

PROFESSIONAL
**CALL FOR
ENTRIES**

57TH ANNUAL WILMER C. FIELDS
AWARDS COMPETITION



2021 WORKSHOP | NEW ORLEANS

WILMER C. FIELDS AWARDS

PROFESSIONAL COMPETITION

Awards will be presented during the BCA workshop in New Orleans / April 21, 2021

Baptist Communicators Association members are invited to submit their work to the 57th 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 Wilmer C. Fields, BCA lifetime member and retired vice president of public relations for the Southern Baptist Convention Executive Committee.

The competition includes individual Baptist communicators who were members in good standing and who paid their membership dues the previous year by December 31. All entries in the competition must have been produced or published during 2020. Each member submitting an entry must have designed, directed, written, photographed, edited, videotaped or created the entry. There is no limit to the number of entries. 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.** Work completed by students is only eligible for the professional competition if the project was used in a professional capacity and under the direction of professional staff. The student also must hold a student membership in BCA. Student publications or class projects should be submitted in the student competition. Judges have the right to move an entry from the submitted category to a more appropriate category.

Entry Deadline: January 31, 2021 Entries must be submitted online by January 31, 2021. Mailed entries 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 the option to mail in printed entries in Public Relations, Design and Overall Publication. In that case, three copies of supporting files should be mailed to: Brooke Zimny, Ouachita Baptist University, 410 Ouachita St., Box 3761, Arkadelphia, AR 71998. **Mailed print entries that do not include three copies will be disqualified.** If you would your mailed-in entry returned, please indicate it online and pay \$10 per entry.

COVID-19 Exceptions: Many print publications were disrupted temporarily this year due to COVID-19. All submissions may be submitted digitally this year, even if they are designated as "print" in the Design and Overall Publications divisions on pages 13 & 15.

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.

I. Public Relations and Development Division

1. Total Public Relations or Development Campaign
2. Public Relations for Special Events
3. Communications and/or Marketing Strategy (for projects, events, etc., that would not fit in cat. 1 or 2)

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

Your case must include the following information. Your entry may be disqualified if not.

- **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
- **Implementation:** Materials, activities, writing, publications and other tools and techniques used to implement the program. Include budget details here as well as how you effectively and creatively used available resources. ***NEW THIS YEAR**
- **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.
- Entry documents may be submitted online by loading files (a combined PDF or Word file is preferred) with your entry form or by mailing three printed copies to:
Brooke Zimny, Ouachita Baptist University, 410 Ouachita St., OBU Box 3761,
Arkadelphia, AR 71998
- Please use Times New Roman font, single-spaced and no less than 12-point type. In addition to your written case, include 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.
- If you would like your printed entry returned, please pay \$10 per entry online.
- Mailed print entries that do not include three copies will be disqualified.
- 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.

Questions: Email zimnyb@obu.edu or call 870-245-5208.

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

_____ **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, effective use of budget, number of people involved, etc.)

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

Overall Score

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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 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:

II. Interactive Communications Division

4. Website, organization or company site
 - A. 24 pages or fewer
 - B. 25 pages or more
5. Website, event or promotion site
 - A. 24 pages or fewer
 - B. 25 pages or more
6. 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
7. Email Marketing (Include screenshot(s) in the supporting document along with a brief narrative about the background/engagement)
 - A. Single Email
 - B. Series
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 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, target audience and if the site was custom built or an adapted template (like Wordpress, Squarespace, Wix, etc.). Please use 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.
- 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 zimnyb@obu.edu or call 870-245-5208.

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:

III. Audio-Visual Communications Division

10. Video

- A. Storytelling (including documentary, editorial feature, etc.) ***NEW NAME**
 - i. Less than 1 minute
 - ii. 1-3 minutes
 - iii. More than 3 minutes
- B. Promotion (including commercial, advertisement, fundraising, recruitment, etc.)
 - i. Less than 1 minute
 - ii. 1-3 minutes
 - iii. More than 3 minutes
- C. Instructional (including training, educational, etc.) ***NEW THIS YEAR**
 - i. Less than 3 minutes
 - ii. More than 3 minutes
- D. Special Effects (including animation, motion graphics, typography, etc.) ***NEW THIS YEAR**
- E. Other

11. Audio

- A. Storytelling (documentary, editorial feature, etc.) ***NEW NAME**
- B. Promotion
- C. Broadcast/Podcast
 - i. Overall Show (submit at least 3 episodes)
 - ii. Individual Episode
- D. Other

12. Voice Over Performance (submit the script along with your media file)

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 use 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 zimnyb@obu.edu or call 870-245-5208.

