July 13, 2011

Hello Center for,

The Society of Adventist Communicators has a brand new structure for our SAC convention award categories! Students and professionals are invited to enter work for more than 30 awards in corporate communication, new media, print, broadcast, graphic design and marketing/public relations.

From the pool of winners, the awards committee will chose an overall Award of Excellence and the Reger Cutting Smith Award for innovation and creativity. Nominations for Lifetime Achievement, Student and Young Professional awards are also being accepted.

Look through your magazines, books, articles, constituency work, public relations campaigns, websites, videos and other projects to enter your work for award consideration.

The judging panel will include Adventist and nonmember communication professionals from various fields who are familiar with church mission and focus.

Through its annual awards banquet, the Society of Adventist Communicators encourages professional growth, inspires excellence and recognizes the dedication and hard work of Seventh-day Adventist communicators from churches, schools, ministries and organizations that represent or support the denomination and its mission.

Click here for the NEW submission guidelines.

The deadline is Monday, August 1 (you have 19 more days).

How to enter:
1. Choose your best material created between July 2010 and June 2011.
2. Complete an entry form for EACH chosen entry, indicating category name and number. There is no limit on entries.
3. Submit three (3) published or produced samples stapled or binder clipped to EACH entry form. Samples will not be returned.
4. Send completed electronic entries and links to: george.johnson@nad.adventist.org
5. Mail completed print, DVD or project entries to: SAC AWARD ENTRY 2011 Attn. George Johnson Jr. 12501 Old Columbia Pike Silver Spring, MD 20904
We will announce the nominees and award winners at the evening SAC Awards Banquet, Saturday, October 22, in Chicago.

Thank you for helping us highlight those who continue to model excellence among Adventist communicators.

Sincerely,

George Johnson Jr. — Director
Seventh-day Adventist Church in North America | Communication Executive Director, Society of Adventist Communicators

12501 Old Columbia Pike
Silver Spring, MD 20904
(301) 680-6057
e-mail: george.johnson@nad.adventist.org
website: www.nadadventist.org and www.adventistcommunicator.org

Visit SAC Online

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6. Entry Deadline: July 1, 2011

www.adventistcommunicator.org
Award Categories

CORPORATE COMMUNICATION
1. *Best Constituency or Annual Report Video* - production quality, creativity, audience appeal, well-organized storyboarding, effectively conveys the organization’s message.
2. *Best Constituency Report (Print) or Best Special Event* - production quality, creativity, design, effectively conveys the organization’s message, well-organized.
3. *Best Annual Report (Print)* - production quality, creativity, design, effectively conveys the organization’s message, well-organized.
4. *Best Website* - design, creativity, content, easy to navigate, technical (working links), up-to-date content, effectively conveys the organization’s message, well-organized, clear target audience, audience appeal.

NEW MEDIA
5. *Best App* - logo design, categories, audience appeal, easy-to-navigate, purpose, working links, up-to-date content.
6. *Best Email Newsletter* - content, design, logo, creativity, timeliness, audience appeal, effectively represents organization and conveys organizational messages (send 3 issues).
7. *Best Blog / Best Student Blog* - Significance of content/subject, engaging titles, frequency of postings, use of images and graphics, quality of writing, responses to comments.
8. *Best Use of Social Media* - demonstrates creative use of Facebook, Twitter, Barcodes, Foursquare, and/or YouTube, etc., for marketing/promotional purposes (must use two or more social media tools).

PRINT
9. *Best Newsletter (Print)* - Regularly published, judged on quality, design, logo, creativity, timeliness, well-organized content, audience appeal, effectively represents organization and conveys organizational messages (send 3 issues).
10. *Best Magazine* - Regularly published alumni, union paper, denominational, outreach, general, etc., magazine judged on quality, design, logo, creativity, timeliness, well-organized content, audience appeal, effectively represents organization and conveys organizational messages (send 3 issues).
14. *Best News Article for Event Coverage* - Effective news reporting on coverage of a special event (i.e. a youth congress, camporee, constituency session, mission trip).
15. *Best Column or Department* - Creativity, reader appeal, organizational flow, effective development of idea, writing style, originality (send 3 issues).
16. *Best Student Newspaper* - Regularly published, judged on quality, design, logo, creativity, timeliness, well-organized, content, audience appeal, consistency (send 3 issues).
Award Categories

BROADCAST
17. **Best Radio Show or Podcast** - ongoing show, production quality, creativity, audience appeal, well-organized storyboarding, effectively contributes to the organization’s mission.
18. **Best TV/Internet Show** - ongoing show, production quality, creativity, audience appeal, well-organized storyboarding, effectively contributes to the organization’s mission.
19. **Best Video Story/Project** - production quality, creativity, audience appeal, well-organized storyboarding, effectively conveys an organizational message (a one-time project that is news, inspirational or event coverage of any length).

MARKETING/PUBLIC RELATIONS
20. **Best Exhibit or Display** - design, creativity, information, audience appeal, effectively conveys organizational message, logo and contact info included.
21. **Best Promotional Video** - production quality, creativity, audience appeal, well-organized storyboarding, effectively conveys an organizational message, results.
22. **Best Brochure or Printed Promotional Package/Kit** - design, creativity, content, information, audience appeal, effectively conveys organizational message, results.
23. **Best Ad (Print)** - design, creativity, content, information, audience appeal, effectively conveys organizational message, results.
24. **Best Marketing Gift** - a gift featuring organizational logo and messages that effectively helped market or promote a school, hospital, church, conference, or other entity.
25. **Best Media Pitching Campaign** - an intentional media pitch that led to coverage (submit the pitch letter or press release and the printed public newspaper article or a video clip of the television or radio story it yielded).

DESIGN
26. **Best Book Design** - creativity, typography, consistency, originality, audience appeal, easy to read.
27. **Best Magazine Cover Design** - creativity, innovation, originality and use of color, photography, illustration, typography and other elements to tie it together and appeal to target audience, flag design in relation to chosen cover design.
28. **Best Magazine Design Overall** - creativity, logo, innovation, originality, audience appeal, use of color, photography, typography and other elements to draw readers and visually enhance and complement the content.
29. **Best Project Design** - A one-time project, i.e. a calendar or marketing piece, brochure, catalog, a tithe envelope, special webpage, etc. Judged on creativity, quality, use of organizational logo, innovation, and use of color, photography, illustration, typography and other elements to tie it together, visually enhance content, and appeal to target audience.
30. **Best Photograph** - impact, composition, mood, photo technique (lighting, depth of field, etc.), appropriateness to the article, topic, magazine, or project (send photo and photo incorporated in project for which it was used, i.e. photo and also as it was designed in the magazine, ad or exhibit, etc.).
SAC Award Entry Form

INSTRUCTIONS: Complete the required information below, one per entry. For all awarded plaques and certificates, names of people and publications, spellings, capitalizations, and punctuation will appear exactly as you indicate them on this form. Complete and print online form, and mail with three (3) samples for each entry.

Name of Project/Publication/Organization: __________________________________________________________

Title or Theme of Entry: ________________________________________________________________________

Date Published/Produced: _______________________________________________________________________

Category Number: ___________________, Category Name: ___________________________________________

Created by: List the MAIN person/s who created this entry and their title(s): _____________________________

_____________________________________________________________________________________________

_____________________________________________________________________________________________

Target Audience: ___________________________ Circulation or Quantity Produced: ______________________

Purpose/Project Goals (What did you intend to do and why? What need did you try to meet or what was the overall goal or assignment?) _______________________________________________________________________________________

_____________________________________________________________________________________________

_____________________________________________________________________________________________

Results and Measurable Outcomes (Did you meet your goals? Impressions? Did this project prove beneficial to your organization? If so, how do you know?): __________________________________________________________________________________________

_____________________________________________________________________________________________

_____________________________________________________________________________________________

_____________________________________________________________________________________________

Audience Feedback (Any unsolicited quotes or comments to share?): ____________________________________

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