



*54th Annual Wilmer C. Fields*  
**AWARDS  
COMPETITION**

EMBASSY SUITES BY HILTON • OLD TOWN ALEXANDRIA  
*Washington, D.C. Workshop* • APRIL 18-21, 2018

# *54th Annual Wilmer C. Fields Awards*

Presented during the 64th Annual BCA Workshop  
in Washington, D.C., on April 20, 2018

Awards coordinated by the  
Office of University Communications  
at Union University



# Grand Prize Awards

## Arthur S. Davenport Award for Exceptional Achievement in Public Relations and Development

Texas Recruiting Campaign  
Office of Communications  
Ouachita Baptist University



## Diane Reasoner Award for Exceptional Achievement in Interactive Communications

About Baylor Website  
Marketing and Communications  
Baylor University



## M.E. Dodd Memorial Award for Exceptional Achievement in Radio, Television, Film and Video

SAVED  
Blake Ragsdale and Randy Durham  
Baptist Children's Homes of North Carolina and Credence Pictures



## Fon H. Scofield Award for Exceptional Achievement in Photography

Christie Halverson NCAA II All-American  
Jacob Gonzalez and Isaiah Aguirre  
California Baptist University



## Frank Burkhalter Award for Exceptional Achievement in Religious Newswriting

Baptists Serve Bangkok's 'Little Lahore'  
Seth Brown  
Biblical Recorder



## Leonard Holloway Award for Exceptional Achievement in Feature Writing

Into the City: Miami  
Marilyn J. Stewart  
Vision, New Orleans Baptist Theological Seminary



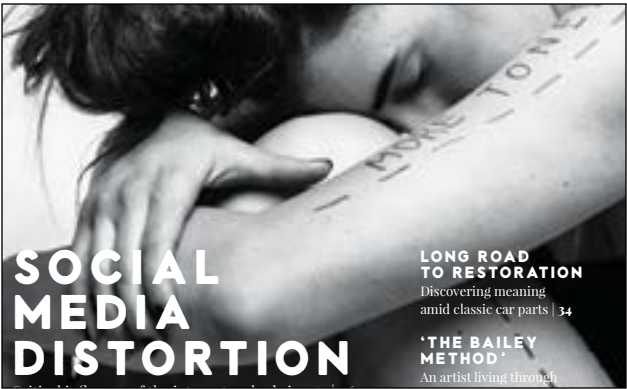
## Albert McClellan Award for Exceptional Achievement in Print Media and Design

Live Your Purpose  
Marketing and Communications  
California Baptist University



## Best Overall Student Entry

Pursuit Magazine  
Randy Plavajka, Kathleen Phillips  
California Baptist University





Overall Public Relations or Development Program/Department

No Awards Given

Total Public Relations or Development Campaign

Less than \$25,000 budget

- 1st Place A Lifetime of Hope – Stella Prather, Arkansas Baptist Children’s Homes and Family Ministries
- 2nd Place 2017 Mission Illinois Offering Communications, Illinois Baptist State Association



More than \$25,000 budget

- 1st Place Be the Difference Office of Communications, Gateway Seminary
- 2nd Place Mission:Dignity Total Campaign Mission:Dignity and Brand Development Staff, GuideStone Financial Resources



Public Relations for Special Events

Less than \$25,000 budget

- 1st Place ICare 5k/Kid’s Dash – Stella Prather, Arkansas Baptist Children’s Homes and Family Ministries
- 2nd Place The Big Invite – Communications Team, Georgia Baptist Mission Board
- 3rd Place Pioneering Spirit: 2017 IBSA Annual Meeting – Communications, Illinois Baptist State Association



More than \$25,000 budget

No Awards Given

“Solid research and a deep understanding of the key publics informed the most impressive programs, campaigns and projects. I was impressed at how much these communication professionals did with their resources.”

Communications and/or Marketing Strategy

Less than \$25,000 budget

- 1st Place Texas Recruiting Campaign Office of Communications, Ouachita Baptist University – Arthur S. Davenport Award Winner
- 2nd Place Running of the Pigs Employee Emphasis – Mission:Dignity and Brand Development Staff, GuideStone Financial Resources
- 3rd Place The Summit 2017: Rescue...NOW! Communications Team, Tennessee Baptist Mission Board

More than \$25,000 budget

No Awards Given

“It was great to see the diversity of campaigns and ways members are sharing their projects/missions with audiences. There were good examples of researching and identifying the target audience, setting objective goals, carrying out the plan and measuring effectiveness.”





# Interactive Communications

## Website, organization or company site

Custom-built

- 1st Place**     **About Baylor Website** – Marketing and Communications, Baylor University  
*Diane Reasoner Award Winner*
- 2nd Place**     **Mississippi College Art Dept. Website Redesign** – Justin Garcia and Jared Walters, Mississippi College
- 3rd Place**     **BCMD.ORG** – Sean Copley, Shannon Baker, Baptist Convention of Maryland/Delaware and Cross & Crown



Adapted Template

- 1st Place**     **Camp Paron Website**  
Arkansas Baptist State Convention
- 2nd Place**     **#reachingNextGen** – Barry Dollar, Georgia Baptist Mission Board
- 3rd Place**     **Northridge Baptist Church**  
Bethany Rogers, Tuscaloosa County Baptist Association



## Website, event or promotion site

Custom-built

No Awards Given

Adapted Template

- 1st Place**     **Youth Evangelism Conference Website** – Corinne Rochotte, Tennessee Baptist Mission Board
- 2nd Place**     **Move Conference Website**  
Barry Dollar, Georgia Baptist Mission Board
- 3rd Place**     **Confluence Website** – Barry Dollar, Georgia Baptist Mission Board



*“The passion, ideas, creativity and collaboration that were apparent in these projects, reminded me of Proverbs 27:17 - ‘Iron sharpens iron, and one man sharpens another.’”*

# Interactive Communications

## Social Media

Single Post

- 1st Place**     **Faculty, Staff & Snapchat** – Tyler Rosenthal, Ouachita Baptist University
- 2nd Place**     **Jesus Christ is the Hope of Puerto Rico** – Marc Ira Hooks, CBA Church Networks
- 3rd Place**     **Faith of a Child** – Innovative Faith Resources



