



# *Call for* **ENTRIES**

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

*April 20, 2018*



# 54th Annual Wilmer C. Fields Awards

## STUDENT COMPETITION

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

Baptist Communicators Association invites students from Baptist colleges, universities or seminaries to submit their work to the 54th Annual BCA Awards Competition. The competition is designed to encourage professional excellence among students and to recognize those who have done exemplary work. Each year the awards are presented at BCA's 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.

Students sponsored by BCA members in good standing (paid their membership dues the previous year by December 31) at Baptist colleges, universities or seminaries may enter this competition. All entries in the competition must have been produced or published during 2017. Each student listed in the Credits line of the entry must have designed, directed, written, photographed, edited, videotaped or created the entry. Students 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. Judges have the right to move an entry from a 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](http://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: *\$25 per student 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

## S1. Public Relations and Development Division

### 31. Overall Public Relations or Development Program

Demonstrate how your department presents your company's marketing message using all its resources: electronic, print, public relations, advertising, etc.

### 32. Total Public Relations or Development Campaign

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

### 33. Public Relations for Special Events

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

### 34. Communications and/or Marketing Strategy (for projects, events, etc., that would not fall in cat. 32 or 33)

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

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](http://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.

**Questions** E-mail [ctracy@uu.edu](mailto: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

\_\_\_\_\_ **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

## S2. Interactive Communications Division

35. Website, organization or company site
  - A. Custom-built
  - B. Adapted Template
36. Website, event or promotion site
  - A. Custom-built
  - B. Adapted Template
37. 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.)
38. Mobile Apps
39. Internet-based Other Media

## 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](http://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](mailto:webmaster@baptistcommunicators.org) for alternate solutions.

**Questions** E-mail [ctracy@uu.edu](mailto: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

## S3. Audio-Visual Communications Division

- 40. Video (including podcast)
  - A. Editorial Feature
  - B. Promotion
  - C. Other
- 41. Audio (including podcast)
  - A. Editorial Feature
  - B. Promotion
  - C. Other

## 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](http://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](mailto: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  |   |  |               |  |
|  |   |  |               |  |
| _____ Creativity   | _____ Production value                        |  |               |  |
| _____ Editing  | _____ Supplemental materials                  |  |               |  |
| _____ Cinematography<br>(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 for audio or 21 for video 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:**



# Photography

## S4. Photography Division

42. Single (promotion, news or feature)
43. Series (promotion, news or feature)
44. Portrait

## Preparation for Photography Division

- All entries must be submitted online by uploading the files with the entry form at [www.baptistcommunicators.org/awards](http://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](mailto: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

## S5. News Writing Division

- 45. Single Article
- 46. Series or Package
- 47. Opinion/Editorial

### Preparation for News Writing Division

- All entries must be submitted online by uploading the files with the entry form at [www.baptistcommunicators.org/awards](http://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](mailto: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  | _____ 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 |  |
| Overall Score  |                                |  |               |  |
|  |                                |  |               |  |
| _____ 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

## S6. Feature Writing Division

- 48. Single Article
- 49. Series or Package
- 50. Feature-Other

### Preparation for Feature Writing Division

- All entries must be submitted online by uploading the files with the entry form at [www.baptistcommunicators.org/awards](http://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](mailto: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  | _____ 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 |  |
| Overall Score  |                                |  |               |  |
|  |                                |  |               |  |
| _____ 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:**

# Design

## S7. Design Division

### 51. Print

- A. Logo (Submit digitally online or submit three copies of entry by mail)
- B. Integrated Branding (Submit digitally online or three print copies of the entry by mail)
- C. Brochure (Submit three copies of the entry by mail)
- D. Booklet (Submit three copies of the entry by mail)
- E. Invitation/Announcement (Submit three copies of the entry by mail)

### 52. Publication

- A. Newspaper-whole issue (Submit three copies of the entry by mail)
- B. Magazine-whole issue (Submit three copies of the entry by mail)
- C. Newspaper Front Page (Submit digitally online or three print copies of the entry by mail)
- D. Magazine Cover (Submit digitally online or three print copies of the entry by mail)

### 53. Promotion/Advertising

- A. Poster/flyer (Submit three copies of the entry by mail)
- B. Media/Press kit (Submit three copies of the entry by mail)
- C. Print/Digital Ad
  - i. single (Submit digitally online or three print copies of the entry by mail)
  - ii. series (Submit digitally online or three print copies of the entry by mail)
- D. Illustration
  - i. single (Submit digitally online or three print copies of the entry by mail)
  - ii. series (Submit digitally online or three print copies of the entry by mail)

## Preparation for Design Division

- All entries must be submitted online by uploading the files with the entry form at [www.baptistcommunicators.org/awards](http://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](mailto: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  | _____ 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 |  |               |  |
|  |                                   |  |               |  |

**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:**



# Overall Publication

## S8. Overall Publication Division

- 54. Magazine (print or electronic) If print, submit three copies of the entry.
- 55. Newspaper (print or electronic) If print, submit three sets of three consecutive issues.

## Preparation for Overall Publication Division

- All entries must be submitted online by uploading the files with the entry form at [www.baptistcommunicators.org/awards](http://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.
- **Include documentation describing significant features/challenges.** Must be 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.

**Questions** E-mail [ctracy@uu.edu](mailto: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                                     |                  | _____ 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 |  |
| 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:**