



TASTE AND SEE THAT THE LORD IS GOOD - MATT 5:13-16

United Methodist
Association of Communicators

Awards

2023

Welcome, and thank you

Dear United Methodist Communicators,

With this digital awards booklet, we celebrate the excellent work of United Methodist communicators through the annual Awards Program of the United Methodist Association of Communicators.

UMAC is a voluntary, professional organization designed to provide recognition, fellowship and vocational enrichment for professional and volunteer communicators of the church; plan, participate in and support training and continuing education events; develop standards and seek to enhance the professional quality of the work by United Methodist communicators; and assist in keeping members informed about developments in the communications industry and in promoting dialogue and discussion on technology and communication advocacy issues.

Each year, UMAC recognizes excellence in communication through an awards program, the United Methodist Association of Communicators Awards Contest. The contest recognizes excellence in print publications, digital publications, writing, internet communications, video production, audio, photography, visual design, publicity/advertising and media presentations.

High-quality work from United Methodist communicators across the connection is submitted to the contest and judged by a panel of first-rate judges. Those honored at the Awards Gala are the best of the best, and we applaud their fine work, as well as the strong work of the rest of the communicators who have entered this contest. Competition is fierce, and we are grateful for the excellent work of so many writers, photographers, videographers and other communications professionals who dedicate their lives and their work to the Lord.

In addition to the work of United Methodist communicators, we also celebrate this evening two other significant contributions: UMAC's Hall of Fame Recipient and the United Methodist Communicator of the Year. The Hall of Fame is dedicated to men and women who have excelled in the ministry of communications. Those with a minimum of 10 years of experience as a United Methodist communicator and retired from full-time work at least three years are eligible. Emphasis is placed on the significance of contribution to the communication ministry of the church and a record of excellence. The Communicator of the Year is an active professional serving in a communications role who has made recent striking achievements in communication with broad impact, often breaking new ground for the church.

Please join us in celebrating the work of all of these communicators and the passion each of us collectively brings to communications ministry as the body of Christ.

Sincerely,

The Executive Leadership Team of the United Methodist Association of Communicators

Executive Director—Royya James
Chair—Rev. Todd Rossnagel
Vice Chair—Rev. Dr. Tim Jones
Chair Emeritus—Rev. Deborah Coble
Awards Coordinator—Brittany J. Jackson
Communications Coordinator—Sybil Davidson
Treasurer—Kristen Gillette

Board Member—Julie Dwyer
Board Member—Melissa Jackson
Board Member—Liz Lennox
Board Member—Jennifer Rodia
Board Member—Katie Vesser Strangis
Board Member—Aimee Yeager
Board Member—Laura Poarch

Thanks to the Judges

The UMAC Leadership Team thanks the following who gave many hours of their talents and skills serving as judges of the 2023 United Methodist Association of Communicators Awards Contest:

Ansley Brackin

Ansley Brackin (<https://ansleybrackin.wordpress.com/>) is a graphic designer and creative enthusiast focused on refining the art of connecting methods of communication through color, message, and strategy.

Tracy Collins

Tracy Collins is a director at the USA TODAY Network Design Center. He formerly was over design and photography at The Arizona Republic. He has judged collegiate, state, national and international contests in writing, design and photography for more than 30 years.

Carolyn Conover

Carolyn is a nonprofit executive with proven experience in senior management, communications, fundraising, marketing, branding and staff development. Currently she is the Director of Marketing and Communications for SEO, a national nonprofit committed to creating equity by closing the academic and opportunity gap for ambitious young people from underserved communities. She served as the Director of Communications for United Methodists of Greater New Jersey and A Future With Hope from 2013 to 2021.

Jennifer Dapko

Dr. Jennifer Dapko is Assistant Professor of Marketing in the Barney Barnett School of Business and Free Enterprise at Florida Southern College. Marketing is Dr. Dapko's passion both inside and outside of the classroom. Her marketing career began in 1998 working for IBM in the community relations division. Ever since, she's been immersed in the world of marketing working in industries such as internet technology, software as a service, hotels and tourism, research, property insurance law, and education.

In her 20 year career, Dr. Dapko has been directly responsible for digital advertising, social media marketing, events, public relations, marketing communications, training and development, email marketing, website development, non-profit marketing and fundraising, data analytics, and market research. Dr. Dapko has a Ph.D. in Marketing and an M.B.A. from the University of South Florida, and a B.S. in Public Relations from Florida State University. She has taught marketing courses such as Advertising and Promotions, Professional Selling, Marketing Principles, Marketing Strategy, Social Entrepreneurship, and Business Analytics.

Prior to joining Florida Southern College, Dr. Dapko served as a senior analyst on the Customer Intelligence Solutions team for Marriott Vacation Club International. There she was responsible for improving sales and marketing performance via market research and data mining analysis. Additionally, she served as a director of marketing for a law firm. There she was responsible for building brand awareness and generating revenue through comprehensive print and digital marketing communications, public relations campaigns, sales Mar-

Special thanks to Melissa Jackson for the
2023 UMAC Awards Gala logo design

Animation: UMCom Stacey Hagewood

Technical support: GNTV



Com support, and radio and TV initiatives. Broadly, Dr. Dapko's research interests include understanding effective persuasion tactics in interpersonal and mass media marketing communications. She is fascinated by sales and marketing communications in nontraditional, newer, and emerging technologies. She has published in *Journal of Marketing Channels*, *Journal of Selling*, and *Management Decision*. Dr. Dapko volunteers her spare time to animal welfare organizations assisting them with website development, digital marketing, and direct mail fundraising. She enjoys spending time with her three dogs, staying active outdoors, and balancing the previous two with a healthy dose of Netflix.

Hillary DeMeo

Hillary DeMeo is the Co-Founder/Chief Strategy Officer at We Are Curio. With over a decade of experience in organizational leadership, Hillary co-founded We Are Curio to unlock the full potential of innovation among individuals, teams and organizations. Her energy and mind-mapping vision lends to her gift of strategically fostering business development, the mobilization of people and teams, and collaboration marked by ingenuity. She has previously served in various roles in higher education including Dean of Student Engagement, Professor of Organizational Leadership, and Director of Leadership Development. She has a bachelor's degree in organizational management and a master's degree in organizational leadership.

Joe Henderson

Joe Henderson has spent more than 50 years combined in print and online media. He spent nearly 42 years at The Tampa Tribune, both in news and sports, as a reporter, editor, and columnist. He has won multiple local, state, and national writing awards. Joe also spent nearly seven years as a columnist for the online site Florida Politics. He has written freelance stories for FLUMC.org since 2016. He lives in Brandon, Florida with Elaine, his wife of 42 years. He has two grandchildren that he adores, and one sassy calico cat named Caneel.

Tom Hofts

Thomas Hofts is a former radio broadcaster. Following 14 years in radio he moved to state government and was the primary public relations speaker and Director of Marketing for the Kansas State lottery. After moving to Florida to work for International Gaming Technologies he became a local trainer for Apple where he conducted classes on audio and video editing including podcasting. Tom is an award winning Toastmaster speaker and a lifelong member of the United Methodist Church.

Mat Hotho

Mat Hotho is the Director of Production and Online Engagement at Hyde Park United Methodist Church in Tampa, Fla. Growing up, Mat connected with the local church running slides for an up-start contemporary worship service. Fast forward to adulthood and he now has over 18 years of experience in audiovisual environments both inside and outside the church.

Samuel Klein

Sam Klein is the Videographer/Video Editor at Hyde Park United Methodist Church in Tampa, Fla.

Mark Lambert

Mark Lambert is president of Lambert Media (<http://www.lambertmediagroup.com/>), a communications consulting firm. Mark's diverse background includes award-winning work as a newspaper reporter, television news manager, public relations practitioner and businessman. As communications director for the Louisiana Department of Transportation and Development, Mark managed crisis communications and daily news briefings for the agency through hurricanes Katrina, Rita, Ike and Gustav. In 2009, Mark developed Lambert Media into a full-service public relations firm, offering public relations counseling, media relations services, training, video production and social media management. His clients include corporations, industry associations, government agencies and nonprofit groups in the engineering, petrochemical, transportation, education, highway safety and faith-based sectors. Mark has served as a director of several charitable and nonprofit boards, including the Greater Baton Rouge Food Bank and Hope Ministries.

Cara Mackie

Dr. Cara Mackie is Associate Professor of Communication and Department Chair at Florida Southern College.

She joined the faculty in 2008 and has more than 20 years of teaching experience. Her teaching goals include creating an environment eliciting engaged learning and providing a safe space for students to interact, learn, and grow. She builds strong relationships with her students and believes that teaching is not just subject oriented, but should include the mentoring students. She is affiliate faculty of the Women and Gender Studies Minor and College Honors Program. Dr. Mackie's research focuses on how loss and trauma shapes one's identity, in turn affecting interpersonal relationships and networks. She has presented her work at numerous state, regional, national, and international conferences. Dr. Mackie is reliable and completes all tasks assigned to the highest level and volunteers to participate in the department and on campus.

Bryant Manning

Bryant Manning is the Pastor of the Wesley Foundation at FSU & TCC in Tallahassee, holding a Bachelor's degree in Music Performance from Florida Southern College and a Master of Divinity from Duke University. He previously served as the worship leader and Associate Chaplain at Florida Southern College in Lakeland, FL. He passionately combines his musical background and technical knowledge to enhance the ministries he has served. As a Provisional Elder in the United Methodist Church, Bryant envisions a future where technology and faith seamlessly intertwine, all while honoring the church's core values and traditions.

Gary McClure

Gary McClure is a management consultant based in Nashville, Tenn. He has more than 25 years of marketing and communications experience with companies ranging from Fortune 100 to small firms and in a variety of industries. Prior to consulting with North Highland Consulting, Gary spent eight years with LifeWay Christian Resources, led marketing for a leading economic development publication and spent 10 years with Nortel Networks in various strategic marketing leadership roles. Gary has an economics degree from Mississippi State University and an MBA from the Owen School at Vanderbilt University. He also is active in the Nashville community. He serves on several boards including Young Life, In His Grip Golf and The Collective. He, his wife and four children live in Franklin, Tenn.

Paul Osmundson

Paul Osmundson is a senior editor at The State Media Co. in Columbia, South Carolina, and a former editor of The Herald in Rock Hill, South Carolina. He has edited projects about the plight of migrant workers in South Carolina, the impact of mega-farms, and the threats of "forever chemicals" in rural areas. He has directed coverage of hurricanes, major floods, and several other breaking stories, including riots in Columbia after the murder of George Floyd and a mass shooting at a local mall. Osmundson is a member of St. Andrew's Lutheran Church in Columbia, where is a member of the communications committee, Lutheran Men, and the handbell choir. He is a former member of the St. Andrew's congregational council.

Brittney Reilly

Brittney Reilly is the owner of a marketing agency in New Jersey called Heartbeat Graphics and is also the Director of Marketing and Communications at Community Health Ventures, the business affiliate of the National Association of Community Health Centers. Previously, Brittney served as the Digital Communications Manager for the United Methodists of Greater New Jersey (GNJ) and worked to resource GNJ's leadership through digital marketing, web, and graphic design. Brittney is dedicated to serving our communities, loves animals (especially pugs), and has a deep appreciation for the incredible work of the UMC.

Scott Smoak

Rev. Scott Smoak is the Senior Pastor at Trinity United Methodist Church in Columbia, SC. He earned a BA in journalism from the University of South Carolina. His first career was in TV production.

Gary White

Gary White has been a reporter for The Ledger since 2002 and previously worked at three other newspapers. A Florida native, he was raised in Titusville and graduated from the University of Florida. He has written on a wide array of topics, including anorexia, clotheslines, the aftermath of suicide, plastic owls, second marriages, grits, circumcision and medical marijuana. He is the author "Conservation in Florida: Its History and Heroes." He enjoys cycling, nature photography, reading and classic film noir. He is a steward with Ledger News Guild, a

newsroom union formed in 2016.

Matt Wiatt

Matt is a senior producer at IndieAtlantic Films. Matt begin his career in traditional broadcast television. He has worked on national TV series for ABC, PBS, Travel, Disney, and other networks. At Indie Atlantic Films, Matt has produced, edited, and directed films for clients across the United States. He is also one of the Executive Producers of the documentary, Fly Like a Girl. Matt is a graduate of Flagler College.

About the Awards Contest

The spirit of this competition is to recognize the achievements of UMAC members who played a key role in the creative process (writing, designing, producing, etc.).

This year's UMAC Awards Contest considered communication material completed Nov. 1, 2021 to July 1, 2023.

All entries were judged on meeting their stated purpose; content; creativity; execution; and regard for target audience, using a 50-point scale. Awards go to first, second and third place winners of each category in each division, with one Best of Class award given per class.

There are two divisions:

- A. Annual Conference or Local Church
- B. General Church Agency or Jurisdictional Area

There are 10 classes with multiple categories per class:

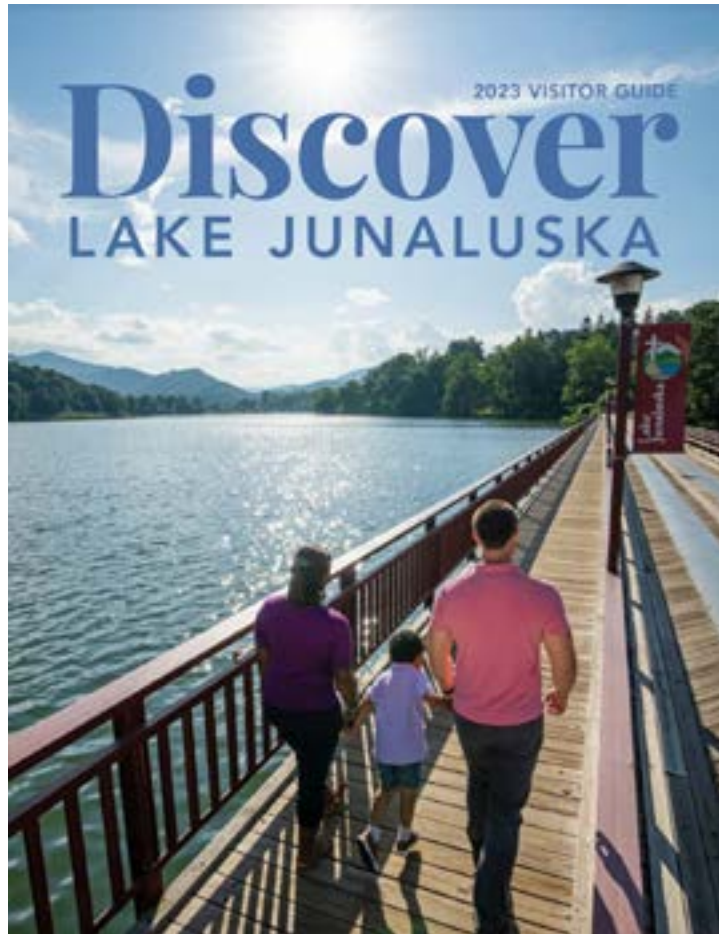
- Print publications
- Digital publications
- Writing
- Internet communications
- Video production
- Audio
- Photography
- Visual design
- Publicity and advertising
- Media presentations



2023 UMAC Award Winners

Listed by Class

Class 1 Print Publications



Best in Class 1, The Robert F. Storey
Award of Excellence:

[Discover Lake Junaluska 2023](#)

Staff

Lake Junaluska Conference & Retreat Center

Magazine Category

Annual Conference/Local Church Division

1st Place

InFocus: [April-May](#), [Feb-Mar](#), [Summer 2023](#)

Jeannie Schott

Western Pennsylvania Conference

2nd Place

By Faith Magazine

Dr. Henry L. Masters Sr., Pamela Crosby, Ken Strickland, Melissa Wells

Closer Walk Ministries

Print Publications

3rd Place
[The Missouri Methodists](#)
Fred Koenig
Missouri Conference

Magazine Category, General/Agency Division

1st Place
[Response Magazine](#)
Audrey Stanton-Smith, Maryann Verghese, and staff
United Methodist Women

Newsletter Category Annual Conference/Local Church Division

1st Place
CAMC Transformer: [File 1](#), [File 2](#), [File 3](#), [File 4](#)
Whitley Henson, Melissa Jackson
General Council on Finance and Administration

2nd Place
GCFA Ministry Minute: [File 1](#), [File 2](#), [File 3](#)
Crystal Hundley, Maia Cheatham, Staff
General Council on Finance and Administration

Special Publication, Section or Supplement Category General/Agency Division

1st Place
[Discover Lake Junaluska 2023](#)
Staff
Lake Junaluska Conference & Retreat Center

2nd Place (Tie)
2023 Daily Prayer Guide: Reflecting on God's Faithfulness
Praveena Balasundaram, Rae Grant
United Methodist Women

2nd Place (Tie)
[Here for Good: 2022 Annual Report](#)
Matt Garfield
United Methodist Foundation of Western North Carolina Inc.

3rd Place
[60th Anniversary Magazine / 2022 Year in Review: The Methodist Foundation for Arkansas](#)
Haley Tehan, The Methodist Foundation for Arkansas

Special Publication, Section or Supplement Category Annual Conference/Local Church Division

1st Place

[The 2023 Circuit Rider Souvenir Journal](#)

Mississippi Conference Communications Team

Mississippi Annual Conference

2nd Place

[Love God, Love Neighbor: Narrative Budget 2023](#)

Serena Acker

Indiana United Methodist Conference

3rd Place (Tie)

[Engage MI 2022-2024 Report](#)

Alice Townley, Lisa Drake Collins, MI Brd of Global Ministries

Michigan Conference

3rd Place (Tie)

