



UMAC

Association of Communicators

THE UNITED METHODIST CHURCH

**United Methodist Association
of Communicators**

AWARDS

2025

www.umcommunicators.org

Welcome & 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 connection, fellowship, and vocational enrichment for professional and volunteer communicators of The United Methodist Church.

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, and publicity/advertising.

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 all the communicators who have entered this contest. The competition is fierce, and we are grateful for the excellent work of all the writers, photographers, videographers, and communications professionals who dedicate their work to the Lord.

In addition to the work of United Methodist communicators, we also celebrate two other significant contributions: UMAC's Hall of Fame inductee and the United Methodist Communicator of the Year. Find the announcement of this year's winner and inductee toward the end of the booklet.

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 UMAC Leadership Team

The Judges

The United Methodist Association of Communicators extends thanks to the communications professionals who gave many hours of their talents and skills serving as judges of the 2025 United Methodist Association of Communicators Awards Contest

Leon Alligood was a reporter for 30 years before embarking on a second career as a journalism professor. He remains active as a freelancer and book author.

Rob Barge is a 40-year veteran of the graphic design business. He founded Hardware Graphic Design + Illustration, a freelance studio based in Auburn, Alabama.

Vicki Brown retired as news editor for United Methodist News Service in 2021.

Carolyn Conover is the Director of Marketing and Communications for SEO, a non profit organization founded as a result of the Civil Rights Movement and dedicated to closing the educational and career opportunity gap for young people.

Jane DuBose is a retired writer living in Nashville with more than 30 years' experience as a newspaper journalist, healthcare writer, and trainer/consultant.

Shannon Greene is a public relations professional in Fort Mill, SC with 20+ years of experience in the communications field. She is the former online editor of an award-winning news website.

Brooke Kelly is a Nashville-based communications professional with more than a decade of experience working with clients on local and national PR and marketing campaigns.

Susan Leathers, retired from a 40-year journalism career, now loves coordinating communications for her St. Louis, MO-area United Methodist church.

The Judges

The United Methodist Association of Communicators extends thanks to the communications professionals who gave many hours of their talents and skills serving as judges of the 2025 United Methodist Association of Communicators Awards Contest

Julie Miller is a freelance graphic designer in Northern Michigan with 25 years of experience.

Professor James Kenney is in his 32nd year of teaching in the Visual Journalism and Photography program at Western Kentucky University.

Barclay Randall has been a writer/producer/teacher for 35 years. His experience includes work in commercials, industrials, news, and entertainment television.

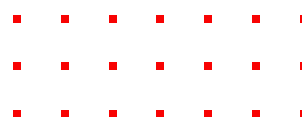
Lisa M. Ware, Vice President for Marketing, Spartanburg Methodist College. Lisa has over 30 years of marketing communications experience in for-profit and non-profit organizations.

Gary White is a reporter in Lakeland, Florida, and has more than 35 years of experience as a journalist.

David Winstead is a broadcast editor, musician, and live production director from Atlanta.

Naki Zorn is a communications director with 7 years of experience in communications management.

About the Awards



The spirit of this competition is to celebrate excellence in communications and to recognize the achievements of UMAC members who played a key role in the creative process (writing, designing, producing, etc.). Entrants must be a current UMAC member.

The 2025 UMAC Awards are given in nine classes across 35 categories and three divisions for communication material completed between July 1, 2023, and August 1, 2025.

Classes and Categories

Class I: Print Publications (Robert F. Storey Award of Excellence)

A. Newsletter Category: A publication (published at least quarterly), typically with a small circulation, which contains brief news and reports, announcements and other special interest information relating to a specific audience.

B. Newspaper & Magazine Category: A printed publication issued regularly (at least quarterly) that includes content such as current original news articles, editorials feature stories, photos, regular columnist(s).

C. Special Publication, Section or Supplement Category: Any publication covering a specific issue, topic or event, printed three times a year or less.

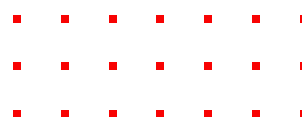
Class II: Digital Publications

A. eNewsletter Category: A digital or web version of a newsletter, which contains brief news and reports, announcements and other special interest information.

B. Electronic Publication Category: A digital or web version of a newspaper or magazine publication that is issued regularly, which includes a collection of original news articles, photos, stories and features.

C. Electronic Special Publication, Section or Supplement Category: A digital publication covering a specific issue or event and issued four times a year or less.

About the Awards



Class III: Writing (Donn Doten Award of Excellence)

- A. Non-Fiction Story Category: A non-fiction article (i.e., biography, history, obituary); this can include opinion, editorials, or news articles.
- B. News Article Category: An objective article written about a current event or situation.
- C. Feature Article Category: A human-interest story or article focusing on a particular person, place or event and not closely tied to a recent news happening; often written in a narrative approach.
- D. Article Series Category: A news or feature article series of two or more related consecutive articles.

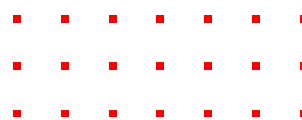
Class IV: Internet Communications

- A. Website Category: Website content, engagement and usage.
- B. Social Media Online Content Category: Created by people using highly accessible and scalable publishing technologies such as Facebook, Instagram, Twitter, etc.
- C. Mobile Apps Category: Specifically built for mobile devices.

Class V: Video Production (Hilly Hicks Award of Excellence)

- A. Video Production Category: Costing less than \$500 (only production costs, not distribution).
- B. Video Production Category: Costing \$500-2,000 (only production costs, not distribution). Submit the work online by uploading the video file.
- C. Video Production Category: Costing more than \$2,000 (only production costs, not distribution).
- D. Television Ad or Promotion Category
- E. Video News Story Category

About the Awards



Class VI: Audio

A. Podcast or Internet Stream Category

Class VII: Photography (Donald B. Moyer Award of Excellence)

A. Photojournalism Category:

B. Portrait Category

C. Commercial, Product or Staged Shot Category

D. Photo Series of Related Images Category

Class VIII: Visual Design

A. Artwork Category

B. Print or Electronic Design Category

C. Website Category (visual design only)

D. Motion Graphics Category

E. Logos/Branding Development Category

Class IX: Publicity & Advertising (Leonard M. Perryman Award of Excellence)

A. Campaign/Strategic Planning Category: Includes multiple pieces in different media working together to achieve a goal.

B. Single Piece Category: A "one-piece" work in either print or electronic format.

Divisions

General Church or Agency (Division 1)

Annual Conference (Division 2)

Local Church, Individual, Retiree, or Affiliated Organization (Division 3)

Note that in the spirit of competition, in categories where fewer than three entries per division were submitted and where combining divisions would not present a conflict, divisions were combined.

Class I: Print Publications

Robert F. Storey Award of Excellence

BEST IN CLASS

Global Ministries and UMCOR
2023 Annual Report
General Board of Global Ministries

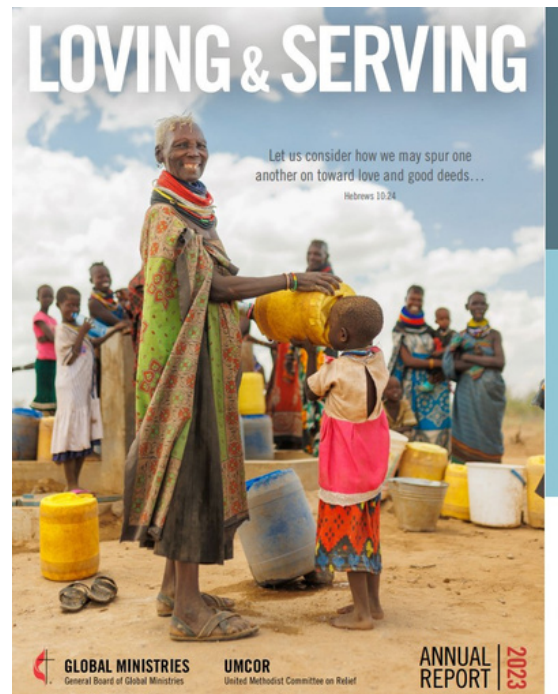
Special Publication | Division 1

THIRD PLACE
Matt Garfield
...And God Does the Rest:
2024 Annual Report
United Methodist Foundation of
Western North Carolina

THIRD PLACE
GBHEM Communications Staff
2024 Impact Report
General Board of Higher Education & Ministry

SECOND PLACE
Lake Junaluska Staff
2025 Discover Magazine
Lake Junaluska

FIRST PLACE
Global Ministries Staff
2023 Global Ministries and UMCOR Annual Report



Class I: Print Publications

Special Publication Category | Division 2



SECOND PLACE

Paul Black

The History of Illinois Methodism

Illinois Great Rivers Conference

FIRST PLACE

Jasmine Haynes, Matthew Johnson & Cindy Clark

2025 Circuit Rider Souvenir Journal

Mississippi Annual Conference

Newspaper & Magazine Category | All Divisions

THIRD PLACE

Lisa Smith & Victoria Rebeck

The Northern Illinois Conference Reporter

SECOND PLACE

Colleen Holt

The Witness Magazine

Conway First UMC, Arkansas Conference

FIRST PLACE

Advocate Staff

South Carolina United Methodist Advocate

Class II Digital Publications

BEST IN CLASS

Elyse Garverick
Top 5 for Pastors
Indiana Conference

eNewsletter Category | Division 1

SECOND PLACE
UM News Digest
United Methodist Communications

FIRST PLACE
Tara Barnes
United Women in Faith at General Conference

eNewsletter Category | Division 2

THIRD PLACE
Laura Dallas, Amanda Packer & Derek Leek
Connections
North Carolina Conference

THIRD PLACE
Pamela Hughes, Dustin Kaps & Trey West
On the Horizon: Faith in Action
Horizon Texas Conference

SECOND PLACE
Western Jurisdiction Communicators
Western Jurisdiction General Conference Updates

FIRST PLACE
Elyse Garverick
"Top 5 for Pastors"
Indiana United Methodist Conference

 United Methodist Churches of Indiana

TOP 5
Current INUMC stuff pastors should probably know



Loving, Learning, Leading is back! Mark your calendars for September 27 and 28 at Zionsville UMC. This event is being offered at no cost to UMC clergy and laity. Click [here](#) to find out more and register.

