



Associated Church Press
Entry Guide to the
201*-201+ ACP
BEST OF THE CHURCH PRESS
Awards
For work published in 201*

Deadline: January 30, 201+

**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, E-zines, bloggers and websites earn kudos, as do the many excellent entries in social media and video. The Awards Committee has enhanced the 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 2016 convention in Bghb`fn.



Directions for Entering Contest

Deadline: January 30, 201+

Step 1: Choose your best material from 201*.

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

Step 3: Log on to <http://awards.theacp.org> and follow the instructions.

**Upload entries to:
ACP awards website for 201+
<http://awards.theacp.org>**

More info: 407-341-6615 (phone)
407-386-3236 (fax)

Enter material published within calendar year 2016 from ACP-member publications that have paid their 2016 and 2017 dues. You may include outstanding dues with your entry fee.

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.

Please note: 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 fits, for example Editorial Courage and Editorial/Opinion Piece.

FOR PUBLICATIONS REQUIRING FULL ISSUES SUBMISSIONS ONLY:

If the PDF file is larger than 10 MB, copy and complete the Accounting Form (next page), and submit with payment.

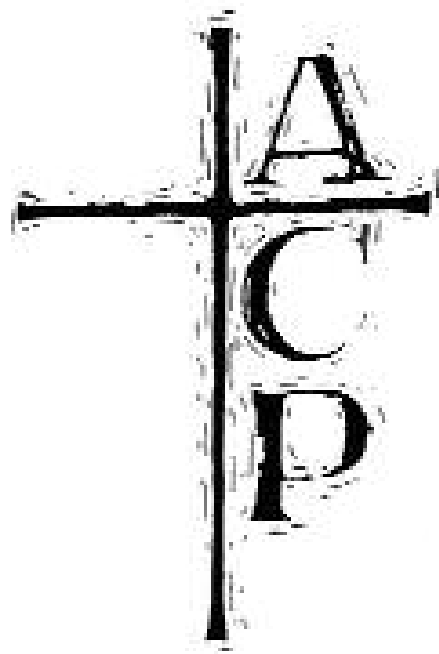
ENTRY FEES FOR MEMBERS:

Entry fees are \$50 for your single Best in Class entry and \$20 each for all other entries.

One ~~Year~~ free after submitting ~~gl~~ entries.

Questions or concerns?

Contact Charlotte Indico at the ACP office at 407-341-6615 or ACPcenter@gmail.com



Payment/Accounting Info

ACP 201*-201+ Awards Contest

Please provide the information requested below and calculate your net entry fee. If you need to send a check, please make it out to "Associated Church Press."

Log in to <http://awards.theacp.org> to enter and pay. Payments are through www.PayPal.com, payable to: ACPpaypal@aol.com or by check to address below.

Associated Church Press

ATTN: Charlotte Indico

924 Woodcrest Way

Oviedo FL 32765

407-341-6615 (phone) 407-386-3236 (fax)

Entries must be entered by the end of the deadline day (January 30) or late fees apply. Dues and all entry fees must be paid before judges receive your entries.

Entry-fee Calculation

(Use as a scratch pad for online payments; include with check if by mail):

Name of ACP Publication: _____

Editor or Contact Person: _____

Address: _____

City/State or Province/Postal Code: _____

E-mail: _____

Telephone: _____ Fax: _____

Best in Class entry: Members pay \$50 per entry; Non-members \$75 per entry + \$ _____

Number of entries in other categories: _____ x \$20 per each entry (\$35 for non-members) + \$ _____

Do you still owe dues for 201* or 201+? If so, submit total here + \$ _____

NON-MEMBERS: Join and pay dues for 201+ to be eligible for member rates.

CONTACT THE ACP AT 407-341-6615 or find the appropriate dues and membership forms at www.theacp.org: + \$ _____

Entering more than 10 items? Subtract \$20 - \$ _____

LATE FEE, IF ANY: + \$ _____

TOTAL FEE ENCLOSED: \$ _____

LATE FEE for entries entered between Jan. 31 and Feb. 7: \$20 per category.

Please **DO NOT COMBINE PAYMENTS** for more than one ACP publication from the same shop.

-Use one online payment or accounting form per publication member. Thanks!

Contest Categories

GENERAL EXCELLENCE/BEST IN CLASS

1-6. BEST IN CLASS/PRINT

Choose any three 2016 issues (e.g. February, May, and November) and enter information online.

ONLY ENTER THE INFORMATION, then ship the hard copies with an ID attached.

Use the Identification Form to indicate which one of the following categories and other information applies. **You may enter in only one Best in Class category.**

Remember: Only a dues-paying member is eligible. No ancillary products or sister publications/services, including website (otherwise eligible only with their own independent membership).

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. 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.

