

## 2025 UMAC Awards Rules & Information

### 2025 UMAC Awards Classes and Categories

9 classes | Multiple categories per class

*For communication material completed July 1, 2023-August 1, 2025*

#### **Please Note:**

- You must be a member of UMAC to enter the UMAC Awards
- Entries are \$50 per award
- Submission Period: August 25-September 15
- You may submit material completed July 1, 2023-August 1, 2025
- You may submit a maximum of two entries per category
- Entries are not limited to English language

#### **1) Class I: Print Publications (Robert F. Storey Award of Excellence)**

A. Newsletter Category: A publication (published at least quarterly), typically with a small circulation, which contains brief news and reports, announcements and other special interest information relating to a specific audience. Submit up to four consecutive issues produced in the last 12 months.

B. Newspaper & Magazine Category: A printed publication issued regularly (at least quarterly) that includes content such as current original news articles, editorials feature stories, photos, regular columnist(s). Submit three consecutive issues produced in the awards eligibility window.

C. Special Publication, Section or Supplement Category: Any publication covering a specific issue, topic or event, printed three times a year or less. Submit all copies produced in the last 12 months.

**\*\*Submit your work as a PDF of the print document\*\***

#### **Class II: Digital Publications**

A. eNewsletter Category: A digital or web version of a newsletter, which contains brief news and reports, announcements and other special interest information. Submit three issues, the web address and dates of the archived newsletters or publications.

B. Electronic Publication Category: A digital or web version of a newspaper or magazine publication that is issued regularly, which includes a collection of original news articles, photos, stories and features. Submit three issues, the web address and dates of the archived newsletters or publications.

C. Electronic Special Publication, Section or Supplement Category: A digital publication covering a specific issue or event and issued four times a year or less. Submit the web address of the Special Publication, Section or Supplement.

#### **Class III: Writing (Donn Doten Award of Excellence)**

A. Non-Fiction Story Category: A non-fiction article (i.e., biography, history, obituary); this can include opinion, editorials, or news articles. Upload a PDF of the article or the URL where the article is posted online in its entirety.

B. News Article Category: An objective article written about a current event or situation. Upload a PDF of the article or the URL where the article is posted online in its entirety.

C. Feature Article Category: A human-interest story or article focusing on a particular person, place or event and not closely tied to a recent news happening; often written in a narrative approach. Upload a PDF of the article or the URL where the article is posted online in its entirety.

D. Article Series Category: A news or feature article series of two or more related consecutive articles. Upload a PDF of the article or the URL where the article is posted online in its entirety.

**\*\*Submit a PDF of the article or the URL where the article is posted online in its entirety. \*\***

#### **Class IV: Internet Communications**

A. Website Category: Website content, engagement and usage. Submit the direct links to the website, social media, blog or mobile app. Analytics must also accompany the entry. Please indicate the date of the analytics report.

B. Social Media Online Content Category: Created by people using highly accessible and scalable publishing technologies such as Facebook, Instagram, Twitter, etc. Submit the direct links to the website, social media, blog or mobile app. Analytics must also accompany the entry. Please indicate the date of the analytics report.

C. Mobile Apps Category: Specifically built for mobile devices. Submit the direct links to the website, social media, blog or mobile app. Analytics must also accompany the entry. Please indicate the date of the analytics report.

**\*\*Submit the direct links to the website, social media, blog or mobile app. Analytics must also accompany the entry. Please indicate the date of the analytics report.\*\***

#### **Class V: Video Production (Hilly Hicks Award of Excellence)**

A. Video Production Category: Costing less than \$500 (only production costs, not distribution). Submit the work online by linking to the video. Videos MUST include their run time.

B. Video Production Category: Costing \$500-2,000 (only production costs, not distribution). Submit the work online by uploading the video file. Videos MUST include their run time.

C. Video Production Category: Costing more than \$2,000 (only production costs, not distribution). Submit the work online by linking to the video. Videos MUST include their run time.

D. Television Ad or Promotion Category: Submit the work online by linking to the video. Videos MUST include their run time.

E. Video News Story Category: Submit the work online by linking to the video. Videos MUST include their run time.

**\*\*Submit the work online by linking to the video. Videos MUST include their run time.\*\***

### **Class VI: Audio**

A. Podcast or Internet Stream Category: Submit the audio file online by uploading the exact file. Must provide runtime.

**\*\*Submit the audio file online by uploading the exact file or linking to the episode. Must provide runtime.\*\***

### **Class VII: Photography (Donald B. Moyer Award of Excellence)**

A. Photojournalism Category: Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.

B. Portrait Category: Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.

C. Commercial, Product or Staged Shot Category: Still life only; non-human subjects. Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.

D. Photo Series of Related Images Category: Six or fewer. Think about what connects them; what story does it tell? Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.

**\*\*Submit the image(s) online. Image must be a .jpg and should have a width no smaller than 1,000 pixels.\*\***

### **Class VIII: Visual Design**

A. Artwork Category

B. Print or Electronic Design Category

C. Website Category (visual design only)

D. Motion Graphics Category

E. Logos/Branding Development Category

**\*\*All entries must be uploaded as online files.\*\***

### **Class IX: Publicity & Advertising (Leonard M. Perryman Award of Excellence)**

A. Campaign/Strategic Planning Category: Includes multiple pieces in different media working together to achieve a goal. (Submit all pieces of the campaign.)

B. Single Piece Category: A "one-piece" work in either print or electronic format. (Submit all pieces of the campaign.)

**\*\*All entries must be uploaded as online files.\*\***

## Awards Submissions Details

We are excited to announce that the 2025 United Methodist Association of Communicators Awards are opening soon! Here are some important details:

- Submission Period: *August 25-September 15*
- For communication material completed July 1, 2023-August 1, 2025
- Entry fees (cost per entry): \$50 per entry
- Only UMAC members may enter the contest
- Members may enter a maximum of two entries per category
- Winners to be announced at the 2025 UMAC Conference

### What are the UMAC awards?

The spirit of this competition is to celebrate excellence in communications and to recognize the achievements of UMAC members who played a key role in the creative process (writing, designing, producing, etc.). You are eligible to submit material for an award if you are a current member of UMAC and played a significant role in producing the communication material.

Membership dues must be paid in full to be eligible to receive an award. Submissions and payment for all awards need to be completed online by the awards submission deadline date. All entries will be judged on meeting their stated purpose; content; creativity; execution; and regard for target audience, using a 50-point scale. Awards will go to first, second and third place winners of each category, with one Best of Class award given per class.

Classes include:

1. Print Publications
2. Digital Publications
3. Writing
4. Internet Communications
5. Video Production
6. Audio
7. Photography
8. Visual Design
9. Publicity & Advertising

Questions? Contact Sybil Davidson at [sybil@ngumc.org](mailto:sybil@ngumc.org).