

## 2011 DeRose-Hinkhouse Memorial Awards Religion Communicators Council



### Description of classes and categories

*Communication material must be completed in calendar year 2010.*

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. **Each entry needs to be in a separate envelope with the title of the entry on the 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. Include a one-page, double-spaced summary of the project or program.)*

**Include in the summary:**

- 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 cassette. Submit video entries on DVD. Submit the published version of print material. Include a one to two page, double-spaced summary of the project or program.*

**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. **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 cassette. Submit video entries on DVD. Submit the published version of print material. Include a one to two page, double-spaced summary of the project or program.*

### **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. **NEW Fundraising Campaign**
5. **NEW Disaster response support materials**

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

### **Class I. Internet Communication**

*(Include a one page, double-spaced summary of the project or program.*

**The summary must 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. **Website** (*Submit URL of your site.. Site will be viewed during the January-February judging period.*)
2. **Electronic Newsletter** (*Submit a CD with specific viewing instructions and a printout of the newsletter. Primary editor must be an RCC member.*)
3. **Blogs** (*Submit a CD with specific viewing instructions and a printout of submitted selection. Blog editor/principal writer must be an RCC member.*)
4. **Podcasts** (*Submit a CD with episode and a link to podcast Producer must be an RCC member*)
5. **Miscellaneous** (*Entries that do not appear to fit into the above categories*)

### **Class J. Social Media**

*(Include a one page, double-spaced summary of the project or program.*

**The summary must 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 how social media provided connection and measurable results that enabled the organization to further its vision and mission*

1. Social Media Campaigns
2. Best Facebook or Twitter
3. Miscellaneous (for entries that do not appear to fit into the above categories)