



Faith-based Communications: Connecting Locally, Reaching Globally



DeRose-Hinkhouse AWARDS

April 10, 2015
Alexandria, Virginia

2015



www.religioncommunicators.org

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 214 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. For the second year in a row, faculty members from the Journalism and Mass Communications Department at Marshall University in Huntington, WV were responsible for judging the projects of religion communication professionals across the country. The Marshall University School of Journalism and Mass Communications (SOJMC) department houses 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 *US News and World Report*, *CNN*, *PBS* and a *Pulitzer Prize* newspaper editor.

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

DEROSE-HINKHOUSE MEMORIAL AWARDS

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 35 years in higher education

Mary Grassell

Professor, Marshall University

Relevant education, experience: Bachelor of Fine Arts in design, Master of Fine Arts in advertising/design, more than 35 years as graphic designer

Dan Hollis

Associate Professor, Marshall University

Relevant education, experience: Master of Arts; 15 years teaching broadcast journalism; 10 years in TV news

Jason Lovins

Assistant professor, Marshall University

Relevant education, experience: 28-year veteran of public relations practice, news reporting and editing

Sara McIntyre

Program Assistant, Marshall University

Relevant education, experience: Bachelor of Arts in public relations

Burnis Morris

Carter G. Woodson professor, Marshall University

Relevant education, experience: Bachelor of Arts in journalism, Master of Public Administration; university journalist, 13 years newspaper writing

Dr. Robert Rabe

Associate professor, Marshall University

Relevant education, experience: Master of Arts, Doctorate in mass communications, teaches reporting and magazine writing

Jennifer Sias

Professor, Marshall University

Relevant education, experience: Teaches journalism courses, focused on narrative journalism in master's thesis.

William T. 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

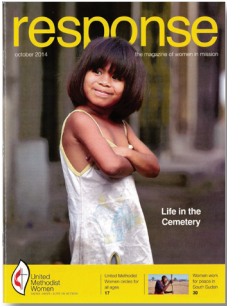
Relevant education, experience: Bachelor of Science in broadcast, Doctorate in mass communications; 20 years as television broadcaster, 14 years in higher education and teaching magazine writing

Sandra York

Assistant professor, Marshall University

Relevant education, experience: 17 years as advertising manager and faculty advisor for student newspaper, *The Parthenon*; teaches news reporting and writing

CLASS A – PERIODICALS



Best of Class

Tara Barnes and Yvette Moore, United Methodist Women, *response magazine*

Magazine, National

AWARD OF EXCELLENCE

Tara Barnes and Yvette Moore, United Methodist Women, *response magazine*

CERTIFICATE OF MERIT

Aaron Weaver and Travis Peterson, Cooperative Baptist Fellowship, *fellowship!*

Magazine, Local or Regional

AWARD OF EXCELLENCE

Fred Koenig, Missouri Conference, *The Missouri Conference*

Newspaper, Local or Regional

AWARD OF EXCELLENCE

Jennifer Davis Rash, The Alabama Baptist, *The Alabama Baptist newspaper*

CERTIFICATE OF MERIT

Jessica Brodie, South Carolina United Methodist Advocate, *South Carolina United Methodist Advocate*

Newsletter, National

AWARD OF EXCELLENCE

Stephen Padre, Doug Puller, Jennifer Gonzalez and Adlai Amor, Bread for the World, *Bread Newsletter*

Newsletter, Local or Regional

AWARD OF EXCELLENCE

Bee Moorhead, Yaira Robinson and Sean Hennigan, Texas Impact, *Better Neighbors: Faith-Based Advocacy in Action*

CERTIFICATE OF MERIT

W. Evan Golder, Kendal at Home, *Le Chat*

CLASS B – PERIODICALS – SINGLE ISSUE



Best of Class

Mary Andreolli, North Carolina Conference of the United Methodist Church, *Every Day Grace Magazine*

Magazine, National

AWARD OF EXCELLENCE

Ashley Becker, Baptist World Alliance, *Baptist World*

CERTIFICATE OF MERIT

Curtis Ramsey-Lucas, American Baptist Home Mission Societies, *The Christian Citizen - Communities of Care: The Church & Mental Illness*

Magazine, Local or Regional

AWARD OF EXCELLENCE

Mary Andreolli, North Carolina Conference of the United Methodist Church, *Every Day Grace Magazine*

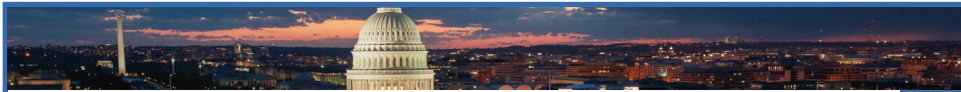
Miscellaneous

AWARD OF EXCELLENCE

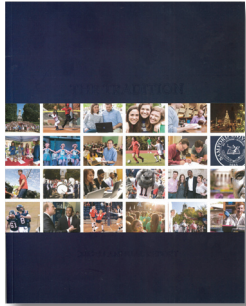
Jeffrey Lawrence and Carol Johnson, Presbyterian Church (U.S.A.), *2015 Presbyterian Mission Yearbook for Prayer & Study*

CERTIFICATE OF MERIT

Stephen Padre, Doug Puller, Michele Learner, Adlai Amor and Joseph Molieri, Bread for the World, *Bread for the World's 2014 Offering of Letters: Reforming U.S. Food Aid*



CLASS C – PUBLIC RELATIONS MATERIALS



Best of Class

Philip Poole and Janica York Carter, Samford University, *2013-2014 Annual Report, Samford University*

Poster

AWARD OF EXCELLENCE

Margaret Boone and Sam Locke, Presbyterian Church U.S.A., *2014 Christmas Joy Offering Poster*

Flyer

AWARD OF EXCELLENCE

Margaret Boone and Sam Locke, Presbyterian Church U.S.A., *2014 Peace & Global Witness Mailer*

Brochure

AWARD OF EXCELLENCE

James Rollins and Darcy Quigley, General Board of Global Ministries, *Connect to Global Mission: Resources and Opportunities for You and Your Church*

Jennifer Rodia, Ashleigh Joyner, Sophia Agtarap and Sheila Harrison, United Methodist Communications, Rethink Church, *Rethink Church Brochure*

Booklet

AWARD OF EXCELLENCE

Margaret Boone, Sam Locke and Tricia McReynolds, Presbyterian Church U.S.A., *2014 Special Offerings Action Kit*

Linda Simmons Hight, Freedom Magazine, Church of Scientology, *Voice of Humanity: Real Help - Real Issues, published June 2014*

Annual Report

AWARD OF EXCELLENCE

Philip Poole and Janica York Carter, Samford University, *2013-2014 Annual Report, Samford University*

Special Print Material

AWARD OF EXCELLENCE

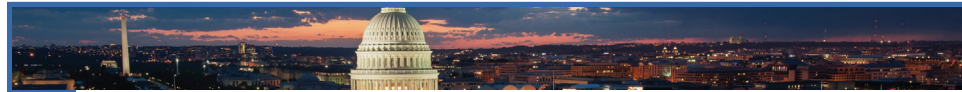
Monica M. McGinley, Medical Mission Sisters, *Medical Mission Sisters 2015 Calendar*

Press kits/Media kits

AWARD OF EXCELLENCE

Fito Moreno and Stephen Padre, Bread for the World, *2015 Hunger Report Media Kit*

DEROSE-HINKHOUSE MEMORIAL AWARDS



DEROSE-HINKHOUSE MEMORIAL AWARDS

Special Issue Publication

AWARD OF EXCELLENCE

Monica M. McGinley, Medical Mission Sisters, *Anna Dengel, MD - Founder of the Medical Mission Sisters*

Advertisement, Single Issue

AWARD OF EXCELLENCE

Doug Puller and Adlai Amor, Bread for the World, *Virginia District 10 Elections Ad*

Advertisement, Series

AWARD OF EXCELLENCE

Teresa Mader and Sam Locke, Presbyterian Church U.S.A., *Presbyterian Giving Catalog*

Miscellaneous

AWARD OF EXCELLENCE

Philip Poole and Janica York Carter, Samford University, *Know It, Share It Card*

Aaron Weaver and Travis Peterson, Cooperative Baptist Fellowship, *2014 General Assembly Guidebook*

CLASS D – WRITING FOR PUBLICATION



Best of Class

Linda Simmons Hight and Thomas G Whittle, Freedom Magazine, Church of Scientology International *Human Trafficking 2 part series: Out of the Shadows - 21st Century Slavery in America & The Price of Human Life*

Newspaper or Magazine News, single story

AWARD OF EXCELLENCE

Jessica Brodie, South Carolina United Methodist Advocate, *AC to Consider Resolution on Services for Mentally Ill Inmates*

Newspaper Feature, single story

AWARD OF EXCELLENCE

Jessica Brodie, South Carolina United Methodist Advocate, *Showing Up and Being Real*

Magazine Article, single article

AWARD OF EXCELLENCE

Ray Richmond and Richard Wieland, Freedom Magazine, Church of Scientology International, *A Swat Team + A Tank vs. A Mother Volume 4, Issue 2, September 2014*

CERTIFICATE OF MERIT

Ray Richmond, Freedom Magazine, Church of Scientology International, *Moving Past Racism*

Magazine Article, series

AWARD OF EXCELLENCE

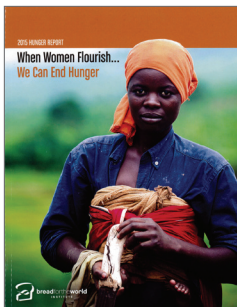
Linda Simmons Hight and Thomas G Whittle, Freedom Magazine, Church of Scientology International, *Human Trafficking 2 part series. Part 1: out of the Shadows - 21st Century Slavery in America, (Volume 46, Issue 1, August 2014) and The Price of Human Life (Volume 46, Issue 2, September 2014)*

Editorial

AWARD OF EXCELLENCE

Patrick Heery, Presbyterians Today, Presbyterian Church (U.S.A.), *Our Emmaus Road, Presbyterians Today, December 2014*

CLASS E – SPECIALIZED WRITING



Best of Class

Todd Post, Derek Schwabe, Michele Learner and Doug Puller, Bread for the World, *2015 Hunger Report: When Women Flourish... We Can End Hunger*

Book, adult

AWARD OF EXCELLENCE

Todd Post, Derek Schwabe, Michele Learner and Doug Puller, Bread for the World, *2015 Hunger Report: When Women Flourish... We Can End Hunger*

Web

AWARD OF EXCELLENCE

Melissa Hinnen, General Board of Global Ministry, *Philippines: New UMCOR Homes for Typhoon Survivors*

AWARD OF MERIT

Kathy Gilbert, United Methodist News Service, *Ebola Coverage 2014*

Non-Broadcast Script

AWARD OF EXCELLENCE

Caitlin Congdon and Jennifer Rodia, United Methodist Communications, Rethink Church, *How to Rethink Church through prison ministries*

CERTIFICATE OF MERIT

Jan Snider, United Methodist Communications, *A Global Chorus*

DeROSE-HINKHOUSE MEMORIAL AWARDS

Miscellaneous

AWARD OF EXCELLENCE

Praveena Balasundaram, United Methodist Women, *Welcomed By God: Welcoming All: United Methodist Women Program Book 2014-2015*

CERTIFICATE OF MERIT

Yaira Robinson and Sean Hennigan, Texas Interfaith Center for Public Policy, *The Death Penalty in Texas: A Study Guide for Texas Faith Communities*

CLASS F – GRAPHIC DESIGN, ART, AND PHOTOGRAPHY



Best of Class

Quentin Michel, Freedom Magazine, Church of Scientology International, *The Expansion Issue Cover Freedom Special Edition, December 2014*

Design, Overall Publication

AWARD OF EXCELLENCE

Doug Puller, Todd Post and Joseph Molieri, Bread for the World, *2015 Hunger Report: When Women Flourish... We Can End Hunger*

Laura Lee, Presbyterian Women, *Shanti Means Peace: The Story of the Fellowship of the Least Coin*
Quentin Michel, Freedom Magazine, Church of Scientology International, *The Expansion Issue, Freedom, Special Edition December 2014*

CERTIFICATE OF MERIT

James Rollins, General Board of Global Ministries, *The United Methodist Mission Map Connected In Mission: from Everywhere to Everywhere*

Design, Publication Cover

AWARD OF EXCELLENCE

Quentin Michel, Freedom Magazine, Church of Scientology International, *The Expansion Issue Cover Freedom Special Edition December 2014*

CERTIFICATE OF MERIT

Mark Thomson, Patrick Heery and Jeffrey Lawrence, Presbyterians Today, Presbyterian Church (U.S.A.), *Civil Rights - miles to go (Presbyterians Today, September 2014)*

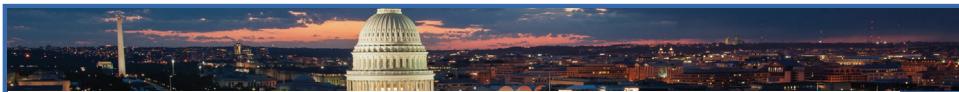
Illustration, Publication Cover

AWARD OF EXCELLENCE

C. Aaron Kreader, Brilliant Star/Bahá'í National Center, *Leaping with Love - Brilliant Star, November/December 2013*

Quentin Michel, Freedom Magazine, Church of Scientology International, *Are They Drugged to Death?*

DeROSE-HINKHOUSE MEMORIAL AWARDS



CERTIFICATE OF MERIT

Kathleen Barry, United Methodist Communications, *Call to Live Differently*

Photography, Color, Single Photo

CERTIFICATE OF MERIT

Mike DuBose, United Methodist News Service, *Desperate Journey*

Photography, Color, Series

AWARD OF EXCELLENCE

Mike DuBose, United Methodist News Service, *Global Health Initiative*

CERTIFICATE OF MERIT

Quentin Michel, Freedom Magazine, Church of Scientology International, *Listen to the Teacher*

Logo/Branding Development

AWARD OF EXCELLENCE

Jennifer Rodia and Sherri Thiel, United Methodist Communications, *United Methodist Brand Manual*

Website Design

AWARD OF EXCELLENCE

Carolyn Conover, United Methodist Church of Greater New Jersey, *www.igniteng.org*

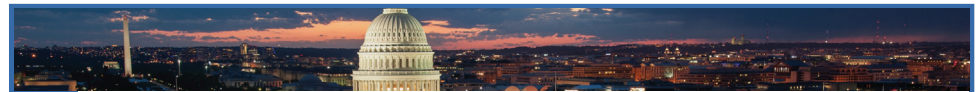
Miscellaneous

AWARD OF EXCELLENCE

Doug Puller, Joseph Molieri, Stephen Padre and Adlai Amor, Bread for the World, *Bread for the World's 2014 Offering of Letters: Reforming U.S. Food Aid*

CERTIFICATE OF MERIT

Carol Johnson and Pamela Burdine, Presbyterian Assistance (PDA), *Working with others through faith, love, and action*



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



Best of Class

Kari Carlson & Dr. Mary Nelson, Bahá'í National Center & Parliament of the World's Religions, *Heart of Faith*

Video, Documentary/Educational

AWARD OF EXCELLENCE

Jennifer Rodia, Ashleigh Joyner and Sophia Agtarap, United Methodist Communications, Rethink Church, *Restorative Justice: Prison Ministries*

CERTIFICATE OF MERIT

Joseph Molieri, Bread for the World, *Planting Seeds of Hope*

Carol Anne Dolan, Odyssey Networks,

Habitat for Humanity and the Theology of the Hammer

Video, Promotional/Informational

AWARD OF EXCELLENCE

Kari Carlson and Dr. Mary Nelson, Bahá'í National Center & Parliament of the World's Religions, *Heart of Faith*

CERTIFICATE OF MERIT

Jan Snider, United Methodist Communications, *Who I Am Called to Be*

Jeremy Joffe, Soka Gakkai International – USA, *BUDDHIST IN AMERICA*

Video, Entertainment/Inspirational

AWARD OF EXCELLENCE

Fran Coode Walsh and Lilla Marigza, United Methodist Communications, *UMTV: Young Cancer Survivor Cares for Kids*

CERTIFICATE OF MERIT

Philip Poole, Brad Radice and B.J. Millican, Samford University, *Shoe a Nation, Samford University*

Miscellaneous

AWARD OF EXCELLENCE

Anna Castelaz, Kari Carlson and Dr. Mary Nelson, Bahá'í National Center & Parliament of the World's Religions, *Our Soul's Aspiration*

CERTIFICATE OF MERIT

Jan Snider, United Methodist Communications, *Seeing Beauty in Sierra Leone*

CLASS H – PUBLIC RELATIONS/ADVERTISING CAMPAIGN



Best of Class

Margaret Boone and Sam Locke, Presbyterian Church (U.S.A.), *2014 Special Offerings Campaign*

Advertising Campaign

AWARD OF EXCELLENCE

Doug Puller and Adlai Amor, Bread for the World, *Thank You Ad Series*

CERTIFICATE OF MERIT

Carolyn Conover, Brittney Reilly, Andrew Ryoo and Chris Carter, United Methodist Church of Greater New Jersey, *A Future with Hope Integrated Marketing Campaign*

Integrated Marketing Campaign

AWARD OF EXCELLENCE

Myca Alford and Poonam Patodia, United Methodist Communications, *Imagine No Malaria - Advent 2015 Campaign*

Fundraising Campaign

AWARD OF EXCELLENCE

Margaret Boone and Sam Locke, Presbyterian Church (U.S.A.), *2014 Special Offerings Campaign*

CERTIFICATE OF MERIT

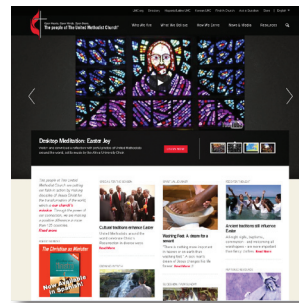
Candice Young and Jeff Huett, Cooperative Baptist Fellowship, *2014-2015 DBF #Endhunger Offering for Global Missions*

Best Display or Exhibit

AWARD OF EXCELLENCE

Doug Puller and Stephen Padre, Bread for the World, *40th Anniversary timeline display*

CLASS I – DIGITAL COMMUNICATIONS



Best of Class

Poonam Patodia, Kay Panovec, Danny Mai, Fran Walsh, Sheila Mayfield, Lane Denson, Cindy Caldwell and Laurens Glass, United Methodist Communications, <http://www.umc.org> - *Denominational website for The United Methodist Church*

Website

AWARD OF EXCELLENCE

Poonam Patodia, Kay Panovec, Danny Mai, Fran Walsh, Sheila Mayfield, Lane Denson, Cindy Caldwell and Laurens Glass, United Methodist Communications, <http://www.umc.org> - *Denominational website for The United Methodist Church*

CERTIFICATE OF MERIT

Margaret Wilbur, United Methodist Women, *United Methodist Women Web Site*

E. Newsletter Series

AWARD OF EXCELLENCE

Stephen Padre, Doug Puller, Jennifer Gonzalez, Joseph Molieri, Sonora Bostian-Posner and Adlai Amor, *Bread for the World, Bread e-Newsletter*

CERTIFICATE OF MERIT

Linda Post Bushkofsky, Women of the ELCA, *Bold Connections*

E. Newsletter Single Issue

AWARD OF EXCELLENCE

Joyce Litoff, Bahá'ís of the United States, *US Bahá'í News*

CERTIFICATE OF MERIT

Jocelyn Thomas, Holy Name Province, *HNP Today, November 19 issue*

Podcast Series

AWARD OF EXCELLENCE

Elizabeth McBride, Women of the ELCA, *Café Podcasts*

Miscellaneous

AWARD OF EXCELLENCE

Sarah Carson, The Church of the Holy Spirit, *The Church of the Holy Spirit*

CERTIFICATE OF MERIT

Sarah Carson, The Church of the Holy Spirit, *Rest in Peace and Rise in Glory Email Template*

CLASS J – SOCIAL MEDIA



Best of Class

Myca Alford and Poonam Patodia, United Methodist Communications, *Imagine No Malaria - Advent 2015 Campaign*

Social Media Campaign

AWARD OF EXCELLENCE

Cherilyn Crowe and Jordan Edwards, Baptist Joint Committee for Religious Liberty, *BJC's Giving Tuesday*

Social Media Strategy

AWARD OF EXCELLENCE

Myca Alford and Poonam Patodia, United Methodist Communications, *Imagine No Malaria - Advent 2015 Campaign*

Blog Series

AWARD OF EXCELLENCE

Robin Stephenson, Jennifer Gonzalez, Sarah Godfrey, Bread for the World, *Bread Blog - series of posts on food aid around the world*

Robin Stephenson, Jennifer Gonzalez, Sarah Godfrey, Bread for the World, *Bread Blog - series of posts on immigrations*

Chris Herlinger, Church World Service, *Blog series on hunger, climate and development in the Chaco region, South America*

Larry Hollon, United Methodist Communications, *Moving Forward and Looking Back*

Larry Hollon, United Methodist Communications, *Faith Media + Culture: Communication in the Midst of Ebola*

Aaron Weaver, Cooperative Baptist Fellowship, *CBF celebrates Pastoral Care Week*

CERTIFICATE OF MERIT

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

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 H – PUBLIC RELATIONS/ADVERTISING CAMPAIGN



Integrated Marketing Campaign

Leticia F. LaFontaine, United Methodist Communications, *Introducing The 2015 United Methodist Program Calendar Video*



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