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New Media

2009 Robert L. Robertson Awards of Excellence in Communitation

North Texas Conference

North Texas Conference

The Communications Commission of the North Texas Conference of the United Methodist church is sponsoring the 5th Annual Robertson awards to recognize excellence in church communications. The focus of the Robertson Awards is communication that effectively facilitates the central mission of the United Methodist Church, equipping disciples for Jesus Christ. Awards will be given in the categories of photography, newsletters, websites, and new media, and be presented at the Annual Conference Communications Banquet on Monday, June 8, 2009 at the Plano Convention Center. In addition to recognizing excellent achievements in communications, the Robertson Awards seek to facilitate awareness and creative use of new communication tools and techniques.

Entry Deadline: May 15, 2009

Submit Entry Forms & Items (photos, newsletters) to:

NTC Communications Office
PO Box 866128
Plano, Texas 75086-6128

New Media entries may be mailed or sent via e-mail to
RobertsonAwards@ntcumc.org.

Judging: Entries for the first 3 categories will be judged by volunteers from the Religion Communicators Council.

Beneficiary: All proceeds from entry fees in excess of expenses will go to the Robert L. Robertson Scholarship Fund.

Plaques: Plaques will be given to recognize all major category winners. Other awards will be recognized with certificates.

Questions: Contact Dr. Joan LaBarr, Communications Director, at labarr@ntcumc.org or 972-526-5036, 800 969-8201.

Banquet: The Communications Banquet is Monday, June 8 from Noon-1:30pm at the Plano Convention Center. Our focus this year will be on new media (YouTube, Twitter, blogs, podcasts, . . .) Reservations are required if you plan to eat lunch. This cost is \$15. The reservation deadline is June 1 at 1pm. To make a reservation to attend the Communications Banquet, contact Jo Ann Hayes, Communications Assistant, at 972-526-5000 or hayes@ntcumc.org.



Website Awards

Eligibility: Any local church that is part of the North Texas Conference of the United Methodist Church.

Entry Fee: \$10. Make check payable to: North Texas Conference

Awards: An award for overall excellence will be given for four church membership categories: 1) less than 250 members 2) 250 to 749 members 3) 750 to 1999 members 4) 2000 or more members. Additional awards may given for special achievements with specific content or media.

Website Entry Form

The URL (address) for your website: _____

Church: _____

Number of church members at the conclusion of 2008: _____

Name of person submitting the entry: _____

E-mail address: _____ Phone number: _____

List the URL for three pages that you don't want us to miss?

What are some of the strengths of your website?



Photography Awards

Eligibility: Any local church that is part of the North Texas Conference of the United Methodist Church. Limit of five entries per church. Photos may be color or black & white. Submit photos that have been used in local church communication (newsletter, brochure, website, bulletin board, . . .) Eligible photos are those taken between May 1, 2008 and May 15, 2009.

Entry Fee: \$10 per photo. Make check payable to: North Texas Conference

Format: We request that photos be approximately 8in x 10in. This is to enhance the display of photos at Annual Conference. However, photos of any size will be accepted. Please write the church name and a brief description on the back of the photo.

Awards: There will be an award for overall excellence. Additional awards will be given for special achievements with specific content.

Note: Please complete a separate entry form for each photo. Photos will not be returned, but will be used for educational purposes by the conference. By entering this contest, I grant the North Texas Conference permission to use submitted photos in the NT Reporter newspaper, NTC website, and other media to promote the Robertson Awards and recognize award winners.

Photography Entry Form

Brief description of the content of this photo: (i.e., youth being led in singing by Rev. Ansel Adams during a Sr. High Camping Trip to Enchanted Rock State Park.)

Church: _____

Number of church members at the conclusion of 2008: _____

Name of person submitting the entry: _____

E-mail address: _____ **Phone number:** _____

Name of person who took the photo: _____

This is a: (circle one) Photographic Film Image Digital Image



Newsletter Awards

Eligibility: Any local church that is part of the North Texas Conference of the United Methodist Church. Eligible newsletters are those published between April 1, 2008 and May 15, 2009. Newsletters may be edited, designed, and printed by the local church or by outside companies. The focus of this award is on printed newsletters rather than electronic (e-mail) newsletters.

Entry Fee: \$10. Make check payable to: North Texas Conference

Format: We request that you submit 2 editions of your newsletter. To facilitate judging, we need 5 copies of each edition. The newsletters you submit should be produced with the same type/color of paper and ink and the same method of folding used to mail newsletters to the congregation.

Criteria: Newsletters will be judged on layout design, aesthetics, arrangement of contents, use of graphics and photographs, use of fonts, newsletter name, headlines, articles, past/future orientation, grammar, and readability for congregation outsiders.

Awards: An award for overall excellence will be given for four church membership categories: 1) less than 250 members 2) 250 to 749 members 3) 750 to 1999 members 4) 2000 or more members. Separate awards will be presented within each category for *in-house* vs. *professionally printed* (e.g., UM Reporter) newsletters. Additional awards may be given for special achievements with specific content or media.