6. Newsletter

Criteria for Categories 1-6: overall quality of publication and appropriateness for audience, including content and coverage; writing and editing; typography, format and design.

7-10. BEST IN CLASS/ONLINE

7. 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.

8. Independent Website (this is distinct from “Publication Website,” Category xx). 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 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.

9. 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.

10. Digital Edition/Mobile publication

Publications accessible 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; and the use of technology.

11. BEST IN CLASS/PUBLIC RELATIONS/MARKETING

11. Public Relations/Marketing Campaign

Submit your most successful public relations or marketing campaign of 2016. 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 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.

EDITORIAL

12-14. 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.

12. News Service/Website/Blog

13. Newspaper/Newsletter/Magazine/Journal

Criteria: Timeliness of issue; breadth of appeal to intended audience; clarity; cogency of arguments; writing style.

14. James Solheim Award for Editorial Courage: All Media

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.

REPORTING & WRITING

15-18. REPORTING & WRITING: 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 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.

15. Newspaper/Newsletter

16. News Service/Website/Blog

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

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

Criteria: Idea (timeliness, reader appeal); effective development of idea; writing style; originality of treatment; impact. Nonfiction. NOTE: A 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. (See Personal Experience/First Person Account, and Scholarly Article categories.)

19-21. REPORTING & WRITING: 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.

19. Newspaper/Newsletter

20. Website/News Service/Blog

21. Magazine

Criteria: Objectivity/fairness; thoroughness; timeliness; significance for intended audience; clarity and economy of expression.

22. REPORTING & WRITING: 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.

22. All media

Criteria: Thoroughness; significance of issues; implication of decision for reader; balance of visual elements.

23-25. REPORTING & WRITING: IN-DEPTH COVERAGE

Built around a news core, entries may be: (a) a single detailed article; (b) one issue on a single subject; or (c) a series of articles (in one or several issues) on a single subject.

23. Newspaper/Newsletter

24. News Service/Website/Blog

25. Magazine/Journal

Criteria: Objectivity/fairness; thoroughness; timeliness; significance for intended audience; clarity and economy of expression.

26-29. REPORTING & WRITING: THEME ISSUE, SECTION, OR SERIES

Built around a non-news core (e.g., seasonal, prayer, children's ministry), entries may be one issue on a single subject or a series of articles in more than one issue on a single subject.

- 26. Newspaper/Newsletter**
- 27. News Service/Website/Blog**
- 28. Magazine**
- 29. Journal**

Criteria: Idea (timeliness, appeal to reader); effective development of idea; writing style; originality of treatment.

30. REPORTING & WRITING: INTERVIEW

Can be straight question-and-answer or a combination of direct and indirect quotations, plus description and background.

All Media

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.

31. REPORTING & WRITING: BIOGRAPHICAL PROFILE

Narrative, non-interview piece about a personality.

All Media

Criteria: Interest to reader; faith angle; captures the person's essence.

32-34. REPORTING & WRITING: PERSONAL EXPERIENCE/1st PERSON ACCOUNT/SHORT FORMAT

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.

Short Format (1,200 words or fewer)

- 32. Newspaper/Newsletter**
- 33. Magazine/Journal**
- 34. News Service/Website/Blog**

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

35-37. REPORTING & WRITING: PERSONAL EXPERIENCE/1st PERSON ACCOUNT/LONG FORMAT

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.

Long Format (More than 1,200 words)

- 35. Newspaper/Newsletter**
- 36. Magazine/Journal**
- 37. News Service/Website/Blog**

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

38-39. REPORTING & WRITING: 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 engages the reader. 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.

- 38. Newspaper/News Service/Newsletter/Website/Blog**
- 39. Magazine/Journal**

Criteria: Writing style; well-expressed opinions; uniqueness of voice.

40-41. REPORTING & WRITING: 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.

- 40. Print Publications**
- 41. Online Publications**

Criteria: Use of tone, graphics, and headlines to consistently convey department purpose; uniqueness or interest of components.

42. REPORTING & WRITING: 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.

All Media

Criteria: Critical acumen; quality of insight; clarity of opinion; originality; writing style.

43. REPORTING & WRITING: LETTERS TO THE EDITOR

All Media

Criteria: Lively, diverse letters; appeals to intended audience; attracts readers; welcomes response.

44. REPORTING & WRITING: POETRY

In the poetry 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 are used successfully to create emphasis. The poem realizes its intentions and leads naturally to its conclusion.

All Media

Criteria: Word choice; form, originality; idea.

45. REPORTING & WRITING: PERSONALLY USEFUL ARTICLE

Service journalism that highlights the needs of the reader. Topics might include self-help, health, nutrition, parenting, service to others, advice and more.

All Media

Criteria: Accessible information; creative use of graphs, sidebars, lists, and/or other informational graphics.

46. REPORTING & WRITING: PROFESSIONAL RESOURCE

An article designed for professional practitioners in a religious field. It may include research findings, analytical or reflective writing.

All Media

Criteria: Significance for intended audience; quality of writing; clarity and economy of expression.

47. REPORTING & WRITING: HUMOR, WRITTEN

All Media

Criteria: Wit; originality; perception shown; phrasing; impact; effectiveness of humor in terms of the publication's audience.

THEOLOGICAL

48. 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.

All Media

Criteria: Persuasiveness of presentation, research, or data; originality of premise or treatment.

49. BIBLICAL INTERPRETATION

Fresh exposition of Scripture. May be written in a scholarly or feature format.

All Media

Criteria: Quality of writing; clarity and economy of expression.

50-51. THEOLOGICAL REFLECTION

Reflection on Scripture, doctrine, or religious tradition. NOTE: If the article uses footnotes or a bibliography it may be more appropriately placed in the scholarly article category.

49. Short Format (1,200 words or less). All Media

50. Long Format (More than 1,200 words) All Media

Criteria: Quality of writing; clarity and economy of expression.

52-53. DEVOTIONAL/INSPIRATIONAL

Reflection of the experience of the holy in contemporary life.

52. Short Format (1,200 words or fewer) All Media

53. Long Format (More than 1,200 words) All Media

Criteria: Quality of writing; clarity and economy of expression.

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 also can be a Bible study or any other printed or online resource.

All Media

Criteria: Practical orientation with creative use of graphs, sidebars, glossary, lists, or the like; appropriateness for intended audience.

55. SEASONAL ARTICLE

This should be an article expressive of a Christian holiday, season, or festival.

All Media

Criteria: Appeal to reader; effective development of idea; writing style; use of imagery; originality of treatment.

ART/DESIGN/GRAPHICS/PHOTOGRAPHY

In the design 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 cliché. Image quality enhances the impact and aesthetics of the image. Photos demonstrate imagination. Good use of color.

56. ART/DESIGN/GRAPHICS: MAGAZINE COVER

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

57. ART/DESIGN/GRAPHICS: 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.

58. ART/DESIGN/GRAPHICS: MAGAZINE/JOURNAL DESIGN, SPREAD OR STORY

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

59. ART/DESIGN/GRAPHICS: MAGAZINE/JOURNAL DESIGN, ENTIRE ISSUE

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

60. ART/DESIGN/GRAPHICS: NEWSPAPER/NEWSLETTER DESIGN, SPREAD OR STORY

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

61. ART/DESIGN/GRAPHICS: NEWSPAPER/NEWSLETTER DESIGN, ENTIRE ISSUE

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

62. ART/DESIGN/GRAPHICS: ILLUSTRATION, WITH ARTICLE OR OUTLINE

All Media

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

63-64. PHOTOGRAPHY: SINGLE PHOTO WITH ARTICLE OR OUTLINE

63. Newspaper/News Service/Newsletter/Website/Blog 64. Magazine/Journal

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

65-66. PHOTOGRAPHY: PHOTO SPREAD WITH ARTICLE OR OUTLINE

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

65. Newspaper/News Service/Newsletter/Website/Blog 66. Magazine/Journal

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

67. ART/DESIGN/GRAPHICS: PRINT PUBLICATION REDESIGN

Submit copies of any three issues from redesign (in 2017) and any three issues from former design (can be from 2015 or 2016).

Criteria: Improvements made in graphics, photography, page design; reader impact and overall appearance.

ONLINE & INTEGRATED MEDIA

68. ONLINE MEDIA: 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.

69. ONLINE MEDIA: 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.

70. ONLINE MEDIA: SOCIAL MEDIA

Use of social media, including Facebook, Twitter, LinkedIn and others in building readership and audience participation in your organization's communications.

In this category we want the most innovative uses of social media and what impact they've had. This category is for the best use of social media in the religious press. Some examples are that the project could be using social media as a delivery method for a wider topical package or it could be the implementation of social media across the organization. WHAT TO SUBMIT: Links to the social media and URL of links from 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.

71. ONLINE MEDIA: VIDEO

This category honors the outstanding use of video, including user-generated content, published on digital platforms (your

website or YouTube channel, e.g.) An entry consists of one video or a set, series or Video Podcast of no more than three examples that appear regularly in one department or area of a digital publication or are linked by topic or producer. Videos cannot exceed 15 minutes in length; videos originally longer than 15 minutes may be entered, but must be edited for submission. SUBMIT links to no more than three videos in their original context.

Criteria: Judges will evaluate entries based on the quality and consistency of the reporting and visual storytelling. Videos will be judged in their original context. Special weight will be given to entries that provide timely coverage of events and subjects important to the faith community.