Campaign or Event

- 1st Place**     **Super Summer Materials** – Corinne Rochotte, Tennessee Baptist Mission Board
- 2nd Place**     **#WearOuachitaWeekend Social Media Campaign** – Office of Communications, Ouachita Baptist University
- 3rd Place**     **Mississippi College Study Abroad Social Media Campaign** – Hannah Wallace & Jared Walters, Mississippi College



## Mobile Apps

- 1st Place**     **Youth Ministry Conclave App** – Linda Wilkins, Georgia Baptist Convention

## Internet-based Other Media

- 1st Place**     **Mississippi College Beacon Magazine Redesign** – Justin Garcia and Jared Walters, Mississippi College



*“It’s encouraging to see a high standard of excellence among all categories, but it’s especially exciting to see so many designers, developers, and communicators thinking outside of the box.”*





Video (including podcast)

Editorial Feature, Less than 3 minutes

- 1st Place

Chicago: Portrait of a Neighborhood  
Creative Team, North American Mission Board
- 2nd Place

Go: Bringing Hope to Hurting Children – Maria Estes, Southeastern Baptist Theological Seminary
- 3rd Place

GOTM 2017-18 Baptist Collegiate Ministries ETSU – Communications Team, Tennessee Baptist Mission Board



Editorial Feature, More than 3 minutes

- 1st Place

Chad Vandiver Profile Video  
Marketing Department, GuideStone Financial Resources
- 2nd Place

Houston Strong – Innovative Faith Resources
- 3rd Place

Church Planting – Dixie Jackson  
Arkansas State Missions Offering  
Nick Burt, Arkansas Baptist State Convention



Promotion, Less than 3 minutes

- 1st Place

Ouachita’s Campus Life Highlights Promotional Video – Office of Communications, Ouachita Baptist University
- 2nd Place

School of the Arts at Samford University – Samford University
- 3rd Place

Distinctly GuideStone Video  
Marketing Department, GuideStone Financial Resources



Promotion, More than 3 minutes

- 1st Place

SAVED – Blake Ragsdale and Randy Durham, Baptist Children’s Homes of North Carolina and Credence Pictures  
M.E. Dodd Memorial Award Winner
- 2nd Place

“Why Beeson?” Overview –Beeson Divinity School, Samford University
- 3rd Place

Forever Samford, Parents Scholarship Fund – Samford University



Other

- 1st Place

Devlin Hodges Shoots for the Walter Payton Award – Samford University
- 2nd Place

Merry Christmas from North Carolina Baptist Aging Ministry!  
Carol Layton, North Carolina Baptist Aging Ministry
- 3rd Place

Speak 2017 Wrap-up – Doug Rogers, Alabama Baptist State Board of Missions



Audio (including podcast)

Editorial Feature

- 1st Place

Ted DiBiase, The Price of Fame  
Jon Graham, Georgia Baptist Mission Board
- 2nd Place

Leadership Podcast – Office of Communications, Gateway Seminary

Promotion

No Awards Given

Other

- 1st Place

Life With Purpose Radio  
Rod Hampton, Jon Graham, Ron Lawson, Georgia Baptist Mission Board
- 2nd Place

Bach Among the Theologians – Beeson Divinity School, Samford University
- 3rd Place

The Grind Podcast – Arkansas Baptist State Convention



“The power of modern media is in broadcasting seeds using Christ’s methodology of parable (story is king) and questions (not just answers). We do not have to answer all of the questions because people need to search out the mysteries of God for themselves (Proverbs 25:2), although we do need to lead them to ask the right questions. The winning videos this year attempted this and did well to move in this direction. Keep telling stories and asking the right questions.”



Feature

Single

- 1st Place**    **Second Chance Ministry** - Caleb Yarbrough, *Arkansas Baptist News*
- 2nd Place**    **Oklahoma Baptist Disaster Relief Volunteers Pray before Driving to Houston** – Emily Howsden, *The Baptist Messenger* of Oklahoma
- 3rd Place**    **An Uplifting Surprise** – Corinne Rochotte, *Baptist and Reflector*, Tennessee Baptist Mission Board



Series

- 1st Place**    **Take a Deep Breath** - Lauren Shelburne, *Pursuit Magazine*, California Baptist University
- 2nd Place**    **Night to Shine** – Bethany Rogers, Tuscaloosa County Baptist Association



News

Single

- 1st Place**    **Take Up Your Cross** – Marc Ira Hooks, Baptist General Convention of Oklahoma and CBA Church Network
- 2nd Place**    **Church Planting Vet** – Caleb Yarbrough, *Arkansas Baptist News*
- 3rd Place**    **Freeman (Rescue the Perished)** Corinne Rochotte, *Baptist and Reflector*, Tennessee Baptist Mission Board



Series

- 1st Place**    **BGCO Response to Hurricane Harvey** – Marc Ira Hooks, Baptist General Convention of Oklahoma and CBA Church Network
- 2nd Place**    **Surveying Harvey Devastation** Jane Elliott Rodgers, *Southern Baptist TEXAN*



Portrait

- 1st Place**    **Christie Halverson NCAA II All-American** – Jacob Gonzalez and Isaiah Aguirre, California Baptist University *Fon H. Scofield Award Winner*
- 2nd Place**    **On KP Duty** – Marc Ira Hooks, Baptist General Convention of Oklahoma and CBA Church Network



Promotional or Advertisement

Single

- 1st Place**    **Rescue NOW! Theme Photo** Royce DeGrie, Tennessee Baptist Mission Board



Series

No Awards Given

“Many of you are on the right path or off to a great start to continue working towards creating and capturing impactful images that can make a difference in the world! Always ask yourself if the photo or photos you’re capturing will communicate the story you’re trying to tell without the assistance of a caption.”



