

2012 W.C. Fields Awards Competition Winners

I. Public Relations & Development Division

1. Total Public Relations or Development Campaign

1st Place – Heisman Winner and Baylor University Marketing Campaign; Baylor University Marketing and Communications

2nd Place – A Place to Call Home! Stella Prather, Arkansas Baptist Children’s Homes and Family Ministries

2. Special Events

1st Place – 2011 Alabama Tornadoes; Alabama Baptist State Board of Missions Alabama Baptist State Board of Missions and The Alabama Baptist

2nd Place – KJV 400 Conference; Union University Office of University Communications

Honorable Mention – 2011 Leadership Banquet; University of Mobile Marketing & Public Relations

Honorable Mention – 2011 Project Serve; University of

Mobile Marketing & Public Relations

II. Interactive Communications Division

3. Web-based

a. Website (25 pages or more)

1st Place – Mississippi College Website Redesign; Justin Garcia

2nd Place – Golden Gate Seminary Website; Phyllis Evans and Institutional Advancement Team

3rd Place – Texas Baptists Website; BGCT Texas Baptists Web Team

b. Website (24 pages or less)

1st Place – Mississippi College Online Beacon; Justin Garcia

2nd Place – Library Capital Campaign Website; Union University Office of University Communications

c. Blog

Honorable Mention – mReport Southern Cross; IMB Asia Media

d. E-newsletter

1st Place – Mississippi College Online Beacon; Justin Garcia

e. Web Application

1st Place – Camp McCall Interactive Campus Map; Judy Ramsey, Randy Vincent, South Carolina Baptist Convention Communications & Mission Development Team

2nd Place – Be On Mission BGCT; BGCT Communications Team

f. Social Media Implementation

1st Place – Fellowship Hall; BGCT Joshua Minatrea, Kaitlin Warrington, John Hall

2nd Place – Union University's iTunesU Profile; Union University Office of University Communications

2nd Place – SBOM Facebook Page; Alabama Baptist State Board of Missions, Chris Mills, Doug Rogers

4. Disc-based

a. Education

1st Place – Kids On Mission-Volume 1, Edition 2-Step It Up; International Mission Board IMB CaPS Media Production-Children's Forward Communication Team

III. Audio-Visual Communications Division

5. Video Editorial (Including Podcast)

b. Feature - less than 15 minutes

1st Place – Songhai Kingdoms; IMB Global Communication Team-Africa

2nd Place – Tornado Relief Update; Doug Rogers, Alabama Baptist State Board of Missions

2nd Place – A Chaplain’s Impact; Alabama Baptist State Board of Missions Doug Rogers, Bethany Rogers, Alabama

Baptist State Board of Missions

Honorable Mention –Launch Day (4 parts); Creative

Services Team; North American Mission Board

6. Video Promotion (Including Podcast)

a. Institution – 15 minutes or more

Honorable Mention – State Missions Offering - Rescue

the Perishing; Jon Graham, Georgia Baptist Convention

b. Institution – less than 15 minutes

1st Place – Will You Be the One?; Bethany Rogers, Alabama Baptist State Board of Missions

2nd Place – Union University: Illuminating Minds; Union University Office of University Communications

2nd Place – Discover the Ouachita Difference; Ouachita Baptist University Office of Communications

Honorable Mention – Transform122; K Brown, Baptist State Convention of North Carolina

Honorable Mention – Excellence Drives On; California

Baptist University Marketing and Communications Division

d. Public Service – less than 15 minutes

1st Place – Missions Co-Op; Rand Jenkins, BGCT

Honorable Mention – Military Thank You; Robert Reeves, Kentucky Baptist Convention

e. Music

1st Place – Discover Ouachita; Ouachita Baptist University Office of Communications

1st Place – The Wind Has Blown; Doug Rogers, Alabama

Baptist State Board of Missions

f. Worship

1st Place – Empty Hands-CP Promo; Innovative Faith

Resources Team

2nd Place – Snowflakes; Robert Reeves, Kentucky Baptist Convention

Honorable Mention – Numbers Matter (Spanish Version)-CP Promo; Innovative Faith Resources Team

