

2018 DeRose-Hinkhouse Memorial Awards

Religion Communicators Council

Description of classes and categories

Communication material must be completed in calendar year 2017.



This information describes the classes (A through I) 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. Class A and B focus on materials published and distributed by the submitter's organization. Primary editor/author must be a current RCC member.

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. **E-Magazine** Issued periodically—at least twice annually—for internal or external audiences. Please provide a PDF of the magazine.
4. **Newspaper, National** Issued periodically--at least four times annually--for internal or external audiences.
5. **Newspaper, Local or Regional** Issued periodically--at least four times annually--for internal or external audiences.
6. **E-Newspaper**, Issued periodically—at least four times annually—for internal or external audiences. Please provide a PDF of the series.
7. **Newsletter, National** Issued periodically--at least twice annually--for internal or external audiences. Generally a four-page publication, 8.5" x 11" or smaller.
8. **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.
9. **E-Newsletter** Send a PDF of the series.

Class B. Periodicals--Single Issue

Periodicals submitted in Class A may submit a single special issue for consideration in Class B. Class A and B focus on materials published and distributed by the submitter's organization. Primary editor/author must be a current RCC member.

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. **E-Magazine** Issued periodically—at least twice annually—for internal or external audiences. Please provide a PDF of the magazine.
4. **Newspaper, National** Issued periodically--at least four times annually--for internal or external audiences.
5. **Newspaper, Local or Regional** Issued periodically--at least four times annually--for internal or external audiences.
6. **E-Newspaper**, Issued periodically—at least four times annually—for internal or external audiences. Please provide a PDF of the series.
7. **Newsletter, National** Issued periodically--at least twice annually--for internal or external audiences. Generally a four-page publication, 8.5" x 11" or smaller.
8. **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.
9. **E-Newsletter** Send a PDF of the issue.

Class C. Writing for Publication

Submit the published version of the entry. Class C is intended for materials published and distributed by an organization outside of the submitter's organization. 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.*

Class D. 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.*

Class E. 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, Digital, Single Photo** *Photo produced for publication, display or audiovisual use. Submit published version.*
6. **Photography, Digital, Series** *Series of photos with a common theme or purpose, produced for publication, display, or audiovisual use. Submit published version.*
7. **Photography, Film, Single Photo** *Photo produced for publication, display, or audiovisual use. Submit published version*
8. **Photography, Film, Series** *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** *Submit URL of the site. It will be viewed during the months of Jan-Feb 2018*
11. **CD/DVD or other media cover/packaging**

Class F. Audio & Video, Broadcast, Non-broadcast, and Cable

Submit radio entries on CD, as an mp3 file on a USB drive, or if available online, provide a link to the segment. Submit video entries on DVD. Submit the published version of print material. A brief summary of the project or program is optional. Producer must be a current RCC member.

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 airdates.*
3. **Broadcast/Cable TV, Local or Regional Program** *Must have been produced for local or regional distribution. Include airdates.*
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.*

Class G. 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. Project manager must be a current RCC member.

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.*

Class H. Public Relations / Advertising Campaign

Submit radio entries on CD or as an mp3 file on a USB drive. Submit video entries on DVD. Submit the published version of print material. A brief summary of the project or program is optional. Campaign directors must be current RCC members.

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. **Social Media Campaign** *Submit PDFs of screenshots, links, or other supporting material to give overview of campaign.*
5. **Fundraising Campaign**
6. **Disaster Response Support Materials**
7. **Best Display or Exhibit**

Class I: Digital Media

Refer to individual categories for submission instructions. In all instances, producer or principal contributor must

be a current RCC member.

(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 using the months of Jan-Feb, 2018. Note: This category will look at content, and not just design of the website (see Category E-10)*
- 2. Webcast Series** *Submit digital files of at least three episodes or links to archives.*
- 3. Single Webcast** *Submit digital file or link to archive.*
- 4. Webinar Series** *Submit digital files of at least three episodes or links to archives.*
- 5. Single Webinar** *Submit digital file or link to archive.*
- 6. Blog** *Submit digital files of at least three entries or links to archives.*
- 7. Individual Blog Entry** *Submit digital file or link to archive.*
- 8. Podcast Series** *Submit a digital media file or CD with 3 broadcasts.*
- 9. Individual Podcast Episode** *Submit a digital media file or CD with broadcast.*
- 10. Vlog Series** *Submit digital files of at least three episodes or links to archives.*
- 11. Individual Vlog Entry** *Submit digital file or link to archive.*