2022 United Methodist Association of Communicators Awards
Contest Rules and Overview

- Submission Period: Sept. 15-Nov. 5, 2021
- For communication material completed Nov. 1, 2020, to Oct. 31, 2021
- Entry fees (cost per entry):
    - Two free entries for every individual member; each additional entry costs $50.
    - Six free entries for every full-staff membership group to be shared among the staff; each additional entry costs $50.
- Only UMAC members may enter the contest
- Members may enter a maximum of <u>TWO ENTRIES</u> PER CATEGORY
- Judging to be Nov. 8-Dec. 31, 2021
- Winners to be announced at the 2022 UMAC

PURPOSE: 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.).

ELIGIBILITY: 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 enter and receive an award.

PAYMENT: Award entries and payment need to be completed online by the deadline date. For payment beyond the free entries, you may pay online with a credit card through Pay Pal, or submit one check for multiple entries. Mail checks (payable to UMAC) to UMAC, c/o Jessica Brodie, 4908 Colonial Dr., Columbia, SC 29203.

JUDGING CRITERIA: Entries will be judged on meeting their stated purpose, content, creativity, execution and regard for target audience, using a 50-point scale. Entries must be in digital form unless otherwise stated. Awards will go to first, second and third place winners of each category in each division, with one Best of Class award given per class. Judges' comments will be provided after the contest.

AWARDS CLASSES AND CATEGORIES: There are 10 classes with multiple categories per class. See below for instructions.

QUESTIONS: Contact Jessica Brodie, UMAC awards coordinator, at 803-807-0018, or jbrodie@umcsc.org.

2022 UMAC Awards Classes and Categories: Instructions

There are 10 classes with multiple categories per class. You may enter only two entries per category.

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 Category: A publication issued regularly and usually printed on newsprint. Newspapers include current original news articles, editorials, regular columnist(s) and feature articles, and may include advertising. Submit three consecutive issues produced in the last 12 months.
C. Magazine Category: A periodical (published at least quarterly) containing a collection of articles, stories, photos or other features. Magazines are usually formatted with a centerfold and are bound. Submit three consecutive issues produced in the last 12 months.
D. 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.

To submit your work, upload a PDF of the edition *and* mail a hard copy of the publication to Jessica Brodie, UMAC, 4908 Colonial Dr., Columbia, SC 29203.

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.

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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. Blog Category: Website journal or blog that contains entries in reverse chronological order (most recent first). It may be created by one or multiple persons and may include feedback from readers. 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. 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.
   D. 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.

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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 uploading the video file. 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 uploading the video file. Videos MUST include their run time.
   D. Television Ad or Promotion Category: Submit the work online by uploading the video file. Videos MUST include their run time.
   E. Video News Story Category: Submit the work online by uploading the video file. Videos MUST include their run time.
   F. Streaming Category: Submit the work online by uploading the video file. Videos MUST include their run time.

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Class VI: Audio
   A. Radio Spot or Interview Category: Submit the audio file online by uploading the exact file. Must provide runtime.
   B. Podcast or Internet Stream Category: Submit the audio file online by uploading the exact file. Must provide runtime.

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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.

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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.

Class X: Media Presentation
    A. Slide Show Category: Any presentation that has multiple slides, frames or images (i.e., PowerPoint, Keynote, Media Shout, etc.). All entries must be uploaded as online files.
    B. Multi-Media Category: Includes any work that uses two or more types of non-printed media. All entries must be uploaded as online files.
    C. Display Table Category: Any type of public display for a specific group or concept. Submit photos and samples of items displayed online. All entries must be uploaded as online files.

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