7. Audio Editorial (Including Podcast)

a. Feature - 15 minutes or more

1st Place – UpClose: Discipleship Feature; Traci DeVette Griggs, Baptist State Convention of North Carolina

b. Feature - less than 15 minutes

2nd Place – Culture Connection-Nancy Heche; Jon Graham, Georgia Baptist Convention

8. Audio Promotion (Including Podcast)

a. Institution – 15 minutes or more

2nd Place – Life With Purpose Radio; Rod Hampton,
Jon Graham, Ron Lawson, Georgia Baptist Convention

9. Digital Slide Shows

a. Photography

1st Place – Let My Soul Fly; K Brown, Baptist State Convention of North Carolina

1st Place – AfricaStories 2011 Christmas Greeting; IMB Global Communication Team-Africa

b. Information

1st Place – Legacy of Love: Vietnam; Mike Schueler, Kathy Flores, IMB

IV. Photography Division

10. Editorial

a. Newspaper or Newsletter

i. Single

1st Place – Bastrop Photograph; Brent Burden, Southern Baptists of Texas Convention

2nd Place – Known But to God; Joe Westbury, Christian Index

Honorable Mention – Lecha Woman; Neisha Fuson, The Alabama Baptist

ii. Series

1st Place – A Look at Beijing; Matt Jones, IMB

2nd Place – India Photo Series; Neisha Fuson, The Alabama Baptist

b. Magazine

ii. Series

1st Place – Forgotten People; Bill Bangham, IMB

c. Web/Multimedia

i. Single

1st Place – Years Not Wasted; Nicole Clark, IMB

ii. Series

1st Place – A Street Called Straight; Matt Jones, IMB

2nd Place – A Hospital in Need; Nicole Clark, IMB Global Communications Team-Africa

Honorable Mention – South Sudan: World’s 196th Country Gives Thanks to God for Freedom; Steve Evans, IMB

11. Promotion

b. Advertisement

i. Single

1st Place – Compassion; Doug Rogers, Alabama Baptist State Board of Missions

c. Web/Multimedia

i. Single

1st Place – Everybody Say Ah; K Brown, Baptist State

Convention of North Carolina

ii. Series

1st Place – Let My Soul Fly; K Brown, Baptist State Convention of North Carolina

V. News Writing Division

12. Single Story

a. Newspaper or Newsletter

1st Place – ‘Saint Death’ - Cult Making Inroads Across US Border; Jerry Pierce, Southern Baptist Texan

2nd Place – Elliff Setting Shoulder, Heart ‘To the Work’; Tammi Reed Ledbetter, Southern Baptist Texan

Honorable Mention – Bold Challenge Biblical Recorder Dianna L. Cagle

b. Magazine

1st Place – What Man Meant for Evil...; Tobin Perry, North American Mission Board

2nd Place – Seventy-Four Baptized in Cattle Trough in Rural Zimbabwe; IMB Global Communications Team-Africa, Melanie Clinton

c. Online Publication

1st Place – Famished Families Walk for Days in Search of Hope; Susie Rain, IMB

2nd Place – Gay Leaders Meet with SBC President; Michael Foust, Art Toalston, Baptist Press

Honorable Mention – Kalimpong India Earthquake; Ann Lovell, IMB

13. Series Story

a. Newspaper or Newsletter

1st Place – Tornado Coverage; The Alabama Baptist

c. Online Publication

1st Place – Arab Spring; IMB

2nd Place – Japan Triple Disaster Series; Susie Rain, IMB

14. Opinion or Editorial

1st Place – Churches Caught in a Dilemma; Bob Terry, The Alabama Baptist

2nd Place – Steve Jobs and Faith; Tim Yarbrough, Arkansas Baptist News

Honorable Mention – God Takes All Our ‘Yuck’; Bob Terry, The Alabama Baptist

15. First-Person Column

1st Place – Forgotten People; Bill Bangham, IMB

2nd Place – A Rose by Any Other Name Would...

Or Would It?; Todd Deaton, Western Recorder

VI. Feature Writing Division

16. Single Article

a. Newspaper or Newsletter

1st Place – Church Stands by Pastor Through Alcoholism; Vicki Brown, Word & Way

1st Place – Known But to God; Joe Westbury, Christian Index

Honorable Mention – Pastor Says Missions ‘Spreading Like Wildfire:’ River Valley Church Lends a Hand in Joplin; Jessica Vanderpool, Arkansas Baptist News

b. Magazine

1st Place – Ben Hedrick: A Life Unlimited; Kathy Dean,

University of Mobile

2nd Place – Rekindle Your Heart; Kathy Dean, University of Mobile

Honorable Mention – A View From the Edge; Bill Bangham, IMB

Honorable Mention – Art Is Her Gift; Tim Ellsworth, Union University

Honorable Mention – New Hope Dawns for Vietnam; Mike Schueler, IMB

c. Online Publication

1st Place – From High Finance to Homelessness; Ann Lovell, IMB

2nd Place – An Inside Look at Human Trafficking; IMB Global Communications Team-Africa, Martha Richards

Honorable Mention – A Prostitute-Young and Widowed-Finds Faith; Ann Lovell, IMB

Honorable Mention – Lone Tract Brings Chinese Woman to Faith Plus Many Others; Sue Sprenkle, IMB

Honorable Mention – Horn of Africa Famine Affects Christian Aid Workers; Susie Rain, IMB

17. Series or Package

a. Newspaper or Newsletter

1st Place – Our Churches; Arkansas Baptist News

2nd Place – Seven Pillars; Dianna L. Cagle, Biblical Recorder

Honorable Mention – ‘Jeff Street’ Helps Connect Homeless to ‘True Life’; Dannah Prather, Kentucky Baptist Convention

b. Magazine

1st Place – Send North America; North American Mission Board Content Development Team

18. Promotion Copy

a. Print Collateral

1st Place – A Place to Call Home! Annual Offering;

Stella Prather, Arkansas Baptist Children’s Homes and Family Ministries

VII. Design Division

22. General Design

a. Logo

1st Place – Golden Gate Seminary; Phyllis Evans and GGS

Institutional Advancement Team

2nd Place – Blueprints for Sunday School Growth; Devan Gunderson, Kentucky Baptist Convention

Honorable Mention – Ouachita Baptist University 125th Anniversary; Ouachita Baptist University Office of Communications

c. Integrated Branding

1st Place – Golden Gate Seminary Rebranding; Phyllis Evans and GGS Institutional Advancement Team

2nd Place – Focus 2011 Campaign; Union University Office of University Communications

d. Special Display

1st Place – 2011 IMB SBC Display; Alan M. Perrow, IMB

2nd Place – 2011 IMB State Convention Tabletop Displays; Alan M. Perrow, IMB

Honorable Mention – Baylor Founders Day Capitol Displays; Baylor University Marketing and Communications

23. Print Collateral

a. Brochure

1st Place – School of Business Groundbreaking; California Baptist University Marketing and Communications Division

2nd Place – Missions; Jay Adcock, Lesa Moore, Amy Wright, University of Mobile

Honorable Mention – Salt & Light...Bulb; Russell Lightner, Southern Baptists of Texas Convention

b. Booklet

1st Place – CM Resource Guide; Russell Lightner, Southern Baptists of Texas Convention

2nd Place – GO Book; Union University Office of University Communications

Honorable Mention – Medical & Dental Personal Re-Enrollment Booklet; Garland Hopkins, GuideStone Financial Resources

Honorable Mention – Library Capital Campaign; Union University Office of University Communications

c. Annual Report

2nd Place – Grounded in Excellence; Union University Office of University Communications

d. Invitation

2nd Place – School of Social Work Open House; Baylor University Marketing and Communications

e. Book

2nd Place – Ouachita Voices: Celebrating 125 Years of Academic and Christian Excellence; Ouachita Baptist University Office of Communications

24. Publications

a. State Baptist Newspaper

1st Place – Word & Way; Bill Webb, Vicki Brown, Ken Satterfield

2nd Place – ABN - Arkansas Baptist News; Lisa Watson,

Jessica Vanderpool, Tim Yarbrough

Honorable Mention – The Alabama Baptist; The Alabama Baptist Staff

b. Newsletter, other newspaper or tabloid

1st Place – CommissionStories; IMB CommissionStories

Editorial Team

2nd Place – Baylor News; Baylor University Marketing and Communications

Honorable Mention – LifeLines; Life Way Communications

c. Magazine

1st Place – Mississippi College Beacon; Tracey Harrison,

Mississippi College

1st Place – The Roundtable Magazine; California Baptist

University Marketing and Communication Division

2nd Place – On Mission Summer 2011; North American

Mission Board Content Development Team

2nd Place – Lad Magazine; Beverly Cooper, North American Mission Board

Honorable Mention – The Unionite: Winter 2011; Union University Office of University Communications

Honorable Mention – University of Mobile Magazine Spring 2011; Jay Adcock, Lesa Moore, Kathy Dean

25. Promotion

a. Poster or flyer

1st Place – Mississippi College Scholarship Banquet; Tracey Harrison, Alecia Porch, Marlo Kirkpatrick

2nd Place – Truett Seminary “Start Here, Go Anywhere”; Baylor University Marketing and Communications

2nd Place – OBU Festival of Christmas; Brooke Zimny, Ouachita Baptist University Office of Communications

Honorable Mention – Storyline-Superwow Camp; Kelly Hopkins, Georgia Baptist Convention

b. Media/Press Kit

2nd Place – 2011 Lottie Moon Christmas Offering; Natasha Fullard

c. Direct Mail

i. Single

1st Place – December 2011 Commencement Postcard; Baylor University Marketing and Communications

2nd Place – MOVE; Georgia Baptist Convention Print Media, Neal Reeves and Kelly Hopkins

Honorable Mention – Rollover Business Reply Card; David Calvert, GuideStone Financial Resources

ii. Series

1st Place – Marketing Message Post Cards; Baylor University Marketing and Communications

2nd Place – Mississippi College Scholarship Banquet; Tracey Harrison, Alecia Porch, Marlo Kirkpatrick

26. Advertising

c. Billboard/Banner

1st Place – Word 60th Anniversary VIP Celebration; Baylor University Marketing and Communications

2nd Place – “Faces of the Grad School” Waco Regional

Airport Duratran Sign; Baylor University Marketing and Communications

27. Illustration

a. Editorial

2nd Place – One of Us; California Baptist University Marketing and Communication Division

28. Electronic Media

a. Website Template

1st Place – 2011 IMB LMCO Landing Page; Alan M. Perrow, IMB

b. Video Animation

2nd Place – Mississippi College Thanksgiving E-Card; Justin Garcia, Ethan Milner

Baptist Communicators Association members and board wish to thank this year’s judges and facilitators for the time and expertise provided to make this year’s awards competition both educational and informative, adding to the success of the event.

Public Relations and Development Division

Ernest B. Myers, Jr.

Scott White

Monica Feid

Stella Prather, Facilitator

Interactive Division

Regina Cross Caffey

Leah Templeton

Audra London

Barbara Denman, Facilitator

Audio Visual Division

David Hill

Shawn Glenn

Richard LeBlanc

Jennifer Rash, Facilitator

Photography Division

Louis DeLuca

Sharon Ellman

Bruce Maxwell

Jim Edminson, Facilitator

News Writing Division

Mark Wingfield

Scott White

Monica Feid

Jim Edminson, Facilitator

Feature Writing Division

Leah Templeton

Audra London

Phyllis Evans, Facilitator

Design Division

Stephanie Delgado Henkel

Shawn Glenn

Richard LeBlanc

Jim Edminson, Facilitator

This year's competition featured an innovative, digital submission system created by BCA member Cam Tracy. The new system allowed judges to remotely access entries and pre-judge all submissions prior to a team judging onsite at the annual workshop.

The onsite judging afforded those attending the annual workshop to hear judges' critiques and observations.

Special thanks to BCA's Board for guiding the association through this change and insisting on innovation and excellence.

GRAND PRIZE WINNERS –

Arthur S. Davenport Award:

Alabama Tornadoes

Alabama Baptists

Diane Reasoner Award:

Mississippi College

Justin Garcia

M.E. Dodd Memorial Award:

Empty Hands

Innovative Faith Resources

Fon H. Scofield Award:

A Street Called Straight

Matt Jones

Frank Burkhalter Award:

Arab Spring

Ava Thomas

Leonard Holloway Award

Ben Hedrick Story

Kathy Dean

Albert McClellan Award

MC Scholarship Poster

MC Communication Team