Single Article

Less than 750 words

- 1st Place

Pressing On! – Carol Layton, *Help for the Journey*, North Carolina Baptist Aging Ministry
- 2nd Place

Teen Walks for Freedom – Lisa Sergent, *Illinois Baptist*
- 3rd Place

Columbus Church Sign Goes Viral, Howbow Dah? Scott Barkley, *The Christian Index*

750–1,500 words

- 1st Place

Into the City: Miami – Marilyn J. Stewart, *Vision*, New Orleans Baptist Theological Seminary – **Leonard Holloway Award Winner**
- 2nd Place

Sex Trafficking: One Click Led NYC Church to Action – Grace Thornton, Shawn Hendricks, *Baptist Press*
- 3rd Place

Uncle Cudjo – Grace Thornton, *The Alabama Baptist*

More than 1,500 words

- 1st Place

The Face of DACA, The Hands of Georgia Baptists Joe Westbury, *The Christian Index*
- 2nd Place

God Loves a Cheerful Giver – Bonnie Longwell Pritchett, *Southern Baptist TEXAN*
- 3rd Place

Road to Redemption – Grace Thornton, *The Alabama Baptist*

Series or Package

- 1st Place

Faith and Family – Carrie Brown McWhorter, TAB Staff, *The Alabama Baptist*
- 2nd Place

Illinois Baptist – Reformation@500 Communications, *Illinois Baptist*
- 3rd Place

Mission:Dignity Couple Served Others for a Lifetime, Now Are Served by Georgia Churches Joe Westbury, *The Christian Index*



First-Person Column

- 1st Place

Child of an Addict: How Children of Addicts Hurt, Heal and Grow – Hayley Folk, *Pursuit Magazine*, California Baptist University
- 2nd Place

Prayers of a Preschool Parent – Brian Kaylor, *Word&Way*
- 3rd Place

Caught in Bro. Ray’s Crosshairs – Chris Turner, *Baptist and Reflector*, Tennessee Baptist Mission Board

Blog

Single entry

- 1st Place

Tennesseans Say No to Racism – Lonnie Wilkey, *Baptist and Reflector*, Tennessee Baptist Mission Board
- 2nd Place

Lord of the Move – Karen Kinnaird, *Baptist Messenger* of Oklahoma
- 3rd Place

Something More Important Than Football – Lonnie Wilkey, *Baptist and Reflector*, Tennessee Baptist Mission Board

Series

- 1st Place

Millennial Monday – Emily Howsden, *Baptist Messenger* of Oklahoma

Scripts (speech, ceremony, AV production, etc.)

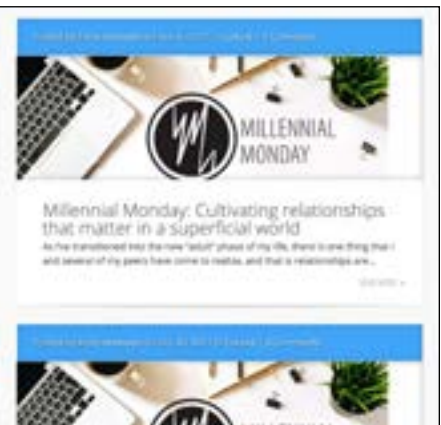
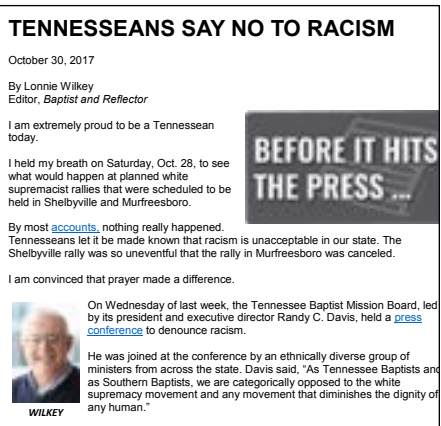
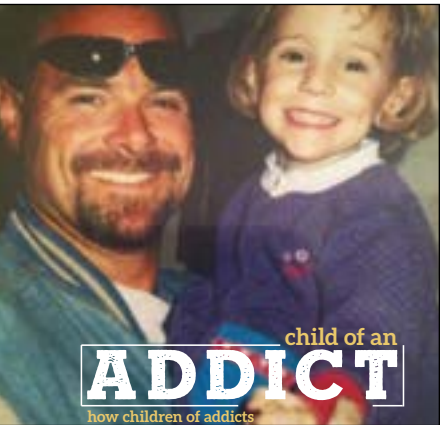
- 1st Place

Promotional Video Script – Office of Communications, Gateway Seminary
- 2nd Place

A Litany of Thanksgiving – Doug Rogers, Alabama Baptist State Board of Missions
- 3rd Place

Alabama BCA Beach Medley – Doug Rogers, Alabama Baptist State Board of Missions

“It warmed my inner journalism geek to see *BCA* writers trying new things and pushing the boundaries of traditional feature writing. Every story deserves to be told uniquely.”





Single Article

Less than 750 words

- 1st Place

Forced Resignation – Jennifer Davis Rash, *The Alabama Baptist*
- 2nd Place

Giving Up Tradition for a Cause – Marc Ira Hooks, *Encourager Magazine*, CBA Church Network

750-1,500 words

- 1st Place

The Gatlinburg Fires – One Year Later  
David Dawson, *Baptist and Reflector*, Tennessee Baptist Mission Board

- 2nd Place

Honored Guests Enjoy Their Special ‘Night to Shine’ – Shannon Baker and Sharon Mager, *BaptistLIFE*, Baptist Convention of Maryland/Delaware

- 3rd Place

Disney’s ‘Gay Moment’ Sours Many Christians  
Diana Chandler, Shawn Hendricks, *Baptist Press*

More than 1,500 words

- 1st Place

The Face of DACA, The Hands of Georgia Baptists  
Joe Westbury, *The Christian Index*
- 2nd Place

Moore: ‘The Conscience of the SBC?’  
Caleb Yarbrough, *Arkansas Baptist News*
- 3rd Place

The Ripple Effect of Cooperative Program Giving  
Lonnie Wilkey, Chris Turner, *Baptist and Reflector*, Tennessee Baptist Mission Board

Series or Package

- 1st Place

Baptists Serve Bangkok’s ‘Little Lahore’  
Seth Brown, *Biblical Recorder* – **Frank Burkhalter Award Winner**
- 2nd Place

Samford Controversy – Jennifer Davis Rash, Bob Terry, TAB Staff, *The Alabama Baptist*
- 3rd Place

The Loss of Sarah Harmening – Margaret Colson, Jennifer Davis Rash, *The Alabama Baptist*

Opinion/Editorial

- 1st Place

Remembering “The Jesus Man” and His Voice for the Gospel – Scott Barkley, *The Christian Index*
- 2nd Place

Tired Schmired: Meet Horace Sheffield  
Scott Barkley, *The Christian Index*
- 3rd Place

What Would Jesus Do About Harassment?  
Eric Reed, *Illinois Baptist*



Print Collateral

Logo

- 1st Place

Mission:Dignity 100 Years Logo  
Marketing and Missions:Dignity Departments, GuideStone Financial Resources

- 2nd Place

FIRSTkids! Logo – Innovative Faith Resources

- 3rd Place

Youth Evangelism Conference 50th Anniversary Logo – Royce DeGrie, Corinne Rochotte, Tennessee Baptist Mission Board

Integrated Branding

- 1st Place

Live Your Purpose – Marketing and Communication, California Baptist University – **Albert McClellan Award Winner**
- 2nd Place

Ouachita Baptist University “Invested in You” Recruitment Materials  
Office of Communications, Ouachita Baptist University

- 3rd Place

Property and Casualty Safety and Security Conference – Rebekah Hardage, Nicolette Heape and Cailey Rogg, GuideStone Financial Resources

Special Display

- 1st Place

Rescue NOW! Banners – Royce DeGrie, Tennessee Baptist Mission Board
- 2nd Place

Mission:Dignity Wall Art  
Judy Bates, Brittany McNally, Amy Van Vleck, GuideStone Financial Resources
- 3rd Place

Pioneering Spirit – Communications, Illinois Baptist State Association



“Design within Christian spheres often gets a bad reputation of being outdated and impersonal, and most of the entries went beyond my expectations and encouraged me that design in ministry is becoming more relevant, diverse, and innovative.”



Print Collateral (contd.)

- Brochure
- 1st Place** Forever Samford – Division of Marketing and Communication, Samford University
  - 2nd Place** SBTC Reaching Texas Brochure  
Allen Sutton, Southern Baptists of Texas Convention
  - 3rd Place** Transforming Lives – Marketing and Communications, Baylor University



- Booklet
- 1st Place** Ouachita Baptist University Viewbook – René Zimny, Ouachita Baptist University
  - 2nd Place** SBTC The True Path Booklet  
Allen Sutton, Southern Baptists of Texas Convention
  - 3rd Place** State Missions Offering Activity Book – Hannah Hanzel, Baptist General Convention of Oklahoma



- Annual Report
- 1st Place** 2016 Annual Report – Marketing and Communication, Samford University
  - 2nd Place** President's Report – Marketing and Communication, California Baptist University



- Invitation/Announcement
- 1st Place** President Livingstone's Inauguration Announcement and Event Collateral  
Marketing and Communications, Baylor University
  - 2nd Place** BCA 2018 Workshop Promo Card  
Innovative Faith Resources



Publications

- State Baptist Newspaper
- 1st Place** TEXAN August 2017 – Russell Lightner, Southern Baptist TEXAN
  - 2nd Place** Illinois Baptist – Communications, Illinois Baptist State Association
  - 3rd Place** Biblical Recorder – Editorial Staff, Biblical Recorder



- Newsletter, Other Newspaper or Tabloid
- 1st Place** Mission:Dignity At Home Newsletter  
Mission:Dignity and Brand Development Staff, GuideStone Financial Resources



- Magazine
- 1st Place** Beacon Magazine Fall 2017 – Tracey Harrison, Mississippi College
  - 2nd Place** Beacon Magazine Winter 2017 – Tracey Harrison, Mississippi College
  - 3rd Place** The Great Commission Magazine of the Southeastern Baptist Theological Seminary – Fall 2017 – Ryan Thomas, Jenna Anderson, Maria Estes, Southeastern Baptist Theological Seminary



- Newspaper Front Page
- 1st Place** TEXAN October 2017 – Russell Lightner, Southern Baptist TEXAN
  - 2nd Place** Sanctity of Life – Design Team, Biblical Recorder
  - 3rd Place** The Baptist Messenger – Hannah Hanzel, Baptist Messenger of Oklahoma

- Magazine Cover
- 1st Place** Beacon Magazine Fall 2017 – Tracey Harrison, Mississippi College
  - 2nd Place** Beacon Magazine Winter 2017 – Tracey Harrison, Mississippi College
  - 3rd Place** Pursuit Magazine, Vol. 8, Issue 1 – Randy Plavajka, Kathleen Phillips, Katie Ring, California Baptist University



- Redesign
- 1st Place** Generosity Magazine – The Baptist Foundation of Oklahoma
  - 2nd Place** Word&Way – Brian Kaylor, Ken Satterfield, Word&Way



Promotion and Advertising

Poster or Flyer

- 1st Place

Faith + Sport Institute Retreat Poster  
Marketing and Communications, Baylor University
- 2nd Place

Garaywa Missions Camps Poster  
Communication Services, Mississippi Baptist Convention Board
- 3rd Place

Youth Evangelism Conference (YEC) 2018 Postcard – Innovative Faith Resources



Media/Press Kit

- 1st Place

Mission:Dignity Info Kit – Marketing and Mission:Dignity Departments, GuideStone Financial Resources



Direct Mail

- 1st Place

Sic’Em-ology Post Card – Marketing and Communications, Baylor University
- 2nd Place

Scholarship Banquet – Tracey Harrison, Mississippi College
- 3rd Place

Baylor Admissions Junior Social Media Post Cards Series – Marketing and Communications, Baylor University



Print Ad

Single

No Awards Given

Series

- 1st Place

George W. Truett Ad Campaign  
Marketing and Communications, Baylor University
- 2nd Place

Be the Difference Ad Series – Office of Communications, Gateway Seminary



Digital Ad

Single

- 1st Place

GuideStone Corporate Christmas Card – David Calvert, Amy Van Vleck, GuideStone Financial Resources

Series

No Awards Given

Specialty Item

- 1st Place

ERLC Christmas Card – Ethics & Religious Liberty Commission
- 2nd Place

Baylor Christmas Wreath Gift and Card – Marketing and Communications, Baylor University
- 3rd Place

Baylor Cardboard 3D-VR Viewer  
Marketing and Communications, Baylor University



Billboard/Banner

- 1st Place

Student Missions Banner  
Communications Services, Mississippi Baptist Convention Board
- 2nd Place

Ouachita Baptist University “Invested in You” Billboards – René Zimny, Ouachita Baptist University
- 3rd Place

Sharing Jesus in Mississippi Banner  
Communications Services, Mississippi Baptist Convention Board



Digital Media Template

- 1st Place

Ouachita Baptist University Website Template – Office of Communications, Ouachita Baptist University



Illustration

Single

- 1st Place

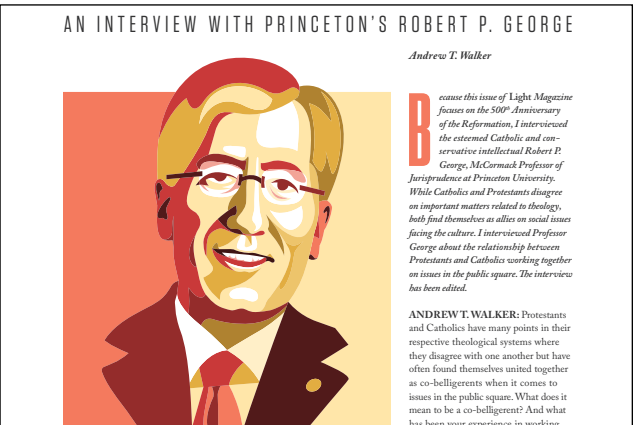
Robert George Illustration – Ethics & Religious Liberty Commission
- 2nd Place

Editorial Cartoon – Church Shooting  
Gary Thomas, Arkansas Baptist News

Series

No Awards Given

“I was most impressed by some of the entries fusion of photography and typography, and found some of the pieces to be inspirational designs.”





# Overall Publication

## Electronic Publication

- 1st Place** Mississippi College Online *Beacon Magazine* – Justin Garcia and Jared Walters, Mississippi College
- 2nd Place** *GuideStone Magazine Spring 2017 - Digital Version* – Marketing Department, GuideStone Financial Resources
- 3rd Place** *Baptist Press* – Baptist Press

## Print Publication

### Magazine

- 1st Place** *Beacon Magazine Fall 2017* Tracey Harrison, Mississippi College
- 2nd Place** *GuideStone Magazine Spring 2017* Garland Sepulveda, Amy Van Vleck, GuideStone Financial Resources
- 3rd Place** *Pursuit Magazine* – Pursuit Staff, California Baptist University

### State Baptist Newspaper

- 1st Place** *TEXAN* September, October, November 2017 – Staff, Southern Baptist TEXAN
- 2nd Place** *Baptist and Reflector* – B&R Staff, Tennessee Baptist Mission Board
- 3rd Place** *Biblical Recorder* – Editorial Staff, Biblical Recorder



# Overall Publication

## Promotion or Advertising

- 1st Place** Ouachita Baptist University Viewbook – Office of Communications, Ouachita Baptist University
- 2nd Place** *Prayer Changes Things* – Carol Layton, North Carolina Baptist Aging Ministry
- 3rd Place** *Wise Up!* – Carol Layton, North Carolina Baptist Aging Ministry

## Other

- 1st Place** *Missions + Ministry, Official Newsletter of the ABSC* – Arkansas Baptist State Convention
- 2nd Place** *Outlook Newsletter* – Stella Prather, Arkansas Baptist Children’s Homes and Family Ministries
- 3rd Place** *To God Be the Glory!* – Carol Layton, Jim Edminson, North Carolina Baptist Aging Ministry

## Book

- 1st Place** “The Alabama Baptist: Celebrating 175 Years of Informing, Inspiring and Connecting Baptists” – Grace Thornton, Jennifer Davis Rash, TAB Staff
- 2nd Place** “101 FACES Behind Every Face is a Story” – Michael C. Blackwell, Jim Edminson, North Carolina Baptist Aging Ministry
- 3rd Place** “A History of the Georgia Baptist Mission Board: 1972-2017” – Natasha Fullard



*“The submissions showed great varieties of approaches to connecting with their target audiences. Overall, the biggest strength I saw was the use of individuals’ stories to highlight an issue or need.”*



Interactive Communications

Website, organization or company site

Adapted Template

- 1st Place Baylorlariat.com – Lariat Staff, The Baylor Lariat, Baylor University

Website, event or promotion site

Custom-built

- 1st Place Union Student Film Festival Website Christen Barber and Mary Scarlett LaBerge, Union University

Adapted Template

- 1st Place Women’s March Fills Nation’s Capital Didi Martinez, The Baylor Lariat, Baylor University

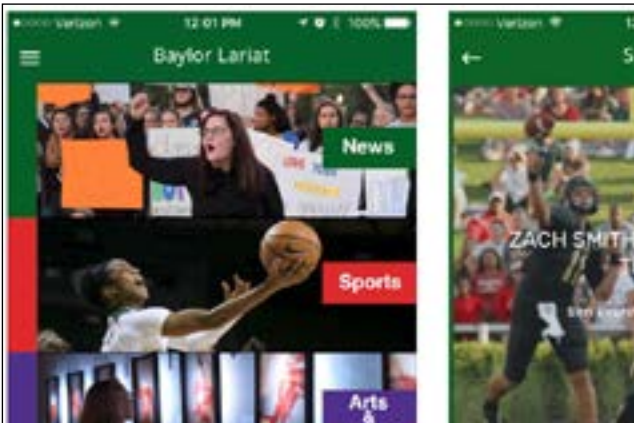
Social Media

Campaign or Event

- 1st Place Racial Incident Sparks Outrage Lariat Staff, The Baylor Lariat, Baylor University

Mobile Apps

- 1st Place Baylor Lariat App – Lariat Staff, The Baylor Lariat, Baylor University



Audio-Visual Communications

Video (including podcast)

Editorial Feature

- 1st Place Faculty Focus: Ted Kluck Alex Russell, Union University
- 2nd Place Women’s March Fills Nation’s Capital Jessica Babb, The Baylor Lariat, Baylor University
- 3rd Place Board to Decide on Task Force Recommendations – Jessica Babb, The Baylor Lariat, Baylor University

Audio (including podcast)

Editorial Feature

- 1st Place Don’t Feed the Bears: CFB Coaching Craziiness - Thomas Mott, Jakob Brandenburg, Max Calderone, The Baylor Lariat, Baylor University

