



# The 2009 Wilmer C. Fields Awards Competition

**Wilmer C. Fields** was a pioneer in the area of Christian journalism and public relations. He served from 1959-87 at the Southern Baptist Convention Executive Committee in the area of public relations. He was responsible for creating Baptist Press, a network of Baptist journalism professionals that became highly respected in secular and religious circles. He is a lifetime member and currently resides with his wife Lawanna in Nashville.



## **Grand Prize Winners**

The Frank Burkhalter Award for significant achievement in religious news writing Frank Burkhalter became the publicity director for the Southern Baptist Seventy-five Million Campaign in 1919. When the Cooperative Program was launched in 1925, Burkhalter became its first publicity director. From 1929 until he retired in 1945, he was professor of journalism at Baylor University.

Coverage of Kenya Post-Election Violence Sue Sprenkle and Erich Bridges, International Mission Board

The Arthur S. Davenport Award for exceptional achievement in public relations and development Arthur S. Davenport was the first full-time public relations director for the Baptist General Convention of Oklahoma. Davenport was one of the 24 founding members of the Baptist Public Relations Association (now BCA), and served as the association's third president in 1956-57. Later, he operated a successful public relations agency in Oklahoma City.

Mission: Dignity Launch and Fundraising Campaign Judy Bates and Communications Department GuideStone Financial Resources

THE LEONARD HOLLOWAY AWARD FOR EXCEPTIONAL ACHIEVEMENT IN FEATURE WRITING

Leonard Holloway served as the public relations director for the Baptist General Convention of Texas in the early 1950s. A charter member of BPRA (now BCA), Holloway taught at Wayland Baptist University and served as president of Mary Hardin-Baylor and the University of Corpus Christi.

Europe's Slide from Cross to Crescent Don Graham International Mission Board

The M. E. Dodd Award for significant achievement in Radio, television, film, and video Dr. M. E. Dodd, for more than 40 years the pastor of First Baptist Church in Shreveport, La., was a pioneer in Southern Baptist media ministry. Dodd served as president of the Southern Baptist Convention and was the first speaker on the nationally syndicated *Baptist Hour* radio program.



On Mission Extra - Brenda Crim Communications Team North American Mission Board

### Special thanks

# to the following for their help in making this year's Wilmer C. Fields Awards Competition a success:

- Our judges for their tireless efforts of professional critique and evaluation of each entry
- ♦ The Communication Services Team at the Georgia Baptist Convention for their assistance with the judging process, design of printed pieces, and development of the presentation
- ♦ Margaret Dempsey-Colson, BCA Administrative Coordinator
- ♦ All BCA members who submitted entries for their overall excellence



The Albert McClellan Award for significant achievement in print media and design Albert McClellan, a charter BPRA (now BCA) member, served on the staff of the Southern Baptist Convention Executive Committee for 32 years in several capacities, including public relations secretary. McClellan also served as president of BPRA during its formative years.

Baylor Magazine
Office of Marketing Communications
Baylor University

#### THE FON H. SCOFIELD AWARD FOR SIGNIFICANT ACHIEVEMENT IN PHOTOGRAPHY

Fon H. Scofield, Jr. was a pioneer and award-winning Southern Baptist photojournalist. Scofield began his career as a photographer with the Baptist State Convention of North Carolina, then spent 29 years on the staff of the Southern Baptist Foreign Mission Board (now the International Mission Board).

Three Cities Rolled Into One Matt Jones International Mission Board

The Diane Reasoner Award for exceptional achievement in Interactive Communications Diane Reasoner served for 20 years on the Communications staff of the Georgia Baptist Convention before being killed in a tragic automobile accident in April 2007. She was instrumental in creating the Convention's first web site and the first Internet radio station among all Baptist state conventions. A BCA member since 1988, she received numerous BCA awards and served as the organization's president in 2001-02. She also served as the professional development coordinator in 1999-2000 and as membership chair in 1994-95. The Award was created in 2002 as the Exceptional Achievement Award in Interactive Communications and renamed The Diane Reasoner Award for exceptional achievement in Interactive Communications by vote of the membership in 2008.

