

Winners list – BCA Awards 2011 – List for publication

Public Relations and Development Division

Second Place Award

Total Public Relations or Development Campaign

Stella Prather

Arkansas Baptist Children's Home

"2010 Thanksgiving Offering - Give Hope"

First Place Award

Total Public Relations or Development Campaign

Public Relations Division

Florida Baptist Convention

"Maguire State Mission Offering"

Second Place Award

Special Events

Division of Marketing & Communications

Baylor University

"Inauguration of Baylor President Ken Starr"

First Place Award

Special Events

Public Relations Division

Florida Baptist Convention

"Hope Rises from Haiti's Ruins"

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Interactive Communications Division

Second Place Award

Internet-based Media – Website, 25 pages or more

Carissa Bradley

Samford University

"Samford Office of Admission"

First Place Award

Internet-based Media – Website, 25 pages or more

Justin Garcia, Robby Followell, Alecia Porch

Mississippi College

"Beacon Magazine Online"

Second Place Award

Internet-based Media – Website, 25 pages or less

Marketing & Communications

Baylor University

"Baylor Homecoming Website"

First Place Award
Internet-based Media – Website, 25 pages or less
Marketing & Communications
Baylor University
“Baylor Nation”

First Place Award
Internet-based Media – E-newsletter
Chris Mills & Doug Rogers
Alabama Baptist State Board of Missions
“Alabama Baptist State Board of Missions E-Newsletter”

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Audio-Visual Communications Division

First Place Award
Video – Feature production, more than 15 minutes
Ron Lawson & Jon Graham
Georgia Baptist Convention
“Georgia Baptist State Missions Offering Video - 2010”

Honorable Mention
Video – Feature production, less than 15 minutes
NAMB Communications Team
North American Mission Board
“A Child Shall Lead Them/Andrew Mann”

Second Place Award
Video – Feature production, less than 15 minutes
Martha Richards
IMB - Global Communications Team, Africa
“Adventure Evangelism”

First Place Award
Video – Feature production, less than 15 minutes
K Brown
Baptist Convention of North Carolina
“Clean Water for Bihar, India”

Second Place Award
Video – Magazine format
Larry Brannin
Kentucky Baptist Convention
“Why?”

First Place Award
Video – Magazine format
Office of Marketing & Communication
Samford University
“The Samford Chronicle”

Second Place Award
Video – News story, more than 5 minutes
Larry Brannin
Kentucky Baptist Convention
“Find It Here”

First Place Award
Video – News story, more than 5 minutes
Dennis Parrish, Brian Hurst & Rex Campbell
Baptist General Convention of Texas
“Opening Doors”

Honorable Mention
Video – News story, less than 5 minutes
Tyrus Wood, Jr.
Florida Baptist Convention
“Amazing Grace in Jacksonville”

Second Place Award
Video – News story, less than 5 minutes
Tyrus Wood, Jr.
Florida Baptist Convention
“On Mission In Hialeah”

First Place Award
Video – News story, less than 5 minutes
Larry Brannin
Kentucky Baptist Convention
“Haiti Disaster Response”

Second Place Award
Video – Public Service Announcement or Commercial
Doug Rogers
Alabama Baptist State Board of Missions
“The Next Step”

First Place Award
Video – Public Service Announcement or Commercial
Office of Marketing & Communication
Samford University
“Samford University: 30 Spot”

Second Place Award
Video – Promotional Video
Brandon Pickett, SBC of Virginia
Vince Blubaugh, MBC
“CP Promo - My CP”

First Place Award
Video – Promotional Video
K Brown
Baptist State Convention of North Carolina
“Clean Water for Bihar, India”

First Place Award
Video – Music Video
Greg Elgin
International Mission Board
“Brillarás”

Second Place Award
Video – Sermon Illustration or Worship Video
Tyrus Wood, Jr.
Florida Baptist Convention
“Pray for Our Nation”

First Place Award
Video – Sermon Illustration or Worship Video
A Texas Baptists Production
Baptist General Convention of Texas
“The Bottom Line”

First Place Award
Video – Podcast, distributed two times per month or more
Global Communication Team, Africa
International Mission Board
“World Cup Roundup”

Second Place Award
Video – Other video media
Susan Childress, Writer/Producer
North American Mission Board
“Church Renewal Journey Overview Video”

First Place Award
Video – Other video media
Tyrus Wood, Jr.
Florida Baptist Convention
“Answer The Call”

Second Place Award
Audio-Visual Communications Division
Audio – Feature production, less than 15 minutes
Jon Graham
Georgia Baptist Convention
“Culture Connection: God’s Biggest Loser”

First Place Award
Audio – Feature production, less than 15 minutes
Jon Graham
Georgia Baptist Convention
“Culture Connection: From Korn to Christ”

First Place Award
Audio – Magazine format
Ron Hampton, Jon Graham, Ron Lawson
Georgia Baptist Convention
“Life with Purpose Radio #43 - 2010”

First Place Award
Audio – Public Service Announcement or Commercial
California Baptist University
Marketing & Communications
“Prospective Parent Radio Commercials”

Honorable Mention
Audio – Podcast, distributed less than two times per month
Kaitlin Warrington
Rex Campbell
Brian Hurst
Baptist General Convention of Texas
“The Fellowship Hall/December”

Second Place Award
Audio – Podcast, distributed less than two times per month
Susan Childress, Producer
Rob Carr, Host
North American Mission Board
“RA Fitness”

First Place Award
Audio – Podcast, distributed less than two times per month
Office of University Communications
Union University
“Faculty Focus”

Second Place Award
Converged Media – Photo Slideshow
The Baptist Foundation of Oklahoma
“Legacy as a Single”

First Place Award
Converged Media – Photo Slideshow
Robert Rogers, Matthew Minard
Baylor University Marketing & Communications
“Homecoming 2010”

Second Place Award
Audio – Other converged media
Polly House, Kent Harville
LifeWay Christian Resources
“Saddle Ridge Ranch”

First Place Award
Converged Media – Other converged media
Robert Rogers, Matthew Minard
Baylor University Marketing & Communications
“Move-In 2010”

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Photography Division

First Place Award
Newspaper/Newsletter – Single
Miller Murphy
Connie Maxwell Children’s Home
“Behold, I Bring You Good Tidings”

First Place Award
Newspaper/Newsletter – Series
Kent Harville
LifeWay Christian Resources
“Claiming China for Christ”

First Place Award
Magazine – Single
Kent Harville
LifeWay Christian Resources
“Sisterly Love”

First Place Award
Magazine – Series
Bill Bangham
International Mission Board
“The Deaf of the Czech Republic”

Honorable Mention
Other Media – Electronic – Single Images
Steve Evans
IMB - Global Communication Team, Africa
“Congo Rebels”

Second Place Award
Other Media – Electronic – Single Images
K Brown
Baptist State Convention of North Carolina
“First Taste”

First Place Award
Other Media – Electronic – Single Images
Doug Rogers
Alabama Baptist State Board of Missions
“A Window of Opportunity”

Honorable Mention
Other Media – Electronic – Series
Steve Evans
IMB - Global Communication Team, Africa
“Caught in the Crossfire”

Second Place Award
Other Media – Electronic – Series
JoAnn Bradberry
IMB - Global Communication Team, Africa
“Sudan: Fighting Neverland”

First Place Award
Other Media – Electronic – Series
Robert Rogers
Baylor University
“Out Into the World”

First Place Award
Other Media – Print – Single Images
K Brown
Baptist State Convention of North Carolina
“By the Light”

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News Writing Division

First Place Award

Single Article – Newspaper or Newsletter

Joe Westbury

The Christian Index

“Small Churches Come With Big Hearts”

Honorable Mention

Single Article – Online Publication

Michael Foust

Baptist Press

“Exclusive: Baptists Say God Provided in Haiti Jail”

First Place Award

Single Article – Online Publication

Carol Pipes

North American Mission Board

“World Changers, at 20 Years, Returns to Roots”

Second Place Award

Series or Package – Newspaper or Newsletter

Jennifer Davis Rash, Sondra Washington

“Gambling in Alabama”

First Place Award

Series or Package – Newspaper or Newsletter

Dianna L. Cagle

Biblical Recorder

“Closing Churches”

TIE - Honorable Mention

Opinion or Editorial

Todd Deaton

Western Recorder

“Shoebox Savings and the Lure of Easy Money”

TIE – Honorable Mention

Opinion or Editorial

Bob Terry

The Alabama Baptist

“Quran Burning Debate Shows Double Standard”

Second Place Award

Opinion or Editorial

Brian Kaylor

Churchnet

“Moving Beyond the Punchline”

First Place Award
Opinion or Editorial
Todd Deaton
Western Recorder
“Kentucky Baptists Weigh Upside, Downside to GCTF Report”

Honorable Mention
First-Person Column
Bob Terry
The Alabama Baptist
“God’s Goodness Not Determined by a Test Results”

Second Place Award
First-Person Column
Jim Edminson
Baptist Children’s Homes of North Carolina
“Paw Paw Loved the Saints”

TIE – First Place
First-Person Column
Alan James
International Mission Board
“Moments of Hope in Haiti”

TIE – First Place
First-Person Column
Sue Sprenkle
International Mission Board – Global Communications, Asia
“Missions Close-Up: „One is Not Enough,“
Buddhist Woman Says at Lantern Ceremony”

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Feature Writing Division

Honorable Mention
Single Article – Newspaper or Newsletter
Scott Barkley
The Christian Index
“Not Ready to Rock”

Second Place Award
Single Article – Newspaper or Newsletter
John Evans
The Alabama Baptist
“Survivor of Hemorrhagic Stroke Finds Grace in Suffering, Shares Story with Samford Students”

First Place Award
Single Article – Newspaper or Newsletter
Tim Ellsworth
Union University
“A Broken Vessel Restored”

Second Place Award
Single Article – Magazine
Lane Murphy
Baylor University
“Learning Through Service”

First Place Award
Single Article – Magazine
Terry Goodrich
Baylor University
“Survivors and Witnesses of Lynching Tell of Fear, Faith and Forgiveness”

Honorable Mention
Single Article – Online Publication
Martha Richards
IMB - Global Communications Team, Africa
“Human Trafficking Increases in South Africa”

Second Place Award
Single Article – Online Publication
Sue Sprenkle
IMB - Global Communications Team, Africa
“Reaching Mungiki”

First Place Award
Single Article – Online Publication
Don Graham
International Mission Board
“Medical Team Brings More Than Healing to Haiti”

First Place Award
Series or Package – Newspaper or Newsletter
Russell Rankin
LifeWay Christian Resources
“Hope Rises from Haiti’s Ruins”

First Place Award
Series or Package – Magazine
Phyllis Evans
Golden Gate Baptist Theological Seminary
“Behind the Walls of San Quentin”

Second Place Award
Series or Package – Online Publication
Sue Sprenkle
IMB - Global Communications Team, Africa
“Africa Water Crisis”

First Place Award
Series or Package – Online Publication
Alan James
International Mission Board
“Stories from Haiti”

**

Design Division

Honorable Mention
News and Information – State Baptist newspapers
The Alabama Baptist Staff
“The Alabama Baptist”

Second Place Award
News and Information – State Baptist newspapers
Mary E. Moore
The Christian Index - Georgia Baptist Convention
“The Christian Index”

First Place Award
News and Information – State Baptist newspapers
Bill Webb, Vicki Brown & Ken Satterfield
Word & Way
“Word & Way”

