

S T U D E N T
**CALL FOR
ENTRIES**

58TH ANNUAL WILMER C. FIELDS
AWARDS COMPETITION



2022 WORKSHOP | NEW ORLEANS

WILMER C. FIELDS AWARDS

STUDENT COMPETITION

Awards will be presented during the BCA workshop in New Orleans / April 27, 2022

Baptist Communicators Association members are invited to submit their work to the 58th 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.

Students sponsored by BCA members in good standing (paid their membership dues by Dec. 31, 2021) at Baptist colleges, universities or seminaries may enter this competition. All entries in the competition must have been produced or published during 2021. Each student listed in the Credits line of the 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. **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. Student publications or class projects should be submitted in the student competition.** Judges have the right to move an entry from a submitted category into a more appropriate category.

Entry Deadline: January 31, 2022 Entries must be submitted online by January 31, 2022. Mailed entries must be postmarked by this date.

Award Entry: Online at www.baptistcommunicators.org/awards. All entries must be submitted online. All 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: Stella Prather, 1202 Hillsboro Drive, Alexander, AR 72002. **Mailed print entries that do not include three copies will only be judged using the digital version.** 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 must be submitted digitally this year, even though they are designated as “print” in the Design and Overall Publications divisions on pages 13 & 15.

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.

S1. Public Relations and Development Division

34. Total Public Relations Campaign or Marketing Strategy

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.
- **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.
- **Supporting documents must be submitted online** by loading files or linking to a file sharing service (a combined PDF or Word file is preferred) with your entry form. You may optionally mail three printed copies to:
Stella Prather, 1202 Hillsboro Drive, Alexander, AR 72002
- 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 only be judged on the digital version.
- 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 stellaprather2@gmail.com or call 501-529-5968.

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

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:

S2. Interactive Communications Division

35. Website
 - A. 24 pages or fewer
 - B. 25 pages or more
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. Mobile Apps
38. 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 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 stellaprather2@gmail.com or call 501-529-5968.

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:

S3. Audio-Visual Communications Division

39. Video

- A. Storytelling (including documentary, editorial feature, etc.)
 - 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.)
 - i. Less than 3 minutes
 - ii. More than 3 minutes
- D. Special Effects (including animation, motion graphics, typography, etc.)
- E. Other

40. Audio

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

41. Voice Over Performance (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 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 stellaprather2@gmail.com or call 501-529-5968.

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				
_____ 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 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:

S4. Photography Division

- 42. Single (Promotion, news, feature, or event coverage)
- 43. Series (Promotion, news, feature, or event coverage)
- 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.
- 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 stellaprather2@gmail.com or call 501-529-5968.

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:

S5. News Writing Division

- 45. Single Article
- 46. Opinion/Editorial

S6. Feature Writing Division

- 47. Single Article
- 48. First-Person Column/Blog

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 stellaprather2@gmail.com or call 501-529-5968.

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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Strengths:

Weaknesses:

Additional comments:

S7. Design Division

- 49. Branding
 - A. Logo
 - B. Integrated Branding (elements of a marketing campaign that were designed to promote a specific message.)
- 50. Publications
 - A. Newspaper
 - i. Whole Issue
 - ii. Front Page
 - iii. Article Spread
 - B. Magazine
 - i. Whole Issue
 - ii. Cover
 - iii. Article Spread
 - C. Yearbook
 - i. Whole Issue
 - ii. Cover
 - iii. Article Spread
- 51. Promotion and Advertising
 - A. Brochure or Booklet
 - B. Poster or Flyer
 - C. Direct Mail
 - D. Print or Digital Ad (single or series)
 - E. Specialty Item (packaging, apparel, signage, stickers, etc.)
 - F. Digital Media (design for websites, apps, social media graphics, email, etc.)
- 52. Illustration
 - A. General
 - B. Hand-Drawn Typography

COVID-19 Exceptions

Many print publications were temporarily disrupted this year due to COVID-19. All submissions must be submitted digitally this year, even though they are designated as “print” here. If you prefer, you may optionally mail three printed copies.

Preparation for Design Division

- All entries must be submitted online at www.baptistcommunicators.org/awards.
- **Supporting documents must be submitted online** by loading files with your entry form or linking to a file sharing service. For print entries that you would prefer to optionally mail, send three printed copies to:
 - Stella Prather, 1202 Hillsboro Drive, Alexander, AR 72002
- If you would like your printed entry returned, please pay \$10 per entry online.
- Mailed print entries that do not include three copies will only be judged using the digital version.
- 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 stellaprather2@gmail.com or call 501-529-5968.

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

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Strengths:

Weaknesses:

Additional comments:

S8. Overall Publication Division

- 53. Mixed Media Coverage (Coverage of one story with a mixture of text, photos, audio/video, interactive elements, etc.)
- 54. Magazine
- 55. Newspaper
- 56. Yearbook

COVID-19 Exceptions

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Preparation for Overall Publication Division

- All entries must be submitted online at www.baptistcommunicators.org/awards.
- **Supporting documents must be submitted online** by loading files with your entry form or linking to a file sharing system. For print entries that you would prefer to optionally mail, send three printed copies to:
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- Mailed print entries that do not include three copies will only be judged using the digital version.
- 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 stellaprather2@gmail.com or call 501-529-5968.

Entry Category: _____

Title: _____

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

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Strengths:

Weaknesses:

Additional comments: