



Associated Church Press Entry Guide to the 2018 ACP Best of the Church Press Awards

For work published in 2018

Deadline for entries: February 15, 2019

ACP MEMBERS AND NON-MEMBERS ARE ELIGIBLE TO ENTER!

Each year, the Associated Church Press honors faith communicators' best work with the ACP "Best of the Church Press" awards. New and established newspapers, newsletters, magazines, journals, news services, electronic publications, blogs and websites earn kudos, as do the many excellent entries in social media and visual communications.

The Awards Committee has enhanced the entry judging process this year to make the awards experience the most rewarding ever for faith communicators. Winners will be announced at the annual Awards Banquet at the April 10-13, 2019 convention in Chicago.

All categories are eligible for electronic submission for the 2018 awards. The most efficient way to have your entries entered and judged will be to use the online submission and payment process at <https://www.judgify.me/ACP2018>. Here are the steps you'll use to submit your entries.

Step 1: Choose your best material from 2018.

Step 2: With the exception of online URL-based entries, please convert entries to PDFs.

Step 3: Visit <https://www.judgify.me/ACP2018> and register for a new account by clicking the link next to the "new user" notification at the top-left of the page.

Step 4: Submit entries and pay contest fee online or remit check.

If you have not yet paid your 2018 or 2019 membership dues, please contact the ACP office for an invoice to bring your membership up-to-date.

Please remember the contest is open to original material only. Absolutely no reprints of text, artwork, or photography are allowed where the reprint would be the essential element being judged in a category.

Any entry deemed unoriginal to the publication will be disqualified and its fee forfeited. Exceptions: (a) First-use-in-print of speeches or sermons; (b) Original artwork or photography that is creatively/substantially altered by the publication. "Original to the publication" also includes a periodical's website; submitting the same entry from both the website and the periodical is not allowed. For every category, except Best in Class, you may enter each category as often as you wish if you pay the entry fee for each, but you may win only once per category.

You may also enter copies of the same piece under as many different categories as it clearly fits; for example, Editorial Courage and Editorial/Opinion Piece.

FOR PUBLICATIONS REQUIRING FULL ISSUES SUBMISSIONS ONLY: If the PDF file is larger than 50 MB, please note on the entry that the print issue(s) will be mailed for judging.

ENTRY FEES FOR MEMBERS: Entry fees are \$50 for Best in Class entries and \$25 for all other entries. Please Note: A small platform fee will be charged for each entry. Questions or concerns? Contact Gregg Brekke at the ACP office at 503-583-8655 or Office@TheACP.org. One entry is free after submitting six entries by using the promotion code ONEFREE at checkout.

Directions for Entering

Contest Deadline: February 15, 2019

Payment/Accounting Info ACP 2018 Awards Contest: Please submit all entry criteria through the awards system and make the payment online. If you need to remit a check, please send a copy of your completed entry list with the check payable to “Associated Church Press.”

Associated Church Press
Attn: Awards Contest
1319 Commercial Street
Suite 201F
Bellingham, WA 98225

OVERALL EXCELLENCE / BEST IN CLASS **(Open to Associated Church Press members only)**

1-6. BEST IN CLASS — PUBLICATIONS

Choose any three 2018 issues (e.g. February, May, and November) and enter information online. As noted above, if PDF entries exceed the upload size limit, please ship hard copies with an Identification Form attached. Use the form to indicate which one of the following categories and other information applies. You may enter in only one Best in Class category.

No ancillary products or sister publications/services, including website. (These are eligible only with their own independent membership).

Criteria: Overall quality of publication and appropriateness for audience, including content and coverage; writing and editing; typography, format and design.

1. REGIONAL NEWSPAPER

2. NATIONAL/INTERNATIONAL NEWSPAPER

3. NATIONAL/INTERNATIONAL MAGAZINE (broad audience)

4. DENOMINATIONAL OR OTHER SPECIAL INTEREST MAGAZINE (specific focus or target audience)

5. SEMINARY PUBLICATION

6. STUDENT PUBLICATION

7. JOURNAL (for an academic, theological, or specialized professional audience)

Journal articles may or may not be peer reviewed. Journals generally cite their sources using footnotes or bibliographies.

