



N A S H V I L L E 2 0 1 4

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COMMUNICATIONS
85 YEARS of EXCELLENCE!



DeRose-Hinkhouse AWARDS



Religion Communicators Convention
April 3, 2014 • The Inn at Opryland
Nashville, Tennessee

2014

GREAT CITY. GREAT PEOPLE. GREAT CONVENTION.



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 212 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. Faculty members from the Journalism and Mass Communications Department at Marshall University in Huntington, W.Va., were responsible for judging the projects of religion communication professionals across the country. *The Marshall University School of Journalism and Mass Communications (SOJMC)* department offers 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 U.S. News & World Report, CNN, PBS and a Pulitzer Prizewinning newspaper editor.

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



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 25 years in higher education

Allyson Goodman

Associate Professor, Marshall University

Relevant education, experience: Master of Science in mass communications; Education Specialist, Marshall University

Dr. Terry L. Hapney Jr.

Associate Professor, Marshall University

Relevant education, experience: Master of Journalism, Doctorate; teaches public relations

Dan Hollis

Associate Professor, Marshall University

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

Burnis Morris

Carter G. Woodson professor

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

Dr. Robert Rabe

Associate Professor, Marshall University

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

Dr. Michael Sheehy

Assistant professor, Marshall University

Relevant education, experience: Ph.D. in mass communications, 11 years teaching journalism, 20 years in professional journalism

Wm Travis 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

Sandra York

Assistant professor, Marshall University

Relevant education, experience: Faculty advisor for student newspaper, *The Parthenon*; teaches news reporting and writing



CLASS A – PERIODICALS



Best of Class

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*

Magazine, National

AWARD OF EXCELLENCE

Amethel Parel-Sewell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá'í National Center, *Brilliant Star 2013*

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*

Yvette Moore, Tara Barnes, Nilda Ferrari, Yun Nam “Kate” Kang, United Methodist Women, UMC, *response magazine*

Magazine, Local or Regional

AWARD OF EXCELLENCE

Fred Koenig, Missouri Annual Conference, UMC, *The Missouri Conference*

Newspaper, Local or Regional

AWARD OF EXCELLENCE

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

Newsletter, National

AWARD OF EXCELLENCE

Stephen Padre, Sarah Godfrey and Doug Puller, Bread for the World, *Bread newsletter*

CERTIFICATE OF MERIT

Linda Post Bushkofsky, Women of the ELCA, *Interchange* (June 2013, July 2013, November 2013)

Linda Post Bushkofsky, Women of the ELCA, *Intercambio* (Junio de 2013, Julio de 2013, Noviembre de 2013)

Newsletter, Local or Regional

AWARD OF EXCELLENCE

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

Miscellaneous

AWARD OF EXCELLENCE

John Spangler and Katy Giebenhain, Gettysburg Seminary, *Seminary Ridge Review*



CLASS B – PERIODICALS – SINGLE ISSUE



Best of Class

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*, September 2013, *War Beyond the Battlefield*

Magazine, National

AWARD OF EXCELLENCE

Brian E. Gray, National Catholic Educational Association, *Momentum Magazine*, September/October 2013

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Presbyterians Today*, September 2013, *War Beyond the Battlefield*

Sharon Dunne Gillies and Yvonne Hileman, Presbyterian Women, *Horizons Magazine*, September/October issue

CERTIFICATE OF MERIT

Amethel Parel-Sewell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá'í National Center, *Quest for Peace – Brilliant Star*, July/August 2013

Christi R. House and Hal Sadler, General Board of Global Ministries, UMC, *A World of Many Faiths*

Miscellaneous

AWARD OF EXCELLENCE

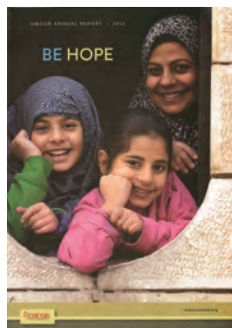
Billie Healy, Presbyterian Church (U.S.A.), *2014 Presbyterian Yearbook for Prayer and Study*

CERTIFICATE OF MERIT

Chelsea Quackenbush and Buckner Communications, *2013 Buckner Advent Devotional Guide*



CLASS C—PUBLIC RELATIONS MATERIALS



Best of Class

James Rollins, Hal Sadler, Darcy Quigley, Brenda Carr and Leigh Rogers, General Board of Global Ministries, United Methodist Committee on Relief (UMCOR), *UMCOR Annual Report 2012*

Poster

AWARD OF EXCELLENCE

Terry Barone, California Southern Baptist Convention, *From You to Eternity*

Margaret Boone and Same Locke, Presbyterian Church (U.S.A.), *2013 Peacemaking Offering*
Chelsea Quackenbush and Alan Paul, Buckner International, *Buckner Today – Family Place*

CERTIFICATE OF MERIT

Alan Paul, Buckner International, *Buckner National Missions Trip*

Flier

AWARD OF EXCELLENCE

Terry Barone, California Southern Baptist Convention, *From You to Eternity*
Alan Paul, Buckner International, *Be a Family*

CERTIFICATE OF MERIT

Alan Paul, Buckner International, *Buckner National Missions Trip*

Brochure

CERTIFICATE OF MERIT

Linda Post Bushkofsky, Women of ELCA, *a place for you*

Booklet

AWARD OF EXCELLENCE

Candice Young, Cooperative Baptist Fellowship, *Cooperative Baptist Fellowship Viewbook (2013-2014)*

Reva Hardina, Evangelical Lutheran Church in America, *Stewards of God's Love – A year-round guide to stewardship in your congregation*

Amelia Tucker-Shaw and Sherri Thiel, United Methodist Communications, *The United Methodist Church Handbook*

CERTIFICATE OF MERIT

Russell Dilday and Alan Paul, Buckner International, *Buckner Flagship brochures*



Annual Report

AWARD OF EXCELLENCE

James Rollins, Hal Sadler, Darcy Quigley, Brenda Carr and Leigh Rogers, General Board of Global Ministries, United Methodist Committee on Relief (UMCOR), *UMCOR Annual Report 2012*

Russell Dilday and Alan Paul, Buckner International, *Buckner 2012 Annual Report: Transform Lives, Change the World*

CERTIFICATE OF MERIT

Art Stricklin, Marketplace Ministries, *Annual Ministries Report 2012*

Special Print Material

AWARD OF EXCELLENCE

Alan Paul, Jenny Pope and Luis Perez, Buckner International, *Buckner Adoption & Foster Care Devotional Guide and Spiritual Addendum*

Stephanie Morris, Presbyterian Women, *Birthday Offering 2013*

CERTIFICATE OF MERIT

Ben Rhodes, Hal Sadler, Darcy Quigley, Brenda Carr and Teri Tynes, General Board of Global Ministries, UMC, *UMC Mission Map*

Special Issue Publication

AWARD OF EXCELLENCE

Alan Paul, Russell Dilday, Lauren Hollon Sturdy and Chelsea Quackenbush, Buckner International, *2013 Buckner Advent Devotional Guide*

CERTIFICATE OF MERIT

Rachel Claman, Melissa Ramirez Cooper, Connie Sletto, Colleen Dorner, Jan Rizzo and Irena Powers, Evangelical Lutheran Church in America, *Stories of Faith in Action*

Advertisement, Single Issue

AWARD OF EXCELLENCE

Reva Hardina, Evangelical Lutheran Church in America, *ELCA Foundation – Your Passion*

Advertisement, Series

AWARD OF EXCELLENCE

James Rollins, Hal Sadler, Darcy Quigley, Judith Santiago and Brenda Carr, General Board of Discipleship, United Methodist Committee on Relief (UMCOR), *Syria Ad series*