Photography

Single (promotion, news or feature)

- 1st Place Firefight – Liesje Powers, The Baylor Lariat, Baylor University
- 2nd Place Morris Taken Down – Jessica Hubble, The Baylor Lariat, Baylor University
- 3rd Place Andy Roddick – Jacob Buwalda, Liberty Champion, Liberty University

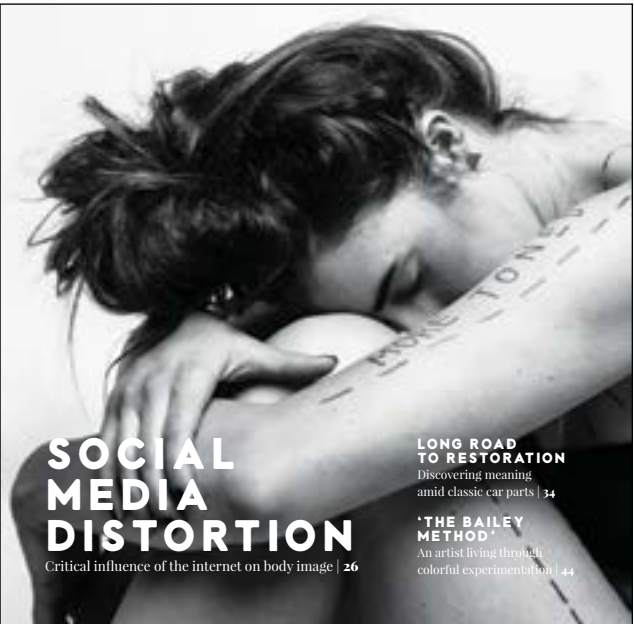
Series (promotion, news or feature)

- 1st Place Lord, Preserve My Life – Janelle Vest, Cardinal & Cream, Union University
- 2nd Place Get Downtown – Dean Hinnant, Liberty Champion, Liberty University

Portrait

- 1st Place Social Media Distortion – Katie Ring, Pursuit Magazine, California Baptist University
- 2nd Place Rebuild – Hannah Neuman, Focus Magazine, Baylor University
- 3rd Place Battles We Still Fight – Hannah Neumann, Focus Magazine, Baylor University

“There will always be differences in quality, style and values from one story to the next, but choosing to step out and produce something (anything) is sometimes the hardest part. It was encouraging to see so many individuals and organizations doing just that, and it was a pleasure to view all of their entries.”





News Writing

Single Article

- 1st Place

Vegas Massacre Touches Inland Empire – Kaitlynn Labit, Alexandra Applegate, *The Banner*, California Baptist University
- 2nd Place

End of DACA Brings Concern for Some Liberty ‘Dreamers’ – Erin Covey, *Liberty Champion*, Liberty University

Series or Package

No Awards Given

Opinion/Editorial

- 1st Place

#NoWall: It’s Not Logical – Gavin Pugh, *The Baylor Lariat*, Baylor University
- 2nd Place

Hefner Was No Women’s Rights Advocate – Kristina Valdez, *The Baylor Lariat*, Baylor University
- 3rd Place

Raised to Do God’s Work – Logan Price, *Liberty Champion*, Liberty University

Feature Writing

Single Article

- 1st Place

Lord, Preserve My Life: Students Coping with Mental Illness Seek Physical and Spiritual Balance Ali Renckens, *Cardinal & Cream Magazine*, Union University
- 2nd Place

Social Media Distortion: Critical Influence of Social Media on Body Image – Kaitlynn Labit, *Pursuit Magazine*, California Baptist University
- 3rd Place

Leaving His Marc on the Art World John Vence, *Liberty Champion*, Liberty University

Vegas massacre touches Inland Empire

City, students mourn loss of community, gather around those affected

BY KAITLYNN LABIT & ALEXANDRA APPLEGATE  
EDITOR-IN-CHIEF & MANAGING EDITOR

A California Baptist University student was injured by debris that fell from the ceiling of the main stage when a few rhythmic popping sounds rang out. “(The sound) passed for just a second and everyone was looking around and wondering, ‘Where are the fireworks?’ Where’s the light?” When that didn’t happen, more popping sounds started going off and at that point it was pretty obvious that it was something like a machine gun and not fireworks,” Davis said.

“I dove down to the ground. Everyone around me got down. That was going for about 10 seconds – then they machine guns. I had gotten down because I thought the shooter was on the ground.” When the gunfire passed, she said she noticed casualties and injuries.

Davis then found herself sprinting, attempting to head off to the ground or jump over fences to escape the onslaught from the pro-old gunman Stephen Paddock without knowing where to hide. When she got off the ground, she sprinted and sought out safety in several locations.

As she ran, Davis said she realized her legs were shaking from shattered glass. “I had my parents on the phone at that point. I had been remembering what I said. I was just focused on running. I just wanted to talk to my parents. I just wanted to hear them.”

could be an office inside the hangar, they found a box of men’s dress shirts which they used to tie around her legs.

school recognized Davis and helped clean her wounds and helped her change out of the clothes she and were covered in other people’s blood.



Robert Jordan / *Lancaster*

The evening after the Las Vegas massacre, California Baptist University students gathered around the globe to pray for those affected and their families.

#NoWall: It’s not logical

By Baylor Lariat | January 30, 2017

LORD, PRESERVE MY LIFE

UNION STUDENTS COPING WITH MENTAL ILLNESS SEEK PHYSICAL & SPIRITUAL BALANCE

WRITTEN BY ALI RENCKENS & PHOTOGRAPHED BY JANELLE VEST

Bonnie Newton had been walking for two hours. Paying the monotony of campus had become a habit of hers when she felt stressed or, worse, numb.

That night, she felt numb. The usual stressors—the fear of failing the six hours of 2-term classes she needed to get into nursing school, the pressure to make parents proud – they were dim, a faint echo in the back of her mind, drowned out by something louder. That night, she had only one thought: A question, actually.

When she opened the door of Rogers 27, her roommate was studying in the living room, so she decided and

for. She was the first person Newton told when she was diagnosed with depression. And she had been supportive even through Newton’s sophomore year, regularly texting her to ask how she was doing and spending time with her.