Class II Digital Publications

Electronic Special Publication | Division 1



THIRD PLACE

Global Ministries Staff
2024 Global Ministries and UMCOR Impact Report
General Board of Global Ministries

SECOND PLACE

Communications Staff
R.A.C.E. Toward Jesus: A Juneteenth Small Group Resource
General Commission on Religion and Race

FIRST PLACE

Praveena Balasundaram & Rae Grant
Annual Report "Inspire, Influence, Impact"
United Women in Faith

Electronic Special Publication | Division 2

THIRD PLACE

Noah Maxwell
INUMC Cookbook
Indiana United Methodist Conference

SECOND PLACE

Noah Maxwell
What Type of United Methodist Are You?
Indiana United Methodist Conference

FIRST PLACE

Aimee Yeager & Lindsay Hampton
Stories of Faith 2023 - An Annual Digital Magazine
Western North Carolina Conference

Class II Digital Publications

Electronic Special Publication | Division 3



SECOND PLACE

Cynthia B. Astle & John W. Coleman
'Dismantling Racism' Five Years Later
United Methodist Insight

FIRST PLACE

Christian McClendon, James Ross & Karla Jennings
Embracing Disabilities: 40-Day Lenten Devotional
Matthews United Methodist Church

Electronic Publication Category | Division 2

SECOND PLACE

Communications Staff
Spark Magazine
West Ohio Conference

FIRST PLACE

Serena Acker
Cultivate Magazine
Indiana United Methodist Conference

Class III: Writing

The Donn Doten Award of Excellence

BEST IN CLASS

Todd Rossnagel

A Journey of Faith, A Kettle of Grace
Louisiana Annual Conference

News Article Category | Division 1

THIRD PLACE

Christie R. House

Filipino United Methodists respond to triple disasters

General Board of Global Ministries

SECOND PLACE

Sara Logeman

UMCOR awards \$2 million to support migrants as policies shift

General Board of Global Ministries

SECOND PLACE

Audrey Stanton-Smith

Earth Day at General Conference. United Women in Faith sponsors Vigil for Creation

United Women in Faith

FIRST PLACE

Heather Hahn

Historic assembly sets United Methodists on new path

United Methodist News Service

A Journey of Faith, A Kettle of Grace



Todd Rossnagel

April 28, 2025

When Stephanie first heard she would be baptized in a sugar kettle, she laughed and thought, "Oh Lord, what am I getting myself into?!"

Class III: Writing

News Article Category | Division 2



THIRD PLACE

James Deaton

United Methodists spread their healing wings

Michigan Conference

SECOND PLACE

Kristen Caldwell

Incompatible No More: Delegates Celebrate Adoption of Revised Social Principles

Western Jurisdiction Communications Team

FIRST PLACE

Rev. Susan Hitts

Answering a Community's Prayers

Michigan Conference

Article Series Category | Divisions 1 & 3

THIRD PLACE

The Rev. Taylor W Burton Edwards

Ask The UMC series

United Methodist Communications

SECOND PLACE

Communications Staff

Right-Sizing Your Ministry series

General Council on Finance and Administration

FIRST PLACE

John W. Coleman

Legacy Black Churches Series

Class III: Writing

Article Series Category | Division 2



THIRD PLACE

Revs. Lane, Sheaffer, Brown, Marsh, & Missionary Nkomozepe
Earth Day of Action Series
Michigan Conference

SECOND PLACE

Annette Spence
Hurricane Helene hits Holston
Holston Conference

FIRST PLACE

Cheryl Bistayi
I'll be home for Christmas
Michigan Conference

Non-Fiction Category | Divisions 1 & 2

THIRD PLACE

David Burke
Chris Lehw remembered for spirit, joy
Great Plains Conference

THIRD PLACE

Christie R. House
Thankfulness overflows & multiplies
General Board of Global Ministries

SECOND PLACE

Faith Green Timmons
Creating artful memories
Michigan Conference

FIRST PLACE

James Deaton
Drawing from ancient wells
Michigan Conference

Class III: Writing

Feature Article Category | Division 2

THIRD PLACE
Jessica Brodie
A Church and Then Some
South Carolina United Methodist Advocate



SECOND PLACE
David Burke
For this Nebraska church, the pies have it
Great Plains Conference

FIRST PLACE
Todd Rossnagel
A Journey of Faith, A Kettle of Grace
Louisiana Conference

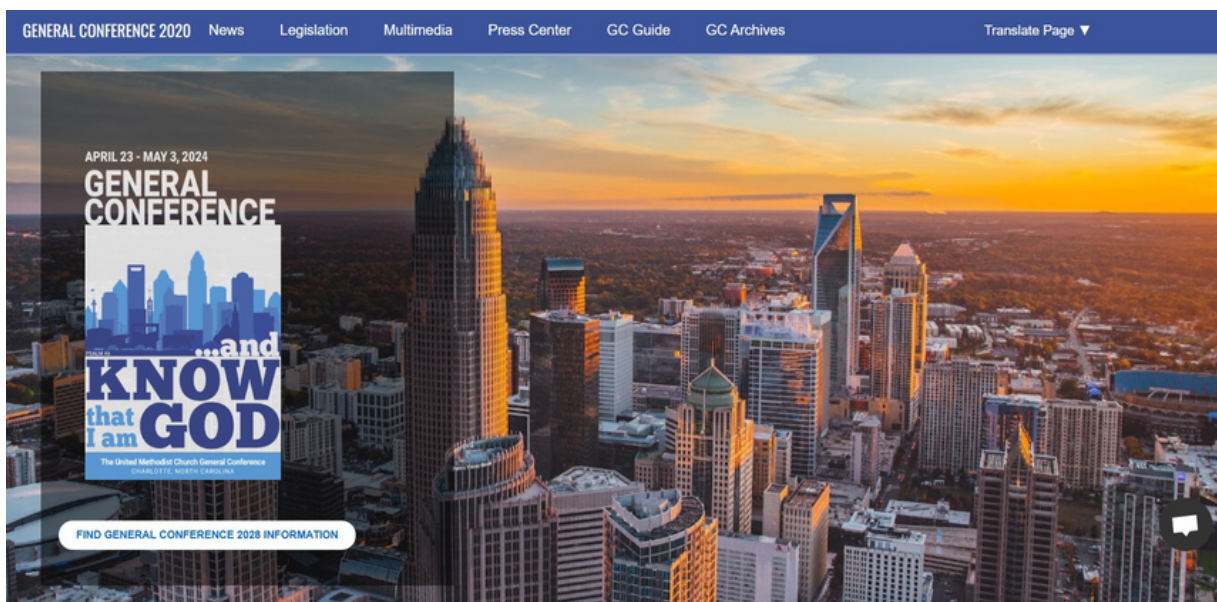
Feature Article Category | Division 3

THIRD PLACE
Pamela Crosby
From Miccosukee to Soochow: Sue Blake, Florida's First Female Medical Missionary
Trinity United Methodist Church, Tallahassee

SECOND PLACE
John W. Coleman
A resurrection in the House of God promises 'hope and a future'

FIRST PLACE
John W. Coleman
Church embraces its Muslim tenants as neighbors

Class IV: Internet Communications



BEST IN CLASS

2020/2024 General Conference website
United Methodist Communications

Website Category | Division 1

THIRD PLACE

Wendy Cromwell, Scott Curry, Ian Jensen
Boards of Ordained Ministry Resource Library
General Board of Higher Education and Ministry

SECOND PLACE

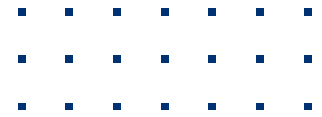
Global Ministries
"This Land Calls Us Home: Indigenous Relationships with Southeastern Homelands"
Website

FIRST PLACE

United Methodist Communications
2020/2024 General Conference website

Class IV: Internet Communications

Website Category | Divisions 2 & 3



THIRD PLACE

Shannon Williams, Philip Tate & Lauren Haynes
Unity in Community Landing Page for Digital Ads
Matthews United Methodist Church

SECOND PLACE

Communications Staff
INUMC.org
Indiana Conference

SECOND PLACE

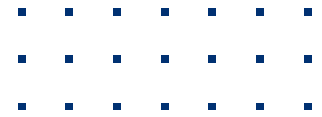
Shannon Sellars, Dan Bracken
Ginghamsburg.org
Ginghamsburg UMC

FIRST PLACE

Michelle Ferris
GreatPlainsUMC.org
Great Plains Conference

Class IV: Internet Communications

Social Media | Division 1



THIRD PLACE

Beverly Touchton, Sara Logeman, Adam Bowers
UMCOR 2024 Impact Report Social Media Graphic
General Board of Global Ministries

SECOND PLACE

Beverly Touchton
Global Mission Fellows Social Ad
General Board of Global Ministries

FIRST PLACE

General Commission on Religion and Race
31 Days of Human Rights Leaders

Social Media | Division 2

SECOND PLACE

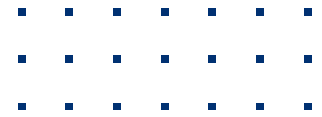
Noah Maxwell
Indiana Conference Facebook
Indiana Conference

FIRST PLACE

Pamela Hughes, Dustin Kaps, Trey West
Swift or Wesley? A TikTok Twist on Faith and Lyrics
Horizon Texas Conference

Class IV: Internet Communications

Mobile App Category | Division 2



THIRD PLACE

Matthew Johnson

Mississippi Conference App

Mississippi Conference

SECOND PLACE

Chris Daniel, Amanda Packer & Derek Leek

North Carolina Conference App

North Carolina Conference

FIRST PLACE

Shelby Winchell, Mary Dalglish & Kevin Miller

Upper New York Conference App

Upper New York Conference

Class V: Video Production

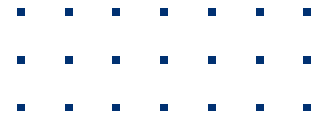
Hilly Hicks Awards of Excellence

BEST IN CLASS

Shelby Winchell, Mary Dalglish & Kevin Miller

Fresh Start's Keeping the Community Warm brings hope and warmth to Elmira

Upper New York Conference



BEST IN CLASS

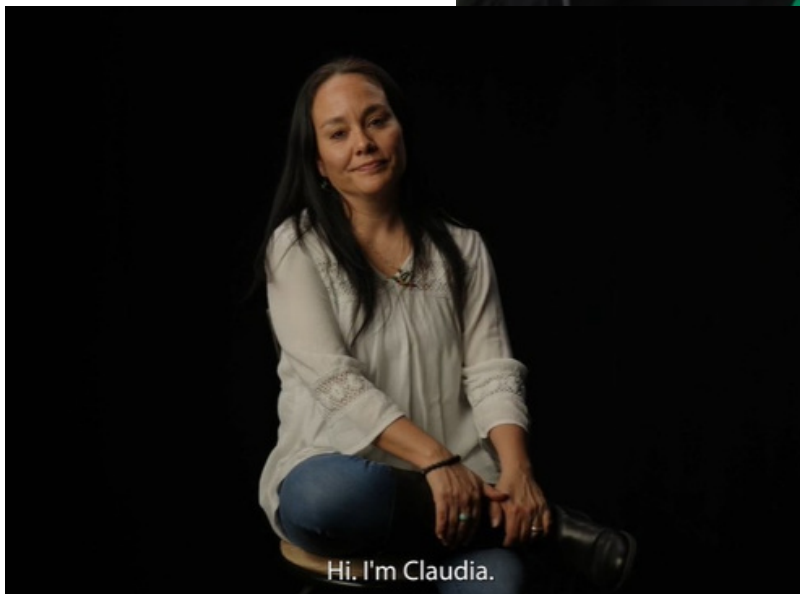
Chris Daniel & Derek Leek

Supporting Immigrants:

A Call to Action

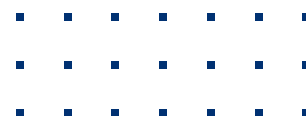
North Carolina

Conference



Class V: Video Production

Video News Story | Division 2



THIRD PLACE

Priscilla Muzerengwa

Sanitary Pads to Schoolgirls

United Methodist Communications

SECOND PLACE

Christina Dillabough & Western Jurisdiction Communications Team

General Conference Recap from WJ Communications

Western Jurisdiction Communicators

FIRST PLACE

Shelby Winchell, Mary Dalglish & Kevin Miller

Fresh Start's Keeping the Community Warm

Upper New York Conference

Video Ad or Promotion | Divisions 1 & 2

THIRD PLACE

Shelby Winchell, Mary Dalglish & Kevin Miller

Living the Glory of God across the Upper New York Conference

Upper New York Conference

SECOND PLACE

Shelby Winchell, Mary Dalglish & Kevin Miller

Download the UNY UMC App today!

Upper New York Conference

FIRST PLACE

Wespath Staff

Wespath Compass Video for Annual Conference

Wespath Benefits and Investments

Class V: Video Production

Video Production: \$500-\$2k | Divisions 1 & 3

THIRD PLACE

Dan Bracken

The Games People Play Worship Series Promo

Ginghamsburg UMC

SECOND PLACE

Michelle Rapaport & John Dickow

Why Work at Wespath?

Wespath Benefits and Investments

FIRST PLACE

Dan Bracken & Will Flora

This Way To Happy Worship Series Promo

Ginghamsburg UMC

Video Production: \$500-\$2k | Division 2

THIRD PLACE

Pamela Hughes, Dustin Kaps & Trey West

Cultiv8 Community: Growing Hope in Northeast Texas

Horizon Texas Conference

SECOND PLACE

David Stucke & Rebecca Trefz

The United Methodist Connection: God's Love Shows Up for the Slott Family

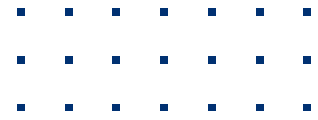
Dakotas UMC

FIRST PLACE

Shelby Winchell, Mary Dalglish & Kevin Miller

Rebuilding Hope in Rome

Upper New York Conference



Class V: Video Production

Video Production: Less than \$500 | Division 1

THIRD PLACE

Adam Bowers & Sara Logeman

Institute for Multicultural Ministry Overview Video

General Board of Global Ministries

SECOND PLACE

Communications Staff

UMC Black College Fund Impact Video

General Board of Higher Education and Ministry

FIRST PLACE

Communications Staff

The General Board of Higher Education and Ministry: Building the Church of Tomorrow

General Board of Higher Education and Ministry

Video Production: Less than \$500 | Division 2

THIRD PLACE

Troy Griffin, Trey Comstock, & Alisha Bynum

Texas Annual Conference 2025 - Recap Celebration

Texas Conference

SECOND PLACE

Jonathan Stallings

TWK Connectional Table Video

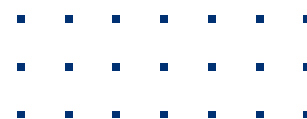
Tennessee-Western Kentucky Conference

FIRST PLACE

Chris Daniel & Derek Leek

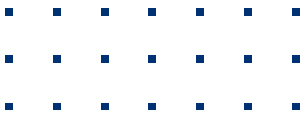
Supporting Immigrants: A Call to Action

North Carolina Conference



Class VI: Audio

BEST IN CLASS



Todd Rossnagel & Amanda Banda
Still We Sing: Hope in Kerrville, Texas
Louisiana Conference and Rio Texas Conference

BEST IN CLASS

Chris Daniel & Derek Leek
God's Gift of Scripture with Belton Joyner: Cleansing Water
North Carolina Conference

Podcast Category | All Divisions

THIRD PLACE
Crystal Caviness & Joe Iovino
Get Your Spirit in Shape: "Blessed are the peacemakers"
United Methodist Communications

SECOND PLACE
John Yeager, Jesse Enniss & Lindsay Hampton
Means of Grace: Hurricane Helene - A Call to Action
Western North Carolina Conference

FIRST PLACE
Todd Rossnagel & Amanda Banda
Still We Sing: Hope in Kerrville, Texas
Louisiana & Rio Texas Conferences

FIRST PLACE
Chris Daniel & Derek Leek
God's Gift of Scripture with Belton Joyner: Cleansing Water
North Carolina Conference

Class VII: Photography

BEST IN CLASS

Jeannie Schott

Walking in Their Footsteps: A Journey from Selma to Birmingham and beyond
Western Pennsylvania Conference (bottom, left)

BEST IN CLASS

Mike DuBose

Our Changing Climate
United Methodist
News Service
(right)



Class VII: Photography

Photojournalism | Divisions 1 & 2

THIRD PLACE

Mike DuBose

Happy Tears

United Methodist News Service

THIRD PLACE

Mary Catherine Phillips & Luke Lucas

As Tenderly As a Father's Love

Alabama-West Florida Conference

SECOND PLACE

Jonathan Stallings

Annual Conference Baptism

Tennessee-Western Kentucky
Conference

FIRST PLACE

Ken Howle

Let There Be Light

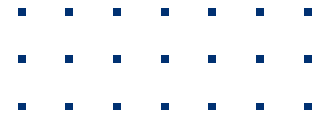
Lake Junaluska

Conference & Retreat Center
(right)



Class VII: Photography

Photo Series | All Divisions



THIRD PLACE

Todd Seifert

Indigenous Peoples Cultural Immersion

Great Plains Conference

THIRD PLACE

Adam Bowers

Wesley Methodist Church Anniversary Celebration

SECOND PLACE

Dustin Kaps

Hope in Focus: Youth Disciples at Glen Lake Winter Camp 2025

Horizon Texas Conference

SECOND PLACE

Dan Bracken

Ginghamsburg Color Wars

Ginghamsburg UMC

FIRST PLACE

Jeannie Schott

Walking in Their Footsteps: A Journey from Selma to Birmingham and beyond

Western Pennsylvania Conference

FIRST PLACE

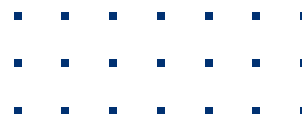
Mike DuBose

Our Changing Climate

United Methodist News Service

Class VIII: Visual Design

BEST IN CLASS



Ginghamsburg UMC Staff
Easter at Ginghamsburg 2024 visual design
Ginghamsburg UMC

Artwork Category | Divisions 1 & 3

THIRD PLACE

Global Ministries Staff
Connecting the Church in Mission Map
General Board of Global Ministries

SECOND PLACE

Ben Ward
UM News maps illustrating the new central conference structure in Africa
United Methodist Communications

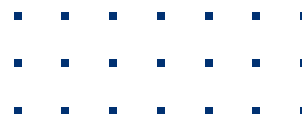
FIRST PLACE

Dan Bracken
Easter at Ginghamsburg 2024 Visual Design
Ginghamsburg UMC



Class VIII: Visual Design

Artwork Category | Division 2



THIRD PLACE

Lisa Smith

Northern Illinois Annual Conference 2025 Logo Family

Northern Illinois Conference

SECOND PLACE

Katie Swisher

Lenten Image

Indiana United Methodist Conference

FIRST PLACE

Katie Swisher

Make a Splash!

Indiana United Methodist Conference

Brand Development Category | Division 1

THIRD PLACE

Crystal Hundley

Hope Harvest Logo

General Council on Finance and Administration

SECOND PLACE

Crystal Hundley & Melissa Jackson

Invest UMC Brand Development

General Council on Finance and Administration

FIRST PLACE

United Methodist Communications

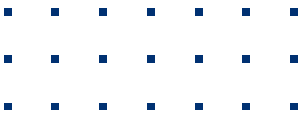
Denominational Booth: 2020/2024 General Conference

Class VIII: Visual Design

Brand Development Category | Division 2

THIRD PLACE

Mary Catherine Phillips & Karla Merritt
2025 Annual Conference Logo
Alabama-West Florida Conference



THIRD PLACE

Communications Staff
West Ohio Annual Conference 2025: Rise Up Beloved
West Ohio Conference

SECOND PLACE

Jonathan Stallings
TWK 2025 Annual Conference Logo
Tennessee-Western Kentucky Conference

FIRST PLACE

Pamela Hughes, Dustin Kaps & Trey West
Beyond the Horizon: A Brand Rooted in Hope & Mission
Horizon Texas Conference

Motion Graphics | All Divisions

THIRD PLACE

Mark Doyal
Advocacy Day Lunch and Learn 2024
Michigan Conference

SECOND PLACE

JP Penrod & Andrew Jensen
Get To Know GCFA Central Conference Edition
General Council on Finance and Administration

FIRST PLACE

Communications Staff
On the Road with Bishop Jung
West Ohio Conference

Class VIII: Visual Design

Print or Electronic Design | Division 2



THIRD PLACE
Kim Halusan
December 2 Special Session
Illinois Great Rivers Conference

SECOND PLACE
Kelsey Johnson
Reinvigorate 2025: Texas Annual Conference
Texas Conference

FIRST PLACE
Serena Acker
Cultivate Winter 2025
Indiana Conference

Website Design | Division 2

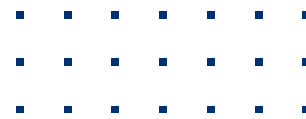
THIRD PLACE
Michelle Ferris
Great Plains Conference Website
Great Plains Conference

SECOND PLACE
Mark Doyal, Kristen Gillette, Michael Mayo Moyle & GUD Marketing
Michigan Conference Website Refresh
Michigan Conference

FIRST PLACE
Communications Staff
Indiana Conference Website
Indiana Conference

Class IX: Publicity & Advertising

Leonard M. Perryman Award of Excellence BEST IN CLASS



Brenda Smotherman, Poonam Patodia
2020/2024 General Conference Publicity Plan
United Methodist Communications

Campaign/Strategic Planning | Division 1

THIRD PLACE

Brandy Bivens, Andrew Jensen & Crystal Hundley
Data Driven Discernment Campaign
General Council on Finance and Administration

SECOND PLACE

Communications Staff
GCFA In-Person Quadrennial Training
General Council on Finance and Administration

FIRST PLACE

Brenda Smotherman & Poonam Patodia
2020/2024 General Conference Publicity Plan
United Methodist Communications

Objectives

- Provide public relations support to the entire denomination in addressing the difficulties created by disaffiliations through messaging, crisis communications support, media relations and support resources.
- Aid in transitioning public focus away from church business to church ministry in action, community, faith development and discipleship.
- Continue to help seekers and members identify UMC churches as a place for "Open hearts. Open minds. Open doors."

A photograph showing a group of people, mostly women, standing in a circle and hugging each other. They are dressed in casual attire, and the scene suggests a supportive community or a group celebration.

Class IX: Publicity & Advertising

Campaign/Strategic Planning | Division 2

THIRD PLACE

Fearless! The 2024 Annual Conference

Michigan Conference

SECOND PLACE

Aaron Walker & Rev. Amanda Banda

Texas Flood Relief Communications Strategy

Rio Texas Conference

FIRST PLACE

Karla Hovde

Camp Minnesota 2025 Brochure & Promotional Materials

Minnesota Conference

Single Piece Category | Division 1

SECOND PLACE

Matt Garfield

Fund Management: Growing Resources. Expanding Ministry

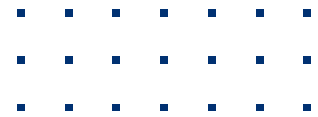
United Methodist Foundation of Western North Carolina