72. ONLINE MEDIA: AUDIO

Audio delivered as part of a syndicated series that can be downloaded or streamed online. 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.

Criteria: Production values, deftness of storytelling or exposition.

73. ONLINE/INTEGRATED MEDIA: INTEGRATED COMMUNICATIONS PROGRAM

Recognizes special projects making use of integrated communications. The different elements – print, online, live events, photos, video, audio, interactive graphics – are used effectively to complement one another. The multimedia elements are intuitive and easy to use for online readers. It is creative, imaginative and well-organized around a central theme.

Criteria: Judging will be based on the fullness 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 in-depth understanding of the issue.

STUDENT PUBLICATIONS

74. STUDENT PUBLICATIONS: ALL MEDIA

This new category recognizes general excellence in student publications – print or online.

Criteria: Relevance and salience to the student community. Impact on the student community. Thoroughness, creativity and enterprise in reporting and writing. General excellence in writing, editing and design.

BOOKS/EBOOKS

75. BOOK: FICTION

76. BOOK: NONFICTION

77. BOOK: FOR CHILDREN OR YOUNG ADULTS

Awards are for works of distinctive originality, creativity and impact. 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 member. Entry must have an original copyright date (printed on copyright page) between Jan.1, 2016 and Dec. 31, 2016.

PUBLIC RELATIONS/MARKETING

78. ANNUAL REPORT/PRINT OR ELECTRONIC

A well done annual report can reveal the heart and soul of an organization while providing key information. It is an important part of every church, diocese, synod, conference, group or organization.

Criteria: Judges will look at how well the report describes achievements and how activities helped accomplish your mission. Additional criteria will be the effectiveness of the theme, whether the report is concise and professional, how it uses photography, infographics and design to enhance readability, is honest and engaging, and how well such things as video and/or social media were integrated, if used.

79. TRADITIONAL NEWS RELEASE

A great press release is often the key to securing increased visibility of important activities and events. Have you written a great press release, one that you're particularly proud of?

Criteria: Judges will look for such things as: an attention-grabbing headline; sharp, concise and accurate writing; effective quotes; contact information; relevant links and access to additional information.

80. MARKETING/PR VIDEO

New category. Video is the perfect medium for a public relations pitch. A creative and effective video engages its

viewers and can be a powerful call to action.

An entry consists of one video or a set or series of no more than three. They cannot exceed 15 minutes in length; videos originally longer than 15 minutes may be entered, but must be edited for submission. SUBMIT links to no more than three videos in their original context.

Criteria: Judges will look at how well the video engages the viewer, such as is it funny, inspiring or thought provoking? It will be evaluated on the appearance and quality of the images, editing, the sound, performances, lighting, and other aspects that provide a great experience for the viewer.

81. ELECTRONIC NEWSLETTER

New category. 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. Size of newsletter doesn't overwhelm the reader's inbox (under 40K).

JUST FOR FUN

82. 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 2016 — 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.

Use this form for hard copy submissions only.

Mail to: Associated Church Press, 924 Woodcrest Way, Oviedo, FL 32765, ATTN: Charlotte Indico

Identification Form, ACP 2016-2017 Awards Contest

Staple this form to EACH COPY of EACH ENTRY that is submitted. Make additional copies of this form, as needed.

CATEGORY NUMBER (Required): _____

Please:

(1) Use staples only to fasten together the pages of your single entries — along with a completed ID form on top.

(2) Use large black metal clips or manila envelopes (9 x 12) to bundle together multiple-copy entries — along with a completed ID form on top — when they are required instead. Please do not fasten pages or bundle copies together with paperclips, glue, tape, or rubber bands. Do not submit entries in folders. Do not submit an entire issue when only a certain page or spread is required.

Complete the entry information below, one per entry.

For all awarded plaques and certificates, names of individuals and publications, spellings, capitalizations, and punctuation will appear exactly as you indicate them on the form. Please print or type clearly. Attach a sheet with additional names, if necessary

Name of Publication: _____

Date Published: _____

Title of Entry: _____

Category Name: _____

Created by: (circle the title of the MAIN person/s who created this entry, then supply name/s)

Author/Editor/Artist/Designer /Photographer /Marketer:

Author/Editor /Artist/Designer/Photographer /Marketer:

Contact Name(s) and Phone Number(s) and email addresses (for any possible questions about entry):

OPTIONAL: PERMISSION TO PUBLISH THE ENTRY ON THE ACP WEBSITE AND IN THE ANNUAL "BEST OF THE CHRISTIAN MEDIA" BOOK:

X

(SIGNATURE, PRINTED NAME, TITLE AND CONTACT PHONE NO. OF AUTHORIZED PERSON)
