DeRose-Hinkhouse AWARDS

Religion Communicators Convention
April 3, 2014 • The Inn at Opryland
Nashville, Tennessee

GREAT CITY. GREAT PEOPLE. GREAT CONVENTION.
The Religion Communicators Council

The Religion Communicators Council (RCC), founded in 1929, is an international interfaith association of religion communicators who work in print and electronic communication, media, marketing and public relations.

RCC provides opportunities for religion communicators to learn from each other. Together, RCC members promote excellence in the communication of religious faith and values in the public arena and encourage understanding among religions and faith groups.

Visit www.religioncommunicators.org to learn more about RCC.

DeRose-Hinkhouse Memorial Awards

The annual DeRose-Hinkhouse Memorial Awards are given to active members of RCC who demonstrate excellence in religious communication and public relations.

The awards are named in honor of the late Victor DeRose and the late Paul M. Hinkhouse, leading lithographers in New York City, and longtime friends of the RCC. Both men shared a strong interest in, and concern for, excellence in communications.

This year RCC received 212 entries. Each entry was judged on overall quality, including concept, writing, design, creativity, style, use of color, appropriateness of material for intended audience, creative use of resources, and effectiveness in achieving its purpose. Faculty members from the Journalism and Mass Communications Department at Marshall University in Huntington, W.Va., were responsible for judging the projects of religion communication professionals across the country. The Marshall University School of Journalism and Mass Communications (SOJMC) department offers a Bachelor of Arts degree with seven majors and a graduate program accredited by the Association for Education in Journalism and Mass Communications. SOJMC alumni can be linked to U.S. News & World Report, CNN, PBS and a Pulitzer Prizewinning newspaper editor.

Marshall University is the fourth university to judge DeRose-Hinkhouse entries over the past six years. Eastern Illinois University, Belmont University and University of Chattanooga at Tennessee evaluated entries in the past.
THE JUDGES

Janet Dooley
Associate Dean, Marshall University
Relevant education, experience: Bachelor of Arts in advertising, Master of Science in mass communications; 6 years in radio, newspaper, advertising public relations; more than 25 years in higher education

Allyson Goodman
Associate Professor, Marshall University
Relevant education, experience: Master of Science in mass communications; Education Specialist, Marshall University

Dr. Terry L. Hapney Jr.
Associate Professor, Marshall University
Relevant education, experience: Master of Journalism, Doctorate; teaches public relations

Dan Hollis
Associate Professor, Marshall University
Relevant education, experience: Master of Arts; 15 years teaching broadcast journalism; 10 years in TV news

Burnis Morris
Carter G. Woodson professor
Relevant education, experience: Bachelor of Arts in journalism, Master of Public Administration; university journalist

Dr. Robert Rabe
Associate Professor, Marshall University
Relevant education, experience: Master of Arts, Doctorate in mass communications, teaches reporting and magazine writing

Dr. Michael Sheehy
Assistant professor, Marshall University
Relevant education, experience: Ph.D. in mass communications, 11 years teaching journalism, 20 years in professional journalism

Wm Travis Stephens
Digital Marketing Manager, Wal-Bon Corp.
Relevant education, experience: Bachelor of Arts in advertising, Master of Journalism, Marshall University; more than 5 years as digital marketer

Dr. Christopher Swindell
Associate professor, Marshall University
Relevant education, experience: Bachelor of Science in broadcast, Doctorate in mass communications; 20 years as television broadcaster, 14 years in higher education

Sandra York
Assistant professor, Marshall University
Relevant education, experience: Faculty advisor for student newspaper, The Parthenon; teaches news reporting and writing
CLASS A – PERIODICALS

Best of Class
Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A, *Presbyterians Today*

Magazine, National

AWARD OF EXCELLENCE
Amethel Parel-Sewell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá’í National Center, *Brilliant Star 2013*

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A, *Presbyterians Today*

Yvette Moore, Tara Barnes, Nilda Ferrari, Yun Nam “Kate” Kang, United Methodist Women, UMC, *response magazine*

