



# EMBRACE *FAITH*

United Methodist  
Association of Communicators

*Awards*  
2020

[www.umcommunicators.org](http://www.umcommunicators.org)

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# Welcome, and thank you

Dear United Methodist Communicators,

With this digital awards booklet, we celebrate the excellent work of United Methodist communicators through the annual Awards Program of the United Methodist Association of Communicators.

UMAC is a voluntary, professional organization designed to provide recognition, fellowship and vocational enrichment for professional and volunteer communicators of the church; plan, participate in and support training and continuing education events; develop standards and seek to enhance the professional quality of the work by United Methodist communicators; and assist in keeping members informed about developments in the communications industry and in promoting dialogue and discussion on technology and communication advocacy issues.

Each year, UMAC recognizes excellence in communication through an awards program, the United Methodist Association of Communicators Awards Contest. The contest recognizes excellence in print publications, digital publications, writing, internet communications, video production, audio, photography, visual design, publicity/advertising and media presentations.

High-quality work from United Methodist communicators across the nation is submitted to the contest and judged by a panel of first-rate judges. Those honored at the Awards Gala are the best of the best, and we applaud their fine work, as well as the strong work of the rest of the communicators who have entered this contest.

Competition is fierce, and we are grateful for the excellent work of so many writers, photographers, videographers and other communications professionals who dedicate their lives and their work to the Lord.

In addition to the work of United Methodist communicators, we also celebrate this evening one other significant contribution: UMAC's United Methodist Communicator of the Year. The Communicator of the Year is an active professional currently serving in a communications role who has made recent striking achievements in communication with broad impact, often breaking new ground for the church (see this year's winner, page 30).

Please join us in celebrating the work of all of these communicators and the passion each of us collectively brings to communications ministry as the body of Christ.

Sincerely,

The Executive Leadership Team of the United Methodist Association of Communicators

Executive Director—Royya James  
Chairperson—Mark Doyal  
Chairperson Emeritus—Art McClanahan  
Vice-Chairperson—Rick Wolcott  
Secretary—Jasmine Haynes  
Treasurer—Andra Stevens  
Leadership Development—Cathy Bruce

Membership—Carolyn Conover  
Awards Coordinator—Jessica Brodie  
Event Coordinator—Evelyn Warren  
Webmaster—Todd Seifert  
Communications—Tara Barnes  
Database—Rev. Deborah Coble  
Local Church School—Diane Degnan

# Thanks to the 2020 Judges

The UMAC Executive Leadership Team thanks the following communications professionals who gave many hours of their talents and skills serving as judges of the 2020 United Methodist Association of Communicators Awards Contest:

Leon Alligood  
Kay Barksdale  
Chris Blount  
Rodney Bowen  
Dave Bradford  
Kristin Brooks  
Jud Burkett  
Tracy Collins  
Mark Forrester  
Callie Goodwin  
George Hohmann  
Heather Hunter  
Mitch Kline  
Paul Ladd  
Vincent Maloney  
Gary McClure  
Jill Meyer  
Julie Miller  
Brandon Tomlin  
Lisa Ware

# About the Awards Contest

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.).

This year's UMAC Awards Contest considered communication material completed Nov. 1, 2018, to Oct. 31, 2019.

All entries were judged on meeting their stated purpose; content; creativity; execution; and regard for target audience, using a 50-point scale. Awards go to first, second and third place winners of each category in each division, with one Best of Class award given per class.

There are two divisions:

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

There are 10 classes with multiple categories per class:

- Print publications
- Digital publications
- Writing
- Internet communications
- Video production
- Audio
- Photography
- Visual design
- Publicity and advertising
- Media presentations



# 2020 UMAC Award Winners

Listed by Class

# Class 1 Print Publications



Best in Class 1, The Robert F. Storey Award of Excellence:  
Staff of United Methodist Communications  
*The Advance Catalog*

## Category A, Newsletter, General/Agency Division:

**1st Place** Diana Durie  
Georgia United Methodist Foundation Faith & Money [Fall 2019](#), [Summer 2019](#)  
and [Winter 2019](#) Newsletters  
Georgia United Methodist Foundation

## Category B, Newspaper, Annual Conference/Local Church Division:

**1st Place** Heather Mistretta and Staff  
The GNJ Relay  
United Methodists of Greater New Jersey

**2nd Place** Anne Marie Gerhardt and Natalie Rowe  
Northern Illinois Conference Reporter ([March](#), [July/August](#), [September](#))  
Northern Illinois Conference

## Category C, Magazine, Annual Conference/Local Church Division:

**1st Place** Doug Peninger  
Through Centenary Windows ([July/August](#), [September/October](#),  
[November/December](#))  
Centenary UMC, Winston Salem

**2nd Place** Fred Koenig  
[The Missouri Methodists](#)  
Missouri Conference

**3rd Place** Caleb Hennington  
[The Arkansas United Methodist: June, July, August 2019](#)  
Arkansas Conference of the United Methodist Church

Category C, Magazine, General/Agency Division:

**1st Place** Tara Barnes, Tanya Krawciw and Debbie Smalley  
[response Magazine](#)  
United Methodist Women

Category D, Special Publication, Annual Conference/Local Church Division:

**1st Place** Carolyn Conover and Brittney Reilly  
The Way We Gather Makes a Difference  
United Methodists of Greater New Jersey

**2nd Place** Staff  
[The Circuit Rider Souvenir Journal 2019](#)  
Mississippi Annual Conference

**3rd Place** Melissa McGill  
[Stories of Faith](#)  
Western North Carolina Conference

Category D, Special Publication, General/Agency Division:

**1st Place** Staff  
[The Advance Catalog](#)  
United Methodist Communications

**2nd Place** Staff  
[United Methodist Women Program Book 2019-2020, Let Your Light Shine, Ignited for Justice](#)  
United Methodist Women

**3rd Place** Diana Durie  
[Impacting Lives Together!](#) Georgia United Methodist Foundation 2018  
Annual Report  
Georgia United Methodist Foundation

# Class 2 Digital Publications

Best in Class 2:  
Sharon Dean, Brandy Bivens and Melissa Jackson,  
*Local Church Resource Guide*  
General Council on Finance & Administration



## Category A, eNewsletter, Annual Conference/Local Church Division

- 1st Place** Staff  
MIfaith - [June 28](#), [August 2](#), [August 16](#)  
Michigan Conference
- 2nd Place** Anne Marie Gerhardt  
Northern Illinois Conference eNews - [Sept. 26](#), [Oct. 3](#), [Oct. 24](#)  
Northern Illinois Conference
- 3rd Place** Day Davis  
ARUMC Weekly E-News: [June 19](#), [August 1](#), [July 25, 2019](#)  
Arkansas Conference of the United Methodist Church

## Category A, eNewsletter, General/Agency Division

- 1st Place** Melissa Jackson, Brandy Bivens and Sharon Dean  
The Collaborator - [January](#), [May](#), [September](#)  
General Council on Finance and Administration
- 2nd Place** UM News Staff  
UM News Daily Digest Feb. 23-26, 2019, General Conference Coverage  
United Methodist News Service - [File 1](#), [File 2](#), [File 3](#)



## Category B, Electronic Publication, Annual Conference/Local Church Division

- 1st Place** Fred Koenig  
[The Missouri Methodists](#)  
Missouri Conference
- 2nd Place** Derek Leek, Chris Daniel and LeeAnne Thornton  
Connections - [File1](#), [File2](#), [File3](#)  
North Carolina Conference
- 3rd Place** Meagan Ewton  
The Contact - [March](#), [June](#), [October](#)  
Oklahoma

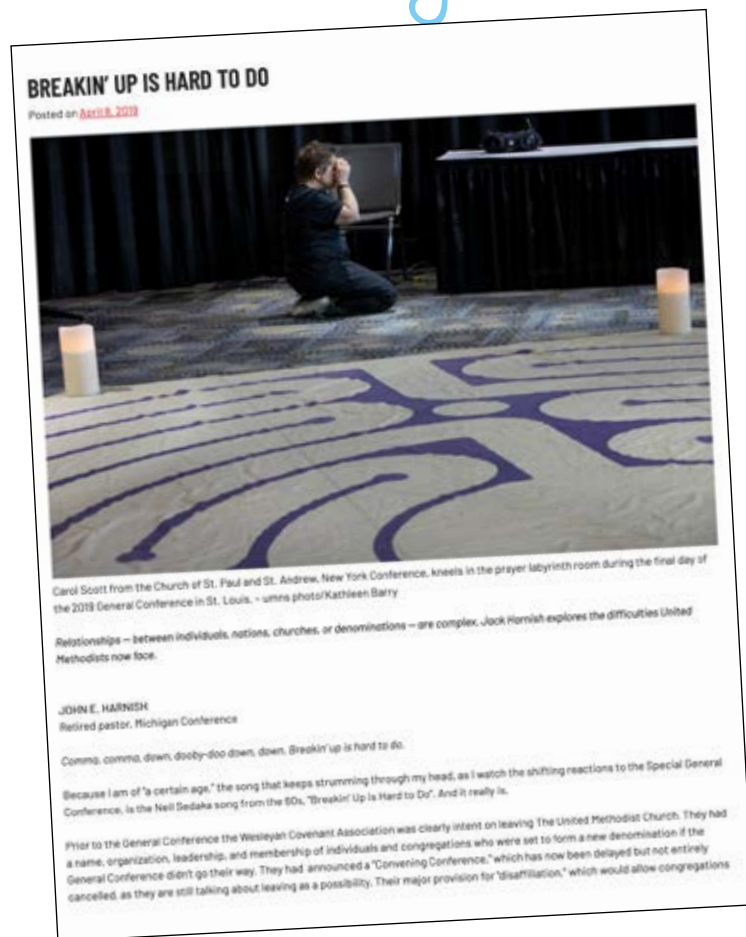
## Category C, Electronic Special Publication, Annual Conference/Local Church Division

- 1st Place** Paul Perez and Lisa Drake Collins  
[Engage MI 2019](#)  
Michigan Conference
- 2nd Place** Staff  
Conference Circuit: West Virginia Annual Conference Special Edition  
[Wednesday/Thursday](#), [Friday](#), [Saturday](#), [Sunday](#)  
West Virginia Annual Conference

## Category C, Electronic Special Publication, General/Agency Division

- 1st Place** Sharon Dean, Brandy Bivens and Melissa Jackson  
[Local Church Resource Guide](#)  
General Council on Finance and Administration
- 2nd Place** Katie Tait, Dr. Kim Cape and Cynthia Howard  
General Secretary Messages for Thought and Reflection - [File1](#), [File2](#)  
General Board of Higher Education and Ministry

# Class 3 Writing



Best in Class 3, The Donn Doten Award of Excellence:  
John E. Harnish  
*Breakin' Up Is Hard to Do*  
Michigan Conference

Category A, Nonfiction Story, Annual Conference/Local Church Division

**1st Place** John E. Harnish  
[Breakin' Up Is Hard to Do](#)  
Michigan Conference

**2nd Place** Melissa McGill  
The Light Within You  
Western North Carolina Conference

**3rd Place (Tie)** Todd Seifert  
[Great Plains Response Teams Bring Hope to Flooded Nebraska Towns](#)  
Great Plains

Caleb Hennington  
[From the Editor: It's OK to Not Be OK, October 2019](#)  
Arkansas Conference of the United Methodist Church

Serena Acker  
[There's Hope: A Website Apology](#)  
Indiana United Methodist Conference

# Class 3 Writing

## Category A, Nonfiction Story, General/Agency Division

**1st Place** Katie Tait, Donnie Reed and Cynthia Howard  
[The Five Church Performance Measures that Matter](#)  
General Board of Higher Education and Ministry

**2nd Place** Janet M. Carrato, Pamela Garofolo and Dean Livingston  
Mr. Hudson Benefits from Tapestries® Model of Care  
United Methodist Communities

## Category B, News Article, Annual Conference/Local Church Division

**1st Place** Arthur McClanahan, Courtney Levin and Liz Winders  
[Hamburg Flood: Residents Find Strength Through Church, Community](#)

**2nd Place** Forrest White and Madeline Pillow  
Virginia Delegation Takes Progressive Turn  
Virginia Conference

**3rd Place** Kay DeMoss  
[See the Footprint of the UMC in Flint](#)  
Michigan Conference

## Category B, News Article, General/Agency Division

**1st Place** Heather Hahn  
[GC2019 Maps Uncertain Way Forward](#)

**2nd Place** Katie Tait and Cynthia Howard  
[Methodist University Leaders Call for Broad Ecclesiastical Support of LGBTQ Community](#)  
General Board of Higher Education and Ministry

**3rd Place** Tara Barnes  
[General Conference 2019](#)  
United Methodist Women

## Category C, Feature Article, Annual Conference/Local Church Division

**1st Place** Forrest White  
Couple Fighting for Surrogacy Rights Finds Support at Church  
Virginia Conference

# Class 3 Writing

**2nd Place** Upper New York Communications Team  
[Three Men on a Mission](#)  
Upper New York Conference

**3rd Place** Caleb Hennington  
[Saving History, Emmet UMC](#)  
Arkansas Conference of the United Methodist Church

## Category C, Feature Article, General/Agency Division

**1st Place** Heather Hahn  
[Growing the Church in West Africa](#)

**2nd Place** Tara Barnes  
[Sanctuary and Separation](#)  
United Methodist Women

## Category D, Article Series, Annual Conference/Local Church Division

**1st Place** David Burke  
Nebraska Flooding Response - [File1](#), [File2](#)  
Great Plains

**2nd Place** Sybil Davidson and Rebecca Wallace  
Meet the Laity - [File1](#), [File2](#), [File3](#), [File4](#), [File5](#)  
North Georgia Conference

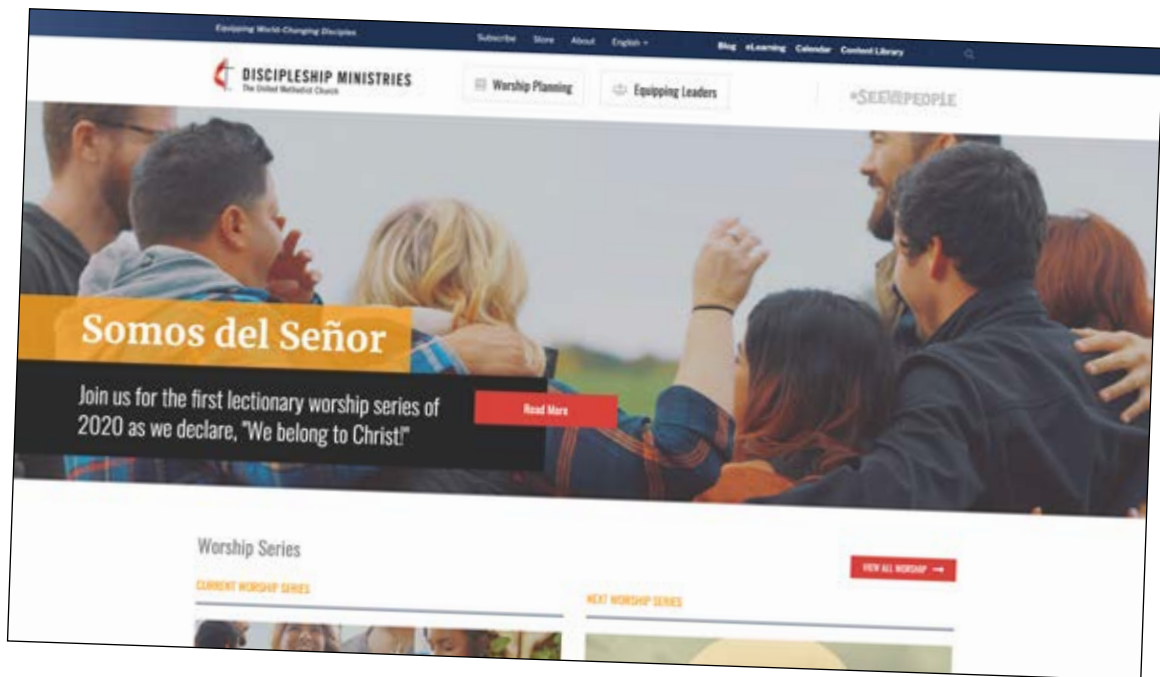
## Category D, Article Series, General/Agency Division

**1st Place** Joey Butler, Mike DuBose and Deborah Coble  
[The Road to Recovery in West Virginia: The Church Responds to the Opioid Crisis](#)  
United Methodist News Service

**2nd Place** Christie R. House  
UMCOR and Native American Communities in the United States - [File1](#), [File2](#),  
[File3](#)  
General Board of Global Ministries

**3rd Place** Katie Tait  
The Black College Fund Summer Series - [File1](#), [File2](#), [File3](#), [File4](#), [File5](#)  
General Board of Higher Education and Ministry

# Class 4 Internet Communication



Best in Class 4:  
Matt Carlisle, Steve Horswill-Johnston and Staff  
[UMCdiscipleship.org](http://UMCdiscipleship.org)  
Discipleship Ministries

## Category A, Website, Annual Conference/Local Church Division

- 1st Place** Jayna McFarland  
[Great Plains website](#)  
Great Plains
- 2nd Place** Staff  
[WVUMC.org, a Ministry of the West Virginia Conference of The United Methodist Church](#)  
West Virginia Annual Conference

## Category A, Website, General/Agency Division

- 1st Place** Matt Carlisle, Steve Horswill-Johnston and Staff  
[UMCdiscipleship.org](http://UMCdiscipleship.org)  
Discipleship Ministries
- 2nd Place** Brandy Bivens, Sharon Dean and Melissa Jackson  
[United Methodist Insurance Website](#)  
General Council on Finance and Administration

## Category B, Blog, Annual Conference/Local Church Division

- 1st Place** Staff  
[Reflections](#)  
Mississippi Annual Conference
- 2nd Place** Annette Spence  
[The Call to Cook](#)  
Holston Conference
- 3rd Place** Todd Seifert  
Multimedia Tools in Worship - [File1](#), [File2](#), [File3](#), [File4](#)  
Great Plains

## Category C, Social Media Online Content, Annual Conference/Local Church Division

- 1st Place** Chris Bradley: I Believe in the Church - [File1](#) and [File2](#)  
West Ohio Conference
- 2nd Place** [Great Plains Instagram](#)  
Great Plains
- 3rd Place** [Live-Tweet Coverage of Special General Conference 2019](#)  
Iowa

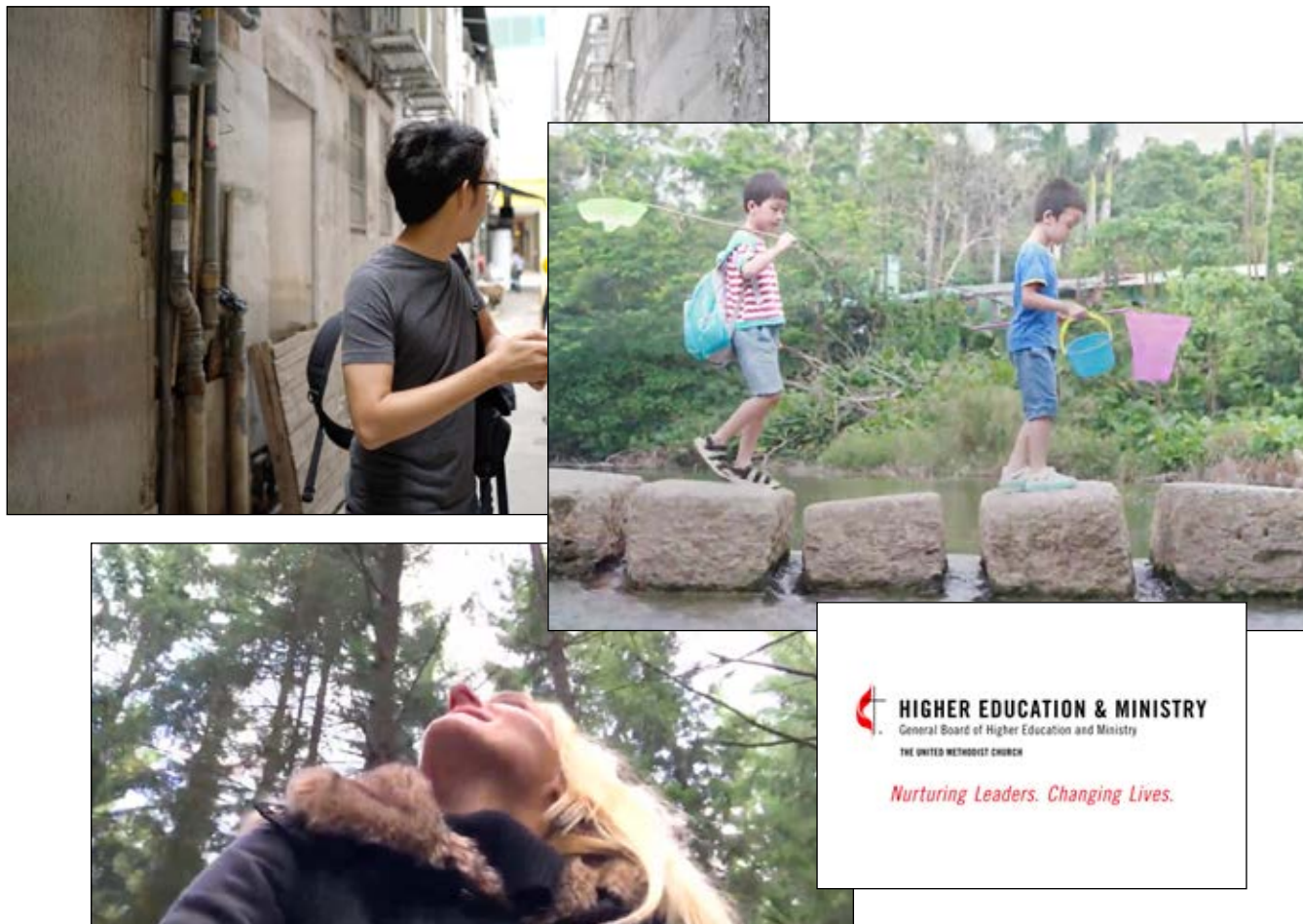
## Category C, Social Media Online Content, General/Agency Division

- 1st Place** Katie Tait  
[Memorial Day Video: The Four Chaplains](#)  
General Board of Higher Education and Ministry

## Category D, Mobile Apps, Annual Conference/Local Church Division

- 1st Place** Jayna McFarland  
Great Plains App - [Apple](#) and [Google Play](#)  
Great Plains

# Class 5 Video



Best in Class 5, The Hilly Hicks Award of Excellence:  
Donnie Reed, Katie Tait and Cynthia Howard  
Brand Video "Preparing Leaders for a Global Church"  
General Board of Higher Education and Ministry

Category A, Video Production Less than \$500, Annual Conference/  
Local Church Division

- 1st Place** Chris Daniel and Derek Leek  
[Women in Ministry](#)  
North Carolina Conference
- 2nd Place** Brent Donaway  
[The Maker's Place Introduction Video](#)  
United Methodists of Greater New Jersey
- 3rd Place** David Stucke, Doreen Gosmire and Eric Brown  
[The Journey at Spirit Lake](#)

## Category A, Video Production Less than \$500, General/Agency Division

**1st Place** Katie Tait and Donnie Reed  
[A Life Changed: André Vieira](#)  
General Board of Higher Education and Ministry

## Category B, Video Production \$500-\$2,000, Annual Conference/Local Church Division

**1st Place** Nathan Bonnes, Julie Mirlicourtois and Brittany Holland  
Your Ways Are Better  
The Story Houston

**2nd Place** Brent Donaway  
[Pinelands Center at Mt. Misery—Camper Experience](#)  
United Methodists of Greater New Jersey

**3rd Place** Doreen Gosmire and David Stucke  
[Simpson UMC Surrenders Life, Trusts in Resurrection](#)  
Minnesota Annual Conference of the United Methodist Church

## Category C, Video Production \$2,000 and Up, General/Agency Division

**1st Place** Donnie Reed, Katie Tait and Cynthia Howard  
[Brand Video “Preparing Leaders for a Global Church”](#)  
General Board of Higher Education and Ministry

**2nd Place** Steve Horswill-Johnston and Andrew Jensen  
[On the Brühl | A Documentary Short](#)  
Discipleship Ministries

**3rd Place** Staff, Image Revolver  
[Connections: Rich and Marion](#)  
United Methodist Communities

## Category D, TV Ad or Promotion, Annual Conference/Local Church Division

**1st Place** Eugenio Hernandez  
[Daily Devotions Sign-up Campaign](#)  
Great Plains

**2nd Place** Brent Donaway and Dwayne Gayle  
[IGNITE Communities Promotion](#)  
United Methodists of Greater New Jersey



**3rd Place** Nicholas Ruxton  
General Conference Election Instructional Video  
Virginia Conference

## Category D, TV Ad or Promotion, General/Agency Division

**1st Place** Staff  
[Celebrating United Methodist Women's 150th Anniversary, 2019](#)  
United Methodist Women

**2nd Place** Rae Grant  
[Wellness Wednesday](#)  
United Methodist Women

**3rd Place** Rae Grant and Mary Chen  
[What About Our Money?](#)  
United Methodist Women

## Category E, Streaming, Annual Conference/Local Church Division

**1st Place** Eugenio Hernandez  
[2019 Annual Conference Livestream](#)  
Great Plains

**2nd Place** Staff  
[Livestream AC 2019](#)  
Dakotas Annual Conference

**3rd Place** Upper New York Conference Communications Team  
[Post Special Session Gathering](#)  
Upper New York Conference

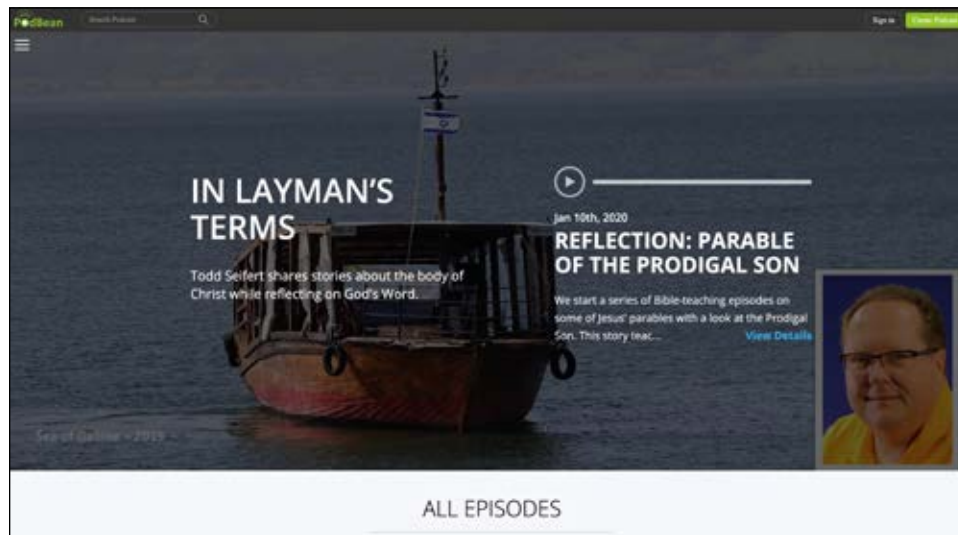
## Category F, Video News Story, Annual Conference/Local Church Division

**1st Place** Doreen Gosmire, David Stucke and Eric Brown  
[Celebrate Recovery](#)  
Dakotas Annual Conference

**2nd Place** Eugenio Hernandez  
[Great Plains Disaster Response Nebraska Flooding 2019](#)  
Great Plains

**3rd Place** Nicholas Ruxton and Madeline Pillow  
Circles Ashland: Breaking the Cycle of Poverty  
Virginia Conference

# Class 6 Audio



Best in Class 6:  
Todd Seifert  
*In Layman's Terms:  
A Town's  
Resurrection Story*  
Great Plains

## Category A, Radio Spot or Interview

No entries

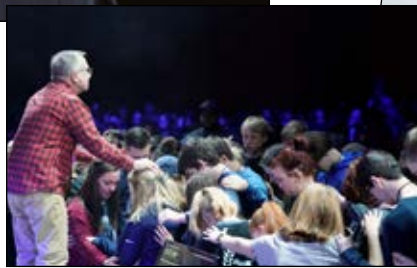
## Category B, Podcast or Internet Stream, Annual Conference/Local Church Division

- 1st Place** Todd Seifert  
[In Layman's Terms: A Town's Resurrection Story](#)  
Great Plains
- 2nd Place (Tie)** Sybil Davidson and Bishop Sue Hauptert-Johnson  
[At the Table with Bishop Sue](#)  
North Georgia Conference
- Arthur McClanahan  
[General Conference 2019, Monday Report](#)
- 3rd Place** Emanuel Lirag and Amie Stewart  
[TODOTW Episode 11: Punk & Podcasting with Adam Baker](#)  
North Carolina Conference

## Category B, Podcast or Internet Stream, General/Agency Division

- 1st Place** Ryan Dunn and Pierce Drake  
[The Compass Podcast: What Still Needs to Be Said about Suicide and Mental Health](#)  
United Methodist Communications

# Class 7 Photography



Best in Class 7:  
The Donald B. Moyer  
Award of Excellence  
Day Davis  
*Veritas 2019*  
Arkansas Conference of the  
United Methodist Church



Category A, Photojournalism, Annual Conference/Local Church  
Division

- 1st Place** Luke Lucas  
Joy in the Chaos  
Alabama-West Florida Conference
- 2nd Place** Brandon J. Abbott  
Young Wyandotte Dancer  
West Ohio Conference
- 3rd Place** Deborah Coble  
Smoke and Ashes: The Florence Memorial Fire  
West Virginia Annual Conference

## Category A, Photojournalism, General/Agency Division

**1st Place** Mike DuBose and Kathy Gilbert  
[After the Cyclone, Faith Abides](#)  
United Methodist News Service

**2nd Place** Teresa Tate  
[With You Always](#)  
Lake Junaluska Conference & Retreat Center

## Category B, Portrait, Annual Conference/Local Church Division

**1st Place** Connie Offutt  
Michael Romans Ordination Reflection  
Kentucky Annual Conference

**2nd Place** Cathy Bruce  
Woman at Worship  
Kentucky Annual Conference

**3rd Place** Christina Choh  
Nancy Meredith, Board of Ordained Ministry for the ARUMC  
Arkansas Conference of the United Methodist Church

## Category C, Commercial Product or Staged Shot, Annual Conference/Local Church Division

**1st Place** Stephen Coburn  
Petit Jean Mountain, Arkansas  
Arkansas Conference of the United Methodist Church

## Category D, Photo Series, Annual Conference/Local Church Division

**1st Place** Day Davis  
Veritas 2019  
Arkansas Conference of the United Methodist Church

**2nd Place** Matt Brodie  
Communicating General Conference  
South Carolina United Methodist Conference

**3rd Place** Shari DeAngelo  
2019 Ordination  
United Methodists of Greater New Jersey

## Category D, Photo Series, General/Agency Division

**1st Place** Melissa Jackson, Brandy Bivens and Sharon Dean  
UMC Support Portraits  
General Council on Finance and Administration

**2nd Place** Staff and Dennis Degnan  
The United Methodist Communities Lifestyle  
United Methodist Communities

**3rd Place** Staff  
[The Night Has Not Overcome the Day](#)  
Lake Junaluska Conference & Retreat Center

# Class 8 Visual Design



Best in  
Class 8:  
David Giles  
and Sybil  
Davidson  
*At the Table  
with Bishop  
Sue Podcast  
Art*  
North  
Georgia  
Conference

## Category A, Artwork, Annual Conference/Local Church Division

1st Place     Kylie Marino  
Ebenezer Hispanic Fellowship: Handprints of Change  
Tennessee Conference

2nd Place     Cindy Young  
2019 KY Annual Conference session graphic  
Kentucky Annual Conference

## Category A, Artwork, General/Agency Division

1st Place     Dawn Scott  
GBHEM Supports Young Clergy Discernment through Engaging  
Journal  
General Board of Higher Education and Ministry

## Category B, Print and Electronic Design, Annual Conference/Local Church Division

- 1st Place** Christina Choh  
Quest Banner  
Arkansas Conference of the United Methodist Church
- 2nd Place** Thomas Waldren  
Suicide Prevention Postcard  
West Ohio Conference
- 3rd Place** Mary Catherine Phillips, Karla Merritt and Luke Lucas  
Email Template Upgrade  
Alabama-West Florida Conference

## Category B, Print and Electronic Design, General/Agency Division

- 1st Place** Donnie Reed, Cynthia Howard and Katie Tait  
“Lead On. We’re With You.” Poster  
General Board of Higher Education and Ministry
- 2nd Place** Sharon Dean, Brandy Bivens and Melissa Jackson  
[2018 Annual Report](#)  
General Council on Finance and Administration
- 3rd Place** Rae Grant  
Managing Anxiety: A Youth Study  
United Methodist Women

## Category C, Website Visual Design, General/Agency Division

- 1st Place** Donnie Reed, Katie Tait and Cynthia Howard  
[GBHEM.org](#)  
General Board of Higher Education and Ministry
- 2nd Place** Brandy Bivens, Sharon Dean and Melissa Jackson  
[UMC Well Website](#)  
General Council on Finance and Administration

## Category D, Motion Graphics, Annual Conference/Local Church Division

- 1st Place (Tie)** Doreen Gosmire, David Stucke and Gavin Wigg  
2019 AC Countdown Animation - [File1](#), [File2](#), [File3](#)
- Brandon J. Abbott  
[CEE the People](#)  
West Ohio Conference

**2nd Place** Brent Donaway and Edison Lee  
[Next Generation Ministries Rooted Series Motion Graphic](#)  
United Methodists of Greater New Jersey

**3rd Place** Connie Offutt  
AC 2019 Mission Offering Open  
Kentucky Annual Conference

Category E, Branding/Logo Design, Annual Conference/Local Church  
Division

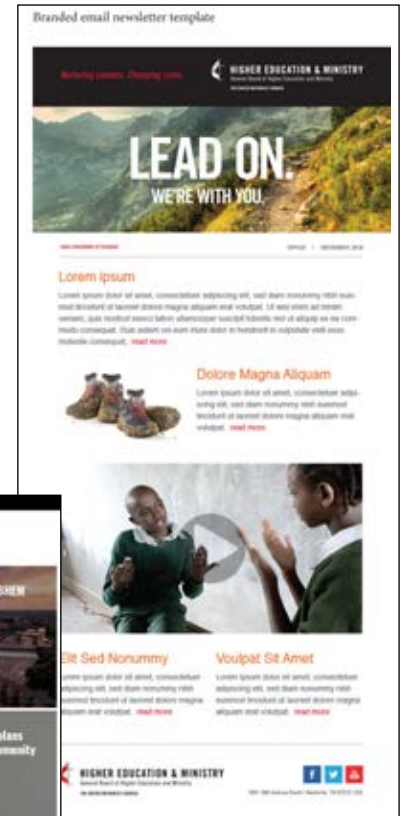
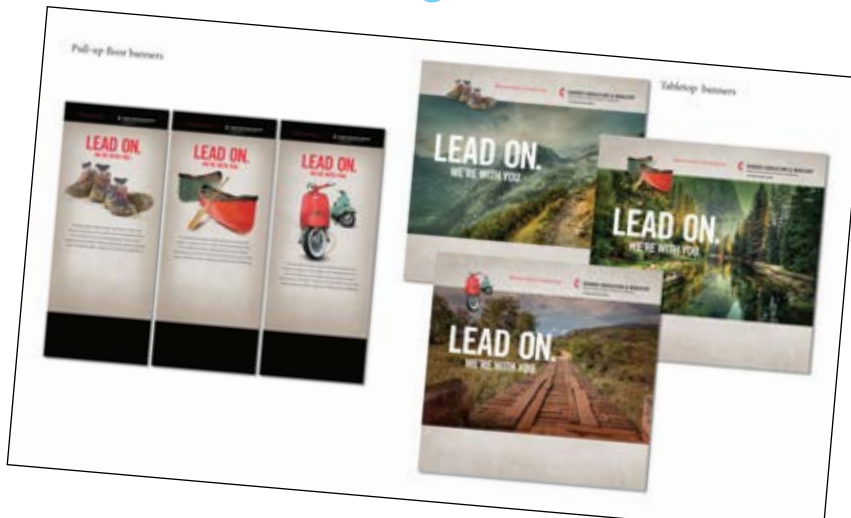
**1st Place** David Giles and Sybil Davidson  
[At the Table with Bishop Sue Podcast Art](#)  
North Georgia Conference

**2nd Place** Brittney Reilly and Carolyn Conover  
Branding: Creative and Strategic Guidebook  
United Methodists of Greater New Jersey

**3rd Place** Mary Catherine Phillips and Karla Merritt  
This We Proclaim  
Alabama-West Florida Conference



# Class 9 Publicity & Advertising



Best in Class 9:  
 The Leonard M. Perryman Award of Excellence  
 GBHEM Office of Marketing and Communications  
*GBHEM Leadership Brand, 2019 Launch Overview*  
 General Board of Higher Education and Ministry

Category A, Campaign/Strategic Planning, Annual Conference/  
 Local Church Division

**1st Place** Mary Catherine Phillips and Luke Lucas  
 Hurricane Michael Remembrance - [File1](#), [File2](#)  
 Alabama-West Florida Conference

**2nd Place (Tie)** Staff  
 2019 IGNITE Youth Conference - [File1](#), [File2](#), [File3](#)  
 United Methodists of Greater New Jersey

Publicity & Advertising

**2nd Place (Tie)** Staff  
Winter Thaw - [File1](#), [File2](#), [File3](#), [File4](#)  
Upper New York Conference

**3rd Place** Karla Hovde  
Camp Minnesota Promotional Materials

### Category A, Campaign/Strategic Planning, General/Agency Division

**1st Place** GBHEM Office of Marketing and Communications  
GBHEM Leadership Brand, 2019 Launch Overview - [File1](#), [File2](#)  
General Board of Higher Education and Ministry

**2nd Place** Staff  
[ResourceUMC.org Marketing Campaign](#)  
United Methodist Communications

**3rd Place** Staff  
Winter Youth Retreats - [File1](#), [File2](#), [File3](#)  
Lake Junaluska Conference & Retreat Center

### Category B, Single Piece, Annual Conference/Local Church Division

**1st Place** Karla Hovde and Christa Meland  
New Places for New People: Multiplication Across the Dakotas-Minnesota Area  
Minnesota Annual Conference of the United Methodist Church

**2nd Place** Mark Doyal  
[How We Share](#)  
Michigan Conference

### Category B, Single Piece, General/Agency Division

**1st Place** Jan Snider, Troy Dossett and Poonam Patodia  
New York Times UMCOR Ad  
United Methodist Communications

**2nd Place** Staff  
Conferences and Retreats at Lake Junaluska  
Lake Junaluska Conference & Retreat Center

# Class 10 Media Presentation



Best in Class 10:  
Mike DuBose, Gustavo Vasquez and Joey Butler  
*"John Wesley"*  
Sails the Amazon  
United Methodist News Service



Category A, Slide Show, Annual Conference/Local Church Division

**1st Place** Jayna McFarland  
How To Use Social Media In Your Local Church - [File1](#), [File2](#)  
Great Plains

**2nd Place** Ed Chapman and Jasmine Haynes  
[2019 Conference-Wide Day of Mission](#)  
Mississippi Annual Conference

Media Presentation

## Category B, Multimedia, Annual Conference/Local Church Division

- 1st Place** Upper New York Communications Team  
UNY Annual Conference Coverage - [File1](#), [File2](#), [File3](#), [File4](#), [File5](#)  
Upper New York Conference
- 2nd Place** Staff  
Renovate: 2019 Lenten Study - [File1](#), [File2](#), [File3](#), [File4](#), [File5](#)  
Dakotas Conference of The United Methodist Church
- 3rd Place** Joe Webb, Deborah Coble, Communications Team  
Seeds of Hope - [File1](#), [File2](#), [File3](#), [File4](#), [File5](#)  
West Virginia Annual Conference

## Category B, Multimedia, General/Agency Division

- 1st Place** Mike DuBose, Gustavo Vasquez and Joey Butler  
["John Wesley" Sails the Amazon](#)  
United Methodist News Service
- 2nd Place** Matt Carlisle and Steve Horswill-Johnston  
[See All the People: Discipleship Begins with Relationship Teaching Series](#)  
Discipleship Ministries
- 3rd Place** Katie Tait, Donnie Reed and Cynthia Howard  
[Email/Video Brand Launch, GBHEM Center for Leadership Development](#)  
General Board of Higher Education and Ministry

## Category C, Display Table, Annual Conference/Local Church Division

- 1st Place** Day Davis, Rodney Steele and Amy Ezell  
Culture of Call Display  
Arkansas Conference of the United Methodist Church

## Category C, Display Table, General/Agency Division

- 1st Place** Dawn Scott  
Connecting Youth and Their Mentors to GBHEM  
General Board of Higher Education and Ministry
- 2nd Place** Staff  
Wesley Bros Display Booth  
United Methodist Communications



# 2020 UMAC Special Award

Communicator of the Year

# Communicator of the Year

## UMAC's 2020 Recipient

### Todd Rossnagel

Director of Communications

Louisiana Conference of The United Methodist Church



Todd Rossnagel is a communicator who has known how to tell a story since childhood.

Todd got his break when his family purchased their first VHS camcorder. He would film Christmas morning festivities and mail the tapes to his grandmother in Chicago. From that experience, he developed an interest (some may call an obsession) in television, especially sports reporting. He had a career as a sports producer and reporter, news anchor, and feature reporter that lasted 15 years. He moved on to work for the State of Louisiana in a program that recruited companies to the state. He produced educational, instructional content to help these companies prepare their workers.

Now, as a licensed local pastor in Louisiana, Todd continues to follow one of his primary passions—to educate people about the love of Christ. He is heavily involved in Kairos prison ministry at Angola. He would say he has learned more about Christ's love in that capacity than in any other experience he has had.

As you can see, learning and education of others is a common thread throughout Todd's life. He has a degree in secondary speech education. If you have ever asked him a question that starts with, "How do you..." you know you have received a patient, enthusiastic, and thorough answer. In the classroom of life, Todd is the kid whose hand always shoots up high to ask ALL the questions and debate all the answers. And we are all better for it.

## About the UMAC Communicator of the Year:

The Communicator of the Year is selected based on 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; and vision-thinking beyond the present/immediate demands of the job, breaking new ground.





**UMAC**

Association of Communicators

**THE UNITED METHODIST CHURCH**