



Associated Church Press Entry Guide to the 2022 ACP Best of the Church Press Awards

For work published in 2022

Deadline for entries: February 20, 2023

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 recognition for the work they do, as do the many excellent entries in social media and visual communications.

The religious landscape has changed drastically in the past few years and the role of faith-based journalism has changed along with it. From the ways in which we gather to the ways we get our messages across, the role of communicators has been reinvented and reimagined.

All categories are eligible for electronic submission for the 2022 awards. We will exclusively be using the online submission and payment process at <https://www.judgify.me/ACP2022>. Winners will be announced at our in-person convention being held in Chicago, April 19-21, 2023.

Here are the steps to submit your entries:

Step 1: Choose your best material from 2022.

All work must have a cover date, dateline, online availability, or streaming date within 2022. Work produced in 2022 with a publication date in 2023 is not eligible until next year's contest.

Step 2: Please convert printed entries to PDF files before uploading.

Exceptions include printed work that is also available in its printed format via a URL (pasted into the "Additional Information" section of the entry form.) Additionally, individual photographs may be submitted as JPG files or, if submitted within the context of a story, as a URL or PDF.

Step 3: Go to <https://www.judgify.me/ACP2022> and log in using existing credentials or 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 2022 or 2023 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 a printed periodical is not allowed.**

Unless otherwise noted, entries are open to all printed and online publication types.

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. 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.

ALL SUBMISSIONS to the contest will be electronic – PDF format is preferred. We will not be able to accept or distribute printed “full issue” or tearsheet entries. [Please contact us for instructions](#) on uploading files larger than 250mb. We promise it will be easy and while judges won’t see the amazing printing format or paper selections you’ve made, your content will be fully available to them.

Entry Fees

BEST IN CLASS ENTRIES (Categories 1–12): Entries are \$50 each and *open to ACP members only.*

BEST EMERGING JOURNALIST (Category 60): **FREE**

ALL OTHER ENTRIES (Categories 13-59,61-89): Entries are \$25 each and *open to both ACP members and non-members.*

Please note: A small platform fee will be charged for each entry.

One standard category entry is free AFTER submitting six standard category entries by using the promotion code ONEFREE at checkout. Only one free entry will be issued to each entrant – it is ONE FREE entry, not one free for every six entries. There is no discount for Best In Class entries.

Finalizing Submissions

Contest Deadline: Midnight Eastern Time, February 20, 2023

Online payment is preferred but if you choose to remit a check for entry payment, please send a copy of your completed entry list along with the check payable in USD to “Associated Church Press” to:

Associated Church Press
Attn: Awards Contest
1109 Owen Way
Sykesville, MD 21784

Questions or concerns? Contact Gregg Brekke at the ACP office at 503-583-8655 or Office@TheACP.org.

OVERALL EXCELLENCE / BEST IN CLASS

(Open to Associated Church Press members only)

1–5. BEST IN CLASS — PUBLICATIONS

Choose any three 2022 issues (e.g. February, May, and November) and enter information online. As noted above, if PDF entries exceed the upload size limit, please contact the ACP office to arrange for an alternate upload method. 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. NEWSPAPER

2. NATIONAL/INTERNATIONAL MAGAZINE (broad audience)

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

4. SEMINARY PUBLICATION OR 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.

5. NEWSLETTER

6–9. BEST IN CLASS – ONLINE

6. 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.

7. 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.

8. 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.

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

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

10. BEST IN CLASS — PUBLIC RELATIONS OR MARKETING CAMPAIGN

Submit your most successful public relations or marketing campaign of 2022. Include a description of the project's mission and goals, strategy, tactics, team, and the 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.

11. 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.

12. 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 2022.

CATEGORIES: REPORTING AND WRITING

(Open to Associated Church Press members and non-members)

13–22. 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.

- 13. Local reporting - Short Format (1,200 words or fewer)
- 14. Local reporting - Long Format (more than 1,200 words)
- 15. National reporting - Short Format (1,200 words or fewer, includes sources in multiple regions or denominations)
- 16. National reporting - Long Format (more than 1,200 words, includes sources in multiple regions or denominations)
- 17. International reporting - Short Format (1,200 words or fewer)
- 18. International reporting - Long Format (more than 1,200 words)
- 19. Science writing for the world of faith - Short Format (1,200 words or fewer)
- 20. Science writing for the world of faith - Long Format (more than 1,200 words)
- 21. Denominational politics - Short Format (1,200 words or fewer)
- 22. Denominational politics - Long Format (more than 1,200 words)

23-24. NEWS STORY

This category is for breaking news researched and written on a deadline of one week or less. (If updates were made online, you are welcome to submit the final version.) An award winning 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.

23. News Story - Short Format (1,200 words or fewer)

24. News Story - Long Format (more than 1,200 words)

25-26. 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.

25. Newspaper, Newsletter, News Service, Website, or Blog

26. Magazine

27-28. IN-DEPTH COVERAGE

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

27. Newspaper, Newsletter, News Service, Website, or Blog

28. Magazine or Journal

29–30. EDITORIAL OR OPINION

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.

29. Single editorial or opinion piece, all publications

30. 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.

31–33. 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.

31. Newspaper or Newsletter

32. News Service, Website, Blog, or Social Media

33. Magazine or Journal

34-35. 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.

34. Interview - Short Format (1,200 words or fewer)

35. Interview - Long Format (more than 1,200 words)

36. BIOGRAPHICAL PROFILE

Narrative piece about a personality. Criteria: Interest to people of faith, captures the person's essence. Open to all media.

37–38. PERSONAL EXPERIENCE / FIRST-PERSON ACCOUNT

A good personal experience article is creative and clearly written. This can include as-told-to articles (i.e. an author or editor worked with a person with someone to craft an article in that person's voice). 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.

37. Personal Experience - Short Format (1,200 words or fewer)

38. Personal Experience - Long Format (more than 1,200 words)

39. COLUMN (print and online publications)

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.

40. 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.

41. 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.

42. LETTERS TO THE EDITOR

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

43. 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.

44. 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.

45. 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.

46. HUMOR, WRITTEN

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

47. SCHOLARLY ARTICLE

In-depth study based on original research written by and for those engaged in the academic study of religion in any 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.

48–49. BIBLICAL INTERPRETATION OR LECTIONARY REFLECTION

Fresh exposition of Scripture that invites further reflection and makes clear the application to current events or the readers' circumstances. It may be on the readings from any lectionary (e.g. the Narrative Lectionary rather than the Revised Common Lectionary), but it does not have to be. Open to all media. Criteria: Quality of writing, clarity and economy of expression, thoughtful interpretation that wrestles honestly with the text.

48. Short format (1,200 words or less). This can include a single lectionary column or blog post on a lectionary reading (in contrast to submitting the whole column that appears in each issue of your publication.)

49. Long format (more than 1,200 words). This can include a set of lectionary columns in an issue of your publication that together are more than 1,200 words long.

50–51. 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. Please note: If the article uses footnotes or a bibliography it may be more appropriately placed in the scholarly article category.

50. Short format (1,200 words or less).

51. Long format (more than 1,200 words).

52–53. 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.

52. Short format (1,200 words or fewer).

53. Long format (more than 1,200 words).

54. 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.

55. 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.

56–58. BOOKS (including 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 2022.

56. FICTION

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

57. NONFICTION

This could be a devotional work, focused primarily on spiritual growth, discernment or practice. Also admissible are works on history, biography, autobiography, guides, journalism, travel, and science are some of the topics considered in this category.

58. CHILDREN or YOUNG ADULT

59. 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 2022 — 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.

60. BEST EMERGING JOURNALIST (*FREE to enter!*)

Candidates for this award have recently begun to work in the field of journalism and are doing excellent work in covering religion, social justice, ethical living, or other topics of concern to people of faith.

The work may be in features, opinion, essays, news, photojournalism, or multimedia reporting. Journalists younger than 25 are eligible whether students or not; current students in a secondary or postsecondary education institution, or within their first two years of employment as a journalist, regardless of age are also eligible. Submit up to 3 examples; one substantial work can be submitted alone.

Please note: Previous Best Emerging Journalist category winners (Award of Excellence, Award of Merit, Honorable Mention) are not eligible to enter this category again.

CATEGORIES: VISUAL COMMUNICATIONS

(Open to Associated Church Press members and non-members)

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

61. MAGAZINE COVER

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

62. 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.

63. MAGAZINE/JOURNAL DESIGN, SPREAD OR STORY

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

64. MAGAZINE/JOURNAL DESIGN, ENTIRE ISSUE

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

65. NEWSPAPER/NEWSLETTER DESIGN, SPREAD OR STORY

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

66. NEWSPAPER/NEWSLETTER DESIGN, ENTIRE ISSUE

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

67. ILLUSTRATION, WITH ARTICLE OR OUTLINE

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

68. PRINT PUBLICATION REDESIGN

Submit copies of any three issues from redesign (in 2022) and any three issues from former design (can be from 2020, 2021 or 2022). Criteria: Improvements made in graphics, photography, page design; reader impact and overall appearance.

69. 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.

70. WEBSITE 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.

71. 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, website, or blog.

72. SINGLE PHOTO WITH ARTICLE OR OUTLINE

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

73–74. PHOTO SPREAD OR ESSAY

A group of photos by the same photographer in a single story or as a stand-alone feature. Criteria: Impact, composition, mood, photo technique, appropriateness to the article or topic illustrated. (Note: same photo spread cannot be entered in both print and online categories)

73. Printed (Newspaper, Magazine, Newsletter, or Journal)

74. Online (Online publications, Website, Blog, or Social media)

75–80. 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. Open to social media postings, stand-alone video stories, and videos accompanying written articles. All work must have a first-published/streamed date within 2022.

75. NEWS STORY, CURRENT EVENT

76. DOCUMENTARY SHORT (Less than 30 minutes)

77. DOCUMENTARY FEATURE (Longer than 30 minutes)

78. EDUCATIONAL / INFORMATIVE / ADVOCACY (less than 10 minutes)

79. EDITORIAL / PR MARKETING (less than 10 minutes)

80. VIDEO SERIES (3 samples - Vlog, video podcast, etc.)

81-82. AUDIO

Audio that can be downloaded or streamed online. Criteria: Production values, deftness of storytelling or exposition. All work must have a first-published/streamed date within 2022.

81. NEWS STORY, CURRENT EVENT

82. PODCAST SERIES or 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. Each entry must include either a link to a series that contains at least three (3) episodes published in 2022 OR a link to three (3) individual audio files.

83. 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

(Open to Associated Church Press members and non-members)

84. ANNUAL REPORT

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. Open to all media presentations – print and online.

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.

85-86. FUNDRAISING AND SUBSCRIPTIONS

Marketing efforts are playing a larger part of many publications' 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 print, email and/or social media.

85. Direct-mail fundraising campaign

86. Renewal or subscription acquisition campaign

CATEGORIES: SOCIAL MEDIA

(Open to Associated Church Press members and non-members)

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.

87. 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.

88. AWARENESS / ADVOCACY CAMPAIGN

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

89. 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.