

# 2012 DeRose-Hinkhouse Memorial Awards Religion Communicators Council



## Description of classes and categories

*Communication material must be completed in calendar year 2011.*

This information describes the classes (A through J) of entries and multiple categories within each class. For judging purposes, each entry must be assigned to a specific class and category. See the entry form for more details. **Please place each entry in a separate envelope with the category and title of the entry on the entry envelope (separate from the mailing envelope.)**

### Class A Periodicals

*(Submit two or more successive issues of the periodical.)*

1. **Magazine, National** *(Issued periodically – at least twice annually – for internal or external audiences.)*
2. **Magazine, Local or Regional** *(Issued periodically – at least twice annually – for internal or external audiences.)*
3. **Newspaper, National** *(Issued periodically – at least four times annually – for internal or external audiences.)*
4. **Newspaper, Local or Regional** *(Issued periodically – at least four times annually – for internal or external audiences.)*
5. **Newsletter, National** *(Issued periodically – at least twice annually – for internal or external audiences. Generally a four-page publication, 8.5" x 11" or smaller.)*
6. **Newsletter, Local or Regional** *(Issued periodically – at least twice annually – for internal or external audiences. Generally a four page publication, 8.5" x 11" or smaller.)*
7. **Miscellaneous** *(Periodicals that do not appear to fit into the above categories)*

### Class B. Periodicals – Single Issue

*(Periodicals submitted in Class A may submit a single special issue for consideration in Class B.)*

1. **Magazine, National** *(Issued periodically – at least twice annually – for internal or external audiences.)*
2. **Magazine, Local or Regional** *(Issued periodically – at least twice annually – for internal or external audiences.)*
3. **Newspaper, National** *(Issued periodically – at least four times annually – for internal or external audiences.)*
4. **Newspaper, Local or Regional** *(Issued periodically – at least four times annually – for internal or external audiences.)*
5. **Newsletter, National** *(Issued periodically – at least twice annually – for internal or external audiences. Generally a four-page publication, 8.5" x 11" or smaller.)*
6. **Newsletter, Local or Regional** *(Issued periodically – at least twice annually – for internal or external audiences. Generally a four-page publication, 8.5" x 11" or smaller.)*
7. **Miscellaneous** *(Periodicals that do not appear to fit into the above categories)*

### Class C. Public Relations Materials

*(Submit the published version of a printed item. Follow other instructions, as noted, for non-print materials. A brief summary of the project or program is optional.*

*The summary may include:*

- a) *Objective – formulation of specific objectives and plans to achieve it;*
- b) *Method – communications techniques and tools employed to achieve objectives;*
- c) *Results – explanation of how results were measured, including cost effectiveness, and to what extent objectives were reached.*

1. **Poster** *(Describes the institution or organization and/or its special services, single sheet.)*
2. **Flyer** *(Describes the institution or organization and/or its special services, single sheet.)*
3. **Brochure** *(Describes the institution or organization and/or its special services. Folded single sheet.)*

4. **Booklet** (*Multi-paged piece that describes the institution or organization and/or its special services. Includes handbooks, training books and catalogs. May be in booklet or tabloid format.*)
5. **Annual Report**
6. **Special Print Material** (*Special promotion item, card, calendar, etc.*)
7. **Press kits/Media kits**
8. **Special issue publication** (*religious observation, etc.*)
9. **Advertisement, single issue** (*Published. Submit tear-sheet.*)
10. **Advertisement, series** (*Published. Submit tear-sheet.*)
11. **Miscellaneous** (*Entries that do not appear to fit into the above categories*)

### **Class D. Writing for publication**

*(Submit the published version of the entry. Author must be an RCC member.)*

1. **Newspaper or Magazine News, single story** (*Single published news story.*)
2. **Newspaper or Magazine News, series** (*A planned set of news stories with a common theme, by a single writer.*)
3. **Newspaper Feature, single story** (*Single published feature story.*)
4. **Newspaper Feature, series** (*A planned set of feature stories with a common theme, by a single writer.*)
5. **Magazine Article, single article** (*Single published article.*)
6. **Magazine Article, series** (*A planned set of stories with a common theme, by a single writer.*)
7. **Editorial** (*Article published as a periodical's official expression of opinion.*)
8. **Miscellaneous** (*Entries that do not fit into the above categories*)

### **Class E. Specialized Writing**

*(Submit the published version of the entry. Author must be an RCC member.)*

1. **Book, adult** (*Published fiction or nonfiction. Focus will be on content and writing style. Appearance is a secondary consideration.*)
2. **Book, youth** (*Published fiction or nonfiction. Focus will be on content and writing style. Appearance is a secondary consideration.*)
3. **Book, children** (*Published fiction or nonfiction. Focus will be on content and writing style. Appearance is a secondary consideration.*)
4. **Web** (*Written for online publication.*)
5. **Non-broadcast script** (*Written for audio or video. Includes writing for PowerPoint presentation.*)
6. **Broadcast script** (*Written for audio or video.*)
7. **Miscellaneous** (*Entries that do not fit into the above categories*)

### **Class F. Graphic Design, Art, and Photography**

*(Submit the published version of the entry. Artist, designer, photographer must be an RCC member.)*

1. **Design, Overall Publication**
2. **Design, Publication Cover**
3. **Illustration**
4. **Illustration, Publication Cover**
5. **Photography, B&W, Single Photo** (*Black-and-white photo produced for publication, display or audiovisual use. Submit published version.*)
6. **Photography, B&W, Series** (*Black-and-white series of photos with a common theme or purpose, produced for publication, display, or audiovisual use. Submit published version.*)
7. **Photography, Color, Single Photo** (*Color photo produced for publication, display, or audiovisual use. Submit published version.*)
8. **Photography, Color, Series** (*Color series of photos with a common theme or purpose, produced for publication, display, or audiovisual use. Submit published version.*)
9. **Logo/branding development**
10. **Website Design** (*see also category "I" for instructions on submitting entry*)
11. **CD/DVD Cover/packaging**

## 12. Miscellaneous (*Entries that do not appear to fit into the above categories*)

### **Class G. Audio & Video, Broadcast, Non-broadcast, and Cable**

*(Submit radio entries on CD. Submit video entries on DVD. Submit the published version of print material.. A brief summary of the project or program is optional.*

*The summary may include:*

- a) Objective – formulation of specific objectives and plans to achieve it;*
- b) Method – PR techniques and tools employed to achieve objective;*
- c) Results – explanation of how results were measured, including cost effectiveness, and to what extent objectives were reached.*

1. **Radio Program or Series** (*Submit one program. Can be either feature or news material.*)
2. **Broadcast/Cable TV, National Program** (*Program must have been produced for national distribution. Include airdate.*)
3. **Broadcast/Cable TV, Local or Regional Program** (*Must have been produced for local or regional distribution. Include airdate.*)
4. **Broadcast/Cable TV, Series** (*Can be national, regional or local. Submit one program.*)
5. **Radio, single segment** (*Produced for inclusion in longer broadcast. Can be either feature or news material.*)
6. **Television, single segment** (*Produced for inclusion in longer broadcast. Can be either feature or news material.*)
7. **Radio Commercial or Public Service Announcement or Series.** (*Submit CD with a print copy of script.*)
8. **Television Commercial or Public Service Announcement or Series.** (*Submit DVD with a print copy of script.*)
9. **Audio** (*Submit CD. If part of a series, submit one program.*)
10. **Video, Documentary/Educational** (*If part of a series, submit one program on DVD.*)
11. **Video, Promotional/Informational** (*If part of a series, submit one program on DVD.*)
12. **Video, Entertainment/Inspirational** (*If part of a series, submit one program on DVD.*)
13. **Miscellaneous** (*Entries that do not appear to fit into the above categories, includes PSAs for radio and television*)

### **Class H. Public Relations / Advertising Campaign**

*(Submit radio entries on CD. Submit video entries on DVD. Submit the published version of print material. A brief summary of the project or program is optional.*

*Include in the summary:*

- a) Objective – formulation of specific objectives and plans to achieve it;*
- b) Method – PR techniques and tools employed to achieve objective;*
- c) Results – explanation of how results were measured, including cost effectiveness, and to what extent objectives were reached.*

1. **Advertising Campaign** (*Series of broadcast, electronic and/or print ads designed to advertise the institution or a special project/event. Campaign must exceed one week in length.*)
2. **Public Relations Campaign** (*Supporting material such as photographs, publications, newspapers, magazine clippings, mugs, etc.*)
3. **Integrated Marketing Campaign** (*Campaign using multiple marketing techniques and set of materials to achieve specific goals.*)
4. **Fundraising Campaign**
5. **Disaster response support materials**
6. **NEW Best Display or Exhibit**
7. **Miscellaneous** (*Entries that do not appear to fit into the above categories*)

### **Class I: Digital Communications** (*expanded categories*)

*(optional) A brief summary of the project or program may include:*

- a) Objective- formulation of specific objectives and plans to achieve it;*
- b) Method- communication techniques and tools employed to achieve objective;*

c) *Results- explanation of metrics, ROI, cost effectiveness and to what extent objective(s) were met.*

1. **Website** (*submit URL of the site. It will be viewed during the months of Jan- Feb. 2012.*)
2. **E. Newsletter Series** (*send a PDF of the series. Primary editor must be a current member of RCC.*)
3. **E. Newsletter Single Issue** (*send a PDF of the issue. Primary editor must be a current member of RCC.*)
4. **E. Magazine** (*issued periodically—at least twice annually—for internal or external audiences. Please provide a PDF of the magazine. Primary editor must be a current member of RCC.*)
5. **E. Magazine Single Issue** (*send a PDF of the issue. Primary editor must be a current member of RCC.*)
6. **E. Newspaper** (*issued periodically—at least twice annually—for internal or external audiences. Please provide a PDF of the series. Primary editor must be a current member of RCC.*)
7. **E Newspaper Single Issue** (*send a PDF or HTML of the issue. Primary editor must be a current member of RCC.*)
8. **Podcast Series** (*submit a digital media file or CD with the three broadcasts. Producer must be a current member of RCC.*)
9. **Podcast** (*submit a digital media file or CD of the broadcast. Producer must be a current member of RCC.*)
10. **Miscellaneous** (*entries that do not appear to fit into the above categories.*)

### **Class J: Social Media** (*expanded categories*)

(*optional*) A brief summary of the project or program may include:

- a) *Objective- formulation of specific objectives and plans to achieve it;*
- b) *Method- communication techniques and tools employed to achieve objective;*
- c) *Results- explanation of metrics, ROI, cost effectiveness and to what extent objective(s) were met.*

1. **Social Media Campaign** (*submit PDF's of screenshots, links, or other supporting material to give overview of campaign. Campaign director must be current member of RCC*)
2. **Social Media Strategy** (*submit strategic plan, metrics, and other supporting material to measure outcomes. Developer must be current member of RCC.*)
3. **Webcast Series** (*submit digital files of at least three episodes or links to archives. Producer must be current member of RCC.*)
4. **Webcast** (*submit digital file or link to archive. Producer must be current member of RCC.*)
5. **Webinar Series** (*submit digital files of at least three episodes or links to archives. Producer must be current member of RCC.*)
6. **Webinar** (*submit digital file or link to archive. Producer must be current member of RCC.*)
7. **Blog Series** (*submit digital files of at least three entries or links to archives. Producer must be current member of RCC.*)
8. **Blog** (*submit digital file or link to archive. Producer must be current member of RCC.*)
9. **Vlog Series** (*submit digital files of at least three episodes or links to archives. Producer must be current member of RCC.*)
10. **Vlog** (*submit digital file or link to archive. Producer must be current member of RCC.*)