



Call for
ENTRIES

54th Annual
**WILMER C.
FIELDS AWARDS
PROFESSIONAL
COMPETITION**

April 20, 2018

54th Annual Wilmer C. Fields Awards

PROFESSIONAL COMPETITION

Awards will be presented during the BCA Workshop
in Washington, DC, on April 20, 2018.

Baptist Communicators Association members are invited to submit their work to the 54th Annual BCA Awards Competition. The competition is designed to encourage professional excellence among association members and to recognize those members who have done exemplary work. Each year the awards are presented at the annual workshop. The competition is named in honor of BCA lifetime member and retired vice president of public relations for the Southern Baptist Convention Executive Committee, Wilmer C. Fields.

The competition includes individual Baptist communicators who were members in good standing and who paid their membership dues the previous year by December 31. (Regular membership is \$80 and student membership is \$25.) All entries in the competition must have been produced or published during 2017. Each member submitting an entry must have designed, directed, written, photographed, edited, videotaped or created the entry. Members may enter as many categories as they like and may submit as many entries as they choose. Entries that fail to conform to category requirements will be disqualified from competition. Entries submitted by non-BCA members and entries where non-BCA members completed the majority of the work will be disqualified. Judges have the right to move an entry from a member's submitted category into a more appropriate category.

Entry Deadline: *January 31, 2018* Entries must be submitted online by January 31, 2018, and those required to be mailed must be postmarked by this date.

Award Entry: *Online at www.baptistcommunicators.org/awards* All entries must be submitted online. Most divisions require that supporting files be uploaded online, with the exception of entries in Public Relations, Design and Overall Publication. In that case, three copies of supporting files should be mailed to:

Cam Tracy
Union University, Box 1808
1050 Union University Drive
Jackson, TN 38305
731-661-5502

If you would like to have your mailed-in entry returned, please indicate it online and pay \$10 per entry. Receipt of the entries will be confirmed by e-mail, but be sure to track your package in case something happens in transit.

Fees: *\$40 per professional entry (for every five entries, the sixth one is free)*

You may pay with credit card online in the Awards Submission System, but if you'd like to pay by check, please include a list of entries covered by the payment (list may be printed from the Awards Submission System). To pay by mail, make check payable to BCA and send to Margaret Colson, 4519 Lashley Court, Marietta, GA 30068.



Public Relations & Development

I. Public Relations and Development Division

1. Overall Public Relations or Development Program/Department

How does your organization present itself? Demonstrate how your department presents your company's marketing message using all its resources: electronic, print, public relations, advertising, etc.

2. Total Public Relations or Development Campaign

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

3. Public Relations for Special Events

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

4. Communications and/or Marketing Strategy (for projects, events, etc., that would not fit in cat. 2 or 3)

- A. Less than \$25,000 budget
- B. More than \$25,000 budget

Grand Prize: The Arthur S. Davenport Award, given for exceptional achievement in public relations and development.

Your case must include:

- **Research:** Method used to identify the project's purpose and to support specific planning and programming
- **Planning:** Goals and objectives written as a result of the research, as well as the strategic plan to meet the goals and objectives
- **Execution:** Materials, activities, writing, publications and other tools and techniques used to implement the program
- **Evaluation:** Efforts to identify and analyze results to determine if the program achieved its objectives.

Preparation for Public Relations and Development Division

- All entries must be submitted online at www.baptistcommunicators.org/awards.
- Also submit three printed copies of each case study by mail to:
Cam Tracy
Union University, Box 1808
1050 Union University Drive
Jackson, TN 38305
- If you would like your printed entry returned, please pay \$10 per entry with your entry online.
- If a freelance or contracted individual or organization was used for any portion of the project, detail that involvement and your role with them in the project's development.
- **Include documentation that supports your entry** and ensure that document is a Word file in Times New Roman font, single-spaced and no less than 12-point type. Judges will base their initial decisions on the strength of the arguments made in this document, so please plan accordingly when putting the document together.
- Entries may be supported with relevant documentation that shows evidence of the success of the work. It can range from branded print material, photographs, video, Internet coverage, research and post campaign or event evaluations, etc.