CERTIFICATE OF MERIT

Reva Hardina, Evangelical Church in America, *ELCA Fund for Leaders – A life of ministry*

Laury Rinker, Evangelical Church in America, *World Hunger Ad series*

Miscellaneous

AWARD OF EXCELLENCE

Alan Paul and Russell Dilday, Buckner International, *Baptist Retirement Community “Better Together” Ad Campaign*

Linda Post Bushkofsky and Elizabeth McBride, Women of the ELCA, *Daily Grace promotional cards*



CLASS D – WRITING FOR PUBLICATION



Best of Class

Scott Collins, Buckner international,
A Wing and a Prayer

Newspaper or Magazine News, Single Story

AWARD OF EXCELLENCE

Jennifer Davis Rash, The Alabama Baptist, *Unimaginable tragedy*

Newspaper or Magazine News, Series

AWARD OF EXCELLENCE

Melissa Ramirez Cooper, Evangelical Lutheran Church in America, *ELCA elects its first female presiding bishop*

Newspaper Feature, Single Story

AWARD OF EXCELLENCE

Candice Hill Buchbinder, Evangelical Lutheran Church in America, *ELCA young adults land on their feet*

Magazine Article, Single Article

AWARD OF EXCELLENCE

Scott Collins, Buckner international, *A Wing and a Prayer*

CERTIFICATE OF MERIT

Lauren Hollon Sturdy, Buckner International, *A life redeemed, a family transformed: Family Place mom overcomes her past to claim God's future*

Editorial

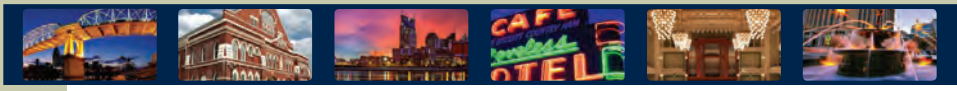
AWARD OF EXCELLENCE

Beth A. Richardson, Alive Now, The Upper Room, *Editorial on Injustice, Alive Now, Sept/Oct 2013*

Miscellaneous

AWARD OF EXCELLENCE

Russell Dilday and Alan Paul, Buckner International, *Goodbye Ms. Barbara*



CLASS E – SPECIALIZED WRITING



Best of Class

Bee Moorhead, Texas Interfaith Center for Public Policy, *Wondering about mental health coverage in the new health insurance marketplace?*

Web

AWARD OF EXCELLENCE

Linda Bloom, United Methodist Communications/United Methodist News Service, *The Church in China*

Non-Broadcast Script

AWARD OF EXCELLENCE

Scott Collins, Buckner International, *Legacy of Hope video*

Miscellaneous

AWARD OF EXCELLENCE

Bee Moorhead, Texas Interfaith Center for Public Policy, *Wondering about mental health coverage in the new health insurance marketplace?*

Andrea Earl, Texas interfaith Center for Public Policy, *Wholeness Not Perfection: An Interfaith Framework For Mental Health*

CLASS F – GRAPHIC DESIGN, ART, AND PHOTOGRAPHY



Best of Class

Mike DuBose, United Methodist Communications/United Methodist News Service, *Typhoon Haiyan*



Design, Overall Publication

AWARD OF EXCELLENCE

Doug Puller, Joseph Molieri, Todd Post, Derek Schwabe, Michelle Learner and Alan Paul, Buckner International, *Buckner 2013 Advent Guide*

CERTIFICATE OF MERIT

Carol Johnson, Paul Seebach and Vera White, Presbyterian Church U.S.A., *1001 worshipping communities brochure/handout*

Design, Publication Cover

AWARD OF EXCELLENCE

Patrick Heery, Jeffrey Lawrence and Mark Thomson, Presbyterian Church U.S.A., *Art as Worship, Presbyterians Today*, April 2013

Photography, Color, Single Photo

AWARD OF EXCELLENCE

Russell Dilday, Buckner International, *In Her Eyes: The Elya Nauta Adoption Story*

Photography, Color, Series

AWARD OF EXCELLENCE

Mike DuBose, United Methodist Communications/United Methodist News Service, *Typhoon Haiyan*

CERTIFICATE OF MERIT

Kathleen Barry, United Methodist Communications/United Methodist News Service, *RETHINK Advent*

Logo/Branding Development

AWARD OF EXCELLENCE

John Spangler and Katy Giebenhain, Gettysburg Seminary, *Seminary Ridge logo*

Website Design

AWARD OF EXCELLENCE

Philip Miller, Kristen Koshinen, Tracie Watkins, Forrest Meyer, Melissa Ramirez Cooper, Laury Rinker, Connie Sletto, Rachel Claman, Reva Hardina and Erin Strybis, Evangelical Lutheran Church in America, *ELCA.org* website

CD/DVD Cover/Packaging

AWARD OF EXCELLENCE

Debbie Paris, Presbyterian Women, *An Abiding Hope* audio set

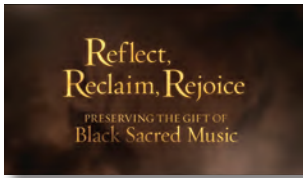
Miscellaneous

AWARD OF EXCELLENCE

Doug Puller, Bread for the World, *Bread for the World's 2013 Offering of Letters: A Place at the Table*



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



Best of Class

Steve Horswill-Johnston, Carolyn Dandridge, General Board of Discipleship, UMC, *Reflect, Reclaim, Rejoice: Preserving the Gift of Black Sacred Music*

Broadcast/Cable TV National Program

AWARD OF EXCELLENCE

Debra Gonsler Vinik, Ph.D., Diva Communications, *Divine Prescription: Stories of Faith, Health and Community*

Television Commercial or PSA or Series

AWARD OF EXCELLENCE

Philip Poole and Brad Radice, Samford University, *Bobby Bowden, Samford University*

Video, Documentary/Educational

AWARD OF EXCELLENCE

David Barnhart, Presbyterian Disaster Assistance – PSUSA, *Tapestry: Reweaving the fabric of community after public violence*

Steve Horswill-Johnston, Carolyn Dandridge, General Board of Discipleship, UMC, *Reflect, Reclaim, Rejoice: Preserving the Gift of Black Sacred Music*

Video, Promotional/Informational

AWARD OF EXCELLENCE

Jan Snider and Harry Leake, United Methodist Communications, *The Movement*

Video, Entertainment/Inspirational

AWARD OF EXCELLENCE

Fran Coode Walsh and Lilla Marigza, United Methodist Communications, *UMTV: Vital Church Makes Disciples*

Miscellaneous

AWARD OF EXCELLENCE

Jan Snider, Ben Rhodes and Evelyn Warren, United Methodist Communications, *Giving Tuesday, Christmas Morning*



CLASS H – PUBLIC RELATIONS/ADVERTISING CAMPAIGN



Best of Class

Alan Paul, Russell Dilday and Scott Collins, Buckner International, *A Legacy of Hope Collateral*



Integrated Marketing Campaign

AWARD OF EXCELLENCE

Linda Post Bushkofsky, Women of the ELCA, *Triennial Gathering marketing campaign*

CERTIFICATE OF MERIT

Reva Hardina, Evangelical Lutheran Church in America, *ELCA Fund for Leaders integrated Campaign*

Fundraising Campaign

AWARD OF EXCELLENCE

Alan Paul, Russell Dilday and Scott Collins, Buckner International, *A Legacy of Hope Collateral*

CERTIFICATE OF MERIT

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

Disaster Response Support Materials

AWARD OF EXCELLENCE

Pamela Burdine and Mark Thomson, Presbyterian Disaster Assistance, *Hurricane Sandy mailer*

Miscellaneous

AWARD OF EXCELLENCE

Scott Collins, Buckner International, *Buckner International Rebranding campaign*