8. NEWSLETTER

9-12. BEST IN CLASS – ONLINE

9. NEWS SERVICE

Criteria: Significance of content; engaging titles; frequency of postings; use of images and graphics; mix of length of posts; links to other blogs and/or previous posts; use of keywords; quality of writing; responses to comments.

10. INDEPENDENT WEBSITE (distinct from “Publication Website,” Category 78)

Submit URLs of three different areas you would like judges to see, including the home page. “Independent” refers to a website that has its own unique identity and mission, as opposed to a “publication’s website” that exists to promote and/or carry content from the parent/print publication. Criteria: Significance of content; engaging titles; frequency of postings; use of images and graphics; mix of length of posts; links to other blogs and/or previous posts; use of keywords; quality of writing; responses to comments.

11. BLOG

Provide URL of three different pages you would like judges to see. Criteria: Significance of content; engaging titles; frequency of postings; use of images and graphics; mix of length of posts; links to other blogs and/or previous posts; use of keywords; quality of writing; responses to comments.

12. DIGITAL EDITION/MOBILE PUBLICATION (publications accessible only on smartphones, tablets and e-readers, including digital-only magazines)

HOW TO SUBMIT: Provide platform-specific instructions, including a valid user name and password. Criteria: Variety of content, such as news and feature stories; achievement of editorial, visual and functional excellence; clarity of navigation; use of technology.

13. BEST IN CLASS — PUBLIC RELATIONS OR MARKETING CAMPAIGN

Submit your most successful public relations or marketing campaign of 2018. Include a description of the project's mission and goals, strategy, tactics, team and, of course, your results. Work may be for your publication, organization or client. Provide examples (print materials, video samples, photographs, electronic presentation, etc.) of media and/or promotional materials, special events, advertisements, displays, social media use, and any other materials that demonstrate the creativity and effectiveness of your campaign.

14. BEST IN CLASS — VIDEO PRODUCTION

Provide a URL to a reel containing highlights from three to five videos produced by your organization. Reel should be no more than five minutes in length and each video segment should be clearly demarked. URLs to full-length videos should accompany the submission in the description.

15. BEST IN CLASS — SOCIAL MEDIA PRESENCE

Provide a link to your social media platform of choice and submit links to three to five posts that highlight the overall effectiveness of your social media presence. Include a PDF of analytics that show reach, engagement and growth for 2018.

CATEGORIES: REPORTING AND WRITING

16-19. FEATURE ARTICLE

A good feature article displays creativity in its presentation of a human interest story that is not closely tied to a recent news event. It goes into great detail regarding its concepts and ideas. Features tend to take a narrative approach. The lead grabs reader's attention and fits mood of story. The writing should be tight and wording active and precise. Clichés and jargon are avoided. Facts are presented in logical sequence with smooth transitions. Quotes and paraphrasing are used effectively. Persons mentioned in the story are identified fully and accurately. The theme should be fully developed. The author's treatment of the story should include such ingredients as drama, personalization, human interest, humor and pathos.

Criteria: Topic's timeliness and reader appeal, effective development of idea, writing style, originality of treatment, impact. Nonfiction. The feature article should demonstrate solid reporting and not simply relate a personal experience. It uses direct quotes and attribution rather than footnotes or a bibliography.

16. Newspaper/Newsletter

17. News Service/Website/Blog

18. Magazine, Short Format (1,200 words or fewer)

19. Magazine, Long Format (more than 1,200 words)

20-22. NEWS STORY

A good news story entry exhibits sound news judgment and displays initiative. The issues are in context and in perspective. Facts are generally presented in descending order of importance. The information provided flows naturally with smooth transitions. People in the story are identified fully and accurately. Quotes and paraphrasing are used effectively. Extraneous information is omitted. The writing is tight with active wording and all news questions are answered. The writer does not editorialize.

20. Newspaper/Newsletter

21. Website/News Service/Blog

22. Magazine

23-26. CONVENTION OR MEETING COVERAGE

An article, series, or collection from one or more issues that reports on a convention or meeting. Material anticipating or previewing the event may be included. Criteria: Thoroughness; significance of issues; implication of decision for reader; balance of visual elements.

23. Newspaper/Newsletter

24. News Service/Website/Blog

25. Magazine, Short Format (1,200 words or fewer)

26. Magazine, Long Format (more than 1,200 words)

27-29. IN-DEPTH COVERAGE

Built around a news core, the article explores a subject in depth. It provides additional facts that reveal the complexity of the subject. The writer(s) cite sources from a variety of perspectives, and recount relevant history.

27. Newspaper/Newsletter

28. News Service/Website/Blog

29. Magazine/Journal

30-32. EDITORIAL OR OPINION PIECE

Persuasiveness of the argument is of primary importance. It should be logical, clear, forceful and eloquent, while grounded in strong reporting. Although expressing a definite point of view, it should also be fair and avoid personal attacks. It helps the reader identify issues of

importance and better understand issues in new ways. The writer speaks with authority. The editorial spurs readers to respond and debate.

30. News Service/Website/Blog

31. Newspaper/Newsletter/Magazine/Journal

32. James Solheim Award for Editorial Courage

Explain briefly why it required courage to publish the entry. Criteria: Significance of issue addressed; clarity of position; effectiveness of challenge to readers' predispositions; writing style.

33-36. THEME ISSUE, SECTION, OR SERIES

Entries may be a series of articles on a single subject in more than one issue or blog post or a collection of articles in one issue or blog that explore different aspects of the same subject. The collection/series provides additional facts that reveal the complexity of the subject. Sources represent a variety of perspectives, and the series/collection provides relevant history.

33. Newspaper/Newsletter

34. News Service/Website

35. Magazine/Journal

36. Blog or Social Media

37. INTERVIEW

The article can appear in straight question-and-answer format or in article format with a combination of direct and indirect quotations, plus description and background. Criteria: significance, relevance, or uniqueness of interviewee(s); sequence of questions or structure and flow of article; relevance and importance to the reader of the topics discussed. Open to all media.

38. BIOGRAPHICAL PROFILE

Narrative, non-interview piece about a personality. Criteria: Interest to reader, faith angle, captures the person's essence. Open to all media.

39-41. PERSONAL EXPERIENCE / FIRST-PERSON ACCOUNT - SHORT FORMAT (1,200 words or fewer)

A good personal experience article is creative and clearly written. It makes good use of description, anecdotes and dialogue. It allows the reader to feel the emotions of the author and reveals a significant aspect of the writer's personality. It avoids being overly moralistic or heavy-handed. It should reflect an experience that the reader would benefit from sharing with the

author. Criteria: Gripping story, depth of experience, personal engagement, emotional appeal, clarity and economy of expression.

39. Newspaper/Newsletter

40. Magazine/Journal

41. News Service/Website/Blog

42-43. PERSONAL EXPERIENCE / FIRST-PERSON ACCOUNT - LONG FORMAT (more than 1,200 words)

A good personal experience article is creative and clearly written. It makes good use of description, anecdotes and dialogue. It allows the reader to feel the emotions of the author and reveals a significant aspect of the writer's personality. It avoids being overly moralistic or heavy-handed. It should reflect an experience that the reader would benefit from sharing with the author. Additionally, a long feature should leave the reader feeling that it deserved the space allotted to it and the time it took to read it. Criteria: Gripping story, depth of experience, personal engagement, emotional appeal, clarity and economy of expression.

42. Newspaper/Newsletter/News Service/Website/Blog

43. Magazine/Journal

44-45. COLUMN

Subject matter for columns is very diverse. However, a good column is always focused and passionate with a distinctive style and authentic voice. The writer's personality should be apparent. It is original, creative and engaging. It personalizes issues, offers solutions and suggestions, and is well reported and grounded in fact. When expressing a specific viewpoint, arguments are well reasoned and are mindful of opposing arguments. This must be a regularly appearing column written by the same author; not an editorial. Submit any three examples from the year for your single entry. Criteria: Writing style; well-expressed opinions; uniqueness of voice.

44. Newspaper/News Service/Newsletter/Website/Blog

45. Magazine/Journal

46-47. DEPARTMENT

This is a section that appears regularly under the same heading. It may contain some items that are not original to the publication, such as brief news stories, quotations, or reprinted cartoons. Submit any three different examples from the year for your single entry. Criteria: Use of tone, graphics, and headlines to consistently convey department purpose; uniqueness or interest of components.

46. Print Publications

47. Online Publications

48. CRITICAL REVIEW

Good criticism should provide perspective and analysis and communicate a passion for the subject. The writer is knowledgeable, informed and fair and the opinions expressed are constructed in a logical, well-reasoned manner. Review of single or multiple works: books, art, film, music, television, theater, educational material or online resources. Open to all media. Criteria: Critical acumen, quality of insight, clarity of opinion, originality, writing style.

49. LETTERS TO THE EDITOR

Open to all media. Criteria: Lively, diverse letters; appeals to intended audience; tight editing; attracts readers; welcomes response.

50. POETRY

In this category, we look for rhyme and/or rhythm that is natural and consistent with the character of the poem. The poem exhibits creative and effective use of poetic devices, such as alliteration or personification. Ideas presented create a meaningful whole. The mood and imagery of the poem illustrates its message. The poem demonstrates word selection that avoids clichés or overused imagery. Line endings and breaks successfully create emphasis. The poem realizes its intentions and leads naturally to its conclusion. Open to all media. Criteria: Word choice, form, originality, idea.

51. SERVICE JOURNALISM

Provides information, resources, and guidance on a topic of practical interest to the reader. Topics might include self-help, health, nutrition, parenting, spiritual or ministry practice, advice, and more. Open to all media. Criteria: Accessible information; cites recognized subject experts as sources; creative use of graphs, sidebars, lists, and/or other informational graphics.

52. PROFESSIONAL RESOURCE

An article that aims to enhance ministry or knowledge for professional practitioners in a religious field. It may include research findings, trends, analytical or reflective writing. The writer demonstrates why the subject should interest the ministry practitioner. Open to all media. Criteria: Significance for intended audience, quality of writing, clarity and economy of expression.

52. HUMOR, WRITTEN

Open to all media. Criteria: Wit, originality, perception shown, phrasing, impact, subtlety, effectiveness of humor in terms of the publication's audience.

54. THEOLOGICAL OR SCHOLARLY ARTICLE

In-depth study based on original research written by and for those with experience in a religious field. The research may be peer reviewed, but peer review is not required. The article

cites its sources using footnotes or a bibliography rather than quotations or anecdotes. Open to all media. Criteria: Persuasiveness of presentation, research, or data; originality of premise or treatment.

55. BIBLICAL INTERPRETATION

Fresh exposition of scripture that invites further reflection and makes clear the application to current events or the readers' circumstances. Open to all media. Criteria: Quality of writing, clarity and economy of expression, thoughtful interpretation that wrestles honestly with the text.

56-57. THEOLOGICAL REFLECTION

Non-academic reflection on doctrine, theological worldview, or religious tradition. The article is built on a solid foundation of research, which may be that of someone else (which should be noted). Scripture may be a resource, but the piece is not primarily biblical interpretation (see award category 59.) It combines theory and relevance to current events or reader. Criteria include quality of writing and economy of expression. NOTE: If the article uses footnotes or a bibliography it may be more appropriately placed in the scholarly article category.

56. Short format (1,200 words or less). Open to all media.

57. Long format (more than 1,200 words). Open to all media.

58-59. DEVOTIONAL / INSPIRATIONAL

A reflection of the experience of the sacred in contemporary life, the article will focus on connecting the reader to an awareness of the holy.

58. Short format (1,200 words or fewer). Open to all media.

59. Long format (more than 1,200 words). Open to all media.

60. BIBLE RESOURCE

This can be an article, series, department, or creative use of sidebars that takes a practical, accessible approach in helping readers learn more about Scripture. It can be a Bible study intended for use by an individual or groups. Open to all media. Criteria: Practical orientation with creative use of graphs, sidebars, glossary, lists, or the like; appropriateness for intended audience.

61. SEASONAL ARTICLE

The article offers insight on a Christian holiday, season, or festival. Open to all media. Criteria: Appeal to reader, effective development of idea, writing style, use of imagery, originality of treatment.

62-65. BOOKS and E-BOOKS

Entry must be a work of original nonfiction or fictional narrative prose that is offered for sale through print or digital media. Co-authored entries are permitted if one of the authors is a current ACP individual member or employee of a member organization. Awards are given for works of distinctive originality, creativity and impact. Must have a copyright date, printed on the copyright page, that falls in 2018.

62. FICTION

A work not based on real events. Fictionalized adaptations of existing works are not allowed in this category.

63. NONFICTION

History, biography, autobiography, guides, journalism, travel, and science are some of the topics considered in this category.

64. DEVOTIONAL

The primary focus of this work is spiritual growth, discernment or practice.

65. CHILDREN / YOUNG ADULT TITLE

66. BEST DISAPPROVING LETTER TO THE EDITOR

We all get them — the letter or e-mail from the disgruntled reader that ranges from stern disappointment to uncensored vitriol. Pick your favorite from 2018 — it can be one you published or, even better, one you couldn't. No names please; these grumpy readers may remain anonymous. The awards committee will judge this category and read from the best ones at the Awards Program.

CATEGORIES: VISUAL COMMUNICATIONS

In the visual communications categories, judges are looking for imaginative presentation. The design should clearly convey the intended message and pull readers into the text. Headlines impart drama and impact. Text positioning, fonts, typography and weight work together to create eye appeal and balance. Color, line and artistry are used creatively. Photos, illustrations and graphs work with text to draw reader into the page. In photography categories judges will be looking for compositions that reflect skill, creativity and planning. Photos should deliver a visual delight, drama, strong human interest or a fresh view of an everyday scene. Photos are not contrived or clichéd. Image quality enhances the impact and aesthetics of the image. Photos demonstrate imagination. Good use of color. Good video tells stories beyond the written or spoken word

67. MAGAZINE COVER

Criteria: Skill of execution; creativity; aesthetic appeal; typography (including logo); effectively sells inside content to the reader.

68. NEWSPAPER FRONT PAGE

Criteria: Skill of execution; creativity; aesthetic appeal; layout and typography (including logo); use of photographs and/or typography; effectively sells inside content to the reader.

69. MAGAZINE / JOURNAL DESIGN, SPREAD OR STORY

Criteria: Composition; technique; appropriateness to the article(s) the design illustrates; impact and communication to reader.

70. MAGAZINE / JOURNAL DESIGN, ENTIRE ISSUE

Criteria: Composition; technique; appropriateness to the article(s) they illustrate; impact and communication to reader.

71. NEWSPAPER / NEWSLETTER DESIGN, SPREAD OR STORY

Criteria: Composition; technique; appropriateness to the article(s) they illustrate; impact and communication to reader.

72. NEWSPAPER / NEWSLETTER DESIGN, ENTIRE ISSUE

Criteria: Composition; technique; appropriateness to the article(s) they illustrate; impact and communication to reader.

73. ILLUSTRATION, WITH ARTICLE OR OUTLINE

Open to all media. Criteria: Impact; composition; mood; appropriateness to the article or topic illustrated.

74. PRINT PUBLICATION REDESIGN

Submit copies of any three issues from redesign (in 2018) and any three issues from former design (can be from 2016 or 2017). Criteria: Improvements made in graphics, photography, page design; reader impact and overall appearance.

75. PUBLICATION WEBSITE

Website whose purpose is to promote and enhance readership of its ACP-member parent publication. (Please note how this category differs from Best in Class Independent Website.)
Criteria: Effective and attractive design; user-friendliness; access to reader services.

76. WEB SITE REDESIGN

Provide URL of the homepage, and a PDF screen capture from the former design (e.g.: take a screen shot and convert to PDF). Criteria: Effective and attractive design; well-integrated content; user-friendliness; clear and sufficient instructions; quality of graphics, content, and writing; ease of finding information; navigational elements resolve correctly; searchability; carryover of quality content and other assets to new design; social networking capabilities; overall improvement of site.

77. FREE-STANDING HUMOR ILLUSTRATION

A humorous cartoon or other illustration with or without cutline. The graphic need not illustrate an article or item in the publication, web site, or blog.

78-80. SINGLE PHOTO WITH ARTICLE OR CUTLINE

Criteria: Impact; composition; mood; photo technique (lighting, depth of field, etc.); appropriateness to the article or topic illustrated.

78. Newspaper/News Service/Newsletter

79. Magazine/Journal

80. Blog/Social Media/Website

81-83. PHOTO SPREAD WITH ARTICLE OR CUTLINE

A group of photos by the same photographer in a single story or as a stand-alone feature.

Criteria: Impact; composition; mood; photo technique (lighting, depth of field, etc.); appropriateness to the article or topic illustrated.

81. Newspaper/News Service/Newsletter

82. Magazine/Journal

83. Blog/Social Media/Website

84-89. VIDEO

This category honors the outstanding use of video and film. Criteria: Quality and consistency of the reporting and visual storytelling, effective editing, thoughtful reliance on sound and image to relate the story. Videos will be judged in their original context.

84. NEWS STORY, CURRENT EVENT

85. DOCUMENTARY SHORT (Less than 30 minutes)

86. DOCUMENTARY FEATURE (Longer than 30 minutes)

87. EDUCATIONAL/INFORMATIVE

88. EDITORIAL (Includes Marketing and PR videos)

89. VIDEO SERIES (Vlog, video podcast, etc.)

90-91. AUDIO

Audio that can be downloaded or streamed online. Criteria: Production values, deftness of storytelling or exposition.

90. NEWS STORY, CURRENT EVENT

91. PODCAST / AUDIO SERIES

Listeners or viewers must be able to subscribe to updates that are either delivered automatically or are made available to the subscriber in some aggregated format.

92. INTEGRATED COMMUNICATIONS

Recognizes special projects making use of integrated communications. The different elements — written word, photos, video, audio, interactive graphics, etc. — are used effectively to complement one another. The multimedia elements are intuitive and easy for online readers to use. It is creative, imaginative and well-organized around a central theme. Criteria: Completeness of information, writing, design, photography, video, audio, navigation ease, interactivity, links, and other supporting information to inform readers about the story. Attention will be given to the creative use of new media and how well it contributes to the reader's deepened understanding of the issue.

CATEGORIES: MARKETING AND PUBLIC RELATIONS

93. ANNUAL REPORT/PRINT OR ELECTRONIC

A well-done annual report can reveal the heart and soul of an organization while providing key information. Through effective writing and presentation, the annual report can inspire continued or deepened loyalty from supporters. Criteria: Clarity of communicating the organization's or publication's achievements and how these helped the organization achieve its mission; effectiveness of the theme; concise writing; professional appearance; use of photography, infographics and design to enhance readability; honest, engaging content; and integration of video and/or social media, if used.

94. TRADITIONAL NEWS RELEASE

A great news release is often the key to securing increased visibility of important activities and events. Have you written a great news release, one that you're particularly proud of? Criteria: Attention-grabbing headline; sharp, concise and accurate writing; effective quotes; contact information; relevant links and access to additional information.

95. ELECTRONIC NEWSLETTER

Email newsletters are still one of the best marketing and public relations tools available, even in the age of social media. Provide links to three of your best email newsletters. Criteria: Strong content that draws in the reader. Visually engaging without being overwhelming. Balanced, with a consistent layout. When printed, provides an attractive package. User friendly. Works well with multiple email clients.

96-97. FUNDRAISING AND SUBSCRIPTIONS

Marketing efforts are playing a larger part of many publication's growth and sustainability. Fundraising, subscriptions and renewals, ad sales and email marketing are all part of this strategy. Submit materials and metrics showing the effectiveness related to the following categories used to grow revenue and subscriptions for your publication via the means of print, email and/or social media.

96. Direct-mail fundraising campaign

97. Renewal or subscription acquisition campaign

CATEGORIES: SOCIAL MEDIA

Use of social media, such as Facebook, Twitter, LinkedIn and others. The purpose may be to build readership and audience participation in your organization's communications, or to reach an audience independently of a print or electronic periodical. Judges of these categories will look for the most innovative and effective uses of social media. This category is for the best use of social media by a religious organization or publication. Examples: Use of social media as a delivery method for a wider topical package, implementation of social media across the organization, providing additional content.

WHAT TO SUBMIT: Links to the social media and URL of links from the organization's main website and/or print product. **Criteria:** Quality, integration and consistency of the social media package; description of the social media strategy; results or usefulness of any social media campaign.

98. SINGLE POSTING

An individual posting to a social media platform judged on its written or visual impact, reach and usefulness to organizational mission. Please include a link to the post and a PDF of pertinent analytics.

99. AWARENESS / ADVOCACY CAMPAIGN

A series of posts to a social media platform judged on their combined written or visual impact, reach and usefulness to organizational mission. Please include a link to the post group and a PDF of pertinent analytics.

100. EVENT PROMOTION / MARKETING CAMPAIGN / BRAND AWARENESS

A series of posts to a social media platform judged on their combined written or visual impact, reach and usefulness to organizational mission. Please include a link to the post group and a PDF of pertinent analytics.