Newsletter Entry Form

Church: _____

Number of church members at the conclusion of 2008: _____

Name of person submitting the entry: _____

E-mail address: _____ Phone number: _____

Name of newsletter: _____

Our newsletter is published : (circle one) Monthly Twice a Month Weekly Other: _____

Method of printing: (circle one) In-house Professionally (such as *The Reporter*)

Please briefly describe your newsletter production process and provide the names of individuals who have a vital role in this process (e.g. Pat Macon collects the information and edits the text; John Jacobs layouts the newsletter in *PageMaker*; Jan Ochoa coordinates the printing and mailing; We print using the church copier)

Some strengths of my newsletter are:



New Media Awards

Definition: This is a new category honoring creative use of new media including, but not limited, to social networking sites, blogs, podcasts, YouTube or other videos produced by local congregations, and any other emerging media sources.

Eligibility: Any local church that is part of the North Texas Conference of the United Methodist Church. Eligible content was published between May 15, 2007 and May 15, 2009.

Entry Fee: \$10 for one item. \$15 for two or more items. Make check payable to: North Texas Conference. For this category, you may enter as many pieces as you wish.

Criteria: Entries will be judged on creativity, clarity, originality and relevance in communicating the Gospel, ministries and or mission of the church.

Awards: An award for overall excellence will be awarded to four church membership categories: 1) less than 250 members 2) 250 to 749 members 3) 750 to 1999 members 4) 2000 or more members. Additional awards may be given for special achievements in the effective use of new media

New Media Entry Form

Church: _____

Number of church members at the conclusion of 2008: _____

Name of person submitting the entry: _____

E-mail address: _____ **Phone number:** _____

URL (address) for media (if applicable): _____

List any aspects of the entry you wish to highlight:

Describe the vision behind the submission in terms of intended audience and how it serves to communicate the Gospel and or mission and ministry of the Church or local congregation. What has been the response to the entry?: _____

Information for Judges

DIRECTIONS TO WEBSITE CONTEST JUDGES:

- 1) Individual judges are asked to use a point system to rate overall excellence of each website. Scores between 1 and 10 will be awarded, where 1 is poor and 10 is extraordinary.
- 2) Judges are asked to view at least 10 pages of each site. Consideration should be given to quality, organization, and visual presentation of information.
- 3) Judges will reach consensus about the overall winners for each of the membership categories. Judges will provide written statements about why each site was chosen.
- 4) Awards may be given for special achievement. These awards will be given if supported by a majority vote of the other judges. These awards may be based on common pages found on church websites. For example, special achievement for Children's Ministries pages. They could focus on a specific tool or media. For example, special achievement for use of animation, video, audio, or photography. The special achievement awards will be made with some consideration to the size of the church. Yet, the primary principle for these awards is that they recognize excellence.

DIRECTIONS TO PHOTOGRAPHY JUDGES:

- 1) Individual judges will use a point system to rate overall excellence of each picture. Scores between 1 and 10 will be awarded, where 1 is poor and 10 is extraordinary.
- 2) Consideration should be given to the composition of the image. Does the picture evoke emotion? Does it aid in communicating a story?

The ten photos with the highest point totals are considered as nominees for the overall award. (This list of nominees may be published prior to Annual Conference.)

- 3) Judges will confer to reach consensus about the overall winner. Judges will provide a written statement about why the photo was chosen.
- 4) Each judge will present 3 to 5 nominations for special achievement. These awards will be given if supported by a majority vote of the other judges. These awards may be based on categories like humor, worship, servanthood, music, children, and youth. The primary principle for these awards is that they recognize excellence.

DIRECTIONS TO NEWSLETTER JUDGES:

- 1) Individual judges will use a point system to rate overall excellence of each newsletter. Scores between 1 and 10 will be awarded, where 1 is poor and 10 is extraordinary. (This is a combined score for the 2 editions from each church rather than a rating of each edition.)
- 2) Visual presentation is important, but so is the written word. Judges are not expected to read every word in each newsletter. Yet, they should read some of the content.

The five churches with the highest point totals are considered as nominees for the overall award. (This list of nominees may be published prior to Annual Conference.)

- 3) Judges will confer to reach consensus about the overall winner. Judges will provide a written statement about why they selected a newsletter.
- 4) Each judge will present 3 to 5 nominations for special achievement. These awards will be given if supported by a majority vote of the other judges. These awards may be based on categories like photography, humor, worship, graphics, music. The primary principle for these awards is that they recognize excellence.

DIRECTIONS TO NEW MEDIA CONTEST JUDGES:

- 1) Individual judges are asked to use a point system to rate overall excellence of each item. Scores between 1 and 10 will be awarded, where 1 is poor and 10 is extraordinary.
- 2) Judges will reach consensus about the overall winners for each of the membership categories. Judges will provide written statements about why each site was chosen.
- 3) Awards may be given for special achievement. These awards will be given if supported by a majority vote of the other judges. The special achievement awards will be made with some consideration to the size of the church. Yet, the primary principle for these awards is that they recognize excellence.