

2009-10

Wilmer C. Fields
Awards Competition

*Recognizing the best image-makers
and storytellers in the
Baptist Communicators Association*



BCA
Baptist Communicators Association

2009-10 Wilmer C. Fields Awards Competition

Wilmer C. Fields was chief public relations officer for the SBC Executive Committee from 1959-87 and nurtured the growth of the Baptist Public Relations Association, now called Baptist Communicators Association. He lifted the office to national prominence and was a ready spokesman to national media who began to notice the surging Southern Baptist Convention and needed an interpreter. He mentored young communicators and raised their perception of the possibilities for increasing visibility and understanding for their agencies. He encouraged, enabled and led by example, committed to Southern Baptists, to their churches and to the agencies by which they spread the Gospel globally. To honor his foundational role, Baptist communicators named their annual awards competition for W.C. Fields. He is a lifetime member of BCA. The Wilmer C. Fields Awards have been presented since 1964.

Grand Prize Awards

The Arthur S. Davenport Award is given for exceptional achievement in public relations and development. The award is named after 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 for 20 years. He was a member of the Oklahoma Bar Association and the Public Relations Society of America.

Golden Gate Seminary Celebrates 50 Years on Strawberry Point

Phyllis Evans & Institutional Advancement Team
Golden Gate Theological Seminary

The Diane Reasoner Award is given for exceptional achievement in interactive communications. Reasoner worked for the Georgia Baptist Convention for 20 years. She oversaw the work of the Georgia Religion News weekly radio program, electronic media, convention Web site, public relations and print materials. She served as editor of VantagePoint magazine, and she developed Georgia Baptists' first Internet radio ministry. A BCA member since 1988, she served as president in 2001-02, professional development coordinator in 1999-2000 and as membership chair in 1994-95. She died at age 57 in 2007 in an automobile accident.

Mississippi College Crowning the Vision Web Site

Justin Garcia, Office of Public Relations | Mississippi College

The M.E. Dodd Memorial Award is given for significant achievement in radio, television, film and video. It honors the memory of Dr. M.E. Dodd who served as pastor of First Baptist Church, Shreveport, La., for more than 40 years. He was a Southern Baptist Convention president, a pioneer in radio ministry and was the first speaker on "The Baptist Hour."

Roberta's Story

Jim Edminson | Baptist Children's Homes of North Carolina

The Fon H. Scofield Award is given for significant achievement in photography. The award is named after the late Fon Scofield Jr., a pioneer Southern Baptist photojournalist. After beginning his career as a photographer with the Baptist State Convention of North Carolina, he served on the staff of the Southern Baptist Foreign Mission Board for 29 years.

Getting High: Life on the Streets of Nairobi

Kristen Nicole Sayres | International Mission Board

The Frank Burkhalter Award is given for significant achievement in religious news writing. Burkhalter became publicity director for the Southern Baptist 75 Million Campaign in 1919. When the Cooperative Program was launched in 1925, he became its first publicity director. From 1929 until he retired in 1945, he was professor of journalism at Baylor University.

Wells in Bihar Launch Churches of Living Water

Norman Jameson | Biblical Recorder, Inc.

The Leonard Holloway Award is given for exceptional achievement in feature writing. Holloway, a BPRA charter member, served as the public relations director for the Baptist General Convention of Texas in the early 1950s. Later, Holloway taught at Wayland Baptist University. He also served as president of the University of Mary Hardin-Baylor and the University of Corpus Christi.

The Fountain of Youth (May Be Closer Than You Think)

Joe Westbury | The Christian Index

The Albert McClellan Award is given for significant achievement in print media and design. This award is named for a charter BPRA member and former association president. McClellan served for 32 years in several capacities during a long career with the SBC Executive Committee, including Public Relations Secretary.

UMHB Office of Admissions Viewbook

Office of Marketing & Public Relations | University of Mary Hardin-Baylor

Public Relations and Development Division

Total Public Relations or Development Campaign

1st Place Award Office of Marketing & Public Relations
University of Mary Hardin-Baylor
UMHB Office of Admissions 2009-11 Enrollment Campaign

2nd Place Award Communications Department
Kentucky Baptist Convention
Crossover Louisville '09

Honorable Mention David Calvert & Kendall Kirk
GuideStone Financial Resources
2009 Property & Casualty Marketing Campaign

Special Events

1st Place Award Phyllis Evans & Institutional Advancement Team
Golden Gate Baptist Theological Seminary
Golden Gate Seminary Celebrates 50 Years on Strawberry Point

Interactive Communications Division

Internet-Based Media – Web site, 25 pages or more

1st Place Award Global Communications Team
International Mission Board
CommissionStories.com

2nd Place Award Office of University Communications
Union University
Union University Web Site

Internet-Based Media – Web site, 25 pages or less

1st Place Award Justin Garcia, Office of Public Relations
Mississippi College
Mississippi College Crowning the Vision Web Site

2nd Place Award Carissa Bradley
Samford University Advancement
A Campaign for Samford

Internet-Based Media – Blog

1st Place Award Jeff Brown & Randy Morrison
Baylor University
Baylor Proud

Internet-Based Media – E-newsletter

1st Place Award Jeff Brown
Baylor University
Baylor Proud (e-mail newsletter)

Internet-Based Media – Web Application

1st Place Award Justin Garcia
Mississippi College
Faculty Web Page Editor

Internet-Based Media – Social Media Implementation

1st Place Award Chris Mills
Alabama Baptist State Board of Missions
Alabama Baptist State Board of Missions Facebook Fan Page

Disc-Based Media – CD/DVD-ROM

1st Place Award Brenda Rick Smith
Kentucky Baptist Convention
2008 Kentucky Baptist Convention Annual

2nd Place Award The Baptist Foundation of Oklahoma
Personal Records Organizer – You've Said "I Do"

Disc-Based Media – DVD-Video / Blu-Ray Menu

1st Place Award Susan Childress, producer
North American Mission Board
2009 RA Resource Kit DVD

Audio-Visual Communications Division

Video – Feature Production, more than 15 minutes

1st Place Award Ron Lawson & Jon Graham
Georgia Baptist Convention
Relentless Pursuit: Reaching the Next Generation (SMO DVD)

Video – Feature Production, less than 15 minutes

1st Place Award Media Services / Communications Team
North American Mission Board
Life in the Center

2nd Place Award Media Services / Communications Team
North American Mission Board
The Miracle Meal

Honorable Mention Media Services / Communications Team
North American Mission Board
Fish Storey

Video – Magazine format

1st Place Award Office of Communication
Samford University
The Samford Chronicle

2nd Place Award Larry Brannin
Kentucky Baptist Convention
It's Harvest Time!

Video – News Story, more than 5 minutes

No Award Given

Video – News Story, less than 5 minutes

1st Place Award Doug Rogers
Alabama Baptist State Board of Missions
We Are Home

Video – Public Service Announcement or Commercial

1st Place Award Doug Rogers & Jennifer Rash
Alabama Baptist State Board of Missions
Read "The Alabama Baptist" Sunday

Video – Promotional Video

1st Place Award Jim Edminson
Baptist Children's Homes of North Carolina
Roberta's Story

2nd Place Award Jim Edminson
Baptist Children's Homes of North Carolina
Help for the Journey

Video – Music Video

1st Place Award Greg Elgin
International Mission Board
Lead You to the Cross

2nd Place Award Jon Graham & Ron Lawson
Georgia Baptist Convention
Take the Index – Convention Report of the Christian Index

Video – Sermon Illustration or Worship Video

1st Place Award Creative Team
Baptist State Convention of North Carolina
Theme Interpretation Video for Annual Session

2nd Place Award Doug Rogers
Alabama Baptist State Board of Missions
In Memoriam

Video – Podcast, distributed two times per month or more

No Award Given

Video – Podcast, distributed less than two times per month

No Award Given

Video – Other Video Media

1st Place Award Greg Elgin
International Mission Board
Touch Your World, Reach the Nations

2nd Place Award K Brown
Baptist State Convention of North Carolina
The Power of One

Audio-Visual Division continued

Audio – Feature Production, more than 15 minutes

No Award Given

Audio – Feature Production, less than 15 minutes

1st Place Award Jon Graham
Georgia Baptist Convention
Culture Connection: James Brown, “Role of a Lifetime”

2nd Place Award Jon Graham
Georgia Baptist Convention
Culture Connection: Mike Huckabee, “A Simple Christmas”

Audio – Magazine format

1st Place Award Rod Hampton, Ron Lawson & Jon Graham
Georgia Baptist Convention
Life with Purpose Radio

Audio – News Story, more than 5 minutes

No Award Given

Audio – News Story, less than 5 minutes

No Award Given

Audio – Public Service Announcement or Commercial

No Award Given

Audio – Podcast, distributed two times per month or more

No Award Given

Audio – Podcast, distributed less than two times per month

1st Place Award Brooklyn Lowery & Rob Phillips
LifeWay Christian Resources
Inside LifeWay

2nd Place Award Susan Childress, producer; Jim Burton, host
North American Mission Board
Mission Education Podcast

Audio – Other Audio Media

1st Place Award Steve Evans
International Mission Board
Amazing Grace

Converged Media – Photo Slideshow

1st Place Award Susan Childress, producer; Jim Burton, photographer
North American Mission Board
RA Camps

Converged Media – Other converged media

1st Place Award Baylor Photography / Robert Rogers & Matthew Minard
Baylor University
Homecoming 2009

2nd Place Award Polly House & Kent Harville
LifeWay Christian Resources
LifeWay Russia Mission Trip

Photography Division

Newspaper / Newsletter – Single

1st Place Award Kent Harville
LifeWay Christian Resources
I’ll Be the Man

2nd Place Award Kent Harville
LifeWay Christian Resources
Thank You, Father

Newspaper / Newsletter – Series

1st Place Award Kent Harville
LifeWay Christian Resources
To Russia With Love

2nd Place Award Kent Harville
LifeWay Christian Resources
Be The Man

Photography Division continued

Magazine – Single

1st Place Award Kent Harville
LifeWay Christian Resources
A Heart for Russia

2nd Place Award Baylor Photography / Robert Rogers
Baylor University
Autism Camp

Magazine – Series

1st Place Award Matt Jones
International Mission Board
Scenes from Morocco

2nd Place Award Baylor Photography / Robert Rogers & Matthew Minard
Baylor University
Baylor Line Camp

Other Media – Electronic

1st Place Award Kristen Nicole Sayres
International Mission Board
Getting High: Life on the Streets of Nairobi

2nd Place Award Matt Jones
International Mission Board
Door to Door Dabbawalas

Other Media – Print

1st Place Award Matt Jones
International Mission Board
Along The Silk Road

2nd Place Award Steve Evans
International Mission Board
Inside Mumbai: A Photographer's Journey

News Writing Division

Single Article – Newspaper or Newsletter

1st Place Award Norman Jameson
Biblical Recorder, Inc.
Wells in Bihar Launch Churches of Living Water

2nd Place Award Grace Thornton
The Alabama Baptist
*Moundville's Pleasant Hill Church Goes Up in Flames
Day After Being Robbed*

Honorable Mention Joe Westbury
The Christian Index
Downward Pressure

Single Article – Magazine

1st Place Award Rob Phillips
LifeWay Christian Resources
Your Church Needs a Crisis Communications Plan

2nd Place Award Polly House, Rob Phillips
LifeWay Christian Resources
Arrange It Yourself

Single Article – Online Publication

1st Place Award Gary D. Myers
New Orleans Baptist Theological Seminary
Seminary Trains Prisoners as Ministers

2nd Place Award Michael Foust
Baptist Press
5 Reasons 'Gay Marriage' Lost in Maine

Series or Package – Newspaper or Newsletter

1st Place Award Jennifer Davis Rash & Sondra Washington
The Alabama Baptist
'Bingo' Gambling

2nd Place Award Norman Jameson
Biblical Recorder, Inc.
Body Parts

News Writing Division continued

Series or Package – Magazine

No Award Given

Series or Package – Online Publication

1st Place Award Erich Bridges
International Mission Board
A Tale of Five Cities

2nd Place Award Brian Kaylor
Ethics Daily
First National Muslim-Baptist Dialogue

Opinion or Editorial

1st Place Award Norman Jameson
Biblical Recorder, Inc.
GC Resurgence Harkens to Bold Mission Thrust

2nd Place Award Erich Bridges
International Mission Board
Talk to Muslims – Not at Them

First-Person Column

1st Place Award Norman Jameson
Biblical Recorder, Inc.
Living and Dying Alone

2nd Place Award Jim Edminson
Baptist Children's Homes of North Carolina
The Tie That Binds

Feature Writing Division

Single Article – Newspaper or Newsletter

1st Place Award Dannah Prather
Western Recorder
Christianity Has No Color

2nd Place Award Jerry Pierce
Southern Baptist Texan
Given Slim Hope, Burn Victim Beating Odds