West Africa Regional Website www.gowestafrica.org Mary Beth Meilstrup International Mission Board



# **Public Relations and Development Division**

### <u>Total Public Relations or</u> <u>Development Campaign</u> 1<sup>st</sup> Place Award

Judy Bates and Communications Department GuideStone Financial Resources Mission: Dignity Launch and Fundraising Campaign

### 2<sup>nd</sup> Place Award

Mike Creswell and Creative Team Baptist State Convention of North Carolina North Carolina Missions Offering 2008

### **Honorable Mention**

Public Relations Division Florida Baptist Convention The Maguire State Missions Offering

### <u>Special Events</u> 1st Place Award

Office of University Communications Union University Union University from Rubble to Renewal

### 2<sup>nd</sup> Place Award

Brian Maxwell Smith Shades Mountain Baptist Church Birmingham, Ala. Global Impact Celebration

# **Photography Division**

# <u>Newspaper/Newsletter Single</u> 1<sup>st</sup> Place Award

Kent Harville LifeWay Christian Resources They Shall Rise Up and Call Her Blessed

### 2<sup>nd</sup> Place Award

Chris Mills Alabama State Board of Missions Sizing Up the Competition

### **Honorable Mention**

Grace Thornton The Alabama Baptist 'Heartbreak' Shift a Daily Routine for Gambling Facilities Nationwide

### <u>Newspaper/Newsletter Series</u> 1<sup>st</sup> Place Award

Kent Harville LifeWay Christian Resources Living Lives on Mission

### 2<sup>nd</sup> Place Award

K Brown Baptist State Convention of North Carolina *Ukraine's Gypsy Church* 

### **Honorable Mention**

J. Blake Ragsdale Baptist Children's Home of North Carolina *Reunion* 

### **Magazine Single**

1st Place Award

Kelly Shrout LifeWay Christian Resources *Hope for Rwanda* 

### 2nd Place Award

Kent Harville LifeWay Christian Resources Let the Little Children Come to Me

### Magazine Series

1st Place Award

Kent Harville LifeWay Christian Resources Outreach in Uganda

### 2<sup>nd</sup> Place Award

Matt Jones International Mission Board Capital of the World

# **Photography Division**

### <u>Other Media Electronic</u> 1<sup>st</sup> Place Award

Matt Jones International Mission Board St. Paul Shipwreck Festival

### 2<sup>nd</sup> Place Award

Kent Harville LifeWay Christian Resources Taking a Leap

### <u>Other Media Print</u>

### 1st Place Award

Matt Jones International Mission Board Three Cities Rolled Into One

### 2<sup>nd</sup> Place Award

Joseph Rose International Mission Board Resplendent

### **Honorable Mention**

Joseph Rose International Mission Board Girl Welcoming Spring

# **Design Division**

### <u>State Baptist Newspapers</u>

1st Place Award

The Christian Index

### 2<sup>nd</sup> Place Award

Word and Way

### **Honorable Mention**

The Alabama Baptist

### <u>Magazines- 6 or More Issues Per Year</u>

1st Place Award

Melody Maxwell Woman's Missionary Union *GA World* 

### 2nd Place Award

Emily Grace Ames North American Mission Board *Lad Magazine* 

### **Honorable Mention**

Susan Childress North American Mission Board *Crusader Magazine* 

### <u>Magazines- 5 or Fewer Issues Per Year</u>

1st Place Award

Office of Marketing Communications Baylor University Baylor Magazine

### 2<sup>nd</sup> Place Award

Office of University Communications Union University *Unionite* 

### **Honorable Mention**

Communications Office Ouachita Baptist University *The Ouachita Circle* 

## Newsletter, Other Newspaper, or Tabloid

1<sup>st</sup> Place Award

Barbara Denman and Lauren Urtel Florida Baptist Convention Florida Missions Today

### 2<sup>nd</sup> Place Award

Office of Marketing Communications Baylor University Baylor News



# **Design Division**

# <u>Newsletter, Other Newspaper, or Tabloid</u> (continued)

### **Honorable Mention**

Brian Maxwell Smith Shades Mountain Baptist Church Birmingham, Ala. Shades Mountain Life

### **Brochure or Booklet**

### 1st Place Award

Russell Lightner Southern Baptists of Texas Convention Church Ministries Toolbox

### 2<sup>nd</sup> Place Award

Jesse Conte Alabama State Board of Missions 28 Ways

### **Honorable Mention**

Scott Camp Samford University *Table Grace* 

### <u> Annual Report</u>

### 1st Place Award

Robert Reeves Kentucky Baptist Convention Kentucky Baptists Connect Progress Report

### 2<sup>nd</sup> Place Award

Kimberly Quinn and Dulce Stevens Missouri Baptist Foundation 2007 Annual Report

### **Honorable Mention**

Philip Poole Samford University 2008 President's Report

#### **Book**

### 1st Place Award

Office of Marketing Communications Baylor University Baylor, A Legacy of Spirit, Tradition, Beauty

### 2<sup>nd</sup> Place Award

No Award Given

### Media/Press Kit

No Award Given

# <u>Product or Promotional Brochure or Academic Catalog</u>

### 1st Place Award

Michael Steven Forrest Baptist Convention of North Carolina World Hunger Brochure