Magazine, Local or Regional

AWARD OF EXCELLENCE
Fred Koenig, Missouri Annual Conference, UMC, *The Missouri Conference*

Newspaper, Local or Regional

AWARD OF EXCELLENCE
Jennifer Davis Rash, The Alabama Baptist, *The Alabama Baptist*

Newsletter, National

AWARD OF EXCELLENCE
Stephen Padre, Sarah Godfrey and Doug Puller, Bread for the World, *Bread newsletter*

CERTIFICATE OF MERIT


Newsletter, Local or Regional

AWARD OF EXCELLENCE
W. Evan Golder, Kendal at Home, *Le Chat*

Miscellaneous

AWARD OF EXCELLENCE
John Spangler and Katy Giebenhain, Gettysburg Seminary, *Seminary Ridge Review*
CLASS B – PERIODICALS – SINGLE ISSUE

Best of Class
Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*, September 2013, *War Beyond the Battlefield*

**Magazine, National**

*AWARD OF EXCELLENCE*


Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*, September 2013, *War Beyond the Battlefield*

Sharon Dunne Gillies and Yvonne Hileman, Presbyterian Women, *Horizons Magazine*, September/October issue

*CERTIFICATE OF MERIT*

Amethel Parel-Sewell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá’í National Center, *Quest for Peace – Brilliant Star*, July/August 2013

Christi R. House and Hal Sadler, General Board of Global Ministries, UMC, *A World of Many Faiths*

**Miscellaneous**

*AWARD OF EXCELLENCE*

Billie Healy, Presbyterian Church (U.S.A.), *2014 Presbyterian Yearbook for Prayer and Study*

*CERTIFICATE OF MERIT*

Chelsea Quackenbush and Buckner Communications, *2013 Buckner Advent Devotional Guide*
CLASS C – PUBLIC RELATIONS MATERIALS

Best of Class
James Rollins, Hal Sadler, Darcy Quigley, Brenda Carr and Leigh Rogers, General Board of Global Ministries, United Methodist Committee on Relief (UMCOR), UMCOR Annual Report 2012

Poster

AWARD OF EXCELLENCE
Terry Barone, California Southern Baptist Convention, From You to Eternity
Margaret Boone and Same Locke, Presbyterian Church (U.S.A.), 2013 Peacemaking Offering
Chelsea Quackenbush and Alan Paul, Buckner International, Buckner Today – Family Place

CERTIFICATE OF MERIT
Alan Paul, Buckner International, Buckner National Missions Trip

Flier

AWARD OF EXCELLENCE
Terry Barone, California Southern Baptist Convention, From You to Eternity
Alan Paul, Buckner International, Be a Family

CERTIFICATE OF MERIT
Alan Paul, Buckner International, Buckner National Missions Trip

Brochure

CERTIFICATE OF MERIT
Linda Post Bushkofsky, Women of ELCA, a place for you

Booklet

AWARD OF EXCELLENCE
Candice Young, Cooperative Baptist Fellowship, Cooperative Baptist Fellowship Viewbook (2013-2014)
Reva Hardina, Evangelical Lutheran Church in America, Stewards of God’s Love – A year-round guide to stewardship in your congregation
Amelia Tucker-Shaw and Sherri Thiel, United Methodist Communications, The United Methodist Church Handbook

CERTIFICATE OF MERIT
Russell Dilday and Alan Paul, Buckner International, Buckner Flagship brochures
Annual Report

AWARD OF EXCELLENCE
James Rollins, Hal Sadler, Darcy Quigley, Brenda Carr and Leigh Rogers, General Board of Global Ministries, United Methodist Committee on Relief (UMCOR), *UMCOR Annual Report 2012*


CERTIFICATE OF MERIT
Art Stricklin, Marketplace Ministries, *Annual Ministries Report 2012*

Special Print Material

AWARD OF EXCELLENCE
Alan Paul, Jenny Pope and Luis Perez, Buckner International, *Buckner Adoption & Foster Care Devotional Guide and Spiritual Addendum*

Stephanie Morris, Presbyterian Women, *Birthday Offering 2013*

CERTIFICATE OF MERIT
Ben Rhodes, Hal Sadler, Darcy Quigley, Brenda Carr and Teri Tynes, General Board of Global Ministries, UMC, *UMC Mission Map*

Special Issue Publication

AWARD OF EXCELLENCE

CERTIFICATE OF MERIT
Rachel Claman, Melissa Ramirez Cooper, Connie Sletto, Colleen Dorner, Jan Rizzo and Irena Powers, Evangelical Lutheran Church in America, *Stories of Faith in Action*

Advertisement, Single Issue

AWARD OF EXCELLENCE
Reva Hardina, Evangelical Lutheran Church in America, *ELCA Foundation — Your Passion*

Advertisement, Series

AWARD OF EXCELLENCE
James Rollins, Hal Sadler, Darcy Quigley, Judith Santiago and Brenda Carr, General Board of Discipleship, United Methodist Committee on Relief (UMCOR), *Syria Ad series*

CERTIFICATE OF MERIT
Reva Hardina, Evangelical Church in America, *ELCA Fund for Leaders — A life of ministry*

Laury Rinker, Evangelical Church in America, *World Hunger Ad series*

Miscellaneous

AWARD OF EXCELLENCE

Linda Post Bushkofsky and Elizabeth McBride, Women of the ELCA, *Daily Grace promotional cards*
CLASS D – WRITING FOR PUBLICATION

Best of Class
Scott Collins, Buckner international, *A Wing and a Prayer*

Newspaper or Magazine News, Single Story
AWARD OF EXCELLENCE
Jennifer Davis Rash, The Alabama Baptist, *Unimaginable tragedy*

Newspaper or Magazine News, Series
AWARD OF EXCELLENCE
Melissa Ramirez Cooper, Evangelical Lutheran Church in America, *ELCA elects its first female presiding bishop*

Newspaper Feature, Single Story
AWARD OF EXCELLENCE
Candice Hill Buchbinder, Evangelical Lutheran Church in America, *ELCA young adults land on their feet*

Magazine Article, Single Article
AWARD OF EXCELLENCE
Scott Collins, Buckner international, *A Wing and a Prayer*

CERTIFICATE OF MERIT
Lauren Hollon Sturdy, Buckner International, *A life redeemed, a family transformed: Family Place mom overcomes her past to claim God’s future*

Editorial
AWARD OF EXCELLENCE

Miscellaneous
AWARD OF EXCELLENCE
Russell Dilday and Alan Paul, Buckner International, *Goodbye Ms. Barbara*
**CLASS E – SPECIALIZED WRITING**

**Best of Class**
Bee Moorhead, Texas Interfaith Center for Public Policy, *Wondering about mental health coverage in the new health insurance marketplace?*

**Web**

*AWARD OF EXCELLENCE*
Linda Bloom, United Methodist Communications/United Methodist News Service, *The Church in China*

**Non-Broadcast Script**

*AWARD OF EXCELLENCE*
Scott Collins, Buckner International, *Legacy of Hope video*

**Miscellaneous**

*AWARD OF EXCELLENCE*
Bee Moorhead, Texas Interfaith Center for Public Policy, *Wondering about mental health coverage in the new health insurance marketplace?*
Andrea Earl, Texas interfaith Center for Public Policy, *Wholeness Not Perfection: An Interfaith Framework For Mental Health*

**CLASS F – GRAPHIC DESIGN, ART, AND PHOTOGRAPHY**

**Best of Class**
Mike DuBose, United Methodist Communications/United Methodist News Service, *Typhoon Haiyan*
Design, Overall Publication

AWARD OF EXCELLENCE
Doug Puller, Joseph Molieri, Todd Post, Derek Schwabe, Michelle Learner and Alan Paul, Buckner International, Buckner 2013 Advent Guide

CERTIFICATE OF MERIT
Carol Johnson, Paul Seeback and Vera White, Presbyterian Church U.S.A., 1001 worshipping communities brochure/handout

Design, Publication Cover

AWARD OF EXCELLENCE
Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., Art as Worship, Presbyterians Today, April 2013

Photography, Color, Single Photo

AWARD OF EXCELLENCE
Russell Dilday, Buckner International, In Her Eyes: The Elya Nauta Adoption Story

Photography, Color, Series

AWARD OF EXCELLENCE
Mike DuBose, United Methodist Communications/United Methodist News Service, Typhoon Haiyan

CERTIFICATE OF MERIT
Kathleen Barry, United Methodist Communications/United Methodist News Service, RETHINK Advent

Logo/Branding Development

AWARD OF EXCELLENCE
John Spangler and Katy Giebenhain, Gettysburg Seminary, Seminary Ridge logo

Website Design

AWARD OF EXCELLENCE
Philip Miller, Kristen Koshinen, Tracie Watkins, Forrest Meyer, Melissa Ramirez Cooper, Laury Rinker, Connie Sletto, Rachel Claman, Reva Hardina and Erin Strybis, Evangelical Lutheran Church in America, ELCA.org website

CD/DVD Cover/Packaging

AWARD OF EXCELLENCE
Debbie Paris, Presbyterian Women, An Abiding Hope audio set

Miscellaneous

AWARD OF EXCELLENCE
Doug Puller, Bread for the World, Bread for the World's 2013 Offering of Letters: A Place at the Table
CLASS G – AUDIO & VIDEO, BROADCAST, NON-BROADCAST & CABLE

Best of Class
Steve Horswill-Johnston, Carolyn Dandridge, General Board of Discipleship, UMC, Reflect, Reclaim, Rejoice: Preserving the Gift of Black Sacred Music

Broadcast/Cable TV National Program

AWARD OF EXCELLENCE
Debra Gonsher Vinik, Ph.D., Diva Communications, Divine Prescription: Stories of Faith, Health and Community

Television Commercial or PSA or Series

AWARD OF EXCELLENCE
Philip Poole and Brad Radice, Samford University, Bobby Bowden, Samford University

Video, Documentary/Educational

AWARD OF EXCELLENCE
David Barnhart, Presbyterian Disaster Assistance – PSUSA, Tapestry: Reweaving the fabric of community after public violence

Steve Horswill-Johnston, Carolyn Dandridge, General Board of Discipleship, UMC, Reflect, Reclaim, Rejoice: Preserving the Gift of Black Sacred Music

Video, Promotional/Informational

AWARD OF EXCELLENCE
Jan Snider and Harry Leake, United Methodist Communications, The Movement

Video, Entertainment/Inspirational

AWARD OF EXCELLENCE
Fran Coode Walsh and Lilla Marigza, United Methodist Communications, UMTV: Vital Church Makes Disciples

Miscellaneous

AWARD OF EXCELLENCE
Jan Snider, Ben Rhodes and Evelyn Warren, United Methodist Communications, Giving Tuesday, Christmas Morning
CLASS H – PUBLIC RELATIONS/ADVERTISING CAMPAIGN

Best of Class
Alan Paul, Russell Dilday and Scott Collins, Buckner International, *A Legacy of Hope Collateral*

Integrated Marketing Campaign

**AWARD OF EXCELLENCE**
Linda Post Bushkofsky, Women of the ELCA, *Triennial Gathering marketing campaign*

**CERTIFICATE OF MERIT**
Reva Hardina, Evangelical Lutheran Church in America, *ELCA Fund for Leaders integrated Campaign*

Fundraising Campaign

**AWARD OF EXCELLENCE**
Alan Paul, Russell Dilday and Scott Collins, Buckner International, *A Legacy of Hope Collateral*

