



**Light of Faith Awards Program Application  
Part One – Entry Form**

Category for Judging

- Parish
- School
- Diocesan Entity

Name of Parish, School or Diocesan Entity:

\_\_\_\_\_

Number of Parishioners (parishes) Students (schools) or Population Served (diocesan entity):

\_\_\_\_\_

Name of Person Submitting Application:

\_\_\_\_\_

Title: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Address: \_\_\_\_\_ County: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

How did you hear about the Light of Faith Awards Program?

\_\_\_\_\_

All applications and corresponding material must be mailed or delivered to:  
Diocese of Orlando / Office of Communications  
50 East Robinson Street, Orlando, FL 32801

**All entries must be postmarked or received by Friday, November 19, 2010**

There is a \$15 fee for each entry. If this amount is cost prohibitive, please email [tpeterson@orlandodiocese.org](mailto:tpeterson@orlandodiocese.org) and request fee waiver.

**Light of Faith Awards Program Application**  
**Part Two – Category Selection**

Please select one from the list of categories below:

**General Category #1:**

*Print – Weekly* (Examples include bulletin, newsletter, etc.)

**General Category #2:**

*Print – Monthly/Quarterly* (Examples include newsletter, magazine, etc.)

**General Category #3:**

*Print – Yearly* (Examples include parish directory, annual report, etc.)

**General Category #4:**

*Print – Brochures & Pamphlets*

**General Category #5:**

*Print – Spiritual* (Examples include prayer card, published writing, etc.)

**General Category #6:**

*Web or Internet Based Communications\** (Examples include website, email, social media, video/audio podcast, etc.)

**General Category #7:**

*Events* (Examples include liturgical event, service event, fundraising event, etc.)

**General Category #8:**

*Video*

**General Category #9:**

*Radio*

**General Category #10:**

**Campaigns** (This is a multi-level use of resources over a period of time. Examples include Outreach to New/Returning Catholics, New Parishioner Orientation, Stewardship, Youth Ministry, etc.)

**General Category #11:**

**Advertising** (Examples includes print, radio, billboard, television etc.)

**General Category #12:**

**Public Relations** (Examples includes press release, TV/newspaper coverage, PSA, etc.)

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*\*(Please mail Entry Form and Entry Fee via Post Office. However, material to be judged may be submitted electronically to*

**Light of Faith Awards Program Application  
Part Three – Questionnaire**

**(Answers to the questions below correspond to the judge’s scoring sheet on the next page.)**

**PROFESSIONALISM**

1. Describe your entry, be sure to include information about creativity and innovativeness:

**COST EFFECIENCY**

2. What was the cost of this communication in terms of people, budget and other resources? Were there any cost savings, contributions or discounts that made this communication possible? Did this communication incorporate new technology that resulted in a greater efficiency, cost savings or effectiveness?

**REACHING TARGET AUDIENCE**

3. Who was your target audience?

**INTENT OF COMMUNICATION**

4. What was intent of this communication (take action, educate, motivate)?

**RESULTS & OUTCOME** (Quantify your response by indicating how reaching your target audience was fulfilled. For example, “The development of our website yielded 10,000 hits per Google statistics.”)

5. Describe the tangible results and/or responses that were a direct result of the communication?

**ADDITIONAL INFORMATION**

6. Does this communication fulfill the Church’s mission to evangelize and bring people to the table of the Lord? If so, how?

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**LIGHT OF FAITH AWARDS PROGRAM – SCORING SHEET**

The goal of the Diocese of Orlando’s Light of Faith Awards Program is to seek new and creative ways to fulfill the Church’s mission to evangelize and to bring people to the table of the Lord. This program is designed to recognize use of the modern tools of communication in the most effective way to help in the fulfillment of that mission.

JUDGE’S INSTRUCTIONS: Please evaluate and grade all entries according to the criteria below, using this point system:

**Poor 0 -2 pts.; Fair 3-4 pts.; Good 5-7 pts.; Excellent 8-10 pts.**

- a. PROFESSIONALISM (Total possible score: 10) Score: \_\_\_\_\_  
 Rate the overall professionalism of the entry.  
 Rate the overall effectiveness of the execution of the entry.  
 Rate the entry for creativity and innovativeness.  
 COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_
- b. COST EFFICIENCY (Total possible score: 10) Score: \_\_\_\_\_  
 What was overall effectiveness in relation to budget?  
 Any cost savings/contributions/discounts that made possible?  
 Any efficiencies or cost savings due to incorporation of new technology?  
 COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_
- c. REACHING TARGET AUDIENCE (Total possible score: 10) Score: \_\_\_\_\_  
 Did this message reach the audience(s) for whom it was intended?  
 Was the message appropriate for the intended audience(s)?  
 Was the message well written and easy to understand?  
 COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_
- d. INTENT OF COMMUNICATION (Total possible score: 10) Score: \_\_\_\_\_  
 Was the intent of this communication tool clearly defined?  
 Did this entry address the purpose for which it was intended?  
 COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_
- e. RESULTS & OUTCOMES (Total possible score: 10) Score: \_\_\_\_\_  
 Did the entry meet the stated objective?  
 Did the entry serve to evangelize and bring people to the table of the Lord?  
 Did the desired change or action result in response?  
 COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_