### 2<sup>nd</sup> Place Award

Office of University Communications Union University 2008 Homecoming Brochure

#### TIE:

### **Honorable Mention**

Kathryn Carson
Baptist Convention of North Carolina
Embrace – North Carolina Women's Missions
and Ministries Brochure

### **Honorable Mention**

Leslie Crane Baptist Convention of North Carolina *The Power of One* 

### **Poster or Flyer** 1st Place Award

Office of Marketing Communications Baylor University Traditions Poster

### 2<sup>nd</sup> Place Award

Jesse Conte Alabama Baptist State Board of Missions mpact Alabama

### **Honorable Mention**

Ian Richardson Mississippi Baptist Convention Board *Christmas in China* 



# **Design Division**

### <u>Specialty Item – Giveaway</u> 1<sup>st</sup> Place Award

Alan M. Perrow International Mission Board 2008 South America Christmas Ornament

### 2<sup>nd</sup> Place Award

Carol Woodward and J. B. Herrmann University of Mary Hardin-Baylor UMHB iPOD

### **Honorable Mention**

Marty Beth Meilstrup **International Mission Board** West Africa Sandals

### Specialty Item - Printed 1st Place Award

Office of University Communications **Union University** 2009 Desk Calendar

### 2<sup>nd</sup> Place Award

Jesse Lyautey and Mary Beth Meilstrup **International Mission Board** West Africa Scrapbook Kit

### **Honorable Mention**

Alan M. Perrow **International Mission Board** IMB Christmas Cards

### Print Ad – Up to Two Colors

No Award Given

### Print Ad – Three Colors or More 1<sup>st</sup> Place Award

Carol Woodward University of Mary Hardin-Baylor Texas Homeschool Ad

### 2nd Place Award

Marketing and Communication Division California Baptist University Live Your Purpose

### **Honorable Mention**

Carol Woodward University of Mary Hardin-Baylor Baptist Standard Ad

### **Direct Mail-Single**

1<sup>st</sup> Place Award

Office of Marketing Communications **Baylor University** This is It

### 2<sup>nd</sup> Place Award

Kathyrn Carson **Baptist State Convention of North Carolina** Revive Us Again

### **Honorable Mention**

**David Calvert GuideStone Financial Resources** Financial Plans and Services

### **Direct Mail-Kit or Campaign** 1<sup>st</sup> Place Award

Office of University Communications **Union University** Renewing Minds Admissions Campaign

### 2<sup>nd</sup> Place Award

Student Mobilization Department and CAPS Media Team **International Mission Board** 2008-09 Student Missions Resource Kit

### **Honorable Mention**

David Calvert GuideStone Financial Resources Spotlight on Service!

### Logo Design 1st Place Award

**Brian Maxwell Smith** Shades Mountain Baptist Church Birmingham, Ala. Mom2mom



# **Design Division**

<u>Logo Design</u> (continued) 2<sup>nd</sup> Place Award

Matt Carson North American Mission Board *Kids 4 Christ Around the World* 

### **Honorable Mention**

Matt Carson North American Mission Board *Alert! On Campus* 

The Widow's Might Letterhead

<u>Stationery – Letterhead, Envelope, or Business Card</u>

1<sup>st</sup> Place Award

David Calvert

GuideStone Financial Resources

### 2nd Place Award

Carol Woodward University of Mary Hardin-Baylor UMHB Stationery

# Special Exhibit/Display 1st Place Award

Office of University Communications Union University Union University Heritage Center

### 2<sup>nd</sup> Place Award

Carol Woodward University of Mary Hardin-Baylor UMHB Outdoor

### **Honorable Mention**

Carol Woodward University of Mary Hardin-Baylor UMHB Event Displays

# **Audio-Visual Communication Division**

<u>Feature Production – Broadcast,</u> <u>More Than 15 Minutes</u> 1<sup>st</sup> Place Award

Communications Team
North America Mission Board
On Mission Extra Pilot
2nd Place Award
No Award Given

### <u>Feature Production – Broadcast,</u> <u>Less Than 15 Minutes</u> 1<sup>st</sup> Place Award

Communications Team North American Mission Board On Mission Extra – Brenda Crim

### 2<sup>nd</sup> Place Award

Ray Killebrew Missouri Baptist University Going Like 60

### **Honorable Mention**

David Ozmun Ouachita Baptist University Tropical Ecology in Hawaii

### <u>Feature Production – Non-broadcast,</u> <u>More Than 15 Minutes</u>

No Award Given

### <u>Feature Production – Non-broadcast,</u> <u>Less Than 15 Minutes</u>

1st Place Award

Communications Team North American Mission Board *Ben Barfield* 

### TIE:

2<sup>nd</sup> Place Award

Communications Team North American Mission Board *Dick May* 



## **Audio-Visual Communication Division**

### <u>Feature Production – Non-broadcast,</u> Less Than 15 Minutes (continued)

### 2<sup>nd</sup> Place Award

Greg Elgin, Chris Sinclair, John Franklin **International Mission Board** Into the Favelas