CERTIFICATE OF MERIT

Sarah Godfrey, Robin Stephenson, Kristen Archer, Arnulfo Moreno and Stephen Padre, Bread for the World, *Media Campaign for the Launch of the 2014 Hunger Report (Nov 25, 2013)*



CLASS I – DIGITAL COMMUNICATIONS

Best of Class

Beth A. Richardson, *Alive Now*, The Upper Room, *Alive Now* magazine, digital edition



Website

AWARD OF EXCELLENCE

Hans Friedhoff, Sonora Bostian, Stephen Padre, Todd Post, Derek Schwabe and Doug Puller,

Bread for the World, www.hungerreport.org – digital version of the 2014 Hunger report
 Hans Friedhoff and Sonora Bostian, Bread for the World, www.offeringofletters.org,
 the website of Bread for the World's 2013 Offering of Letters

Philip Miller, Kristen Koshinen, Tracie Watkins, Forrest Meyer, Melissa Ramirez Cooper, Laury Rinker, Connie Sletto, Rachel Claman, Reva Hardina and Erin Strybis, Evangelical Lutheran Church in America, www.ELCA.org website

Certificate of Merit

Amethel Parel-Swell, C. Aaron Kreader and Amy Renshaw, Brilliant Star/Bahá'í National Center, www.brilliantstarmagazine.org, *Brilliant Star* online

E. Newsletter Series

AWARD OF EXCELLENCE

Lauren Hollon Sturdy, Buckner International, *eConnect*

Linda Post Bushkofsky and Elizabeth McBride, Women of the ELCA, *Bold Connections*

CERTIFICATE OF MERIT

Stephen Padre, Sarah Godfrey, Sonora Bostian, Hans Friedhoff and Doug Puller, Bread for the World, *E-Bread* newsletter

E. Newsletter

CERTIFICATE OF MERIT

Fred Koenig, Missouri Conference, *Digital Edition of The Missouri Methodists*

Podcast Series

CERTIFICATE OF MERIT

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

Miscellaneous

CERTIFICATE OF MERIT

Christopher H. Zakian, Diocese of the Armenian Church of America (Eastern), *Transfiguration* (1st in periodical series): *Living the Gospel of Christ*



CLASS J – SOCIAL MEDIA

Best of Class

Jan Rizzo, Evangelical Lutheran Church in America,
Facebook Advent Campaign



Social Media Campaign

AWARD OF EXCELLENCE

Jan Rizzo, Evangelical Lutheran Church in America,
Facebook Advent Campaign

CERTIFICATE OF MERIT

Jan Rizzo, Evangelical Lutheran Church in America,
Facebook 25th Anniversary Campaign

Social Media Strategy

AWARD OF EXCELLENCE

Reva Hardina, Evangelical Church in America, *ELCA Church-wide Assembly Social Media Strategy*

Webcast Series

AWARD OF EXCELLENCE

Sean Hennigan and Yaira Robinson, *Texas Interfaith Center for Public Policy, So You've Got Climate Change: Living In A Warmer World*

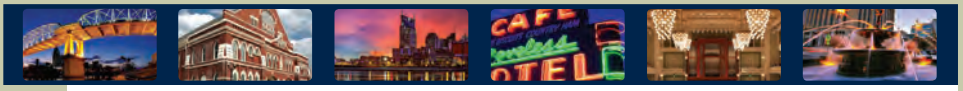
Blog Series

AWARD OF EXCELLENCE

Sarah Godfrey and Robin Stephenson, Bread for the World, *Voice of Hunger/Voices of SNAP/Voices of WIC*

CERTIFICATE OF MERIT

Aaron Weaver, Cooperative Baptist Fellowship, *At the Table: Baptists Fight Hunger*



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

Video, Documentary/Educational

Burton Buller, Buller Films LLC, *The Amish: Barn Raising Day*



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