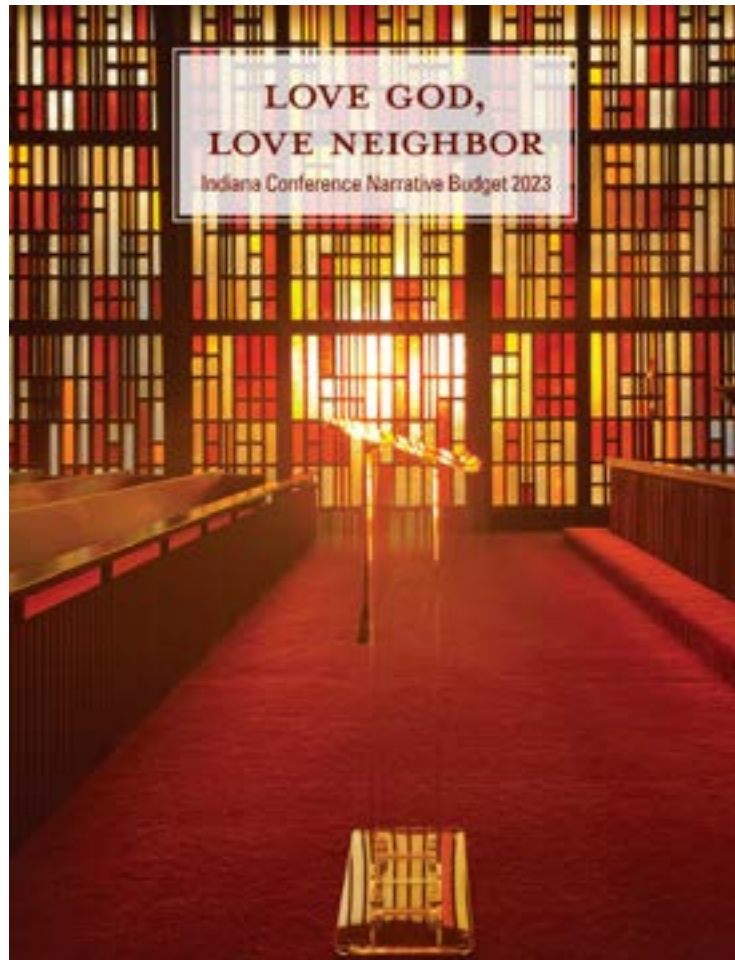
[Discernment Workbook for Christian Ministries and Churches](#)

Cindy Young, Alan Wild

Kentucky Annual Conference

Print Publications

Class 2 Digital Publications



Best in Class 2:

[Love God, Love Neighbor: Narrative Budget 2023](#)

Serena Acker

Indiana United Methodist Conference

eNewsletter Category

Annual Conference/Local Church Division

1st Place

The Connection: [File 1](#), [File 2](#), [File 3](#)

Pam Hughes, Kim Kaufman, Monica Frazier

North Texas Conference

2nd Place

Weekly Update of the North Georgia Conference: [File 1](#), [File 2](#), [File 3](#)

Sybil Davidson

North Georgia Conference

3rd Place

Weekly Digest: United Methodists of Upper New York: [File 1](#), [File 2](#), [File 3](#)

Shelby Winchell, Mary Dalglish, Shannon Hodson

Upper New York Conference

Electronic Publication Category Annual Conference/Local Church Division

1st Place

Cultivate Digital Magazine: [File 1](#), [File 2](#), [File 3](#)

Staff

Indiana United Methodist Conference

2nd Place

[The Missouri Methodists](#)

Fred Koenig

Missouri Conference

3rd Place

The Call: [File 1](#), [File 2](#), [File 3](#), [File 4](#)

Annette Spence

Holston Conference

Electronic Special Publication, Section or Supplement Category, Annual Conference/Local Church Division

1st Place

[Love God, Love Neighbor: Narrative Budget 2023](#)

Serena Acker

Indiana United Methodist Conference

2nd Place

[Wesleyan Roots Nurtures Spiritual Growth in the Digital Age](#)

NTC Communications, NTC Center for Leadership Development

North Texas Conference

3rd Place

[Grit to Grace: An Advent Devotional](#)

Staff

Indiana United Methodist Conference

Electronic Special Publication, Section or Supplement Category, General/Agency Division

1st Place

United Methodist Communications 2022 Annual Report: [File 1](#), [File 2](#)

Staff

United Methodist Communications

2nd Place

[Being the Church with the Oppressed: Four African Perspectives Bible Study](#)

Staff

General Commission on Religion and Race

3rd Place

2022 Central Conference Pensions Report: [File 1](#), [File 2](#), [File 3](#)

Staff

Wespath Benefits and Investments

Class 3 Writing



Best in Class 3, The Donn
Doten Award of
Excellence:
[United Methodist Ministry with Ukraine](#)
United Methodist News
United Methodist Communications

Non-Fiction Story Category, General/Agency Division

1st Place
None but the Pure Juice of the Grape
Tara Barnes
United Methodist Women

Non-Fiction Story Category Annual Conference/Local Church Division

1st Place
[Clean Water to Aid Rural Communities in Southern District](#)
Audrey Stanton-Smith
West Virginia Annual Conference

2nd Place
[Chris Nord remembered for enthusiasm, drive](#)
David Burke
Great Plains Conference

Writing

3rd Place

[A life of faith: Betty Fuller reflects on 100 years as a Methodist in Minnesota](#)

Christa Meland

Minnesota Annual Conference of the United Methodist Church

News Article Category Annual Conference/Local Church Division

1st Place

[Honoring Courage and Inclusion](#)

Todd Rossnagel

Louisiana Annual Conference

2nd Place

[MSU shooting shatters Michigan UMs](#)

James Deaton

Michigan Conference

3rd Place

[Bishop Kennetha J. Bigham-Tsai installed as Iowa United Methodist Conference's New Episcopal Leader](#)

Liz Winders, Courtney Levin

Iowa Annual Conference

Feature Article Category, General/Agency Division

1st Place

Sacred Journeys

Teresa Tate

Lake Junaluska Conference & Retreat Center

2nd Place

[Restoring a Chapel and Community in Dulac, Louisiana](#)

Christie R. House

General Board of Global Ministries

3rd Place

[GCFA Answers Questions on Boy Scout Bankruptcy](#)

Staff

General Council on Finance and Administration

Feature Article Category Annual Conference/Local Church Division

1st Place

[Gift of 100 pennies leads to building a church in Zimbabwe](#)

Annette Spence

Holston Conference

2nd Place

[Tennessee church claims the unclaimed, loves them to the grave](#)

Annette Spence

Holston Conference

3rd Place

[Grace Gala](#)

Serena Acker

Indiana United Methodist Conference

Article Series Category General/Agency Division

1st Place

United Methodist Ministry with Ukraine: [File 1](#), [File 2](#), [File 3](#), [File 4](#), [File 5](#)

United Methodist News

United Methodist Communications

2nd Place

UMCOR Ukraine Response: [File 1](#), [File 2](#), [File 3](#)

Christie R. House

General Board of Global Ministries

3rd Place

[Ask the UMC – Is the Church Really? Series](#)

Ask The UMC, The Rev. Taylor Burton Edwards, Deeann Bogle and Vicki Wallace
Communications

Article Series Category Annual Conference/Local Church Division

1st Place

What Works Article Series: [File 1](#), [File 2](#), [File 3](#), [File 4](#), [File 5](#)

Matthew Johnson

Mississippi Annual Conference

2nd Place

Embracing a Call to Ministry: [File 1](#), [File 2](#), [File 3](#), [File 4](#)

