

THE 2006 WILMER C. FIELDS AWARDS COMPETITION

recognizing the best image-makers and storytellers

in the BAPTIST COMMUNICATORS ASSOCIATION



April 22, 2006
Richmond, Virginia

JUDGING PANEL

Manuel Aragon
Aragon Production Services

Bob Arnold
United Way of Northeast Florida

Joy Batteh-Freiha
H Magazine

Deborah Campbell
Florida Baptist Convention

Adrienne Cartagena
Girl Scouts of Gateway Council

Deanne Carter
Florida Baptist Convention

Barbara Denman
Florida Baptist Convention

Jennifer Fender
H Magazine

Donald Flynn
Don Flynn Pictures

Kristi Hodge
Palm Beach Atlantic University

Brian Hurst
Shade Tree Productions

Gena Jerozal
Freelance Writer

Steven Kaufman
Kaufman & Associates Public Relations

Joanne Kazmierski
JAXPORT

Marci Larson
First Coast Metropolitan Planning Organization

Cheryl Lemine
The Write One, Inc.

Chris Linke
PRC Digital Media

Gloria Miller
Bank of America

Vanessa Rodriguez
Florida Baptist Convention

Sherry Sanderford
Aetna

Shiela Rae Stokley
Florida Baptist Convention

Jill Storey
RLS Design

Stephanie Studebaker
Studebaker Studios

Sandy Weber
H Magazine

Ty Wood
Florida Baptist Convention

TELL YOUR STORY



SINGLE ARTICLE**NEWSPAPER OR NEWSLETTER***First Place Award*

Joe Westbury, *The Christian Index*, for *War of the Worlds*

Second Place Award

Erin B. Webster, *The Alabama Baptist*, for *Redefined Catastrophic*

Finalist

Grace Thornton, *The Alabama Baptist*, for *The Grace Semester*

MAGAZINE*First Place Award*

Polly House, LifeWay Christian Resources, for *11,000 Photos are Priceless Gift to Biblical Illustrator*

Second Place Award

Polly House, LifeWay Christian Resources, for *Joy, Laughter, and Fun: Our Rights as Children of God*

ONLINE PUBLICATION*First Place Award*

Polly House, LifeWay Christian Resources, for *Every Family Needs A Church Family*

Second Place Award

Gregory Warner & Ken Camp, Associated Baptist Press, for *Will Katrina-inspired Compassion Change Long-term Poverty Fight?*

Finalist

Russell Rankin, LifeWay Christian Resources, for *In Indonesia Survivors and Aid Workers Mourn the Dead and Focus on the Needs of the Living*

SERIES OR PACKAGE**NEWSPAPER OR NEWSLETTER***First Place Award*

Joe Westbury, *The Christian Index*, for *Emerging Leaders - Passing the Baton and Stained Glass & Starbucks*

Second Place Award

Charlie Warren, Stella Prather, and Lisa Watson, *Arkansas Baptist News*, for *Arkansas Baptists Respond to Victims of Gulf Hurricanes*

Finalist

David Winfrey, *Western Recorder*, for *Kentucky Baptists Respond to Hurricane Katrina*

MAGAZINE

No Entries

ONLINE PUBLICATION*First Place Award*

International Mission Board Publishing Department for *South African AIDS Epidemic*

Second Place Award

Sherri Brown, Georgia Baptist Convention, for *Katrina*

Finalist

Polly House, LifeWay Christian Resources, for *1 Church + 1 Church = 1 Amazing Church*

OPINION OR EDITORIAL*First Place Award*

Bobby S. Terry, *The Alabama Baptist*, for *What Makes One a Baptist*

Second Place Award

J. Gerald Harris, *The Christian Index*, for *The Unsanitized Version of Christmas*

Finalist

Michael C. Blackwell, Baptist Children's Homes of North Carolina, for *When the Mountain Came to Winston*

FIRST PERSON COLUMN*First Place Award*

Erich Bridges, International Mission Board, for *World View: Karen Watson, Christ's Joyful Bride*

Second Place Award

Tony W. Cartledge, *Biblical Recorder*, for *Sitting in Josiah's Chair*

Finalist

Tim Ellsworth, Baptist Press, for *Dungy's Faith Remains Strong in Tragic Circumstances*

INTERPRETIVE REPORTING – SINGLE*First Place Award*

Dannah Prather, *Western Recorder*, for *The Longest Yards*

Second Place Award

Rob Marus, Associated Baptist Press, for *Is the War on Christmas Worth Fighting?*

Finalist

Steve DeVane, *Biblical Recorder*, for *Is Cooperation Ending?*

INTERPRETIVE REPORTING – SERIES OR PACKAGE*First Place Award*

Joe Westbury & Kelly Durham, *The Christian Index*, for *Emerging Leaders - Passing the Baton and Stained Glass & Starbucks*

Second Place Award

Vicki K. Brown, *Word & Way*, for *Single Alignment*

Finalist

Michael Foust, Baptist Press, for *Election 2005*

PHOTOGRAPHY DIVISION

NEWSPAPER/NEWSLETTER**SINGLE***First Place Award*

K Brown, Baptist State Convention of North Carolina, for *Generations*

Second Place Award

Blake Ragsdale, Baptist Children's Homes of North Carolina, for *Boy Victorious*

Finalist

Joe Westbury, *The Christian Index*, for *Lottie's Legacy*

SERIES*First Place Award*

Bill Bangham, International Mission Board, for *In Kurdish Iraq*

Second Place Award

Stella Prather, *Arkansas Baptist News*, for *On Mission in India*

MAGAZINE**SINGLE***First Place Award*

Kelly Davis, LifeWay Christian Resources, for *Nigerian Girl*

Second Place Award

K Brown, Baptist State Convention of North Carolina, for *Morning Prayer*

Finalist

Jonathan Blair, Southwestern Baptist Theological Seminary, for *Phoenix Paradox*

SERIES*First Place Award*

Matt Jones, International Mission Board, for *The Koli*

Second Place Award

Matthew Miller, Southwestern Baptist Theological Seminary, for *Bound for the Promised Land*

Finalist

Matthew Miller, Southwestern Baptist Theological Seminary, for *Ache Berduka*

OTHER MEDIA**ELECTRONIC***First Place Award*

Matthew Miller, Southwestern Baptist Theological Seminary, for *Seeing the Asian Tsunami's Devastating Aftermath*

Second Place Award

Roy M. Burroughs, International Mission Board, for *Tsunami Aftermath - Relief and Recovery*

Finalist

Gary Myers, New Orleans Baptist Theological Seminary, for *Precious Memory*

PRINT*First Place Award*

K Brown, Baptist State Convention of North Carolina, for *Lost Forever*

Second Place Award

Matt Jones, International Mission Board, *Smiles Amid the Rubble*

Finalist

Jim Edminson, Baptist Children's Homes of North Carolina, for *Jesus and the Children*

INTERACTIVE COMMUNICATIONS DIVISION

WEB SITES*First Place Award*

The Marketing and Public Relations Department for Missouri Baptist University Web Site

Second Place Award

Jim Edminson, Baptist Children's Homes of North Carolina, for *Guiding Star* On-line community

Finalist

Brenda Rick Smith, Kentucky Baptist Convention, for www.kybaptist.org

CD-ROM*First Place Award*

Jeff Hilliard and Jay Thatcher for *Gripped by the Greatness of God* Study Promo

Second Place Award

Sean Copely, Baptist Convention of Maryland and Delaware, for the *2005 Baptist Convention of Maryland and Delaware Resource CD*

PUBLIC RELATIONS & DEVELOPMENT DIVISION

TOTAL PUBLIC RELATIONS OR**DEVELOPMENT CAMPAIGN***First Place Award*

The Communications Department of Guidestone Financial Resources for *Morningstar Launch*

Second Place Award

The Communications Department of Guidestone Financial Resources for *Adopt an Annuitant* Fundraising Campaign

Finalist

The Office of Mobilization, International Mission Board for *Lottie Moon Christmas Offering 2005*

SPECIAL EVENTS*First Place Award*

Samford's Office of Communications, for Samford University's 2005 Orientation for Freshmen

Second Place Award

Kimberly R. Quinn & Dulce Stevens, Missouri Baptist Foundation, for Building Financial Education from the Foundation Up

Finalist

Norman Jameson, Katheryn Carson, K Brown, Baptist State Convention of North Carolina, for 175th Anniversary, Baptist State Convention of North Carolina

NEWS & INFORMATION**STATE BAPTIST NEWSPAPER***First Place Award*

Kelly Durham for *The Christian Index*

Second Place Award

Bill Webb, Vicki Brown, and Ken Satterfield for *Word & Way*

Finalist

Trennis Henderson, Dannah Prather, David Winfrey for *Western Recorder*

MAGAZINES, 6 OR MORE ISSUES A YEAR*First Place Award*

Katie Shull, LifeWay Christian Resources, for *Facts & Trends*

MAGAZINES, 5 OR FEWER ISSUES A YEAR*First Place Award*

Jesse Conte, Keith Hinson, and Doug Rogers, Alabama Baptist Convention, for *One Mission*