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:

1. Work on basics 2. Below average 3. Good 4. Above average 5. Excellent

_____ **Summary** (clear articulation of entry’s purpose, objectives or strategic goals)

_____ **Research** (background, situational analysis, how audience was identified, etc.)

_____ **Planning** (goals, timeline, resources, objectives, key messages, focus on target audience)

_____ **Implementation** (tactics or activities, supplemental materials, budget, number of people involved, etc.)

_____ **Evaluation** (methods, comparisons, extent to which objective achieved, etc.)

Overall Score

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate – that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 15 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments:

Interactive Communications

II. Interactive Communications Division

5. Website, organization or company site
 - A. Custom-built
 - B. Adapted Template
6. Website, event or promotion site
 - A. Custom-built
 - B. Adapted Template
7. Social Media
 - A. Single Post
(Give a brief narrative about the circumstances surrounding the post and show the post and responses.)
 - B. Campaign or Event
(Give a brief narrative about the campaign or event and show examples of post and responses.)
8. Mobile Apps
9. Internet-based Other Media

Grand Prize: Diane Reasoner Award, given for exceptional achievement in interactive communications

Preparation for Interactive Communications Division

- All interactive entries must be submitted online and should be accompanied by either a link to your entry or uploaded supporting files at www.baptistcommunicators.org/awards.
- **Submit a one-page, single-spaced Word document describing the significant features of the entry** to include budget, number of individuals involved, purpose and target audience.
- If a freelance or contracted individual or organization was used for any portion of the project, detail that involvement and your role with them in the project's development.
- We will accept supporting files saved as doc, docx, pdf, jpg, gif, png and mp3.
- Some digital files can become very large. Before uploading files, minimize the size of the files as much as possible while maintaining quality. If you have issues uploading large files, contact Cam Tracy at webmaster@baptistcommunicators.org for alternate solutions.

Questions E-mail ctracy@uu.edu or call 731-661-5502

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
1. Work on basics 2. Below average 3. Good 4. Above average 5. Excellent				
_____ Originality	_____ Achievement of purpose	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
Overall Score				
_____ Functionality	_____ Ease of use/navigation			
_____ Design	_____ Supplemental materials			
_____ Creativity	(budget, statement of purpose, entry summary)			

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate – that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments:

Audio-Visual Communications

III. Audio-Visual Communications Division

10. Video (including podcast)
 - A. Editorial Feature, Less than 3 minutes
 - B. Editorial Feature, More than 3 minutes
 - C. Promotion, Less than 3 minutes
 - D. Promotion, More than 3 minutes
 - E. Other
11. Audio (including podcast)
 - A. Editorial Feature
 - B. Promotion
 - C. Other

Grand Prize: M.E. Dodd Memorial Award, given for significant achievement in radio, television, film and video

Preparation for Audio-Visual Communications Division

- All AV entries must be submitted online and should be accompanied by either a link to your entry or uploaded supporting files at www.baptistcommunicators.org/awards.
- **Submit a one-page, single-spaced Word document describing the significant features of the entry** to include budget, number of individuals involved, purpose and target audience. Please ensure the document is single-spaced and no less than 12-point type.
- If a freelance or contracted individual or organization was used for any portion of the project, detail that involvement and your role with them in the project's development.
- AV entries should be posted elsewhere online (YouTube, Vimeo, organization's website, etc.) and links should be provided for judging. The one exception is that mp3 files may be uploaded into the Awards Submission System.
- Podcasters must also describe how their podcast may be accessed online.

Questions E-mail ctracy@uu.edu or call 731-661-5502

Entry Category: _____

Title: _____

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1. Work on basics 2. Below average 3. Good 4. Above average 5. Excellent				
_____ Originality	_____ Achievement of purpose	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
Overall Score				
_____ Creativity	_____ Production value			
_____ Editing	_____ Supplemental materials			
_____ Cinematography (video only)	(budget, statement of purpose, entry summary)			

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate – that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 18 or higher for audio or 21 or higher for video overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments:

Photography

IV. Photography Division

- 12. Feature
 - A. Single
 - B. Series
- 13. News
 - A. Single
 - B. Series
- 14. Portrait
- 15. Promotional or Advertisement
 - A. Single
 - B. Series

Grand Prize: Fon H. Scofield Award, given for significant achievement in photography

Preparation for Photography Division

- All entries must be submitted online by uploading the files with the entry form at www.baptistcommunicators.org/awards.
- Entries in the Photography Division must have been taken by the individual entering the contest, not an organization entering on behalf of a freelancer.
- Submit each entry as a jpeg file saved at 300 dpi image quality 8, sized at 10 inches on the long side.
- **Submit a Word document describing the significant features of the entry**, including: what the image(s) were produced for, background of the story, target audience, timeframe image(s) were produced in, etc. This document is very important as there have been multiple years where two entries were tied all the way to the end, and a well-written supporting document made the difference.
- Please ensure the document is no more than five pages, in Times New Roman, no less than 12-point type, and a single-spaced document in Word.

Questions E-mail ctracy@uu.edu or call 731-661-5502

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
1. Work on basics 2. Below average 3. Good 4. Above average 5. Excellent				
_____ Originality	_____ Communicates message	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
Overall Score				
_____ Creativity	_____ Composition			
_____ Impact	_____ Lighting			
_____ Quality				

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments:

News Writing

V. News Writing Division

16. Single Article
 - A. Less than 750 words
 - B. 750–1,500 words
 - C. More than 1,500 words
17. Series or Package
18. Opinion/Editorial

Grand Prize: Frank Burkhalter Award, given for significant achievement in religious news writing

Preparation for News Writing Division

- All entries must be submitted online by uploading the files with the entry form at www.baptistcommunicators.org/awards.
- **Your written entry must be presented as a Word file** with the following specifications: Times New Roman, single-spaced, no less than 12-point type.
- **Also submit a pdf file of the tear sheet** showing the published article, if possible.
- Writing entries must have been written by the individual entering.
- A series is a number of single related articles that are sequential in nature (sometimes indicated by Part 1, Part 2, etc.). A package can be news and feature stories of various length, facts, Q&A's and other related information.

Questions E-mail ctracy@uu.edu or call 731-661-5502

Entry Category: _____

Title: _____

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_____ Originality	_____ Appropriate for audience	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
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_____ Creativity	_____ Balance of depth			
_____ Language	_____ Timeliness			
_____ Content flow				

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate – that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 21 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments:

Feature Writing

VI. Feature Writing Division

19. Single Article
 - A. Less than 750 words
 - B. 750–1,500 words
 - C. More than 1,500 words
20. Series or Package
21. First-Person Column
22. Blog
 - A. Single entry
 - B. Series
23. Scripts (speech, ceremony, AV production, etc.)

Grand Prize: Leonard Holloway Award, given for exceptional achievement in feature writing

Preparation for Feature Writing Division

- All entries must be submitted online by uploading the files with the entry form at www.baptistcommunicators.org/awards.
- **Your written entry must be presented as a Word file** with the following specifications:
Times New Roman, single-spaced, no less than 12-point type.
- **Also submit a pdf file of the tear sheet** showing the published article, if possible.
- Writing entries must have been written by the individual entering.
- A series is a number of single related articles that are sequential in nature (sometimes indicated by Part 1, Part 2, etc.). A package can be news and feature stories of various length, facts, Q&A's and other related information.

Questions E-mail ctracy@uu.edu or call 731-661-5502

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Title: _____

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Strengths:

Weaknesses:

Additional comments:

Design

VII. Design Division

24. Print Collateral

- A. Logo (Submit digitally online or submit three copies of entry by mail)
- B. Integrated Branding - the various elements in a marketing campaign that were designed to promote a specific message. (Submit digitally online or three print copies of the entry by mail)
- C. Special Display (Submit photos and/or files digitally online)
- D. Brochure (Submit three copies of the entry by mail)
- E. Booklet (Submit three copies of the entry by mail)
- F. Annual Report (Submit three copies of the entry by mail)
- G. Invitation/Announcement (Submit three copies of the entry by mail)

25. Publications

- A. State Baptist Newspaper (Submit three copies of the entry by mail)
- B. Newsletter, Other Newspaper or Tabloid (Submit three copies of the entry by mail)
- C. Magazine (Submit three copies of the entry by mail)
- D. Newspaper Front Page (Submit digitally online or three print copies of the entry by mail)
- E. Magazine Cover (Submit digitally online or three print copies of the entry by mail)
- F. Redesign (Submit digitally online or three print copies of the entry by mail)

26. Promotion and Advertising

- A. Poster or Flyer (Submit three copies of the entry by mail)
- B. Media/Press Kit (Submit three copies of the entry by mail)
- C. Direct Mail (Submit three copies of the entry by mail)
- D. Print Ad
 - i. Single (Submit three copies of the entry by mail)
 - ii. Series (Submit three copies of the entry by mail)
- E. Digital Ad (Submit digitally online)
 - i. Single
 - ii. Series
- F. Specialty Item (Submit photos and/or files digitally online)
- G. Billboard/Banner (Submit photos and/or files digitally online)
- H. Digital Media Template - websites, social media, DVD, etc. (Submit digitally online)

27. Illustration (Submit digitally online or three print copies of the entry by mail)

- A. Single
- B. Series

Grand Prize: Albert McClellan Award, given for significant achievement in print and design

Preparation for Design Division

- All entries must be submitted online by uploading the files with the entry form at www.baptistcommunicators.org/awards.
- For entries that will be mailed (see categories above), send three samples of each to:
Cam Tracy; Union University, Box 1808; 1050 Union University Drive; Jackson, TN 38305
- If you would like your printed entry returned, please pay \$10 per entry online.
- If a freelance or contracted individual or organization was used for any portion of the project, detail that involvement and your role with them in the project's development.
- **Include documentation describing significant features/challenges** as a Word file in Times New Roman font, single-spaced and no less than 12-point type.

Questions E-mail ctracy@uu.edu or call 731-661-5502

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
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_____ Originality	_____ Meets implied objective	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
Overall Score				
_____ Creativity	_____ Appropriate for audience			
_____ Use of color	_____ Composition and balance			
	_____ Use of typography and fonts			

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Strengths:

Weaknesses:

Additional comments:

Overall Publication

VIII. Overall Publication Division

28. Electronic Publication (Submit digitally online)

29. Print Publication

A. Magazine (Submit three copies of the entry by mail)

B. State Baptist Newspaper (Submit three sets of three consecutive issues by mail)

C. Promotion or Advertising (Submit digitally online or three print copies of the entry by mail)

D. Other (Submit digitally online or three print copies of the entry by mail)

30. Book (Submit three print copies of the entry by mail)

Preparation for Overall Publication Division

- All entries must be submitted online by uploading the files with the entry form at www.baptistcommunicators.org/awards.
- Send material noted above by mail to:
Cam Tracy
Union University, Box 1808
1050 Union University Drive
Jackson, TN 38305
- If you would like your printed entry returned, please pay \$10 per entry with your entry online.
- If a freelance or contracted individual or organization was used for any portion of the project, detail that involvement and your role with them in the project's development.
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- Entries may be supported with relevant documentation that shows evidence of the success of the work. It can range from branded print material, photographs, video, Internet coverage, research and post campaign or event evaluations, etc.

Questions E-mail ctracy@uu.edu or call 731-661-5502

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Title: _____

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Overall Score				
_____ Creativity	_____ Appropriate balance			
_____ Timeliness	_____ Use of typography and fonts			
_____ Quality of content	_____ Variety of photos and/or videos			
_____ Achievement of purpose	_____ Consistent quality of all elements throughout			
_____ Overall appearance/execution				

Critique Entry: This competition is not just about winning. It is about contestants improving and becoming more effective communicators. Thoughtful and complete critiques are invaluable to achieving this goal. The “3. Good” rating is the equivalent of saying the try is acceptable or adequate — that it met all the minimal requirements and earns the right to compete for the awards segment of the evaluation. Only entries scoring 33 or higher overall will make it to the judging round for the awards, which will come after the thorough evaluation and critique of the individual entry itself.

Strengths:

Weaknesses:

Additional comments: