

2019 United Methodist Association of Communicators Award Entries

For communication material completed Nov. 1, 2017,
to Oct. 31, 2018 (produced in the last 12 months)

Entry Fees (cost per entry): \$50

Submission Period: Sept. 15-Oct. 31, 2018

Deadline for all award submissions and payments: Oct. 31, 2018

Winners to be announced at the February 2019 UMAC Awards Gala in St. Louis

The spirit of this competition is to recognize the achievements of UMAC members who played a key role in the creative process (writing, designing, producing, etc.).

ELIGIBILITY:

You are eligible to submit material for an award if you are a current member of UMAC and played a significant role in producing the communication material. Membership dues must be paid in full to be eligible to receive an award. Dues are \$100. To pay your dues for the year, visit the United Methodist Association of Communicators website at www.umcommunicators.org.

INSTRUCTIONS:

- Submissions and payment for all awards need to be completed online by the awards submission deadline date.
- For payment: You may pay online with a credit card through Pay Pal, or submit one check for multiple entries. Mail checks to Royya James, UMAC, P.O. Box 320, Nashville, TN 37202.
- Entries (with judges' comments) will be available to retrieve at the Awards Dinner.
- If you have questions, contact Royya James at 615-742-5461 or rjames@umcom.org.

JUDGING CRITERIA:

All entries will be judged on meeting their stated purpose; content; creativity; execution; and regard for target audience, using a 50-point scale. Entries may be either in print or digital form unless otherwise stated. Please note: The entry will be required to receive a minimum of 40 points (out of a maximum 50) to win an award. Awards will go to first, second and third place winners of each category in each division, with one Best of Class award given per class.

DIVISIONS:

There are two divisions. When submitting an entry, select the division that best describes your organization (who created the material):

- A. Annual Conference or Local Church
- B. General Church Agency or Jurisdictional Area

CLASSES AND CATEGORIES:

There are 10 classes with multiple categories per class:

CLASS I: PRINT PUBLICATIONS (Robert F. Storey Award of Excellence)

CATEGORIES:

- A. Newsletter: A publication (published at least quarterly), typically with a small circulation, which contains brief news and reports, announcements and other special interest information relating to a specific audience.
- B. Newspaper: A publication issued regularly and usually printed on newsprint. Newspapers include current original news articles, editorials, regular columnist(s) and feature articles, and may include advertising.
- C. Magazine: A periodical (published at least quarterly) containing a collection of articles, stories, photos or other features. Magazines are usually formatted with a centerfold and are bound.
- D. Special Publication, Section or Supplement: Any publication covering a specific issue, topic or event, printed three times a year or less.

HOW TO SUBMIT YOUR WORK:

Hard copies must be submitted for this category. Hard copies of entries in all categories of Class I must be mailed to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.

- Newsletters, newspapers and magazines: Submit up to three issues produced in the last 12 months (issues do not have to be consecutive).
- Special Publications, Sections, or Supplements: Submit all copies produced in the last 12 months.

CLASS II: DIGITAL PUBLICATIONS

CATEGORIES:

- A. eNewsletter: A digital or web version of a newsletter, which contains brief news and reports, announcements and other special interest information.
- B. Electronic Publication: A digital or web version of a newspaper or magazine publication that is issued regularly, which includes a collection of original news articles, photos, stories and features.
- C. Electronic Special Publication, Section or Supplement: A digital publication covering a specific issue or event and issued four times a year or less.

HOW TO SUBMIT YOUR WORK:

- eNewsletters and Electronic Publications: Submit three issues, the web address and dates of the archived newsletters or publications.
- Electronic Special Publication, Section or Supplement: Submit the web address of the Special Publication, Section or Supplement.

CLASS III: WRITING (Donn Doten Award of Excellence)

CATEGORIES:

- A. Non-Fiction Story: A non-fiction article (i.e., biography, history, obituary); this can include opinion, editorials, or news articles.
- B. News Article: An objective article written about a current event or situation.

- C. Feature Article: A human-interest story or article focusing on a particular person, place or event and not closely tied to a recent news happening; often written in a narrative approach.
- D. Article Series: A news or feature article series of two or more related consecutive articles.

HOW TO SUBMIT YOUR WORK:

- All writing material must be submitted online in its entirety. Also include the specific web address to where the writing was published.
- For purposes of display, hardcopies of entries in all categories of Class III must be mailed to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.