First Place Award
News and Information – Magazines, six or more issues a year – children
Beverly Cooper
North American Mission Board
“Royal Ambassador Lad Magazine”

Honorable Mention
News and Information – Magazines, five or fewer issues a year – adult
Office of University Communications
Union University
“Unionite: The Union University Magazine”

Second Place Award
News and Information – Magazines, five or fewer issues a year – adult
Baylor University Marketing & Communications
“Baylor Magazine”

First Place Award

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

Tracey Harrison

Mississippi College

“Mississippi College Beacon Magazine”

Honorable Mention

News and Information – Newsletter, other newspaper or tabloid

Communications Department

LifeWay Christian Resources

“LifeLines”

Second Place Award

News and Information – Newsletter, other newspaper or tabloid

Barbara Denman

Florida Baptist Convention

“Florida Missions Today”

First Place Award

News and Information – Newsletter, other newspaper or tabloid

Commission Stories Tabloid Staff

International Mission Board

“Commission Stories Tabloid”

Honorable Mention

News and Information – Brochures or booklets

Kelly Hopkins

Georgia Baptist Convention

“Youth Ministries - Year-Round Event Promo”

Second Place Award

News and Information – Brochures or booklets

Office of University Communications

Union University

“Provost Report 2010”

First Place Award

News and Information – Brochures or booklets

Mary Beth Meilstrup

IMB - Global Communication Team, Africa

“Shatter the Silence Booklet”

First Place Award

News and Information – Annual Report

Office of University Communications

Union University

“Union University: 2008-2009 Annual Report”

Honorable Mention

Promotion and Advertising - Product or promotional brochure, or academic catalog

Leslie Crane

Baptist State Convention of North Carolina

“North Carolina Bible Drill Brochure”

Second Place Award

Promotion and Advertising - Product or promotional brochure, or academic catalog

Office of University Communications

Union University

“Renewing Minds Brochure”

First Place Award

Promotion and Advertising - Product or promotional brochure, or academic catalog

Marketing & Communication Division

California Baptist University

“School of Business Brochure”

Honorable Mention

Promotion and Advertising – Poster or flyer

Alan M. Perrow

International Mission Board

“2010 Lottie Moon Christmas Offering (LMCO) Theme Poster”

Second Place Award

Promotion and Advertising – Poster or flyer

Tracey Harrison, Marlo Kirkpatrick & Alecia Porch

Mississippi College

“Make the Forbes List Poster”

First Place Award

Promotion and Advertising – Poster or flyer

SBC of Virginia Media Team

“YEC „Echo“ Promotional Poster”

First Place Award

Promotion and Advertising – Specialty Items

Jesse Conte

Alabama Baptist State Board of Mission

“Alabama Bible Drill”

Second Place Award

Promotion and Advertising – Specialty Items – Printed

Office of University Communications

Union University

“Celebrating 15 Years Christmas Card”

First Place Award
Promotion and Advertising – Specialty Items – Printed
Carly Conley
Baptist State Convention of North Carolina
“2011 Cooperative Program Calendar”

Honorable Mention
Promotion and Advertising – Print Ads, three colors or more
Marketing & Communication Division
California Baptist University
“Live Your Purpose”

Second Place Award
Promotion and Advertising – Print Ads, three colors or more
Jesse Conte
Alabama Baptist State Board of Missions
“Thank You”

First Place Award
Promotion and Advertising – Print Ads, three colors or more
Casi Bowers, Eric Yarbrough & Debi Campbell-Perry
Baylor University
“NCAA Men’s Basketball Tournament Ad”

Honorable Mention
Promotion and Advertising – Direct Mail – Single
Leslie Crane
Baptist State Convention of North Carolina
“Praying Toward His Passion”

Second Place Award
Promotion and Advertising – Direct Mail – Single
Neal Reeves
Georgia Baptist Convention
“MOVE Conference”

First Place Award
Promotion and Advertising – Direct Mail – Single
Marketing & Communication Division
California Baptist University
“One Person Can Make a Difference”

Honorable Mention
Promotion and Advertising – Direct Mail – Kit or Campaign
Stella Prather
Arkansas Baptist Children’s Homes
“2010 ABC Homes Thanksgiving Appeal”

Second Place Award

Promotion and Advertising – Direct Mail – Kit or Campaign
Tracey Harrison, Marlo Kirkpatrick & Alecia Porch
Mississippi College
“Make the Forbes List”

First Place Award

Promotion and Advertising – Direct Mail – Kit or Campaign
Office of University Communications
Union University
“The Union Fund”

Honorable Mention

General Design and Illustration – Logo design
Jim Edminson
Baptist Children’s Homes of North Carolina
“QC Logo”

Second Place Award

General Design and Illustration – Logo design
Jesse Conte
Alabama Baptist State Board of Missions
“Spring Ring”

First Place Award

General Design and Illustration – Logo design
Jim Edminson
Baptist Children’s Homes of North Carolina
“Quasquicentennial Logo”

Second Place Award

General Design and Illustration – Stationery
Jesse Conte
Alabama Baptist State Board of Missions
“State Board of Missions”

First Place Award

General Design and Illustration – Stationery
Marketing & Communication Division
California Baptist University
“Alumni Association Stationery”

Honorable Mention

General Design and Illustration – Special Exhibit/Display
Jesse Conte
Alabama Baptist State Board of Missions
“One Mission Students”

Second Place Award
General Design and Illustration – Special Exhibit/Display
Alan M. Perrow
International Mission Board
“2010 Lottie Moon Christmas Offering (LMCO) SBC Display”

First Place Award
General Design and Illustration – Special Exhibit/Display
Shawn Elledge
North American Mission Board
NAMB Timeline “Milestones of Ministry”

Second Place Award
Electronic Media Design – Web site template
Office of University Communications
Union University
“2010 Second-Tier Template”

First Place Award
Electronic Media Design – Web site template
Justin Garcia, Robby Followell & Alecia Porch
Mississippi College
“Beacon Magazine Online Homepage”

Second Place Award
Electronic Media Design – Other electronic design
Division of Marketing & Communications
Baylor University
“Alleluia Many Voices One Song Conference Repositioning”

First Place Award
Electronic Media Design – Other electronic design
Justin Garcia, Robby Followell & Alecia Porch
Mississippi College
“Mississippi College Christmas E-card”

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Grand Prize Winners

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 1956-1957. Later, he operated a successful public relations agency in Oklahoma City for 20 years as well as being a member of the Oklahoma Bar Association and the Public Relations Society of America.

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

Barbara Denman

Public Relations Division

Florida Baptist Convention

“Hope Rises from Haiti’s Ruins”

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. The **Diane Reasoner Award** for Exceptional Achievement in Interactive Communications

Justin Garcia, Robby Followell, Alecia Porch

Mississippi College

“Beacon Magazine Online”

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 was pastor of First Baptist Church, Shreveport, Louisiana, 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.

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

K Brown

Baptist State Convention of North Carolina

“Clean Water for Bihar, India”

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 spent 29 years on the staff of the Southern Baptist Foreign Mission Board.

The **Fon H. Scofield Award** for Exceptional Achievement in Photography

Robert Rogers

Baylor University

“Out Into the World”

The **Frank Burkhalter Award** is given for significant achievement in religious newswriting. 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.

The **Frank Burkhalter Award** for Exceptional Achievement in Religious Newswriting
Dianna L. Cagle
Biblical Recorder
“Closing Churches”

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 **Leonard Holloway Award** for Exceptional Achievement in Feature Writing
Tim Ellsworth
Union University
“A Broken Vessel Restored”

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.

The **Albert McClellan Award** for Exceptional Achievement in Print Media and Design
Commission Stories Tabloid Staff
International Mission Board
“Commission Stories Tabloid”

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