

2013

DeRose-Hinkhouse

MEMORIAL AWARDS

Communicating
at the Speed of Life

RELIGION COMMUNICATORS CONVENTION

Thursday, April 4, 2013 • Sheraton Indianapolis City Centre Hotel



2013 DEROSE-HINKHOUSE MEMORIAL AWARDS

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 long-time friends of the RCC. Both men shared a strong interest in, and concern for, excellence in communications.

This year RCC received 217 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 Department of Communications at the University of Tennessee at Chattanooga (UTC) were responsible for judging the projects of religion communication professionals across the country. The University of Tennessee at Chattanooga's Communication Department is one of only 112 programs in journalism and mass communication that is accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). To be accredited, the program must meet standards that include mission and governance, curriculum and instruction, diversity and inclusiveness, faculty scholarship and preparedness, student services, facilities, faculty professional and public service and assessment of learning outcomes.

The department is an active member in the *Association of Schools of Journalism and Mass Communication (ASJMC)*.

THE JUDGES

Dr. Betsy B. Alderman

Professor and department head, communications, University of Tennessee at Chattanooga (UTC)

Relevant experience: Professional public relations, newspaper and more than 30 years in higher education

Dan Alderman

Manager of corporate communications, Unum, Chattanooga, Tenn.

Relevant experience: 25 years in newspaper, marketing and design, editing, and employer and external communications

Mike Andrews

Instructor, UTC

Relevant education, experience: Bachelor of Science in communications, University of Texas; more than 20 years in broadcast news and Web management, more than five years as UTC instructor

Angela Ballard, APR

Instructor, UTC and WDEF-FM

Relevant experience: 17 years in professional communications, primarily in public relations, corporate and nonprofit communications and radio broadcasting, and more than 10 years teaching graphic design and media writing for UTC

Gina Bever

Principle communications consultant, Blue Cross Blue Shield of Tennessee, Chattanooga

Relevant education, experience: Bachelor of Arts, English and journalism; more than 15 years in public relations, marketing communications and media relations

Kristiina Braden

Blue Cross Blue Shield of Tennessee, Chattanooga

Relevant education, experience: Bachelor of Science in journalism/public relations, Master of Arts in marketing communications; more than 22 years in public relations and marketing communications

Brendan Jennings

Adjunct professor, UTC

Relevant education, experience: Master of Science in journalism; 25 years in marketing/public relations

Bill Lockhart

Program director, WGOW Radio and adjunct professor, UTC

Relevant experience: WGOW Radio, more than 25 years as program director

Mary Ollie Newman

Adjunct instructor, UTC

Relevant experience: More than 20 years as television news producer and national Public Broadcasting Service documentary producer, won two Emmys/10 nominations

Billy Weeks

Instructor, UTC

Relevant experience: Former director of photography/graphics, Chattanooga Times Free Press



CLASS A – PERIODICALS

Best of Class

William A. Nunnelley, Scott Camp, Janica York Carter, Sean Flynt, Philip Poole, Brad Radice, Stephanie Sides, Chandra Sparks Splond, Caroline Summers, Monica Washington, Laine R. Williams, Mary L. Wimberley, Samford University, *Seasons: The Magazine of Samford University*

Magazine, National

Award of Excellence

Chelsea Quackenbush & Buckner Communications, Buckner International, *Buckner Today Magazine*

Certificate of Merit

Yvette Moore, Tara Barnes, Paul Jeffrey, and Tanya Krawciw
United Methodist Women, UMC, *response magazine*

Ann Poston, United Church of Christ, *StillSpeaking Magazine*

CLASS B – PERIODICALS – SINGLE ISSUE



Best of Class

Jennifer Davis Rash, The Alabama Baptist, *We Are the Body*

Magazine, National

Award of Excellence

Amethel Parel-Sewell, C. Aaron Kreader, and Susan Engle,
Brilliant Star/ Bahá'í National Center, *Soaring with Creativity*
– *Brilliant Star*, January/February 2012

Certificate of Merit

Chelsea Quackenbush & Buckner Communications,
Buckner International, *Buckner Today*, Spring 2012

Susan Jackson Dowd, Laura Lee, Sharon Dunne Gillies, and Betsy Ensign George,
Presbyterian Women, *Horizons Magazine*, November/December 2012

Magazine, Local or Regional

Certificate of Merit

Stephen J. Hustedt and Christina Dillabough, The Desert Southwest Conference, UMC,
Transformation Magazine

Newspaper, National

Award of Excellence

Sam Hodges, Bill Fentum, and Mary Jacobs, United Methodist Reporter
The United Methodist Reporter, May 4, 2012

Miscellaneous

Award of Excellence

Chelsea Quackenbush & Buckner Communications, Buckner International
 2012 *Buckner Advent Devotional Guide*

Certificate of Merit

Billie Healy, Presbyterian Church (U.S.A.), *2013 Mission Yearbook for Prayer & Study*

CLASS C—PUBLIC RELATIONS MATERIALS



Best of Class

James Rollins & Judith Santiago. United Methodist Committee on Relief (UMCOR),
Hope in Times of Crisis: UMCOR- Prosperity Candle

Poster

Award of Excellence

Sandra Long Weaver, Imagine No Malaria,
 United Methodist Communications, *Imagine No Malaria*

Flyer

CERTIFICATE OF MERIT

Linda Post Bushkofsky, Women of ELCA, *Triennial Gathering promotional flyer*

Brochure

AWARD OF EXCELLENCE

Laine Williams and Janica York Carter, Samford University,
Samford AU Annual Giving Meet Isaiah Brochure

Booklet

AWARD OF EXCELLENCE

Sean Flynt, Monica Washington, Laine R. Williams, Janica York Carter, Caroline Summers & Philip Poole, Samford University, *Samford University School of the Arts Calendar*

CERTIFICATE OF MERIT

Reva Hardina, Scott Hendrickson, Karen Dersnah, Connie Sletto, Colleen Dorner, Evangelical Lutheran Church in America, *Building Awareness of Our Church – Evangelical Lutheran Church in America*

Annual Report

AWARD OF EXCELLENCE

James Rollins, Judith Santiago, Darcy Quigley and Hal Sadler, United Methodist Committee on Relief (UMCOR), *Bringing Hope: UMCOR 2011 Annual Report*

Special Print Material

AWARD OF EXCELLENCE

Monica M. McGinley, Medical Mission Sisters, *Medical Mission Sisters 2013 Calendar*

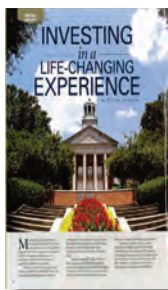
CERTIFICATE OF MERIT

Linda Post Bushkofsky, Women of the ELCA, *Triennial Gathering promotional postcard*

Special Issue Publication

AWARD OF EXCELLENCE

Rachel Clayman, Jan Rizzo, Sarah Carson, Connie Sletto, Colleen Dorner, Melissa Ramirez Cooper, Scott Hendrickson, Irena Powers, Evangelical Lutheran Church in America, *Stories of Faith in Action*



CLASS D – WRITING FOR PUBLICATION

Best of Class

William A. Nunnelley, Samford University,
Investing in a Life-Changing Experience

Newspaper or Magazine News, single story

AWARD OF EXCELLENCE

Christie House, New World Outlook, General Board of Global Ministries, *Walking with the Poor in Kamina, DR Congo*

CERTIFICATE OF MERIT

Sam Hodges, United Methodist Reporter,
UM Publishing House to close all Cokesbury stores – 11/16/12 UM Reporter

Newspaper or Magazine News, series

CERTIFICATE OF MERIT

Chris Herlinger, Church World Service/National Catholic Reporter, *Kenya Drought*
Chris Herlinger, Church World Service/National Catholic Reporter, *Zambia/AIDS Crisis*

Newspaper Feature, single story

AWARD OF EXCELLENCE

Sam Hodges, United Methodist Reporter,
All In: Don't look now, but Methodists are getting dunked – 10/12/12 UM Reporter

CERTIFICATE OF MERIT

Mary Jacobs, United Methodist Reporter,
Experts: Rethink church food, and hold the fried chicken – 7/6/12 UM Reporter

Magazine Article, single article

AWARD OF EXCELLENCE

Chelsea Quackenbush, Buckner International, Guatemala: *One by one, 10 years strong*
Chelsea Quackenbush, Buckner International, *The Turnaround*
Chris Herlinger, Presbyterian Church (U.S.A.), *The Gun Crisis*

CERTIFICATE OF MERIT

William A. Nunnelley, Samford University, *Reflecting on 1963*



CLASS E – SPECIALIZED WRITING

Best of Class

Melissa Ramirez Cooper, Evangelical Lutheran Church in America, *Finding a God of Grace*

Book, adult

AWARD OF EXCELLENCE

Anne Gordon Perry, Bahá'í Faith, *Green Acre on the Piscataqua*

Web

AWARD OF EXCELLENCE

Linda Unger, United Methodist Committee on Relief (UMCOR), *Jellyfish in the Living Room*

CERTIFICATE OF MERIT

Sarah Carson, Evangelical Lutheran Church in America, *Beyond Our Doors*

Sarah Carson, Evangelical Lutheran Church in America, *Still Going Strong*

Sarah Carson, Evangelical Lutheran Church in America, *Passing It On*

Melissa Ramirez Cooper, Evangelical Lutheran Church in America, *Returning Home*

Heather Hahn, United Methodist News Service, United Methodist Communications, *Churches Reach Out After Sikh Temple Attack*

Miscellaneous

AWARD OF EXCELLENCE

Amanda Robinson, Texas Interfaith Center for Public Policy, *Eat of the Good Things: Understanding the Reasons and Rules of Jewish and Muslim Dietary Practices*

CLASS F – GRAPHIC DESIGN, ART, AND PHOTOGRAPHY



Best of Class

Doug Puller & Derek Schwabe, Bread for the World, *Within Reach: Global Development Goals 2013 Hunger Report*

Design, Overall Publication

AWARD OF EXCELLENCE

Shellee Jones and Eva Stimson, Presbyterian Church (U.S.A.), *Presbyterian Today*, June-July 2012

Scott Camp, Samford University, *Life Together: Walking with Bonhoeffer*

Design, Publication Cover

AWARD OF EXCELLENCE

Jennifer Davis Rash, The Alabama Baptist, *The Alabama Baptist – We Are the Body*

Illustration

AWARD OF EXCELLENCE

Kathleen Barry, United Methodist News Service, United Methodist Communications,
Bishop Restructuring Bishop Power

Illustration, Publication Cover

AWARD OF EXCELLENCE

Amethel Parel-Sewell, C. Aaron Kreader and Susan Engle, Brilliant Star / Bahá'í National
Center, *Life's Balancing Act – Brilliant Star*, September/October 2012

Photography, Color, Single Photo

AWARD OF EXCELLENCE

Lauren Hollon Sturdy, Buckner International,
A Portrait of Poverty: When a Camper Becomes a Home

CERTIFICATE OF MERIT

Laura Elizabeth Pohl, Bread for the World, *Tohomina by the Pond (Bangladesh)*

Photography, Color, Series

AWARD OF EXCELLENCE

W. Evan Golder, UCC Publishing, Identity and Communications Ministry,
StillSpeaking Magazine – IN EGYPT: Giving Thanks to God and Garbage

CERTIFICATE OF MERIT

Jennifer Davis Rash, The Alabama Baptist, *Holy Land 2012*

Website Design

AWARD OF EXCELLENCE

Stephen J. Hustedt and Christina Dillabough, The Desert Southwest Conference, United
Methodist Church, www.desertsouthwestconference.org

Miscellaneous

AWARD OF EXCELLENCE

Shellee Jones and Alyssa Harley, Presbyterian Church (U.S.A.), *Water Way Brochure*

CERTIFICATE OF MERIT

Carol E. Johnson, Presbyterian Church (U.S.A.),
Ad: Facing seminary debt? Financial Aid for service can help!

Shoestring Award

George Conklin, *Martin Luther King Jr. memorial in San Francisco's McLaren Park*

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

Laura Elizabeth Pohl, Adlai Amor, Racine Tucker-Hamilton, and Kristen Archer, Bread for the World, *African-American Voices for Africa*

Video, Documentary/Educational*AWARD OF EXCELLENCE*

Lea Sheloush, Odyssey Networks, *Sumter Faith Clinic: The Lord Led Us*

CERTIFICATE OF MERIT

Lea Sheloush, Odyssey Networks, *Race and the Death Penalty*

Video, Promotional/Informational*AWARD OF EXCELLENCE*

Laura Elizabeth Pohl, Bread for the World, *We are Bread for the World*

CERTIFICATE OF MERIT

James Rollins and Judith Santiago, United Methodist Committee on Relief (UMCOR), *Hope Rises*

Video, Entertainment/Inspirational*AWARD OF EXCELLENCE*

Fran Coode Walsh, United Methodist Communications, *UMTV: Border Separates Families at Christmas*

CLASS H – PUBLIC RELATIONS/ADVERTISING CAMPAIGN**Best of Class**

Laury Rinker, Irena Powers, Scott Hendrickson, Colleen Dornier, and Connie Sletto, Evangelical Lutheran Church in America, *100 Wells Challenge*

Advertising Campaign*Award of Excellence*

Reva Hardina, Scott Hendrickson, and Connie Sletto, Evangelical Lutheran Church in America, *Kalso – The ELCA Legacy Society – ELCA Foundation*

Certificate of Merit

Cherrie Graham, UMR Communications, *Digital Edition Roll-out Ads*

Integrated Marketing Campaign*Certificate of Merit*

Reva Hardina, Scott Hendrickson, Karen Dersnah, Connie Sletto, and Colleen Dornier, Evangelical Lutheran Church in America, *Grow in faith. Grow in giving – ELCA Foundation*

Fundraising Campaign

Award of Excellence

Jennifer McGee and Fran Webb, Ursuline Sisters of Louisville (Kentucky),
Ursuline Sisters New Van Appeal

Disaster Response Support Materials

Certificate of Merit

James Rollins, Judith Santiago, and Hal Sadler, United Methodist Committee on Relief (UMCOR), *Reducing Disaster Risk*

Best Display or Exhibit

Award of Excellence

Emily Miller and Leigh Rogers, United Methodist Women, United Methodist Church,
United Methodist Women: General Conference Exhibit

CLASS I – DIGITAL COMMUNICATIONS



Best of Class

Kathy Noble, United Methodist Communications,
Interpreter Digital

Website

Award of Excellence

Adlai Amor, Bread for the World, *2012 Offering of Letters Campaign: Expanding the Circle of Protection website*

Certificate of Merit

James Rollins, Linda Unger, Hal Sadler, and Robin Bideau, United Methodist Committee on Relief (UMCOR), *UMCOR Website (www.umcor.org)*

Mike Hickcox, personal project, *SoundTheology.org*

E. Newsletter Series

Certificate of Merit

Eric Bond, Doug Puller, Hans Friedhoff, and Sonora Bostian, Bread for the World,
Bread (e) Newsletter

Podcast Series

Award of Excellence

Elizabeth McBride, Women of the ELCA, *Café (Boldcafe.org) podcast*

Miscellaneous

Award of Excellence

Dana McMahan and Thommy Browne, Presbyterian Church (U.S.A.), *Daily Prayer*

Certificate of Merit

Linda Post Bushkofsky and Elizabeth McBride, Women of the ELCA, *Women of the ELCA 25th Anniversary ornament*

CLASS J – SOCIAL MEDIA



Best of Class

Linda Bushkofsky, Women of the ELCA, *Women of the ELCA blog series*

Social Media Campaign

Award of Excellence

Jan Rizzo, Reva Hardina, and Connie Sletto, Evangelical Lutheran Church in America, *ELCA Facebook Page – Good Friday*

Certificate of Merit

Jan Rizzo, Reva Hardina, Connie Sletto, Sarah Carson, Lori Hill, Rachel Clayman, Brett Nelson, Evangelical Lutheran Church in America, *ELCA Facebook Page – Christmas Season*

Jan Rizzo and Reva Hardina, Evangelical Lutheran Church in America, *ELCA Facebook Page – Youth Gathering*

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