CLASS IV: INTERNET COMMUNICATIONS

CATEGORIES:

- A. Website: website content, engagement and usage.
- B. Blog (web log): a website journal or blog which contains entries in reverse chronological order (most recent first). It may be created by one or multiple persons and may include feedback from readers.
- C. Social Media Online Content: Created by people using highly accessible and scalable publishing technologies such as Facebook, Instagram, Twitter, etc.
- D. Mobile Apps: Specifically built for mobile devices.

HOW TO SUBMIT YOUR WORK:

- Submit the direct links to the website, social media, blog or mobile app. Analytics must also accompany the entry. Please indicate the date of the analytics report.

CLASS V: VIDEO PRODUCTION

CATEGORIES:

- A. Video Production: Costing less than \$500 (only production costs, not distribution)
- B. Video Production: Costing \$500-2,000 (only production costs, not distribution)
- C. Video Production: Costing more than \$2,000 (only production costs, not distribution)
- D. Television Ad or Promotion
- E. Video News Story
- F. Streaming

HOW TO SUBMIT YOUR WORK:

- Submit the work online by uploading the video file.
- Videos MUST include their run time on the label.

CLASS VI: AUDIO

CATEGORIES:

- A. Radio Spot or Interview
- B. Podcast or Internet Stream

HOW TO SUBMIT YOUR WORK:

- Submit the audio file online by uploading the exact file.
- Please provide runtime on the entry.

CLASS VII: PHOTOGRAPHY (Donald B. Moyer Award of Excellence)

CATEGORIES:

- A. Photojournalism
- B. Portrait
- C. Commercial, Product or Staged Shot (still life only; non-human subjects)
- D. Photo Series of Related Images (6 or fewer): Think about what connects them; what story does it tell?

HOW TO SUBMIT YOUR WORK:

- Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.
- A physical print may be sent for display purposes, as either a 5x7 or 8x10 to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.

CLASS VIII: VISUAL DESIGN

CATEGORIES:

- A. Artwork
- B. Print or Electronic Design
- C. Website visual design only
- D. Motion Graphics
- E. Logos/Branding Development

HOW TO SUBMIT YOUR WORK:

- All entries must be uploaded as online files.
- For purposes of display, hardcopies of entries in all categories of Class VII must be mailed to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.

CLASS IX: PUBLICITY & ADVERTISING (Leonard M. Perryman Award of Excellence)

CATEGORIES:

- A. Campaign/Strategic Planning: Includes multiple pieces in different media working together to achieve a goal. (Submit all pieces of the campaign.)
- B. Single: A "one-piece" work in either print or electronic format. (Submit all pieces of the campaign.)

HOW TO SUBMIT YOUR WORK:

- Campaign: Include samples of all pieces of the campaign online.
- Single: Include a copy of your work in its distributed format digitally.
- For purposes of display, hardcopies of entries in all categories of Class IX must be mailed to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.

CLASS X: MEDIA PRESENTATION

CATEGORIES:

- A. Slide Show: Any presentation that has multiple slides, frames or images (i.e., PowerPoint, Keynote, Media Shout, etc.).
- B. Multi-Media: Includes any work that uses two or more types of non-printed media.
- C. Display Table: Any type of public display for a specific group or concept.

HOW TO SUBMIT YOUR WORK:

- Slide Show: Must be uploaded as an online file.
 - Multi-Media: Files must be uploaded online.
 - Display Table: Submit photos and samples of items displayed online.
 - For display purposes printed documents must be submitted to: Royya James, UMAC, 810 12th Avenue South, Nashville, TN 37203.
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NOMINATIONS SOUGHT

Nominations also sought for two specialty awards: Hall of Fame Award and Communicator of the Year Award.

A. HALL OF FAME AWARD

When making a nomination for an award, please consider these criteria:

- A minimum of 10 years experience as a United Methodist communicator, retired from full-time work at least three years. (May be living or deceased.)
- Emphasis is placed on the significance of a nominee's contribution to the communication ministry of the church and a record of excellence.
- Individual's background may include multiple communication disciplines and also communication service beyond the job/church.
- Fill out the submission form online here, or email your nominations for Hall of Fame to Royya James, rjames@umcom.org

B. COMMUNICATOR OF THE YEAR AWARD

When making a nomination for an award, please consider these criteria:

- Active professional, currently serving in a communications role (at least three years of communication-related employment within the denomination)
- UMAC member (nominations are made by UMAC members for UMAC members)
- Recent striking achievements in communication (i.e., previous/current year)
- Broad impact of the contribution
- Vision-thinking beyond the present/immediate demands of the job, breaking new ground.
- Fill out the submission form online here, or email your nominations for Communicator of the Year to Royya James, rjames@umcom.org