

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

59TH ANNUAL WILMER C. FIELDS
AWARDS COMPETITION



BCA FALL FORUM 2023

WILMER C. FIELDS AWARDS

STUDENT COMPETITION

Awards will be presented online after the 2023 Fall Forum / September 2023

Baptist Communicators Association members participate in an awards competition each spring. This professional competition is designed to encourage excellence among association members and to recognize those members who have done exemplary work. The awards are presented at the annual workshop held each spring. 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.

Several years ago, the competition was expanded to include a student competition, to better showcase work that is being done by students at our Baptist colleges, universities and seminaries. This year, the student competition has been separated out from the professional one, with awards to be presented in an online ceremony held following the annual BCA Fall Forum in September 2023. Award certificates will be mailed to the organization's award coordinator. Winners will be featured on the BCA Facebook page and will appear in an Awards Program on the BCA website.

Students sponsored by BCA members in good standing (paid their membership dues by April 30, 2023) at Baptist colleges, universities or seminaries may enter this competition. All entries in the competition must have been produced or published from Jan. 2022 through May 2023. 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 this student competition.** Judges have the right to move an entry from a submitted category into a more appropriate category.

Entry Deadline: May 15, 2023 Entries must be submitted online and mailed by May 15, 2023.

Award Entry: Online at 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: Doug Rogers, Alabama Baptist State Board of Missions, 1404 Fairview Avenue, Prattville, AL 36066. **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.

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

36. 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:
Doug Rogers
Alabama Baptist State Board of Missions
1404 Fairview Avenue
Prattville, AL 36066
- 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 drogers@alsbom.org or call 334-613-2319.

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

37. Website
 - A. Single page
 - B. 2-24 pages
 - C. 25 pages or more
38. 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
39. Mobile Apps
40. Emerging Technology

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 drogers@alsbom.org or call 334-613-2319.

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

41. 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

42. 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

43. 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 drogers@alsbom.org or call 334-613-2319.

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

- 44. Single (Promotion, news, feature, or event coverage)
- 45. Series (Promotion, news, feature, or event coverage)
- 46. 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 drogers@alsbom.org or call 334-613-2319.

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

- 47. Single Article
- 48. Series or Package
- 49. Opinion/Editorial

S6. Feature Writing Division

- 50. Single Article
- 51. Series or Package
- 52. 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 drogers@alsbom.org or call 334-613-2319.

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

- 53. Design Elements
 - A. Logo
 - B. Illustration
- 54. Substantial Projects
 - A. Integrated Branding (elements of a marketing campaign that were designed to promote a specific message.)
 - B. Special Display (exhibit, wayfinding system, signage system, environmental graphics, etc.)
- 55. Print Collateral
 - A. Brochure or Booklet
 - B. Poster or Flyer
 - C. Direct Mail
 - D. Specialty Item
 - E. Advertisement
- 56. Digital Collateral
 - A. Webpage
 - B. Website
 - C. Mobile App
 - D. Social Media Graphics
 - E. Email
 - F. Advertisement
- 57. Print Publications
 - A. Newspaper
 - i. Single Issue
 - ii. Front Page
 - iii. Spread
 - B. Magazine
 - i. Single Issue
 - ii. Cover
 - iii. Spread
 - C. Yearbook
 - i. Single Edition
 - ii. Cover
 - iii. Spread
- 58. Digital Publications (uniquely designed for a digital platform - not just a PDF or Issuu upload of your print version)
 - A. News Website
 - B. Magazine Website (single issue)

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:
 - Doug Rogers
 - Alabama Baptist State Board of Missions
 - 1404 Fairview Avenue
 - Prattville, AL 36066
- 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 drogers@alsbom.org or call 334-613-2319.

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

- 59. Mixed Media Coverage (Coverage of one story with a mixture of text, photos, audio/video, interactive elements, etc.)
- 60. Magazine
- 61. Newspaper
- 62. Yearbook

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 drogers@alsbom.org or call 334-613-2319.

Entry Category: _____

Title: _____

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

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_____ Originality	_____ Appropriate for audience	<table border="1"> <thead> <tr> <th>Overall Score</th> </tr> </thead> <tbody> <tr> <td style="height: 80px;"></td> </tr> </tbody> </table>	Overall Score	
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: