.K. Edwards, South Carolina Baptist Convention, "Messengers of the Light"

##### 2nd Award

Electronic Media Department, International Mission Board, International Missions Emphasis

#### 4. Online publications

##### 1st Place Award

TConline Team, International Mission Board, TConline.org  
No Other Awards

### B. Audio/visual

#### 1. Video feature production, more than 15 minutes

##### 1st Place Award

Electronic Media Department,

International Mission Board, "Bhutan: Land of the Thunder Dragon"

#### 2nd Place Award

R. Martin Coleman, David Hill, FamilyNet, "Soldier of the Cross"

#### 2. Video feature production, less than 15 minutes

##### 1st Place Award

K. Brown, Baptist State Convention of North Carolina, "Graffiti: It's All About Love"

##### 2nd Place Award

Greg Elgin, International Mission Board, "Maasai Confirmation"

#### 3. Video news report or program

##### 1st Place Award

Greg Elgin, Gunther Friedrichs, International Mission Board, International Missions Emphasis

##### 2nd Place Award

Tim Nicholas, Mississippi Baptist Convention Board, "Vessels" Vol. 7 No. 2

#### 4. Audio news report or program

##### 1st Place Award

Doug Rogers, Alabama Baptist Convention State Board of Missions, "One Mission"

##### 2nd Place Award

Doug Rogers, Alabama Baptist Convention State Board of Missions, "Venezuela Mission Trip Report"

#### 5. Training/educational video/teaching tool video

No Awards

#### 6. Documentary/historical video

##### 1st Place Award

Bernie Hargis, R. Martin Coleman, FamilyNet, "We Shall Not Be Moved"  
No Other Award

#### 7. Promotional video

##### 1st Place Award

Larry Brannin, Robert Reeves, Kentucky Baptist Convention, "Kentucky Baptists Touching the World: Europe"

##### 2nd Place Award

K. Brown, Baptist State Convention of North Carolina, "North Carolina Baptist Relief at the Pentagon"

## 8. Promotional audio

### 1st Place Award

G. Ken Satterfield, Missouri Baptist Convention, "Join the Team"  
No Other Award

## 9. PSA/Commercial video

### 1st Place Award

R. Martin Coleman, Ricky Blair FamilyNet, "This Child"

### 2nd Place Award

Tim Nicholas, Mississippi Baptist Convention Board, "Live It"

## 10. PSA/Commercial audio

No Entries

## 11. Children's/Youth/Family Entertainment video programs

### 1st Place Award

Ricky Gibson, David LaMar, International Mission Board, "Who's Your Role Model?"

### 2nd Place Award

Trish Ragsdale, R. Martin Coleman, FamilyNet, "At Home Live: Dec. 6, 2001"

## 12. Music video

### 1st Place Award

J. K. Edwards, South Carolina Baptist Convention, "Dive In: Joy Retreat 2001"

### 2nd Place Award

Larry Brannin, Robert Reeves, Kentucky Baptist Convention, "The Anchor Holds"

## Photography Division

### A. Newspaper/newsletter

#### 1. Single

##### 1st Place Award

Tim Nicholas, Mississippi Baptist Convention Board, "Delivering Calm After the Storm"

##### 2nd Place Award

Tim Nicholas, Mississippi Baptist Convention Board, "God so Loved ..."

#### 2. Series

No Entries

## B. Magazine

#### 1. Single

##### 1st Place Award

Russell Dilday, Buckner Baptist Benevolences, "The Kiss"

##### 2nd Place Award

Matt Jones, International Mission Board, "Working for Peanuts"

#### 2. Series

##### 1st Place Award

Roy M. Burroughs, International Mission Board, "Restored Land, Reclaimed Lives"

##### 2nd Place Award

Matt Jones, International Mission Board, "Finding A Balance/China's Gateway City"

## C. Other Media

#### 1. Electronic

##### 1st Place Award

Gibbs Frazeur, North American Mission Board, "Offering Comfort"

##### 2nd Place Award

Shannon Baker, New Orleans Baptist Theological Seminary, "Her New World"

#### 2. Print

##### 1st Place Award

Bill Bangham, International Mission Board, "Chernobyl's Children"

##### 2nd Place Award

Sandy King, International Mission Board, "Manna"

## Writing Division

### A. Newspaper, newsletter, tabloid

#### 1. News writing, single

##### 1st Place Award

Steve DeVane, *Biblical Recorder*, "Conservative Group Promotes BSC Takeover"

##### 2nd Place Award

David Winfrey, *Western Recorder*, "It's Gone: Kentucky Baptists Help Flood Victims Cope"

#### 2. News writing, series

### 1st Place Award

Barbara Denman, Florida Baptist Convention, "Florida Minister Searches for Justice"  
No Other Award

#### 3. Feature writing, single

##### 1st Place Award

Michael Leathers, Illinois Baptist State Association, "Church Mural's Restoration Requiring Meticulous Detail"

##### 2nd Place Award

Dannah Prather, Kentucky Baptist Homes for Children, "Lawson's Legacy"

##### Honorable Mention

Charlie Warren, *Arkansas Baptist* Newsmagazine, "Blessed with Children"

#### 4. Feature writing, series

##### 1st Place Award

Tim Palmer, Stacey Hamby, *Word&Way*, "Christians and Mental Illness"

##### 2nd Place Award

Mark Wingfield, *Baptist Standard*, "Ashes to Ashes"

##### Honorable Mention

Wendy Ashley, Annuity Board of the Southern Baptist Convention, "A Year for Well-Being"

#### 5. Interpretive reporting

##### 1st Place Award

Craig Bird, "Warning: *The Lord of the Rings* Might be Hobbit Forming"

##### 2nd Place Award

Michael Leathers, Illinois Baptist State Association, "Few Devote Time to Prayer Room"

#### 6. Opinion, editorial, columns, commentary

##### 1st Place Award

John Pierce, *Baptists Today*, "Getting the Scoop on the SBC"

##### 2nd Place Award

Lynn P. Clayton, *Baptist Message*, "Shhh! I'm Trying to Listen and Grow a Little Bit Here"

##### Honorable Mention

Bill Webb, *Word & Way*, "Taxes-to-

Churches Plan Unwise"

## B. Magazine

#### 1. News writing, single

No Entries

#### 2. News writing, series

No Entries

#### 3. Feature writing, single

##### 1st Place Award

Scott Collins, Buckner Baptist Benevolences, "In Search of the Prodigal"

##### 2nd Place Award

Ken Camp, Baptist General Convention of Texas, "The Chamber"

#### 4. Feature writing, series

##### 1st Place Award

Steve Achord, Randy Cowling, Kansas-Nebraska Convention of Southern Baptists, "Chaplaincy – A Ministry of Presence"  
No Other Award

#### 5. Interpretive reporting

##### 1st Place Award

Robert Marus, Associated Baptist Press, "Cyberlibel"  
No Other Award

#### 6. Opinion, editorial, columns, commentary

##### 1st Place Award

Greg Warner, Associated Baptist Press, "Are You Sure About That?"

##### 2nd Place Award

Bill Bangham, International Mission Board, "Kissing the Future"

## C. Online publications

#### 1. News writing, single

##### 1st Place Award

Bob Allen, Associated Baptist Press, "Baptist Foundation Investors Picket Arizona Auditor's Office"

##### 2nd Place Award

Mark Kelly, International Mission Board, "Volunteers On-site When Earthquake Strikes Peru"

#### 2. News writing, series

No Entries

#### 3. Feature writing, single

#### 1st Place Award

Greg Warner, Associated Baptist Press, "Fast Company Editor Says it's Time for a Deep Breath"

#### 2nd Place Award

Craig Bird, "Did You Hear the One About a God Who Laughs?"

#### **4. Feature writing, series**

No Entries

#### **5. Interpretive reporting**

##### 1st Place Award

Erich Bridges, Brittany Jarvis Conner, Sue Sprenkle, International Mission Board, "Showing God's Love in Africa's AIDS Crisis"

##### 2nd Place Award

Baptist Press Team, International Mission Board, "Missions in the Aftermath of September 11"

#### **6. Opinion, editorial, columns, commentary**

##### 1st Place Award

Bill Bangham, International Mission Board, "9-11: The Day our World Changed"

##### 2nd Place Award

Tim Nicholas, Mississippi Baptist Convention Board, "Uncle Jabez"

#### **D. Advertising or Promotional Copy**

#### **1. Ad copywriting, single**

No Entries

#### **2. Ad copywriting, series**

##### 1st Place Award

Communications Department Kentucky Baptist Convention "KBC Web Site Redesign"

##### 2nd Place Award

Stephen Farrar, LifeWay Christian Resources, "What's Life All About?"