Christa Meland & Karla Hovde

Minnesota Annual Conference of the United Methodist Church

3rd Place

Mustard Seed Migration Grant Series: [File 1](#), [File 2](#), [File 3](#), [File 4](#)

James Deaton, Jody Sharrow

Michigan Conference

Class 4 Internet Communication



Best in Class 4:

[BeADisciple Study App](#)

Staff

The Richard and Julia Wilke Institute for Discipleship
at Southwestern College

Website Category, General/Agency Division

1st Place

[What is? Series](#)

GCORR Program Team

General Commission on Religion and Race

Website Category

Annual Conference/Local Church Division

1st Place

[Impact2818 Website](#)

Staff

Indiana United Methodist Conference

Internet Communication

2nd Place

[MNsource and Communications Hub](#)

Christa Meland, Karla Hovde, Cullen Tanner
Minnesota Annual Conference

3rd Place

[NC Conference Website Redesign](#)

Staff

North Carolina Conference

Blog Category, Annual Conference/Local Church Division

1st Place

[Where death and life sit side by side](#)

Paul Perez
Michigan Conference

Social Media Online Content Category General/Agency Division

1st Place

[UMCOR response to Turkey & Syria Earthquakes](#)

Adam Bowers, Susan Clark, Christie R. House
General Board of Global Ministries

2nd Place

[GCFA Tax Tuesday Social Media Campaign](#)

Maia Cheatham, Crystal Hundley
General Council on Finance and Administration

3rd Place

[Lake Junaluska Facebook](#)

Staff

Lake Junaluska Conference & Retreat Center

Social Media Online Content Category Annual Conference/Local Church Division

1st Place

[Sharing the Social Spotlight for Women's History Month](#)

Pam Hughes, Kim Kaufman, Monica Frazier
North Texas Conference

2nd Place

[UMC Election Worker Recruitment Campaign](#)

Staff

Michigan Conference

3rd Place

[Great Plains Conference Facebook page](#)

Jayna McFarland

Great Plains Conference

Mobile Apps Category Annual Conference/Local Church Division

1st Place

[BeADisciple Study App](#)

Staff

The Richard and Julia Wilke Institute for Discipleship at Southwestern College

2nd Place

[2023 Annual Conference Session App - MS UMC Conference](#)

Matthew Johnson

Mississippi Annual Conference

Class 5 Video



Best in Class 5, The Hilly Hicks
Award of Excellence:

[Forging a World of Peace series](#)

UMCOM production and content teams
United Methodist Communications

Video Production Category: Costing less than \$500 Annual Conference/Local Church Division

1st Place

[The Kingdom of God - Video Series](#)

Jaime Montgomery

Northwest Texas Conference

2nd Place

[A Look Inside the 2023 North Georgia Annual Conference](#)

Robert Pancake, Sybil Davidson

North Georgia Conference

3rd Place

[Martin Luther King Jr. Tribute](#)

Eugenio Hernandez

Great Plains Conference

Video

Video Production Category: Costing less than \$500 General/Agency Division

1st Place

[GCFA Local Church Audit Guide](#)

Andrew Jensen

General Council on Finance and Administration

2nd Place

[Lillard Chapel Welcome Video](#)

Andrew Jensen

General Council on Finance and Administration

Video Production Category: Costing \$500-2,000 Annual Conference/Local Church Division

1st Place

[A John Wesley Ghost Story - The Tale of Old Jeffrey](#)

Hunter Bryn; Madeline White

Virginia Annual Conference

2nd Place

[Our Beliefs - Our Truths](#)

Eugenio Hernandez

Great Plains Conference

3rd Place

[Giving Spark Tank the Primetime Treatment](#)

NTC Communications Team, NTC Center for Church Development

North Texas Conference

Video Production Category: Costing \$500-2,000 General/Agency Division

1st Place

[Forging a World of Peace series](#)

UMCOM production and content teams

United Methodist Communications

2nd Place

[Lift Every Voice](#)

C. Blake Davis, Chris Law

Discipleship Ministries

3rd Place

[Louisiana Annual Conference Live Production](#)

Josh Thompson, David Wood, Robert Heaton
GNTV

Video Production Category: Costing more than \$2,000 Annual Conference/Local Church Division

1st Place

[Great Plains Camps](#)

Eugenio Hernandez
Great Plains Conference

2nd Place

[Remembering Who We Are](#)

Liz Winders, Courtney Levin, and Staff
Iowa Annual Conference

3rd Place (Tie)

[We Need A Little Christmas – Ginghamburg Christmas Broadcast 2021](#)

Dan Bracken, Chris Wingfield, Will Flora
Ginghamburg Church

3rd Place (Tie)

[Pulaski Heights United Methodist Church Easter Sunrise Service](#)

Patrick Shownes, Jacob Nolen, Michael McMurray
Pulaski Heights United Methodist Church

Video Production Category: Costing more than \$2,000 General/Agency Division

1st Place

[Disciples in the Marketplace - Nate Underwood](#)

C. Blake Davis, Chris Law, David Teel
Discipleship Ministries

2nd Place

[Crossroads Urban Center](#)

Nile Sprague
United Women in Faith

3rd Place (Tie)

[UMCOR Ukraine Response Update](#)

Adam Bowers, Susan Clark, Sara Logeman, Christie R. House
General Board of Global Ministries

3rd Place (Tie)

[UMCOR Overview Video](#)

Adam Bowers, Susan Clark, Christie R. House
General Board of Global Ministries

Video News Story Category Annual Conference/Local Church Division

1st Place

[Louisiana Helps Florida](#)

Staff

Louisiana Annual Conference

2nd Place (Tie)

[Help and Hope in Elmore](#)

Christa Meland, David Stucke

Minnesota Annual Conference

2nd Place (Tie)

[Cocoa Cafe Blesses Community](#)

Christa Meland & David Stucke

Minnesota Annual Conference

3rd Place

Clinton FUMC Thrift Store Ministry

Christina Choh

Arkansas Conference

Video News Story Category General/Agency Division

1st Place

[The Recap: What United Methodists need to know](#)

Staff

United Methodist Communications

2nd Place

[Spotlight Story: A visit to the firewood church](#)

Matt Garfield

United Methodist Foundation of Western North Carolina Inc.

Television Ad or Promotion Category Annual Conference/Local Church Division

1st Place

[VAUMC's Campus Ministries](#)

Hunter Bryn

Virginia Annual Conference

2nd Place

[Be UMC 2023](#)

Mark Doyal, Biddle City Project

Michigan Conference

3rd Place (Tie)

THIS IS NYAC

Lisa Isom, EPMG Video Production, eOrigo Design & Development

New York Annual Conference

3rd Place (Tie)

[Asbury First Community Outreach Center](#)

Shelby Winchell, Mary Dalglish, Shannon Hodson

Upper New York Conference

Television Ad or Promotion Category General/Agency Division

1st Place

Lake Junaluska Day 2023

Kayla Masterman, Rebecca Mathis

Lake Junaluska Conference & Retreat Center

Streaming Category Annual Conference/Local Church Division

1st Place

[2022 Dakotas Annual Conference Livestream](#)

Doreen Gosmire, Dave Stucke

Dakotas Annual Conference

2nd Place

[Staying Video Series](#)

Todd Rossnagel, William Willoughby, Van Stinson

Louisiana Annual Conference

3rd Place

[Lent: A Journey of Faith](#)

William Willoughby

Louisiana Annual Conference

Streaming Category General/Agency Division

1st Place

[ALCM Plenary Streaming](#)

Josh Thompson, Paul Roadarmel, David Wood

GNTV

2nd Place

[CGFA UBIT Webinar](#)

Andrew Jensen, Leticia Mayberry Wright, Staff

General Council on Finance and Administration

3rd Place

["Live from Wespeth" Production](#)

Staff

Wespeth Benefits and Investments

Class 6 Audio



Best in Class 6:

[717 Days of Faith](#)

Todd Rossnagel

Louisiana Annual Conference

Podcast or Internet Stream Category Annual Conference/Local Church Division

1st Place

[717 Days of Faith](#)

Todd Rossnagel

Louisiana Annual Conference

2nd Place

[Future of the UMC: Where Things Stand](#)

Todd Seifert

Great Plains Conference

3rd Place

[Deep Understanding - Episode 8, Deep Reckonings Podcast](#)

Chris Daniel, Jay Locklear

North Carolina Conference

Podcast or Internet Stream Category General/Agency Division

1st Place

[Compass Podcast: Faith in Action and the Moral Monday Protest](#)

Ryan Dunn, Michelle Maldonado

United Methodist Communications

2nd Place

[Growing Intercultural Competency through Travel](#)

Staff

General Commission on Religion and Race

3rd Place

["Get Your Spirit in Shape" with Juanita Rasmus](#)

Crystal Caviness, Joe Iovino

United Methodist Communications

Class 7 Photography



Best in Class 7: The Donald B. Moyer
Award of Excellence
Migrant Ministry in Southern Mexico
Mike DuBose

Photojournalism Category, General/Agency Division

1st Place
Baptism at Lake Junaluska
Sydney Sullivan
Lake Junaluska Conference & Retreat Center

Photography

Photojournalism Category Annual Conference/Local Church Division

1st Place
The moment of election
Patrick Scriven
Pacific Northwest Conference

2nd Place
The Aftermath
Cathy Bruce
Kentucky Annual Conference

3rd Place
[History, Joy, and Hope: The Installation of Bishop Delores J. Williamston](#)
Todd Rossnagel, William Willoughby
Louisiana Annual Conference

Portrait Category Annual Conference/Local Church Division

1st Place
Joy in Ministry
Cathy Bruce
Kentucky Annual Conference

2nd Place (Tie)
Rev. Renee Willett
Christina Choh
Arkansas Conference

2nd Place (Tie)
The Weight of Disaffiliation
Connie Offutt

Photo Series of Related Images Category General/Agency Division

1st Place
Migrant Ministry in Southern Mexico
Mike DuBose

Photo Series of Related Images Category Annual Conference/Local Church Division

1st Place
The Faces of Liberia's Future
Staff
Michigan Conference

2nd Place
[Creating a New Consciousness](#)
Todd Rossnagel
Louisiana Annual Conference

Commercial, Product or Staged Shot Category Annual Conference/Local Church Division

1st Place
[A Sculpture Infused with Prayer](#)
Deborah Coble, Joe Hill, Sandra Steiner Ball
West Virginia Annual Conference

2nd Place
UMCOR Hygiene Kits at Mission Barn
Liz Lennox
Western Pennsylvania Conference

Class 8 Visual Design



Best in Class 8:
The Gleaning Place Brand Identity Refresh
Dan Bracken
Ginghamsburg Church

Artwork Category Annual Conference/Local Church Division

1st Place

[2023 Annual Conference Cartoons](#)

Tom Bone, Audrey Stanton-Smith, Todd Hurley
West Virginia Annual Conference

2nd Place

[2023 Annual Conference: Come to the Table Poster](#)

Christina Choh
Arkansas Conference

3rd Place

[What Makes a Methodist?](#)

Noah Maxwell
Indiana United Methodist Conference

Visual Design

Print or Electronic Design Category Annual Conference/Local Church Division

1st Place

[Ginghamsburg Church 2022 Annual Report Mailer](#)

Dan Bracken

Ginghamsburg Church

2nd Place

[Love God, Love Neighbor: Narrative Budget 2023](#)

Serena Acker

Indiana United Methodist Conference

3rd Place

[Cultivate Magazine](#)

Staff

Indiana United Methodist Conference

Print or Electronic Design Category, General/Agency Division

1st Place

GCFA TMP Case Study

Melissa Jackson

General Council on Finance and Administration

2nd Place

[Global Ministries/UMCOR 2021 Annual Report](#)

Ron Underberg, Sara Logeman, Susan Clark, Christie House

General Board of Global Ministries

3rd Place

CAMC S.E.E.K. brochure

Crystal Hundley

General Council on Finance and Administration

Website (Visual Design) Annual Conference/Local Church Division

1st Place

[MichiganUMC.org Website](#)

Mark Doyal, Kristen Gillette, GUD Marketing

Michigan Conference

Website (Visual Design), General/Agency Division

1st Place

[Boston Avenue UMC website](#)

Caitlin Dryke, Irene Fulton

Boston Avenue UMC & Abundant LLC

2nd Place

[Georgia United Methodist Foundation Website](#)

Mathew Pinson, Diana Durie, Brenton Smith

Georgia United Methodist Foundation

3rd Place

[New GCFA Website](#)