Newton inched closer to Penley, wanting to tell her but feeling embarrassed.

Finally, she said, “I did something. And I’m not sure what to do about it.”

Design

Publication

Newspaper-whole issue

- 1st Place

*The Banner* – Banner Staff, California Baptist University
- 2nd Place

*The Baylor Lariat: The Good News & The Bad* – Lariat Staff, Baylor University

Magazine-whole issue

- 1st Place

*Pursuit Magazine* – Pursuit Staff, California Baptist University
- 2nd Place

*Focus Magazine: Rebuild* – Hannah Neumann, Baylor University
- 1st Place

*Focus Magazine: Rebuild* – Hannah Neumann, Baylor University

Overall Publication

Magazine (print or electronic)

- 1st Place

*Pursuit Magazine* – Randy Plavajka, Kathleen Phillips, California Baptist University – **Overall Best Student Entry**
- 2nd Place

*Cardinal & Cream Magazine: Fall 2017* – Cardinal & Cream Staff, Union University
- 3rd Place

*Focus Magazine: Rebuild* – Hannah Neumann, Lauren Friederman, Baylor University

Newspaper (print or electronic)

- 1st Place

*The Baylor Lariat 2017: Oct. 3, 6, 10* Lariat Staff, Baylor University
- 2nd Place

*The Liberty Champion* – Liberty Champion Staff, Liberty University
- 3rd Place

*The Banner* – Kaitlynn Labit, Alexandra Applegate, California Baptist University

“I was impressed by the overall level of talent shown by the entries.”





# Competition Judges



**Dr. Kevin S. Trowbridge**, APR, is an educator and professional, strategist, researcher, Learner®, Maximizer®, Relator® and all-around communication enthusiast. He fuses those roles as a member of the public relations faculty at Belmont University in Nashville, Tenn. He teaches a variety of core and elective courses, including Public Relations Principles, Social Media and Public Relations, Public Relations Cases and Senior Capstone. He also advises Tower Creative Consultants, Belmont’s student firm. Prior to going to Belmont in 2011, he taught public relations and journalism courses at Lee University in Cleveland, Tenn., where he also advised the Public Relations Student Society of America (PRSSA), coached two nationally recognized Bateman Case Study competition teams and oversaw the student media operations.



**Julie Dodson Turner** graduated from Union University, with a bachelor’s degree in journalism degree and then earned her master’s degree in journalism and public relations from the University of Memphis. She is a former reporter for *The Jackson Sun* and worked as the communications specialist for the Memphis Zoo. Julie also worked at two advertising firms in Memphis, Tenn., - Red Deluxe Brand Development and Good Advertising - as an account executive. Her clients included the American Lung Association, Duncan-Williams Investment Bankers, American Red Cross, Accenture, Memphis Police Department and the Riverfront Development Corporation. Julie is a freelance writer and editor based out of Memphis, Tenn., and she has most recently done work for Memphis-area newspapers, Hope Church, Crossroads Baptist Church and Missouri Baptist University.



**Samantha Linkous** is a brand strategist at the Birmingham, Ala., office of Lewis Communications, one of the South’s oldest advertising agencies. As a student majoring in public relations at Union University (’13) in Jackson, Tenn., Linkous worked on the college paper editorial staff and wrote for the university’s website and alumni magazine. At Lewis, she develops strategies for comprehensive campaigns for clients, with specialization in the medical and real estate industries.



**Pamela Stanfield** is an award-winning designer who has worked in marketing and advertising for more than 15 years. She recently joined the University School of Jackson (USJ) In Jackson, Tenn., as director of community outreach. Prior to her time at USJ, Pam spent a decade working with economic development clients at Younger Associates in Jackson, Tenn., where she served as director of creative services. Pam’s background also includes working as a designer in a small design boutique called Combustion for more three years in Memphis, Tenn. In 2004, she received a bachelor’s degree in fine arts from Memphis College of Art. Pam is passionate about volunteering within her community, and she currently sits on the board of two local non-profits. Pam also enjoys photography and gardening. She and her husband, live on a farm just outside of Jackson, Tenn., with their daughter.



Originally from Murfreesboro, Tenn., **Katie Howerton** moved to Jackson, Tenn., in 2011 to study graphic design and drawing at Union University. In January 2015, she discovered Our Jackson Home, a non-profit organization dedicated to celebrating community, and she used it as a guinea pig for her senior design project, creating the first issue of the *Our Jackson Home* journal. After graduating, she was given leadership over Our Jackson Home through the support of a local co-working space, theCO, where she now serves as editor-in-chief of the journal, blog, podcast and overall brand, as well as communications manager of theCO. She and her husband Jordan live in Jackson, Tenn., and are members of City Fellowship Baptist Church.



After earning a bachelor’s degree in religious studies and mass communications at Union University, and then a master’s degree in intercultural studies at Golden Gate Baptist Theological Seminary, **Adam Simpson** moved his growing family to the Middle East. He developed a love for the people of Iran after living among Persians for several years working with the IMB. Through this love, he was given a vision to serve the believers of Iran to reach their own people through media. Over the next few years, he set up a media company with the goal of raising the resources to fulfill this vision. He then joined Sat 7 Pars in Cyprus for three years to build a new television studio and to train their Persian production staff. This led to the beginning of the dream to produce dramatic films in Farsi. The goal is to follow Jesus’ example through using narrative dramas as parable and training media as discipleship to fulfill the Great Commission in our generation.

# Competition Judges

**Brad Moore** is a Nashville-based music, entertainment and commercial photographer/videographer. Many people are familiar with Brad from his years at KelbyOne, as Scott Kelby’s assistant. In Brad’s case though, assisting Scott followed a few years of assisting another world-renowned photographer, Joe McNally. While assisting Joe, Brad worked on shoots for *National Geographic*, *Sports Illustrated*, FedEx, Nikon, Golf Digest, and more. Brad’s clients include companies like Red Bull, Walmart, FedEx, Nikon and Dude Perfect to name just a few. When he’s not behind a camera, he can be found working at WELD, Nashville’s premiere co-working space, devouring a cheeseburger at Husk, or hanging at the dog park with his fiancée and her dachshund.

