



**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

Please submit a digital version of your entry to rkurth@orlandodiocese.org.

All entries must be postmarked or received by February 1, 2012

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

Please select one from the list of categories below:

#1 Bulletins

#2 Newsletters

#3 Special Publications

(Examples include parish directory, annual report, anniversary publication)

#4 Brochures and Worship Aids

#5 Web or Internet Based Communications

(Examples include website, email, social media, live stream, etc.)

#6 Video

#7 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.)

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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: _____