Brandy Bivens, Melissa Jackson, Crystal Hundley

General Council on Finance and Administration

Motion Graphics Category Annual Conference/Local Church Division

1st Place

[MIUMC Animated logo](#)

Mark Doyal, Dan Wiltshire, Chop and Hue

Michigan Conference

2nd Place

[New Camp Website](#)

Noah Maxwell

Indiana Conference

3rd Place

2022 SEJ Conference Video Wrap-up

Connie Offutt

Kentucky Annual Conference

Motion Graphics Category General/Agency Division

1st Place

[Give Love: Thank you for Giving](#)

Adam Bowers, Susan Clark, Sara Logeman, Spire2, Tom Farley

General Board of Global Ministries

2nd Place

[GM World Refugee Day 2023](#)

Sara Logeman, Ron Underberg, General Board of Global Ministries

Logos/Branding Development Category Annual Conference/Local Church Division

1st Place

[The Gleaning Place Brand Identity Refresh](#)

Dan Bracken

Ginghamsburg Church

2nd Place

[NTC Annual Conference 2023: Designing with the Future in Mind](#)

Pam Hughes, Kim Kaufman, Monica Frazier

North Texas Conference

3rd Place

[Logo Reveal: United Methodists of Upper New York](#)

Shelby Winchell, Mary Dalglish, Shannon Hodson

Upper New York Conference

Logos/Branding Development Category General/Agency Division

1st Place

[2022 #BeUMC United Women in Faith event display](#)

Troy Dorsett, Greg Petree, Patty DelliBovi, Bridget Sloane

United Methodist Communications

2nd Place

[Georgia United Methodist Foundation Brand Identity System](#)

Mathew Pinson, Diana Durie, Brenton Smith

Georgia United Methodist Foundation

3rd Place

[LAC Annual Conference Meeting Logo](#)

Crystal Hundley

General Council on Finance and Administration

Class 9 Publicity & Advertising



Best in Class 9:

The Leonard M. Perryman Award of Excellence

#BeUMC denominational brand-identity campaign

Staff

United Methodist Communications

Campaign/Strategic Planning Category General/Agency Division

1st Place

[#BeUMC denominational brand-identity campaign](#)

Staff

United Methodist Communications

2nd Place

["This Christmas Let's Connect with Hope and Joy"](#)

Staff

United Methodist Communications

3rd Place

[Give Love 2022 Holiday Giving Campaign](#)

Staff

General Board of Global Ministries

Publicity & Advertising

Campaign/Strategic Planning Category Annual Conference/Local Church Division

1st Place

2023 Camp Minnesota Promotional Materials
Karla Hovde
Minnesota Annual Conference

2nd Place

[Readers to Leaders Campaign](#)

Mark Doyal, Biddle City Project, Conference Staff
Michigan Conference

3rd Place

[Our Beliefs - Our Truths](#)

Todd Seifert and Eugenio Hernandez
Great Plains Conference

Single Piece Category General/Agency Division

1st Place

UMI NAUMF Ad
Melissa Jackson
General Council on Finance and Administration

Single Piece Category Annual Conference/Local Church Division

1st Place

Susquehanna 2022 CRM Brochure
Stacy Eckert
Western Pennsylvania Conference

2nd Place

[Meet Ken Nelson - Episcopal Nominee Brochure](#)

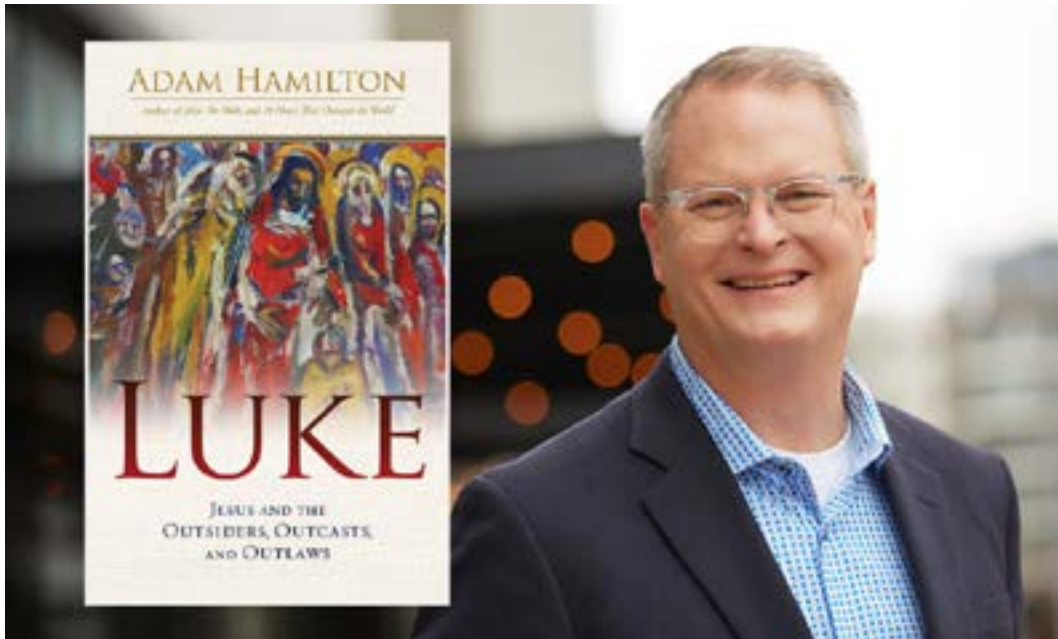
Dan O'Mara
South Carolina United Methodist Conference

3rd Place

[Anti-Racism Resources for Your Whole Church](#)

Laura Dallas
North Carolina Conference

Class 10 Media Presentation



Best in Class 10:

[2023 Lenten Study | Luke: Jesus and The Outsiders, Outcasts and Outlaws](#)

Doreen Gosmire, Dave Stucke
Dakotas Annual Conference

Slide Show Category General/Agency Division

1st Place

[2023 Clergy Well-Being Survey Infographic](#)

Staff

Wespath Benefits and Investments

2nd Place

UBIT Slides

Crystal Hundley

General Council on Finance and Administration

3rd Place

[Strangers and Sojourners](#)

Mike DuBose

Slide Show Category Annual Conference/Local Church Division

1st Place
Boots on the Ground Tour
Todd Rossnagel, William Willoughby
Louisiana Annual Conference

Multi-Media Category, General/Agency Division

1st Place
[See For Yourself: GMF Program Brings about Transformation](#)
Sara Logeman, Adam Bowers
General Board of Global Ministries