**Holly Meyer** is *The Tennessean*’s religion reporter, finding stories where religion intersects with politics, social issues and everything else. She joined *The Tennessean* in 2014 as a crime and breaking news reporter. Holly is a 2009 graduate of Southern Illinois University in Edwardsville, Ill., and began her professional journalism career at the *Rapid City Journal* in South Dakota. She moved to Appleton, Wis., in 2012 to work at *The Post-Crescent* where her faith-reporting earned her a national religion reporting award.

**Jordan Buie** joined *The Tennessean* as a breaking news/crime reporter on Nov. 1, 2015. He now covers state and national politics. His previous reporting beats include Williamson County (Tenn.), investigative, government, breaking news and features. In 2014, Jordan won the Malcolm Law Award for Individual Achievement in Investigative Reporting and First Place for Watchdog Journalism in the Best of Gannett division II quarterly awards at *The Jackson Sun* in Jackson, Tenn. As a life-long Tennessean, he writes about the issues, stories and culture of this state with the experience of a native.

**Lori Johnston** is a former Associated Press writer and magazine editor whose work has appeared in the *Atlanta Journal-Constitution*, *The Washington Post*, *Wall Street Journal*, *People* magazine and HGTV.com. She and her husband, Andy, own and operate Georgia-based Fast Copy News Service. Their team of more than a dozen writers provides stories daily to media outlets and companies. Johnston has a bachelor’s degree in journalism and a master of fine arts in narrative media writing from the University of Georgia, where she is an instructor in the Grady College of Journalism and Mass Communication.

Small-town girl, **Sue Sprenkle**, spent years discovering the world as a writer for the International Mission Board (aka Susie Rain). She returned to her hometown and now teaches digital media at a small college in rural Kansas. She remains active in Baptist life through freelancing opportunities.

**Evan Logan** serves as creative director of Germantown Baptist Church in Germantown, Tenn. After studying broadcast journalism under an award-winning high school program, Evan pursued his bachelor’s degree in film and video production at the University of Memphis. Having grown up as a minister’s kid, he has a heart for using art and technology to spread the gospel through the local church. Evan lives just outside of Memphis, Tenn., with his wife, Kathe, and their four children.

**Eric Murrell** is communication director at Long Hollow Baptist Church, a large multi-site congregation just north of Nashville, Tenn. He is also the creator of Groups Engine, Prayer Engine, and Series Engine, and is one of the founders of the Creative Missions ministry. He resides in Hendersonville, Tenn., with his wife and two children.





# Competition Judges

## Bramblett Group

The Bramblett Group marketing, advertising and public relations team includes professionals who serve customers through photography, videography, design, writing, digital advertising, branding and web and app development. The company is built on the understanding that the most important assets are people and relationships. When those thrive, creative energy and big ideas follow.



Before beginning Bramblett Group in 2006, **Jason Bramblett** worked in a variety of roles at agencies, ranging from intern to president. At Porter-Cable/Delta, he sat on the other side of the desk as a client for large advertising agencies; he managed a team of 17 people working on communication for more than 20 brands. With a bachelor's degree from Freed-Hardeman University in Henderson, Tenn. and a master's degree from the University of Memphis, Jason spends his time dreaming up ways to make his community better . . . when he sits still for a minute.



Before Bramblett Group, **Dawn Bramblett** was director of alumni relations at Freed-Hardeman University (FHU) in Henderson, Tenn. for 12 years. That followed six years with her first entrepreneurial experience at PIP Printing in Union City, Tenn. Dawn graduated from FHU with her bachelor's degree and from University of Memphis with her master's degree. She has served as an adjunct instructor in communication for FHU and the University of Memphis. Volunteer work has been a big part of Dawn's life, too, and the couple has two children, a son in 8th grade and a daughter in 7th.



**Tajuana Cheshier** has spent more than a decade as a news reporter and written hundreds of stories - from heartbreaking to heartwarming and everything in between. Tajuana says working on the public relations side at Bramblett Group allows her to still be surrounded by good stories and meet new people. Innately inquisitive, she never runs out of questions to ask. She earned her bachelor's degree in broadcast and electronic communication from Marquette University in Milwaukee where she worked for the campus television station. Creative writing and the study of dramatic television were her favorite courses, which led to the realization that she would rather be behind the camera than in front of it. A reader, movie buff and lover of all things seafood, Tajuana enjoys spending time with her husband, family, friends and her 8-year-old boxer mix, Kizzie.



**Courtnee Williams**, artist and videographer, graduated magna cum laude in December 2011 with a bachelor of arts in mass media from Freed-Hardeman University in Henderson, Tenn. After graduation, Courtnee spent one year working for Fox Radio Network in her hometown of Poplar Bluff, Mo., where she established a news department from the ground up. After a change of heart, she then worked with Poole Communications, a marketing agency based out of Hannibal, Mo. In 2015, she and her husband, Caz, moved to Henderson, Tenn., so she could begin her career at Bramblett Group where she films, edits and produces most of the firm's video work and also designs print and web art. Courtnee and Caz have been married for nearly five years, and they are expecting their first child in July.



With over 15 years of application development experience, **Michael Plyler** has served as computer science faculty, university webmaster, and the director of development and operations in IT at Freed-Hardeman University in Henderson, Tenn., since 2002. His academic areas of expertise include programming languages, database design, discrete event simulations of wireless sensor networks, and classroom technology. Since the beginning of 2015, Michael has worked with the Bramblett Group in designing/developing websites, information security, and problem solving/developing solutions for clients, and he is the general "go-to person" for all things technology. Michael is also passionate about K-12 STEM and loves spending time with his elementary-age daughters learning about technology and coding and helping them to develop their plans to take over the world.



Texas native **Emily Ervin** studied graphic design and photography at Freed-Hardeman University in Henderson, Tenn., and graduated in December 2015. She joined the Bramblett Group team for her first "real job" as a designer and photographer in January 2016. Emily has worked as a freelance photographer and designed a book that was published in Fall 2015. As a vegan, Emily is often on the hunt for recipes reminiscent of her former diet; her favorite vegan dish is macaroni and cheese. She seldom watches television, and spends her time writing and illustrating children's books. An animal lover, Emily enjoys playing with her cats, Olive and Waldo. One of the highlights of her life was when she rescued a baby squirrel.



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