**CERTIFICATE OF MERIT**
Teresa Mader and Sam Locke, Presbyterian Church U.S.A., *Presbyterian Giving catalog*

Disaster Response Support Materials

**AWARD OF EXCELLENCE**
Pamela Burdine and Mark Thomson, Presbyterian Disaster Assistance, *Hurricane Sandy mailer*

Miscellaneous

**AWARD OF EXCELLENCE**
Scott Collins, Buckner International, *Buckner International Rebranding campaign*

**CERTIFICATE OF MERIT**
**CLASS I—DIGITAL COMMUNICATIONS**

**Best of Class**

**Website**

**AWARD OF EXCELLENCE**
Hans Friedhoff, Sonora Bostian, Stephen Padre, Todd Post, Derek Schwabe and Doug Puller, Bread for the World, [www.hungerreport.org](http://www.hungerreport.org) – digital version of the 2014 Hunger report
Hans Friedhoff and Sonora Bostian, Bread for the World, [www.offeringofletters.org](http://www.offeringofletters.org), the website of Bread for the World’s 2013 Offering of Letters
Philip Miller, Kristen Koshinen, Tracie Watkins, Forrest Meyer, Melissa Ramirez Cooper, Laury Rinker, Connie Sletto, Rachel Claman, Reva Hardina and Erin Strybis, Evangelical Lutheran Church in America, [www.ELCA.org](http://www.ELCA.org) website

**Certificate of Merit**
Amethel Parel-Swell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá’í National Center, [www.brilliantstarmagazine.org](http://www.brilliantstarmagazine.org), Brilliant Star online

**E. Newsletter Series**

**AWARD OF EXCELLENCE**
Lauren Hollon Sturdy, Buckner International, eConnect

Linda Post Bushkofsky and Elizabeth McBride, Women of the ELCA, Bold Connections

**CERTIFICATE OF MERIT**
Stephen Padre, Sarah Godfrey, Sonora Bostian, Hans Friedhoff and Doug Puller, Bread for the World, E-Bread newsletter

**E. Newsletter**

**CERTIFICATE OF MERIT**
Fred Koenig, Missouri Conference, Digital Edition of The Missouri Methodists

**Podcast Series**

**CERTIFICATE OF MERIT**
Elizabeth McBride, Women of the ELCA, Café Podcasts

**Miscellaneous**

**CERTIFICATE OF MERIT**
Christopher H. Zakian, Diocese of the Armenian Church of America (Eastern), *Transfiguration (1st in periodical series): Living the Gospel of Christ*
Class J – Social Media

Best of Class
Jan Rizzo, Evangelical Lutheran Church in America, Facebook Advent Campaign

Social Media Campaign
AWARD OF EXCELLENCE
Jan Rizzo, Evangelical Lutheran Church in America, Facebook Advent Campaign

CERTIFICATE OF MERIT
Jan Rizzo, Evangelical Lutheran Church in America, Facebook 25th Anniversary Campaign

Social Media Strategy
AWARD OF EXCELLENCE
Reva Hardina, Evangelical Church in America, ELCA Church-wide Assembly Social Media Strategy

Webcast Series
AWARD OF EXCELLENCE
Sean Hennigan and Yaira Robinson, Texas Interfaith Center for Public Policy, So You’ve Got Climate Change: Living In A Warmer World

Blog Series
AWARD OF EXCELLENCE
Sarah Godfrey and Robin Stephenson, Bread for the World, Voice of Hunger/Voices of SNAP/Voices of WIC

CERTIFICATE OF MERIT
Aaron Weaver, Cooperative Baptist Fellowship, At the Table: Baptists Fight Hunger
**SHOESTRING AWARD**

Working within a limited budget is always a challenge when developing a good product or presentation. The Shoestring Award is given to one winner across all categories on the basis of the highest quality/best product, for the lowest cost. This year’s Shoestring Award recipient took that challenge and not only created an excellent product, but also exceeded client expectations.

**CLASS G – AUDIO & VIDEO, BROADCAST, NON-BROADCAST & CABLE**

**Video, Documentary/Educational**

Burton Buller, Buller Films LLC, *The Amish: Barn Raising Day*