### **Honorable Mention**

Sharing Faith in Times of Crisis Tyrus Wood Florida Baptist Convention

### Promotional Video 1st Place Award

Greg Elgin, Ashley Veneman, ShaveFX, Inc.

**International Mission Board** Commission Stories Promotion

### 2<sup>nd</sup> Place Award

K Brown and Dana Brown Baptist State Convention of North Carolina Built from the Garbage

### **Honorable Mention**

Susan Childress North American Mission Board Beginning RAs

### Video Magazine

1st Place Award

Tyrus Wood Florida Baptist Convention For This Cause

### 2<sup>nd</sup> Place Award

Larry Brannin and Jonathan Johnston **Kentucky Baptist Convention** Celebrate God's Love

### Music Video 1st Place Award

Greg Elgin, David LaMar, Patrick Gregory **International Mission Board** Go Tell

### 2<sup>nd</sup> Place Award

Greg Elgin, Ricky Gibson, Patrick Gregory **International Mission Board** To the Ends of the Earth

### Public Service Announcement or Commercial

1st Place Award

Office of University Communications **Union University** Union University Rebuilding

### 2nd Place Award

Deanne Carter Florida Baptist Convention Pray for Our Nation

### **Honorable Mention**

Susan Childress North American Mission Board Built for Significance

NOTE: No Awards were given in the audio category other than the one below.

### Podcast – Audio Distributed Three Time Per Month or Less

1st Place Award

Chris Turner, Brooklyn Noel Lowery, Russ Rankin LifeWay Christian Resources Inside LifeWay

### 2<sup>nd</sup> Place Award

No Award Given

### **Honorable Mention**

Kelly Shrout, Russ Rankin LifeWay Christian Resources Lifecast - Oliver North



# **News Writing Division**

### First Person Column

1st Place Award

**Rob Phillips** 

LifeWay Christian Resources

Death and Life in the Valley of Camarones

### 2<sup>nd</sup> Place Award

Norman Jameson

Biblical Recorder

Spoke'n: Leading the Pack

### **Honorable Mention**

Jim Edminson

Baptist Children's Home of North Carolina

I Think I Can, I Thought I Could!

### <u>Single Article – Newspaper or Newsletter</u> 1<sup>st</sup> Place Award

**Drew Nichter** 

Western Recorder

Disaster Response: Kentucky Baptists Active in

Hurricane Gustav Relief Effort

### 2<sup>nd</sup> Place Award

**Grace Thornton** 

The Alabama Baptist

Felt Like a Death

### **Honorable Mention**

Joe Westbury

The Christian Index

Going, Going, Gone

### <u>Single Article – Magazine</u>

1st Place Award

Polly House

LifeWay Christian Resources

VBS 2009 Themes Announced

### 2<sup>nd</sup> Place Award

**Kelly Shrout** 

LifeWay Christian Resources

 ${\it LifeWay\ Mission\ Volunteers\ Lead\ More\ Than}$ 

5,000 to Christ in 2007

### Single Article – Online Publication

1st Place Award

Tim Ellsworth Union University

Union Students, Jackson Firefighters Share

Stories About Feb. 5 Tornado

### 2<sup>nd</sup> Place Award

Mark Kelly

**Baptist Press** 

Hamas Leader's Son Declares Faith in Christ

### **Honorable Mention**

Brian Kaylor

Baptist General Convention of Missouri

African-American Baptists

### <u> Series or Package – Newspaper or</u>

**Newsletter** 

1st Place Award

Stella Prather and Lisa Watson

Arkansas Baptist News

Arkansas Baptist Churches Destroyed by

*Tornadoes* 

### 2nd Place Award

Stella Prather and Charlie Warren

Arkansas Baptist News

Path of Destruction

### **Honorable Mention**

Steve DeVane

Biblical Recorder

Meditation Program Brings Justice That

**Transforms** 

### Series or Package - Magazine

No Award Given

### <u>Series or Package – Online Publication</u>

1st Place Award

Erich Bridges and Sue Sprenkle

**International Mission Board** 

Coverage of Kenya Post-Election Violence

### 2<sup>nd</sup> Place Award

David Roach

**Baptist Press** 

CBF Coverage

### **Honorable Mention**

monorable Mention

Brooklyn Noel Lowery

LifeWay Christian Resources Campers Challenged to 'Pay the Price'

at Centrifuge

# **News Writing Division**

### <u>Opinion or Editorial</u> 1<sup>st</sup> Place Award

TIE:

Michael C. Blackwell Baptist Children's Home of North Carolina What's Right With the Church

Erin Roach Baptist Press It's About Jesus, Not Frosty

### 2<sup>nd</sup> Place Award

Norman Jameson Biblical Recorder Silence Makes Us Irrelevant

### **Honorable Mention**

Michael C. Blackwell Baptist Children's Home of North Carolina Accepting Oneself is Key

# **Feature Writing Division**

### <u>Single Article – Newspaper or Newsletter</u> 1<sup>st</sup> Place Award

Stacey Hamby

Pleasant Valley Baptist Church, Liberty, Mo. *Faith in the Storm* 

### 2<sup>nd</sup> Place Award

Scott Barkley
The Christian Index
Online Meetings Becoming the New Option

#### **Honorable Mention**

Grace Thornton
The Alabama Baptist
'Heartbreak' Shift a Daily Reality for Gambling
Facilities Nationwide

## Single Article – Magazine

1st Place Award

Russell Rankin LifeWay Christian Resources Neo-Nazi Finds Freedom in Prison

### 2<sup>nd</sup> Place Award

Brooklyn Lowery LifeWay Christian Resources Sand and Light: Spring Breakers Share Rides, Pancakes, and Jesus at Beach Reach

### <u>Single Article – Online Publication</u> 1<sup>st</sup> Place Award

Don Graham International Mission Board At the Edge of Darkness: Columbia's Indigenous Tribes Transformed by the Gospel

### 2<sup>nd</sup> Place Award

Norm Miller Baptist Press Gospel Shared in Black and White to Reach Philly Inner City

### **Honorable Mention**

Tim Ellsworth Baptist Press Now Saved Boxing Manager Helps Others

# <u>Newspaper or Newsletter – Series or Package</u>

No Award Given

### <u>Magazine – Series or Package</u> 1<sup>st</sup> Place Award

**Erich Bridges** 

International Mission Board

Mega-city Series: Buenos Aires and London

#### 2<sup>nd</sup> Place Award

Norman Jameson Biblical Recorder

Inside Out: Personal Interview with BSC Leaders

### <u>Online Publication – Series or Package</u> 1<sup>st</sup> Place Award

Don Graham International Mission Board Europe's Slide from Cross to Crescent

### 2<sup>nd</sup> Place Award

Tim Ellsworth Baptist Press 2008 Olympic in Beijing

# **Feature Writing Division**

Advertising or Promotional Copy

No Award Given

Special Materials
No Award Given

**Scripts** 

No Award Given

# **Interactive Media Division**

**Interactive Media Division** 

**Web Sites** 

1st Place Award

Mary Beth Meilstrup International Mission Board West Africa Regional Web Site www.gowestafrica.org

2<sup>nd</sup> Place Award

Kathyrn Carson Baptist State Convention of North Carolina www.ncbaptist.org **Honorable Mention** 

Marketing and Communications Division California Baptist University www.calbaptist.edu

CD-Rom

**Honorable Mention** 

Brenda Rick Smith Kentucky Baptist Convention Kentucky Baptist Convention Annual CD

# **Judging Panel**

Ashley Bates, Life Writer *The Gainesville (Ga.) Times* 

Don Boykin, Retired Staff Writer Atlanta Journal-Constitution

Veronica Crawford Department Chair/Newspaper Adviser Grayson High School

John Cristadoro, Sales Representative Clear Channel Communications

Scott Davis, President *Third Heaven Imaging* 

Gibbs Frazeur, Freelance Photographer *Frazeur Photography* 

Bryan Green, Interactive Media Coordinator Clear Channel Communications

Mark Hamilton, Webmaster *Hebron Baptist Church* 

Joe Hiett, Managing Editor Cartersville Tribune-News Chris Hobbs, Vice President – Communications Georgia Baptist Children's Homes and Family Ministries

Brian Hume, Media Director *Hebron Baptist Church* 

Doug Keesey, President EyeOn Creative Media Group

Ron Lambrose, President Touching Lives Ministry

Tripp Liles General Manager – Creative Services Sauers Group

Sheryl McHugh, President Design Type

Dr. Sabrena Parton, Dean Communication Arts – Shorter College

Jennifer Thomas, Freelance Graphic Artist *Ardent Design* 

Dana Thompson, Web Manager Shorter College