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**

_____ **Creativity**

_____ **Production value**

_____ **Editing**

_____ **Supplemental materials**

_____ **Cinematography**
(video only)

(budget, statement of purpose,
entry summary)

Overall Score

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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 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:

IV. Photography Division

- 13. Feature
 - A. Single
 - B. Series
- 14. News
 - A. Single
 - B. Series
- 15. Promotional or Advertisement
 - A. Single
 - B. Series
- 16. Event Coverage
 - A. Single
 - B. Series
- 17. Portrait
 - A. Studio
 - B. Field

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: Email zimnyb@obu.edu or call 870-245-5208.

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

_____ Creativity

_____ Composition

_____ Impact

_____ Lighting

_____ Quality

Overall Score

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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:

V. News Writing Division

18. Single Article
 - A. Less than 750 words
 - B. 750-1,500 words
 - C. More than 1,500 words
19. Series or Package
20. Opinion/Editorial
21. Investigative Reporting ***RETURNING THIS YEAR**

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

VI. Feature Writing Division

22. Single Article
 - A. Less than 750 words
 - B. 750-1,500 words
 - C. More than 1,500 words
23. Series or Package
24. First-Person Column/Blog
 - A. Single entry
 - B. Series
25. Scripts (Speech, ceremony, AV production, etc.)

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

Preparation for News & Feature Writing Divisions

- 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 zimnyb@obu.edu or call 870-245-5208.

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
_____ Creativity	_____ Balance of depth
_____ Language	_____ Timeliness
_____ Content flow	

Overall Score

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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:

VII. Design Division

26. Print Collateral
 - A. Logo
 - B. Integrated Branding (elements of a marketing campaign that were designed to promote a specific message.)
 - C. Special Display (exhibit, environmental graphics, wayfinding, signage, etc.)
 - D. Brochure
 - E. Booklet
 - F. Annual Report
 - G. Invitation/Announcement
27. Publications
 - A. Newspaper
 - B. Newsletter
 - C. Magazine
 - D. Newspaper Front Page
 - E. Magazine Cover
 - F. Redesign (include before and after)
28. Promotion and Advertising
 - A. Poster or Flyer
 - B. Media/Press Kit
 - C. Direct Mail
 - D. Print Ad (single or series)
 - E. Digital Ad (single or series)
 - F. Specialty Item
 - G. Billboard/Banner
 - H. Digital Media (design for websites, apps, social media graphics, email, etc.)
29. Illustration
 - A. General
 - B. Hand-Drawn Typography

COVID-19 Exceptions

Many print publications were temporarily disrupted this year due to COVID-19. All submissions may be submitted digitally this year, even if they are designated as “print” here.

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

Preparation for Design Division

- All entries must be submitted online at www.baptistcommunicators.org/awards.
- Entry documents may be submitted online by loading files with your entry form or by mailing three printed copies to:
Brooke Zimny, Ouachita Baptist University, 410 Ouachita St., OBU Box 3761,
Arkadelphia, AR 71998
- If you would like your printed entry returned, please pay \$10 per entry online.
- Mailed print entries that do not include three copies will be disqualified.
- 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 zimnyb@obu.edu or call 870-245-5208.

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

_____ Composition and balance

_____ Creativity

_____ Use of typography and fonts

_____ Use of color

_____ Meets implied objective

_____ Appropriate for audience

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. 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:

VIII. Overall Publication Division

30. Mixed Media Coverage (Submit online)
Coverage of one story with a mixture of text, photos, audio/video, interactive elements, etc.
31. Electronic Publication (Submit online)
32. Print Publication (Submit online or mail three copies)
 - A. Magazine
 - B. Newspaper
 - C. Promotion or Advertising
 - D. Other
33. Book (Submit online or mail three copies)

COVID-19 Exceptions

Many print publications were temporarily disrupted this year due to COVID-19. All submissions may be submitted digitally this year, even if they are designated as “print” here.

Preparation for Overall Publication Division

- All entries must be submitted online at www.baptistcommunicators.org/awards.
- Entry documents may be submitted online by loading files with your entry form. For print entries that you would prefer to mail, send three printed copies to:
Brooke Zimny, Ouachita Baptist University, 410 Ouachita St., OBU Box 3761, Arkadelphia, AR 71998
- If you would like your printed entry returned, please pay \$10 per entry online.
- Mailed print entries that do not include three copies will be disqualified.
- 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 zimnyb@obu.edu or call 870-245-5208.

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				

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 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: