2017 DeRose-Hinkhouse Memorial Awards
Religion Communicators Council
Description of classes and categories
Communication material must be completed in calendar year 2016.

This information describes the classes (A through J) of entries and categories within each class.
For judging purposes, each entry must be assigned to a specific class and category. See the entry form for 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 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 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** *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** *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** *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 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.*
   a. *15 Minutes or more*
   b. *Less than 15 minutes*
2. **Broadcast/Cable TV, National 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 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. **Best Display or Exhibit**
7. **Miscellaneous** *Entries that do not fit into the above categories*

Class I: Digital Communications

(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, 2017.*
2. **E-Newsletter Series** *Send a PDF of the series. Primary editor must be a current RCC member.*
3. **E-Newsletter Single Issue** *Send a PDF of the issue. Primary editor must be a current RCC member.*
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 RCC member.*
5. **E-Magazine Single Issue** *Send a PDF of the issue. Primary editor must be a current RCC member.*
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 RCC member.*
7. **E-Newspaper Single Issue** *Send a PDF or HTML of issue. Primary editor must be a current RCC member.*
8. **Podcast Series** *Submit a digital media file or CD with 3 broadcasts. Producer must be current RCC member.*
9. **Podcast** *Submit a digital media file or CD with broadcast. Producer must be current RCC member.*
10. **Miscellaneous** *entries that do not fit in the above categories.*

Class J: Social Media
(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 RCC member*
2. **Social Media Strategy** *Submit strategic plan, metrics, and other supporting material to measure outcomes. Developer must be current RCC member.*
3. **Webcast Series** *Submit digital files of at least three episodes or links to archives. Producer must be current RCC member.*
4. **Webcast** *Submit digital file or link to archive. Producer must be current RCC member.*
5. **Webinar Series** *Submit digital files of at least three episodes or links to archives. Producer must be current RCC member.*
6. **Webinar** *Submit digital file or link to archive. Producer must be current RCC member.*
7. **Blog Series** *Submit digital files of at least three entries or links to archives. Producer must be current RCC member.*
8. **Blog** *Submit digital file or link to archive. Producer must be current RCC member.*
9. **Vlog Series** *Submit digital files of at least three episodes or links to archives. Producer must be current RCC member.*
10. **Vlog** *Submit digital file or link to archive. Producer must be current RCC member.*