FIRST PLACE

Communications Staff

Making Everyday Impact Ads

General Board of Higher Education and Ministry



Class IX: Publicity & Advertising

Single Piece Category | Division 2

THIRD PLACE

Communications Staff

General Conference Preview & Response

Great Plains Conference

SECOND PLACE

Jeannie Schott

"God Calling" Kit

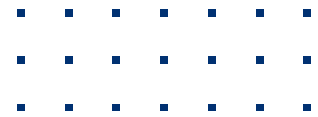
Western Pennsylvania Conference

FIRST PLACE

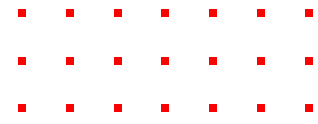
Katie Swisher

Hate Divides, Love Unites Billboard

Indiana United Methodist Conference



Communicator of the Year 2025



Joe Iovino

Joe Iovino serves as the team lead for denominational content strategy at United Methodist Communications. Since 2014, he has been a devoted and proactive leader within the agency that serves communication ministry by crafting stories and resources to help members and leaders forge forward in faith as United Methodists.

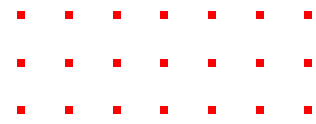


Joe has been instrumental in keeping United Methodists informed and inspired as he oversees UMC.org and ResourceUMC.org - the official denominational websites. Ever mindful and observant, he breaks new ground and takes deep topical dives to ensure denominational content meets the needs of members and leaders across the connection.

Joe empowered members to understand matters surrounding the 2020/2024 General Conference in advance, during, and after the historic event. He managed the team tasked with the Commission on the General Conference's landing page and ensured timely updates to the ADCA page and other pages that guided members throughout the meeting.

Since the conclusion of the 2020/2024 General Conference, Joe has played a pivotal role in helping educate members and leaders on the impact and rollout of legislative decisions that unfolded at the session. Most notably, Joe has played a key role in helping to shepherd multilingual Regionalization resources to provide the necessary and relevant information for decision-making surrounding this important issue.

Communicator of the Year 2025



Joe lovino

Joe created and produced the award-winning "Get Your Spirit in Shape" podcast that continues to feature casual conversations with leaders, authors, and others who offer spiritual nutrition and exercises for everyday life. He also launched "The Recap" video series, which offers concise information that started as a response to questions about the current state of the church and has since become a continuing monthly offering.

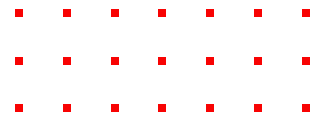
Joe is the consummate teammate and servant, always willing to make himself available to assist the mission of UMCom and The UMC. He is patient, understanding, and ever watchful and active in addressing the needs, nuances, sensitivities, and unique timeframes of the Church, while ensuring that all members feel welcome and engaged in the life of The UMC.

On the personal side, Joe continues to communicate in word and deed about the importance of family and finding balance to enjoy the gifts God has bestowed. To decompress, he finds joy as he roots for the New York Mets, goes motorcycling, listens to Bruce Springsteen, or watches Ted Lasso. Even in these recreational activities, he takes note of life lessons and insights that he imparts to others in meetings, presentations, and official content.

On his personal website, Joe shares that "I'm on a mission to bridge the gap between faith and the fast-paced reality of the 21st century. As a writer, I'm passionate about sharing insights on what it means to live as a faithful follower of Jesus in today's ever-changing world." Joe lovino lives out this calling every day in his role at UMCom, and all who have had the privilege to know or work with him have seen examples of his leaning into this mission.

Joe lovino is the personification of an excellent communicator in all the many facets of that title.

Hall of Fame



R. Bruce Weiman 2025 Inductee

Rev. R. Bruce Weiman is a pastor in the Illinois Great Rivers Conference where he has been involved with video ministry since 1983.

As a seminary student, Bruce took a video production class, realizing in the late 1970s the potential for video storytelling in the church. He began doing video production for the Annual Conference in 1983. His "studio" was the basement of the parsonage, where he used multiple VHS decks to do linear video editing.

He was instrumental in assembling an all-volunteer camera and production crew for the Annual Conference -- a practice that continues to this day. As a member of the Conference Commission on Communications, he advocated that a video production manager position be included in the communication staff.

In 2009, Bruce was part of a three-person team who were recognized by UMAC with the first Hilly Hicks Award of Excellence for Video Production for storytelling of ministries in local churches. He was also recognized in 2016 by the Religion Communicators Council with a DeRose-Hinkhouse Best of Class for a collaboration on a PR/Advertising campaign for The Journey of 10x10, a congregational development curriculum.

Although Bruce retired from active ministry in 2020 after 40 years of service, Bruce continues to be supportive of the IGRC communications ministry and still provides wise counsel, having chaired the IGRC Conference Commission on Communications from 2016-2024.

The United Methodist Association of Communicators is honored to name Rev. R. Bruce Weiman to the UMAC Hall of Fame.

UMAC 2025 Thanks

The United Methodist Association of Communicators thanks

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Great Plains Conference of The United Methodist Church

Conference Communicator Todd Seifert, Bishop David Wilson, and Communicators

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