##### Honorable Mention

Jerilynn Armstrong, Annuity Board of the Southern Baptist Convention "Absolutely!"

#### **3. Scripts**

##### 1st Place Award

Doug Rogers, Alabama Baptist Convention State Board of Missions "Today's Discipleship Forecast"  
No Other Award

#### **4. PSAs**

No Entries

#### **5. Special materials**

No Entries

#### **6. Annual Reports**

##### 1st Place Award

Lindsay Bergstrom, Philip Poole Associated Baptist Press "ABP Annual Report"

##### 2nd Place Award

Scott Collins, Buckner Baptist Benevolences "Endless Opportunities"

### Design Division

#### **A. News and Information**

#### **1. State Baptist newspaper, up to two colors**

##### 1st Place Award

Sean Copley, Bob Simpson, Iris White Baptist Life

##### 2nd Place Award

Western Recorder Staff, Western Recorder

#### **2. State Baptist newspaper, three colors or more**

##### 1st Place Award

Marv Knox, Mark Wingfield, Baptist Standard

##### 2nd Place Award

Biblical Recorder staff, Biblical Recorder

#### **3. Magazines, 6 or more issues**

##### 1st Place Award

The Commission Team, International Mission Board, The Commission

##### 2nd Place Award

Lindsay Bergstrom, Greg Warner, Associated Baptist Press, FaithWorks

#### **4. Magazines, 5 or fewer issues**

##### 1st Place Award

Alan Paul, Amy Seale, Buckner Baptist Benevolences, Buckner Today

##### 2nd Place Award

Office of Public Relations, Southwest Baptist University, SBU Life

#### **5. Newsletter, other newspaper or tabloid, up to two colors**

#### 1st Place Award

Office of Public Relations, Southwest Baptist University, SBU Life: Alumni News Edition

#### 2nd Place Award

Georgia Baptist Communications, Georgia Baptist Convention, The Link

#### **6. Newsletter, other newspaper or tabloid, three colors or more**

##### 1st Place Award

Lisa Jones, David R. Wilkinson, Cooperative Baptist Fellowship, Fellowship Newsletter

##### 2nd Place Award

John Pierce, Baptists Today

#### **7. Brochures or booklets, two-color**

##### 1st Place Award

Office of Public Relations, Baylor University, "Baylor You! 2001 Noise!"

##### 2nd Place Award

Debbie Sheppard, Baptist General Convention of Texas, "Let's Go Pray"

#### **8. Brochures or booklets, three colors or more**

##### 1st Place Award

Terry Walton, Cooperative Baptist Fellowship, "Destination Missions"

##### 2nd Place Award

Alan Paul, Buckner Baptist Benevolences, "Buckner Orphan Care International"

#### **9. Annual Report**

##### 1st Place Award

Alan Paul, Buckner Baptist Benevolences, "Endless Opportunities"

##### 2nd Place Award

Office of Public Relations, Baylor University, "Let Baylor Be the First"

#### **10. Book**

##### 1st Place Award

Jim Edminson, Baptist Children's Homes of North Carolina, A Place for Miracles

##### 2nd Place Award

April Hull, Alison Pless Annuity Board of the Southern Baptist Convention, Good News for Great Days

#### **11. Media/Press kit**

No Entries

#### **12. Special theme sections**

##### 1st Place Award

C. Wayne Childers, Baptist Foundation of Oklahoma, "Oklahoma Baptist Foundation Ethnic Initiative"

##### 2nd Place Award

Western Recorder Staff, Western Recorder, "How Do We Answer?"

### **B. Promotion/advertising**

#### **1. Product, promotion or academic catalog**

##### 1st Place Award

Advertising and Promotion, LifeWay Christian Resources, "Amazon Outfitters VBS Catalog"

##### 2nd Place Award

John Hoyle, Gardner-Webb University, "GWU Undergraduate Catalog"

#### **2. Poster or flyer**

##### 1st Place Award

Office of Public Relations, Baylor University, "Poetic Justice"

##### 2nd Place Award

Terry Walton, Cooperative Baptist Fellowship, "It's Time: Doing Justice and Mercy in a World Without Borders"

#### **3. Specialty items**

##### 1st Place Award

Kristina Boesch, International Mission Board, "VitaNovis" Card Set

##### 2nd Place Award

Miranda Bradley, Texas Baptist Children's Home and Family Services, "Imagine That!" calendar

#### **4. Print ads, up to two colors**

##### 1st Place Award

Jerilynn Armstrong, April Hull, Annuity Board of the Southern Baptist Convention, "Absolutely! series"  
No other award given

#### **5. Print ads, three colors or more**

##### 1st Place Award

Wendy Ashley, April Hull, Annuity Board of the Southern Baptist Convention, "One Size Doesn't Fit All"

### 2nd Place Award

John Hoyle, Gardner-Webb University,  
"2001 GWU Homecoming"

## 6. Special advertising materials, including outdoor advertising

### 1st Place Award

Robert Reeves, Kentucky Baptist  
Convention and Michael Prather,  
PRATHERdesign Inc., Kentucky Baptist  
Convention Airport Advertising  
No other award given

## C. General Design and Illustration

### 1. Logo Design

#### 1st Place Award

April Hull, Annuity Board of the  
Southern Baptist Convention,  
"ABsolutely!"

#### 2nd Place Award

Michael Prather, PRATHERdesign Inc.,  
"2002 BCA Spring Training"

### 2. Letterhead/stationery

#### 1st Place Award

Looie Biffar, Becky Bridges, Baptist  
General Convention of Texas, BGCT  
Convention Stationery  
No other award given

### 3. Special exhibit/display designs

#### 1st Place Award

Jerilynn Armstrong, Lisa McCracken,  
Annuity Board of the Southern  
Baptist Convention, "Adopt an  
Annuitant"

#### 2nd Place Award

Jerilynn Armstrong, Wendy Ashley, Lisa  
McCracken, Annuity Board of the  
Southern Baptist Convention, "Join Us  
on the Journey"

### 4. Redesign of existing product, logo, magazine, etc.

#### 1st Place Award

Office of Public Relations, Baylor  
University, *Educator*

#### 2nd Place Award

Georgia Baptist Communications,  
Georgia Baptist Convention, "GBC  
Media Kit"

### 5. Illustrations, informational graphics

#### 1st Place Award

Lindsay Bergstrom, Greg Warner,  
Associated Baptist Press, "Who's  
Shaping the Christian Mind?"

#### 2nd Place Award

Alan M. Perrow, International Mission  
Board, "The Muslim World"

### 6. Editorial cartoon

No Entries

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## Special Thanks to:

Katie Shull, Keith Beene,  
Polly House, Jim Veneman,  
Charles Willis, Shirley  
Richardson, Marshall Walker  
and Tracy Brooks

### BCA Officers

Diane Reasoner, President;  
Denise Withers, Program  
Vice President; Tim  
Yarbrough, President Elect;  
Terry Barone & Mark  
Wyatt, Program Vice  
Presidents Elect; Terri  
Lackey, Awards Chair; Scott

Vaughan, Membership Vice  
President; Teresa Dickens,  
Missions Vice President;  
Stacey Hamby, Newsletter  
Editor; Jim Edminson,  
Professional Development  
Coordinator; Kenneth R.  
Camp, Treasurer; and Chip  
Turner, Historian

### Judges

Chip Alford, Joan Armour,  
Susan Barnes, Mark Barclay,  
Ken Blake, Barbara Brake,  
Anita Bugg, Steve Campbell,

Jackie Cavnar, Olivia Cloud,  
Delores Delvin, Dusty  
Deming, Mike DuBose, Dan  
Feathers, John Householder,  
Mollie Henry, Deana  
Larson, Teresa Mastin,  
Melissa U. Miller, Ashley  
Nimmo, Anna Paddon,  
Mickey Pace, Kearstin  
Patterson, David Rogers, Jan  
Read, Jenna Slocum, Vicki  
Smith, Peter White and  
Nancye Willis