Second Place Award

Brittany Battles, Baptist General Convention of Texas, for *Texas Baptist Magazine*

Finalist

California Baptist University Marketing and Communications Division for *The Roundtable*

NEWSLETTER, OTHER NEWSPAPER, OR TABLOID*First Place Award*

Wendy Ashley & David Aman, Guidestone Christian Resources, for *Guided Living: Better Choices for Life and Health*

Second Place Award

The Publishing Design Team, International Mission Board for *To The Ends of the Earth*

Finalist

Jim Edminson, Baptist Children's Homes of North Carolina, for *Charity & Children*

BROCHURES OR BOOKLETS, TWO-COLOR*First Place Award*

Office of University Communications, Union University for 2005 *JUST* brochure

Second Place Award

Samford University Communication Department for *Spring 2005 Ministry Enrichment Workshops Brochure*

BROCHURES OR BOOKLETS, THREE COLORS OR MORE*First Place Award*

Shannon Baker, Baptist Convention of Maryland and Delaware, for *BCM/D Resource Guide*

Second Place Award

Jim Edminson, Baptist Children's Homes of North Carolina, for 2005 *President's Report*

Finalist

Robert Reeves, Kentucky Baptist Convention, for *CP Helps Change Lives*

ANNUAL REPORT*First Place Award*

Samford University Office of Communications for 2006 *President's Report*

Second Place Award

Brittany Battles, Baptist General Convention of Texas, for BGCT - *Together We Can Do More*

Finalist Award

Bryan M. Barros, *Baptist Messenger*, for 2004 *Annual Report*

BOOK*First Place Award*

Dan Allen, International Mission Board, for *Empowering Kingdom Growth To The Ends of the Earth*

MEDIA/PRESS KIT*First Place Award*

Office of University Communications, Union University for 2005 *FOCUS Campaign*

PROMOTION & ADVERTISING**PRODUCT, PROMOTIONAL, OR ACADEMIC CATALOG***First Place Award*

Erin Mattox Tooley, Woman's Missionary Union of Texas, for *Its Time. Tell Me. Week of Prayer for Texas Missions Planning Guide*

Second Place Award

Lifeway Marketing, Communications and Promotions Department for *Festivals of Marriage 2006 Events and Promotions*

POSTER OR FLYER*First Place Award*

Erin Tooley, Woman's Missionary Union of Texas, for *It's Time. Tell Me. Week of Prayer for Texas Missions Posters*

Second Place Award

Office of Marketing and Public Relations, University of Mary Hardin-Baylor, for *University of Mary Hardin-Baylor Graduate Posters*

Finalist

Erin Tooley, Woman's Missionary Union of Texas, for *Texas Leadership Conference Poster*

SPECIALTY ITEMS – GIVEAWAY*First Place Award*

Alan Perrow, International Mission Board, for *Christmas 2005 Ornament*

Second Place Award

Kat Harder, Baptist State Convention of North Carolina, for *Vermont Partnership T-shirt*

Finalist

Jesse Conte, Alabama Baptist Convention, for 2006 *Bible Drill T-shirt*

SPECIALTY ITEMS – PRINTED*First Place Award*

Wendy Ashley, David Aman, and Judy Bates, Guidestone Financial Resources, for *Adopt an Annuitant Bookmark*

Second Place Award

Brian Maxwell Smith, Shades Mountain Baptist Church, for *A Pumpkin Tale Coloring Book*

Finalist

Kristin R. Campbell, Southwestern Baptist Theological Seminary, for 2005-2006 *Academic Calendar*

PRINT ADS, UP TO TWO COLORS*No Entries***PRINT ADS, THREE COLORS OR MORE***First Place Award*

April Hull, Guidestone Financial Resources, for *Guidestone Financial Resources: Your Guide for Service. Value. Experience. Security.*

Second Place Award

Lifeway Christian Resources Marketing, Communication, and Promotions Department for *Gripped by the Greatness of God*

Finalist

Woody Murray, Katie Schull, LifeWay Christian Resources, for *So Much to Life, So Much to Lifeway*

DIRECT MAIL – SINGLE*First Place Award*

Alan Perrow, International Mission Board, for *China City Guide*

Second Place Award

Pleasant Valley Baptist Church for *The Connection*

Finalist

Kat Harder, Baptist State Convention of North Carolina, for *Worship NC 2005*

DIRECT MAIL – KIT OR CAMPAIGN*First Place Award*

International Mission Board Publishing Design Team for *Carrying Living Water to a Thirsty People*

Second Place Award

The Communications Team, Baptist General Convention of Oklahoma for *Edna McMillan Oklahoma State Mission Offering*

Finalist

Office of Marketing and Communications, California Baptist University, for 24 *at CBU*

GENERAL DESIGN & ILLUSTRATION**LOGO DESIGN***First Place Award*

April Hull & Lisa Henington, Guidestone Financial Resources, for *Guidestone Funds*

Second Place Award

Sean Copely & Todd Hampson, Baptist Convention of Maryland and Delaware, for *LifeLaunch Academy*

Finalist

Brian Maxwell Smith, Shades Mountain Baptist Church, for *Extreme!*

LETTERHEAD, STATIONERY, ENVELOPE, BUSINESS CARD*First Place Award*

April Hull & Lisa Henington, Guidestone Financial Resources, for *Guidestone Capital Management*

SPECIAL EXHIBIT/DISPLAY*First Place Award*

Office of University Communications, Union University for *If You Had Been Here At Union ...*

Second Place Award

Alan Perrow, Tina Bosch, Billy Kruschwitz, International Mission Board, for *Rotating International Mission Board Display*

Finalist

Kathryn Carson, Baptist State Convention of North Carolina, for 1-3-6 *Challenge Exhibit*

SINGLE ARTICLE**NEWSPAPER OR NEWSLETTER***First Place Award*

Brooke L. Hutson, The Baptist Foundation of Oklahoma, for *The Definition of True Devotion – In Sickness and In Health*

Second Place Award

Jennifer Davis Rash, *The Alabama Baptist*, for *Alabama's Welch Readies for SBC Meeting in June*

Finalist

Scott Barkley, *The Christian Index*, for *Parents, Teachers, and Students Measure Ministry Opportunities in Public Classrooms*

MAGAZINE*First Place Award*

John Hall, Baptist General Convention of Texas, for *A Sea of Change*

Second Place Award

Bryce Chapman, Missouri Baptist University, for *Full Circle*

Finalist

Kelly Davis, LifeWay Christian Resources, for *East Texas Church Goes on VBS Cross-country Road Trip*

ONLINE PUBLICATION*First Place Award*

Brent Thompson, Southwestern Baptist Theological Seminary, for *Man of Prayer*

Second Place Award

Michael Foust, Baptist Press, for *In His Final Days, Adrian Rogers Told Those Gathered Around Him, I Am at Perfect Peace*

Finalist

Brent Thompson, Southwestern Baptist Theological Seminary, for *Church Commissions Students to Live Their Faith Daily*

SERIES OR PACKAGE**NEWSPAPER OR NEWSLETTER***First Place Award*

Stella Prather, *Arkansas Baptist News*, for *Arkansas Baptists Minister in India*

Second Place Award

Brooklyn Noel, LifeWay Christian Resources, for *B & H Authors Set Record Concerning Monkey Business*

Finalist

Tony W. Cartledge, *Biblical Recorder*, for *In The Wake of the Waves: After the Tsunami*

MAGAZINE*First Place Award*

Sue Sprenkle, International Mission Board, for *Challenge of Islam: Spreading Across Africa*

Second Place Award

The Commission Magazine Staff, International Mission Board, SBC for *Strategy Coordinators - Key Missions Players*

ONLINE PUBLICATION*First Place Award*

Tim Ellsworth, Baptist Press, for *The Winning Spirit*

Second Place Award

Gary Myers, New Orleans Baptist Theological Seminary, for *Katrina Escape Series*

ADVERTISING OR PROMOTIONAL COPY**AD COPYWRITING — SINGLE***First Place Award*

Jerilynn Armstrong, Guidestone Financial Resources, for *Value*

Second Place

LifeWay Church Resources Marketing Communications and Promotions Department for *Gripped By the Greatness of God*

AD COPYWRITING — SERIES*First Place Award*

Jerilynn Armstrong, Karin Werner, and Wendy Ashley for *Guidestone Financial Resources: Your guide to Service. Value. Experience. Security.*

Second Place Award

Stephen Farrar & Jeff Hilliard, LifeWay Christian Resources, for *Five Love Languages for Singles*

SCRIPTS*No Entries***SPECIAL MATERIALS***First Place*

Kelly Davis, LifeWay Christian Resources, for *Eat, Meet, and Greet: Lunch with the EMG*

THE FRANK BURKHALTER AWARD for significant achievement in religious newswriting

Awarded to **Joe Westbury and Kelly Durham, *The Christian Index***

- *Emerging Leaders - Passing the Baton; Stained Glass & Starbucks*

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.

THE ARTHUR S. DAVENPORT AWARD for exceptional achievement in public relations and development

Awarded to **The Communications Department, Guidestone Financial Resources**

- *Morningstar Launch*

Arthur S. Davenport was the first full-time public relations director of the Baptist General Convention of Oklahoma. One of the twenty-four founding members of the Baptist Public Relations Association (now BCA), Davenport served as the association's third president. Later he operated a successful public relations agency in Oklahoma City.

THE LEONARD HOLLOWAY AWARD for exceptional achievement in feature writing

Awarded to **Brooke L. Hutson, The Baptist Foundation of Oklahoma**

- *The Definition of True Devotion - In Sickness and In Health*

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

THE M. E. DODD AWARD for significant achievement in radio, television, film, and video

Awarded to **Norman Jameson and K Brown, Baptist Convention of North Carolina**

- *175th Anniversary of The Baptist State Convention of North Carolina*

Dr. M. E. Dodd, for more than 40 years the pastor of First Baptist Church in Shreveport, Louisiana, was a pioneer in Southern Baptist media ministry. Dodd served one term as president of the Southern Baptist Convention and was the first speaker on the nationally syndicated "Baptist Hour" radio program.

THE ALBERT MCCLELLAND AWARD for significant achievement in print media and design

Awarded to **The Office of Communications, Union University**

- *Union 2010 Campaign*

Albert McClelland, a charter BPRA member, served on the staff of the Southern Baptist Convention Executive Committee for thirty-two years in several positions, including public relations secretary. McClelland also served as president of Baptist Public Relations Association (now BCA) during its formative years.

THE FON H. SCOFIELD AWARD for significant achievement in photography

Awarded to **K Brown, Baptist State Convention of North Carolina**

- *Generations*

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).

EXCEPTIONAL ACHIEVEMENT AWARD IN INTERACTIVE COMMUNICATIONS

Awarded to **The Marketing and Public Relations Department, Missouri Baptist University**

- *Missouri Baptist University Web Site*

Created in 2002, this award recognizes exceptional achievement in the use of interactive media and technology in communicating the Christian message or telling the mission and ministry story of Southern Baptists.

VIDEO

FEATURE PRODUCTION, BROADCAST, MORE THAN 15 MINUTES

No Entries

FEATURE PRODUCTION, BROADCAST, LESS THAN 15 MINUTES

No Entries

FEATURE PRODUCTION, NON-BROADCAST, MORE THAN 15 MINUTES

First Place Award

Norman Jameson & K Brown, Baptist State Convention of North Carolina, for *175th Anniversary, Baptist State Convention of North Carolina*

FEATURE PRODUCTION, NON-BROADCAST, LESS THAN 15 MINUTES

First Place Award

Greg Elgin & Ricky Gibson, International Mission Board, for *Small Peoples of the North*

Second Place Award

Craig Martin, Patrick Gregory, and Jason Cancel, International Mission Board, for *Hayati's Story*

Finalist

Southern Baptist Conservatives of Virginia for *Disaster Relief - Such A Time As This*

MAGAZINE

First Place Award

Craig Martin, Kelly Jividen, and Patrick Gregory, International Mission Board, for *Timeline Lifeline: Life After the Tsunami*

Second Place Award

Norman Jameson & K Brown, Baptist State Convention of North Carolina, for *Mandate*

PSA OR COMMERCIAL

First Place Award

Woody Murray, LifeWay Christian Resources, for *So Much to Life, So Much to Lifeway*

Second Place Award

Office of Marketing and Public Relations for University of Mary Hardin-Baylor *Go Far* TV Spots

PROMOTIONAL VIDEO

First Place Award

K Brown, Baptist State Convention of North Carolina, for *Hurricane Katrina - Disaster Relief and Recovery*

Second Place Award

The Communications Team, Baptist General Convention of Oklahoma for *Imagine*

Finalist

LifeWay Marketing, Communications and Promotions Department for *Festival of Marriages 2006* Promotional Video

MUSIC VIDEO

First Place Award

Doug Rogers & Curry Evans, Alabama Baptist Convention, for *Non Nobis Domine*

AUDIO

MAGAZINE

First Place Award

Norman Jameson, Baptist State Convention of North Carolina, for *Up Close*

Second Place Award

Doug Rogers & Curry Evans, Alabama Baptist Convention, for *One Mission*

AUDIO NEWS REPORT

No Entries

AUDIO PSA OR COMMERCIAL

First Place Award

Office of Marketing and Public Relations for University of Mary Hardin-Baylor *Go Far* Radio Spots

Second Place Award

Woody Murray, LifeWay Christian Resources, for *So Much to Life, So Much to LifeWay*