2nd Place
[Clergy Housing Allowance](#)
Crystal Hundley, Andrew Jensen, GCFA staff
General Council on Finance and Administration

Multi-Media Category Annual Conference/Local Church Division

1st Place
[2023 Lenten Study | Luke: Jesus and The Outsiders, Outcasts and Outlaws](#)
Doreen Gosmire, Dave Stucke
Dakotas Annual Conference

2nd Place
[The Wesleyan Way: 2023 Lenten Series](#)
Karla Hovde & Cullen Tanner
Minnesota Annual Conference of the United Methodist Church

3rd Place
[2023 Lenten Devotions](#)
WVUMC Communications Volunteers
West Virginia Annual Conference

Display Table Category, General/Agency Division

1st Place
UMIP Booth Components
Melissa Jackson
General Council on Finance and Administration



2023 UMAC Special Award

Communicator of the Year

Communicator of the Year

UMAC's 2023 Recipient

Sara Hamdorff

Creative Services Manager

Discipleship Ministries

Sara Hamdorff has held the position of sole graphic designer for Discipleship Ministries (General Board of Discipleship) for more than 10 years, filtering the vision of six departments and hundreds of employees down into deliverable materials.

She has worked through multiple leadership changes, hundreds of branding endeavors, movements, and initiatives, designing and formatting thousands of materials, booklets, flyers, banners, and marketing pieces.

Sara is an individual who works quietly in the background, but her work is seen throughout our denomination.

For the recent denomination-wide Youth 2023, she designed event branding, on-site banners, handouts, bible covers, and booklets presented to attendees. Other examples include SeeAllThePeople, Youth 2015 and Youth 2019, and the yearly Annual Conference booklets produced by Discipleship Ministries.

"What truly distinguishes Sara as a Communicator of the Year is her innate talent for understanding the essence of each project and translating it into visual stories," wrote Rev. Scott Hughes, one of six people who separately nominated Hamdorff for the award. "She possesses the rare ability to listen, interpret, and transform abstract ideas into tangible designs that resonate with our audience on a profound level. Her work isn't just aesthetically pleasing; it's strategically aligned, conveying messages with clarity and impact."

About the UMAC Communicator of the Year:

The Communicator of the Year is selected based on these criteria: active professional, currently serving in a communications role (at least three years of communication-related employment within the denomination); UMAC member (nominations are made by UMAC members for UMAC members); recent striking achievements in communication (i.e., previous/current year); broad impact of the contribution; and vision-thinking beyond the present/immediate demands of the job, breaking new ground.

Congratulations to the other 2023 Communicator of the Year nominees:

Dan O'Mara
Patrick Scriven
James Lee

Previous Communicators of the Year

2022: Maidstone Mulenga	2001: Rev. Robert Robertson
2021: Derek Leek	2000: Alice Smith
2020: Todd Rossnagel	1999: Rev. Boyce Bowdon
2019: Mary Catherine Phillips and Tim Tanton	1998: Rev. Jame (Jim Skillington)
2018: Deborah Coble	1997: Shirley Struchen
2017: Carolyn Conover	1996: Rev. Dan Gangler
2016: Mark Doyal	1995: M. Garlinda Burton
2014: Phileas Jusu and Julu Swen	1994: Betty Thompson
2013: Rev. Arthur McClanahan	1993: Bettie W. Story
2012: Lisa Elliott Diehl and Kathryn Witte	1992: Robert Lear
2011: Rev. Larry Hollon	1991: Laura Okumu
2010: Mark Barden	1990: Rev. Elizabeth Beams
2009: Robin Russell	1989: Tom McAnally
2008: Mike DuBose	1988: Rich Peck
2007: Jane Dennis	1987: Rev. Judith L. Weidman
2006: Rev. Steve Horswill-Johnston	1986: Chester Vanderbilt
2005: Dana E. Jones	1985: Roger Burgess
2004: Dawn Hand	1984: Rev. Spurgeon Dunnam
2003: Jacqueline E. Vaughan	1983: Rev. Donald R. Wood
2002: Rev. Alvin J. Horton	



TASTE AND SEE THAT THE LORD IS GOOD - MATT 5:13-16

2023 UMAC Special Award

Hall of Fame Recipients

Hall of Fame

UMAC's 2023 Recipient Shirley Whippel Struchen



UMAC Hall of Fame inductee Shirley Whippel Struchen professionally served as a United Methodist and an ecumenical communicator for more than half a century, retiring in 2022.

Struchen began her communication ministry with The United Methodist Church as communications director for the Western New York Conference of The United Methodist Church. Struchen worked for United Methodist Communications from 1976 to 2001. In that time, she is perhaps most remembered for serving as associate producer for the cable TV series "Catch the Spirit."

The United Methodist Association of Communicators named Struchen United Methodist Communicator of the Year in 1997.

She served as executive director of the Religion Communicators Council (RCC) from 2002 to 2022 and was coordinator for the global, once-a-decade Religion Communication Congress in 2000, 2010, and 2020.

She is an active member of St. Paul and St. Andrew UMC in New York City where she is currently serving as co-chair of the "25 in 5 Capital Campaign" Committee with a goal to raise \$25 million in five years.

About the UMAC Hall of Fame:

The Hall of Fame is dedicated to men and women who have excelled in the ministry of communications. Those with a minimum of 10 years of experience as a United Methodist communicator and retired from full-time work at least three years are eligible. The communicator may be living or deceased. Emphasis is placed on the significance of a nominee's contribution to the communication ministry of the church and a record of excellence. Individual's background may include multiple communication disciplines and also communication service beyond the job/church.

Hall of Fame

UMAC's 2023 Recipient Rev. Kathy Noble

UMAC Hall of Fame inductee the Rev. Kathy Noble has made a lifelong impact through the ministry of communication in The United Methodist Church.

She began her career as director of communications for the Kansas West Conference where she served for many years before joining United Methodist Communications.

She went on to become editor of Interpreter Magazine, guiding the magazine as it adapted to new challenges in the publishing world, including launching a digital edition. Later she became editorial manager of Leader Communications at UMCCom.

Throughout her long career, she provided leadership and support to the United Methodist Association of Communicators, including organizing the professional certification program for UMAC until her retirement.

Beyond her professional work, she has served as an active United Methodist and Stephen Minister.



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UMAC

Association of Communicators

THE UNITED METHODIST CHURCH