Honorable Mention Dana Williamson
Baptist Messenger
Best Friends Forever

Single Article – Magazine

1st Place Award Adam Miller
North American Mission Board
The Sober Project

2nd Place Award Shawn Hendricks
International Mission Board
Response to the Tsunami – 5th Anniversary Retrospective

Single Article – Online Publication

1st Place Award Michael Foust
Baptist Press
At 84, U.S.S. Indy Survivor Attests to God's Grace

2nd Place Award Melissa Lilley
Baptist State Convention of North Carolina
Mary Kassian: The Feminist Mistake

Honorable Mention Melissa Lilley
Baptist State Convention of North Carolina
Beyond the Bars

Series or Package – Newspaper or Newsletter

1st Place Award Joe Westbury
The Christian Index
The Fountain of Youth (May Be Closer Than You Think)

2nd Place Award Shawn Hendricks
International Mission Board
Tsunami Package (5th Anniversary Retrospective)

Feature Writing Division continued

Series or Package – Magazine

- 1st Place Award** Lane Murphy
Baylor University
Engaging Poverty
- 2nd Place Award** Carol Pipes
North American Mission Board
Faith on the Front Lines

Series or Package – Online Publication

- 1st Place Award** Don Graham
International Mission Board
North Africa
- 2nd Place Award** Kristen Miller
Baptist Press
El Salvador

Advertising or Promotional Copy – Ad Copywriting, Single

- 1st Place Award** Doug Rogers
Alabama Baptist State Board of Missions
On That Day, I Became a Southern Baptist

Advertising or Promotional Copy – Ad Copywriting, Series

No Award Given

Scripts

- 1st Place Award** Doug Rogers
Alabama Baptist State Board of Missions
Thank You!

Special Materials

- 1st Place Award** Rob Phillips
LifeWay Christian Resources
The Kingdom According to Jesus
- 2nd Place Award** Polly House
LifeWay Christian Resources
If the Shoe Fits, Make it a Bible Study

Design Division

News and Information – State Baptist newspapers

- 1st Place Award** Russell Lightner & Jerry Pierce
Southern Baptist Texan
- 2nd Place Award** Charlie Warren, Lisa Watson & Stella Prather
Arkansas Baptist News

News and Information – Magazines, six or more issues a year

- 1st Place Award** David R. Nelms
North American Mission Board
Lad
- 2nd Place Award** Tobin Perry
North American Mission Board
Crusader Magazine

News and Information – Magazines, five or fewer issues a year

- 1st Place Award** Office of Public Relations
Mississippi College
Beacon Magazine
- 2nd Place Award** Randy Morrison, Jeff Brown & Lane Murphy
Baylor University
Baylor Magazine
- Honorable Mention** Marketing & Communications
Baylor University
So The World May Know

News and Information – Newsletter, other newspaper or tabloid

- 1st Place Award** Creative Team / PR Team
Baptist State Convention of North Carolina
NC Connect Newsletter
- 2nd Place Award** Marketing & Communications
Baylor University
Baylor News

Design Division continued

News and Information – Brochures or booklets

1st Place Award Marketing & Communications
Baylor University
Presidential Search Brochure

2nd Place Award Russell Lightner
Southern Baptists of Texas Convention
Cm Elements

Honorable Mention Marketing & Communications
Baylor University
Texas Hunger Initiative Brochure

News and Information – Annual Report

1st Place Award Marketing & Communication Team
California Baptist University
President's Annual Report

2nd Place Award Jim Edminson
Baptist Children's Homes of North Carolina
Growing Hope

News and Information – Book

1st Place Award Tina Dare
International Mission Board
Along the Silk Road

2nd Place Award Carly Conley
Baptist State Convention of North Carolina
Cooperative Program Prayer Guide

News and Information – Media / Press Kit

No Award Given

Promotion and Advertising – Product or promotional brochure or academic catalog

1st Place Award Office of Marketing & Public Relations
University of Mary Hardin-Baylor
UMHB Office of Admissions Viewbook

2nd Place Award Leslie Crane
Baptist State Convention of North Carolina
28 Ways to Share Your Faith

Promotion and Advertising – Poster or flyer

1st Place Award Office of Marketing & Public Relations
University of Mary Hardin-Baylor
UMHB Office of Admissions Search Piece

2nd Place Award Marketing & Communications
Baylor University
Pruit Memorial Symposium Poster

Promotion and Advertising – Specialty Items, Giveaway

1st Place Award Kate Shull & Kelly Shrout
LifeWay Christian Resources
Hub Dude

2nd Place Award Jesse Conte
Alabama Baptist Convention State Board of Missions
Camping Out in God's Word

Promotion and Advertising – Specialty Items, Printed

1st Place Award Jeff Brown, Lane Murphy & Randy Morrison
Baylor University
Baylor Proud Homecoming Piece "Welcome Home"

2nd Place Award Office of University Communications
Union University
2010 Union University Desk Calendar

Promotion and Advertising – Print Ads, up to two colors

No Award Given

Promotion and Advertising – Print Ads, three colors or more

1st Place Award Marketing & Communications
Baylor University
Graduate School "Authors & Professors" Ad

2nd Place Award Office of Marketing & Public Relations
University of Mary Hardin-Baylor
UMHB Office of Admissions 2009-11 Advertisements

Design Division continued

Promotion and Advertising – Direct Mail, single

- 1st Place Award** Neal Reeves
Georgia Baptist Convention
MOVE – Youth Evangelism Conference
- 2nd Place Award** Marketing & Communications
Baylor University
“Get Your Game Face On” Legacy Variable Data Post Card

Promotion and Advertising – Direct Mail, kit or campaign

- 1st Place Award** The Emerging Leaders Team
International Mission Board
Last Letter Campaign
- 2nd Place Award** Office of Public Relations
Mississippi College
Provine Chapel 150th Anniversary Celebration Series

General Design and Illustration – Logo Design

- 1st Place Award** Matt Carson
North American Mission Board
Last Frontier Survival
- 2nd Place Award** Scott Camp
Samford University
Samford University Logo

General Design and Illustration – Stationery

- 1st Place Award** Angie Watts
Pleasant Valley Baptist Church
Stationery: Letterhead, Envelope & Business Card
- 2nd Place Award** Jim Edminson
Baptist Children’s Homes of North Carolina
NC BAM!

General Design and Illustration – Special Exhibit / Display

- 1st Place Award** Alan M. Perrow
International Mission Board
2009 Lottie Moon Christmas Offering SBC Display
- 2nd Place Award** Neal Reeves
Georgia Baptist Convention
Camp Pinnacle

Electronic Media Design – Web Site Template

- Honorable Mention** Carissa Bradley
Samford University Advancement
Samford After Sundown

Electronic Media Design – Web Site Banner Ad

No Award Given

Electronic Media Design – Digital Billboards / Signage

No Award Given

Electronic Media Design – Video Graphics

No Award Given

Electronic Media Design – CD/DVD Menus

No Award Given

Electronic Media Design – Other Electronic Design

- 1st Place Award** Justin Garcia, Office of Public Relations
Mississippi College
Mississippi College Christmas E-Card

Judging Panel

David Alexander

Writer & Editor, Reuters

Sharon Bourbeau

Communications Coordinator II, Oklahoma State Regents for Higher Education

John Clanton

Photographer, The Oklahoman

Bryan Clark

Senior Graphic Designer, LifeChurch.tv, Edmond, Okla.

Corey Fuller

Assistant Professor, Graphic Design, Oklahoma Baptist University

Eric Granata

Graphic Designer, Henderson Hills Baptist Church, Edmond, Okla.

Carla Hinton

Religion Editor, The Oklahoman

Brian Mays

Creative Designer, OPUBCO Communications Group

Shawn McEvoy

Senior Editor, Crosswalk.com

Caroline R. Miller

Photographer, Oklahoma Department of Human Services; Adjunct Professor, Oklahoma City University

Kevin C. Miller

Director of Art & Web Services, Oklahoma City University

Angela Roadman

Owner, Angela Roadman Photography

Ray Sanders

CEO, GiANT Experiences

Michael Scroggins

Public Information & Marketing Manager, Oklahoma City METRO Transit

Scott Soliz

Owner, Zeal Design Studio

Lisa Tresch

Editor, Mia Magazine

Wayne & Gloria Trotter

Editors, Countywide & Sun News

Derek Watson

Producer, OETA

Jeff Wilson

Pastor of Communication/Innovation, Henderson Hills Baptist Church, Edmond, Okla.

Thank You

Chele Marker, Oklahoma Baptist University

Lori Warren, The Baptist General Convention of Oklahoma

Dana Williamson, The Baptist Messenger

Mackenzie Dilbeck, Jennifer Green, Jeanie McGowan, Tory McGowan

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