

56th annual wilmer c. fields awards competition

JAZZED UP!

2020 Workshop • NOLA



Baptist
Communicators
Association

student **call for**
entries



WILMER C. FIELDS AWARDS STUDENT COMPETITION

AWARDS WILL BE PRESENTED DURING THE BCA WORKSHOP
IN NEW ORLEANS ON APRIL 10, 2020.

Baptist Communicators Association invites students from Baptist colleges, universities or seminaries to submit their work to the 56th 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 Wilmer C. Fields, BCA lifetime member and retired vice president of public relations for the Southern Baptist Convention Executive Committee.

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 2019. 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, 2020* Entries must be submitted online by January 31, 2020, and those required to be mailed must be postmarked by this date.

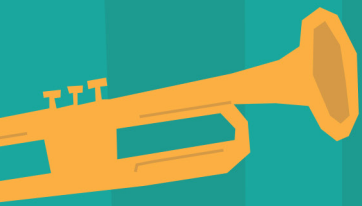
Award Entry: *Online at www.baptistcommunicators.org/awards* All entries must be submitted online. Most divisions require that supporting files be uploaded online, with the exception of entries in Design and Overall Publication. In that case, three copies of supporting files should be mailed to:

Joshua Minatrea (214-828-5273)
Baptist General Convention of Texas
7557 Rambler Road, Suite 1200
Dallas, TX 75231-2388

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.



INTERACTIVE COMMUNICATIONS

S2. Interactive Communications Division

34. Website, organization or company site
 - A. Custom-built
 - B. Adapted Template
35. Website, event or promotion site
 - A. Custom-built
 - B. Adapted Template
36. Social Media (Include screenshot(s) and link(s) in the supporting document along with a brief narrative about the background/engagement)
 - A. Single Post (e.g., text, photo, graphic, animation, edited video, etc.)
 - B. Single Live Post (e.g., livestream, live blogging, live tweeting, etc.)
 - C. Campaign or Event
37. Email Marketing (new in 2020)
 - A. Single Email
 - B. Series
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.
- **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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
1. Work on basics 2. Below average 3. Average 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. Average” 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

- A. Editorial Feature
- B. Promotion
- C. Broadcast/Podcast
 - i. Overall Show (Submit at least 3 episodes)
 - ii. Individual Episode
- D. Other

41. Audio

- A. Editorial Feature
- B. Promotion
- C. Broadcast/Podcast
 - i. Overall Show (Submit at least 3 episodes)
 - ii. Individual Episode
- D. Other

42. Voice Over (new in 2020: submit the script along with your media file)

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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

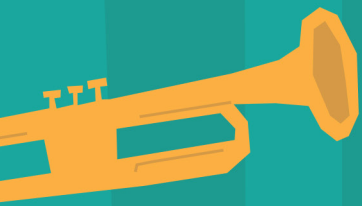
Score 1-5 where applicable for each of the following:				
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Overall Score				
_____ Creativity	_____ Production value			
_____ Editing	_____ Supplemental materials			
_____ Cinematography (video only)	(budget, statement of purpose, entry summary)			

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. Average” 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

- 43. Single (Promotion, news, feature, or event coverage)
- 44. Series (Promotion, news, feature, or event coverage)
- 45. Portrait

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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
1. Work on basics 2. Below average 3. Average 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. Average” 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

- 46. Single Article
- 47. Series or Package
- 48. 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.
- **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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
1. Work on basics 2. Below average 3. Average 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. Average” 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

- 49. Single Article
- 50. Series or Package
- 51. 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.
- **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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:				
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_____ 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. Average” 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

52. Print Collateral

- A. Logo (Submit online or submit three copies of entry by mail)
- B. Integrated Branding (Submit 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)

53. Publication

A. Newspaper

- i. Whole Issue (Submit three copies of the entry by mail)
- ii. Front Page (Submit online or three print copies of the entry by mail)
- iii. Feature Article Spread(s) (Submit online or three print copies of the entry by mail)

B. Magazine

- i. Whole issue (Submit three copies of the entry by mail)
- ii. Cover (Submit online or three print copies of the entry by mail)
- iii. Feature Article Spread(s) (Submit online or three print copies of the entry by mail)

54. Promotion and 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 online or three print copies of the entry by mail)
 - ii. Series (Submit online or three print copies of the entry by mail)

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

- A. General
- B. Hand-Drawn Typography
- C. Editorial Cartoon

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:
Joshua Minatrea (214-828-5273)
Baptist General Convention of Texas
7557 Rambler Road, Suite 1200
Dallas, TX 75231-2388
- 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 Email joshua.minatrea@txb.org or call 214-828-5273

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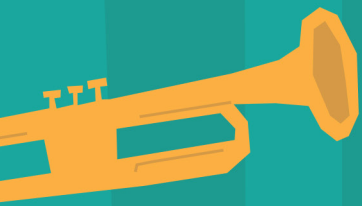
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_____ Originality	_____ Meets implied objective	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
Overall Score				
_____ Creativity	_____ Appropriate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

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Strengths:

Weaknesses:

Additional comments:



OVERALL PUBLICATION

S8. Overall Publication Division

56. Mixed Media Coverage (Submit online)

Coverage of one story with a mixture of text, photos, audio/video, interactive elements, etc.

57. Magazine (print or electronic)

If print, submit three copies of the entry by mail.

58. Newspaper (print or electronic)

If print, submit three sets of three consecutive issues 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:
Joshua Minatrea (214-828-5273)
Baptist General Convention of Texas
7557 Rambler Road, Suite 1200
Dallas, TX 75231-2388
- 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.** 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 Email joshua.minatrea@txb.org or call 214-828-5273

Entry Category: _____

Title: _____

Score 1-5 where applicable for each of the following:						
1. Work on basics	2. Below average	3. Average	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						

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Strengths:

Weaknesses:

Additional comments: