



2012 Bronze Quill Awards • IABC St. Louis

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CALL FOR ENTRIES

Deadlines: Early Bird March 2, Standard March 9

IABC ST. LOUIS 2012 BRONZE QUILL AWARDS

ARE YOUR COMMUNICATIONS WORTHY OF THE HALL OF FAME?

Excellence is a communicator's goal, and you have done your best to produce Hall of Fame results. The St. Louis Chapter of the International Association for Business Communicators (IABC) and 2012 Bronze Quill Awards again will celebrate top communicators who drive excellence with projects developed and implemented in 2011. We welcome your award entries no matter if you are a member or not, and we invite you to join us at the May awards ceremony as we honor excellence in communications and learn from the best work in the St. Louis area.

WHO SHOULD ENTER

All St. Louis-area business communications professionals and students are encouraged to submit entries for work produced and measured in 2011. Entries are accepted for organizational communications, public relations and multimedia/interactive work created to meet specific communications goals. IABC welcomes entries from members and nonmembers.

JUDGING

Your entry will be evaluated by judges from IABC chapters across the nation, giving you an opportunity to get professional feedback and sharpen your strategic and creative communication skills. (IABC St. Louis members are not eligible to judge.) Entries will be judged for the success with which the project has met its individual requirements. Each entry will be judged on its own merit, not in competition with one another. Judges reserve the right to present a limited number of Award(s) of Excellence and Award(s) of Merit in each category. If all entries in a particular category lack award-winning qualities, a winner will not be selected from that category.

NOTIFICATION OF WINNERS

Winners will be notified by phone or e-mail, but exact award levels will be revealed at the IABC Bronze Quill Awards ceremony on Thursday, May 31, 2012.

ENTRY DIVISIONS AND CATEGORIES

Select the division and category that best fits your entry. Some projects may fit multiple divisions/categories, but you are limited to one category per division for each project. Judges recognize that some entries fit in several categories, and in such cases may be more lenient. However, if your entry is clearly submitted to the wrong category, you risk disqualification.

QUESTIONS

Visit our Web site at www.iabcstl.org for more information about the awards or contact Re-Essa Buckels at (314) 372-5452 or reessa_buckels@yahoo.com.

SPECIAL THANKS



www.kaffcorpmedia.com
636.678.2090



ST. LOUIS

If you are interested in sponsoring this event, please contact Re-Essa Buckels at (314) 372-5452 or reessa_buckels@yahoo.com.

DIVISIONS & CATEGORIES

DIVISION 1: COMMUNICATION MANAGEMENT

Projects, programs and campaigns that are guided by a communication strategy. Entries can be initiated by any type of organization, from governments and retail companies to services such as utilities and healthcare. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. Entries may include a combination of communication materials in their submission. Note: An individual communications product may also be entered as part of an overall program in the Communication Management Division.

1.1 - Government, Community and Customer Relations

Programs targeted at government bodies and agencies; community audiences, including not-for-profit and volunteer organizations; and customer audiences including customer relationship management and customer research.

1.2 - International Communication

Programs targeted at international audiences, including multinational consumers and international organizations, as well as programs undertaken by multinational bodies (such as the European Union or MERCOSUR).

1.3 - Media Relations

Programs focusing on news media as the main channel used to reach target audiences.

1.4 - Multi-Audience Communication

Aimed at more than one internal and/or external audience.

1.5 - Marketing Communication

Programs aimed at marketing products and/or services to an external audience.

1.6 - Issues Management and Crisis Communication

Programs targeted at external and/or internal audiences that address trends, issues and/or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy and the environment.

1.7 - Employee/Member Communication

Programs targeted at employee or member audiences. This category includes programs that create awareness and

influence opinion or behavioral change, and those focused on management communication, ethics, morale, internal culture or change management.

1.8 - Human Resources and Benefits Communication

Programs targeted at employee or member audiences that deal with health and welfare, savings and pension, stock and compensation, or recruitment and retention.

1.9 - Strategic Communication Processes

Programs that develop new strategic approaches to communication within an organization. This may include brand and culture audits, employee and market research, competitive benchmarking and audience analysis. Also includes training programs to enhance communication within an organization or among key audience groups.

1.10 - Brand Communication

Includes branding strategies for new brands and repositioning existing ones. Entries must demonstrate the research underlying changes. Programs include brand architectures, corporate identity changes and design solutions that address challenges of brand communication.

1.11 - Special Events

Includes any event that marks a significant occasion that supports the goals of an organization such as an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event.

1.12 - Economic, Social and Environmental Development

Programs targeted at community audiences, governments and funding agencies. They include international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and indigenous and heritage protection programs.

1.13 - Multilingual Communication

Programs targeted at bilingual and/or multilingual audiences, including non-native language speakers.

1.14 - Electronic and Digital Communication

Computer-based communications produced for internal or external audiences that primarily use electronic production and/or delivery tools. Includes e-newsletters, electronic annual reports, Web sites, intranets, blogs or wikis.

DIVISIONS & CATEGORIES

1.15 - Overall Communication Program

Programs or campaigns created to enhance an organization's relationship with, or provide information to, a key audience by incorporating multiple program elements outlined above (e.g. media relations, brand communications and special events). Submit complete, but concise entries with representative samples of multiple program elements in a three-ring binder. Submit 5" x 7" or 8" x 10" photos of elements that do not fit.

1.16 - Social Media

Encompasses evolving tools and practices that allow individuals/groups to collaborate and share knowledge online. Intended to engage a public (internal or external) in conversation, as opposed to broadcasting information in one direction. Tools used may include blogs, podcasts, social networks, content-sharing networks, microblogging, virtual networking platforms, or others social media sites.

DIVISION 2: COMMUNICATION SKILLS

Includes communication products (publications, advertorials, Web sites, newsletters, etc.) that showcase technical skills such as editing, writing and design. In addition to overall excellence, entrants must demonstrate creativity, measurable results and strategic alignment with their organization's business goals.

2.1 - Electronic and Digital Communication

Includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. This includes:

- Electronic newsletters
- Electronic annual reports
- External Web site
- Intranet site
- Multimedia program
- Blogs
- Wikis
- Podcasts

Submit work sample on either standard Windows or Macintosh formatted CD-ROM or DVD. Because disks can be damaged in transit, please also provide hard copies of 20 or fewer screen grabs, a flow chart or any combination as appropriate. For programs in other formats or requiring other equipment (e.g. interactive laser discs), submit on videotape.

2.2 - Publications

Includes internal or external publications in all formats except electronic, such as:

- Publications on a shoestring budget (Entries will be judged according to allowed budget and outcome.)

- Magazines (one color or more)
- Newspapers
- Newsletters
- Special publications
- Annual reports
- Tabloids

For magazines and newsletters, submit three (3) consecutive issues produced in 2011 as one entry. For semi-annual publications, submit both issues and indicate in the work plan that the publication is semi-annual. For special publications produced as a series, submit the series. For publications on a shoestring budget, indicate in category name "Publications on a Shoestring Budget." Also, discuss the budget and outcome in the work plan.

2.3 - Writing

Encompasses original material written for a particular communication project, including:

- Personality profile
- Feature article
- News release
- Editorials/Op-Eds/White Paper
- Technical writing
- Speech
- Script
- Sales promotion/direct mail
- Writing for online distribution

Submit a tear sheet or other evidence of use during 2011, along with the original manuscript, if applicable.

DIVISION 3: COMMUNICATIONS CREATIVE

Includes projects that showcase creative talent and design while also performing communicative functions. Entrants must demonstrate innovation, creativity, strategic alignment with an organization's business goals and effective visual communication.

3.1 - Internal Publication Design

Design of internal publications in all formats except electronic, including:

- Magazines
- Tabloid
- Annual reports
- Newspapers
- Newsletters
- Brochures

For magazines and newsletters, submit three (3) consecutive issues produced in 2011 as one entry. For semi-annual publications, submit both issues and indicate in the work plan that the publication is semi-annual. For special publications produced as a series, submit the series.

DIVISIONS & CATEGORIES

3.2 - External Publication Design

Design of external publications in all formats except electronic, including:

- Magazines
- Tabloid
- Annual reports
- Newspapers
- Newsletters
- Brochures

3.3 - Direct Mail

Design of direct mail pieces, whether single piece or series.

3.4 - Logo Design

Design of logo for new or existing business.

3.5 - Interactive Media Design

Design of electronic and interactive media elements: interactive products that are used with a computer, including:

- Web site design
- Intranet site design
- CD-ROM or DVD
- E-cards, banner ads, buttons, pop-ups, etc.

3.6 - Corporate Identity/Branding Materials

Design solutions that represent corporate identities.

3.7 - Print Advertising

Creative and innovative use of print advertising media.

3.8 - Broadcast Advertising

Creative and innovative use of broadcast advertising media.

3.9 - Outdoor/3-D

Products intended for a public audience and located outdoors, including:

- Billboards
- Murals and public sculpture
- Outdoor and transport posters (for use at bus shelters, airport terminals, "wrapped" buildings and cars, etc.)
- Decorations, neon signs, awnings, street furniture, etc.

3.10 - Photography and Illustration

Original photographs or illustrations created or commissioned for a particular communication project, including single photos and photo essays. For photos, submit both photo and the work in which it appeared. For illustrations, simply submit the work in which it appeared during 2011.

3.11 - Video Program for Internal Audience

Overall production (including concept, script-writing, editing and interpretation of subject matter) of programs for internal audiences. Submit entry on standard ½" videotape or DVD.

3.12 - Video Program For External Audience

Overall production (including concept, script-writing, editing and interpretation of subject matter) of programs for external audiences. Entries might include video news release or PSA. Submit entry on standard ½" videotape or DVD.

DIVISION 4: WILD CARD

For communications projects that do not fit in any of the established categories previously listed. Pro bono entries may also be submitted in this division.

4.1 - Wild Card

Follow basic guidelines of the most appropriate work plan format; judging criteria will vary based on type of entry.

STUDENT ENTRIES

All listed categories are free for students to enter, but the same professional standards of presentation are required. Please see the "student entry note" in the Crafting Your Work Plan section for advice as you prepare your work plan. When identifying the category you are entering, please use the prefix "S" before the division number. (Example: A student entering a feature article for the writing category would use the following identification: S-2.3.)



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ENTRY DETAILS

PREPARING YOUR ENTRY

1. Choose an entry division and category.

Note that you may submit a single piece of work or elements of a larger project in more than one division; however, you may only enter the same work in one category within each division.

2. Complete a work plan.

The work plan describes your project's communication program, how it was developed and what you intended to achieve. For more information, see the "Crafting Your Work Plan" section of this document.

3. Prepare a work sample.

The work sample consists of all the supporting material illustrating your communication program. It can be either electronic or hard copy, and is the physical example of your communication project — for example, a newsletter, podcast or Web site.

4. Complete and enclose the Bronze Quill entry form.

An entry form must be submitted for each project you wish to enter. Additional entry forms can be downloaded from www.iabcstl.org. Entry forms must be submitted in hard copy.

5. Prepare and submit two copies of your entire entry.

Create two (2) hard copies of your work plan, work samples and entry form. Package hard copy submissions in separate, labeled report covers, folders or binders. Enclose both copies of the entry in one envelope with the division number and name and the category number and name for the enclosed entry. Note: One of these copies provided will be displayed at the awards program should the entry be selected as a winner.

6. SUBMIT YOUR ENTRY.

Submissions and fees must be received by Friday, March 9, 2012 by 5:00 p.m.

Submitted entries become the property of IABC St. Louis and will not be returned. Entries that do not meet all the guidelines above will be disqualified with no refund. Payment must accompany entries. Checks should be made payable to IABC St. Louis—Bronze Quill Awards. The fee for each entry in professional categories is listed below. When submitting multiple entries, you may send one check reflecting the correct total for all entries.

ENTRY FEES

Early Bird Entries—received by March 2, 2012:

\$50 Member
\$70 Non-member

Standard Entries—received by March 9, 2012:

\$65 Member
\$85 Non-member

Send all entries with your entry fee(s) to:

c/o Annie Haarmann
2012 IABC St. Louis Bronze Quill Awards
Reliv International
136 Chesterfield Industrial Blvd.
Chesterfield, MO 63005
(314) 733-1421
(314) 372-5452
reessa_buckels@yahoo.com

SCORING GUIDELINES

Judges score both your work plan and your work sample according to the following criteria.

- For Communication Management (Division 1), which reflect a full range of planning and management skills, the work plan and work sample are each worth 50 percent of score.
- For Communication Skills (Division 2), the work plan is worth 40 percent and the work sample is worth 60 percent.
- For Communication Creative (Division 3), the work plan is worth 25 percent and the work sample is worth 75 percent.

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CRAFTING YOUR WORK PLAN

Prepare your work plan with a minimum font size of 10 points (no handwritten entries) on 8.5" x 11" paper using single columns and single-sided pages. The page limit for work plans varies by category:

- Division 1 - Communication Management: Limit 4 pages
- Division 2 - Communications Skills: Limit 3 pages
- Division 3 - Communication Creative: Limit 2 pages

Please note: If your work plan exceeds the page limit, your submission will be disqualified.

List the following at the top of all work plans, regardless of division:

- Entrant name
- Entry title or description
- Division and category
- Entrant's organization
- Client organization (if applicable)
- Project time period
- Brief entry description (one or two sentences)

PROJECT WORK PLANS - DIVISIONS 1, 2 AND 4

Complete the following core work-plan elements using the headings provided.

Need/Opportunity

Describe the need or opportunity your communication work addressed. Clearly explain the issues the organization faced, outlining any impact on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings supporting your analysis of the need or opportunity.

Intended Audience(s)

Identify your primary audience, as well as additional audiences. What was the audience's mindset? Describe key characteristics (needs, preferences, demographics, etc.) taken into account in developing your solution.

Goals and Objectives

Goals describe what you want to accomplish. There should be few goals and they should be broad, future-oriented and align with the needs of the organization. Goals do not need to be directly measurable. However, objectives should be realistic and measurable by outcomes such as quantity, time, cost, percentages, quality or other criteria.

Solution Overview

Summarize the project, outlining the solution and the logic that supported it. Tell why you did what you did. The solution should demonstrate your thinking, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify the key messages. Present the tactics and communication vehicles used.

Implementation and Challenges

Be sure to list your project budget. You will not be judged on the budget amount, generous or limited, but you should show efficient use of money. Discuss timeframes. Describe any limitations or challenges faced in selling and implementing your ideas (judges are looking for flexibility and a willingness to resolve problems and negotiate solutions). Note any special circumstances that affected the final result and discuss how they were addressed.

Student entry note: Because your entry likely was based on a school assignment or project, you may not have been given a budget. If so, state this in your work plan, but do not neglect the rest of this section. For example, your timeframe may be the time from when you received the assignment until the due date. Clear explanation of how you managed your time, handled challenges, limitations and/or special circumstances will give the judges insight into your ability to be a strategic communicator and are a very important part of your final score.

Measurement/Evaluation of Outcomes

How did you measure results? Every result should be linked to one or more objectives. Measurement should demonstrate outcomes, not outputs. For example, if your media relations campaign was in support of a product launch, your measurements should be tied to sales targets, the number of qualified sales leads or other bottom-line measures, not just to the number of clips and impressions, advertising value equivalent or other output measures. If your challenge was to improve employees'

CRAFTING YOUR WORK PLAN

understanding of a major issue, you must show that their knowledge increased as a result of the employee communication plan implemented.

Student entry note: As students, you may or may not have conducted measurement or evaluation of your project. If you were not, clearly state in specific terms how you would have measured this project if it were implemented in the business world. This shows the judges that you understand the necessity, usefulness and selection of proper tools to measure and evaluate the success of your project.

CREATIVE WORK PLANS - DIVISION 3

Complete the following core work-plan elements using the headings provided.

Project Summary

Provide an overview of the project. What business need or opportunity did your creative solution address?

Intended Audience(s)

Identify your primary audience, as well as additional audiences. Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution.

Objectives

What were your creative objectives? What outcome did you target? How did your creative objectives contribute to the business need or opportunity?

Key Messages/Theme

What was most critical to convey? State your key messages or theme.

Creative Rationale

Summarize the creative solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrates insight and imagination.

Results

In what way did you achieve your objectives? How did your creative solution impact the business need or opportunity? Demonstrate the effectiveness of your creative solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss your budget, resources and timeframes, and show efficient use of each.

Student entries: please see the student entry notes in the Measurement and Implementation and Challenges sections for Divisions 1, 2 and 4 listed above for advice on incorporating this section into your student entry work plan.

THE WORK SAMPLE - ALL DIVISIONS

The work sample consists of all the supporting material illustrating your communication program. It can include items such as videotapes, publications, design work, writing series, photography, computer programs, etc. You may also include products such as scripts, an executive summary of the research results, the media buy, etc. Your work sample should represent the scope of your work. Please send the highest-quality samples possible.

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2012 ENTRY FORM

Additional entry forms may be downloaded from the IABC St. Louis Web site at www.iabcstl.org. You may print this form and complete by hand, fill information on-screen using Adobe Reader or Acrobat, or you may type the entry form information on a separate sheet of paper.

Division Information

Division name _____

Category number _____

Category name _____

Entry title _____

Contact Information

Name _____

ABC St. Louis Member?: YES NO

Organization _____

Address _____

City / State / Zip _____

Phone / Fax _____

E-mail _____

Client name (if applicable) _____

Date of project completion _____

Credits

If appropriate, please attach a list of colleagues and/or vendors who contributed to the project. These credits will be displayed with winning entries at the awards ceremony.

For The Award

Each winner will be presented with an award at the IABC Bronze Quill Awards ceremony on May 31, 2012. All trophies will bear the IABC St. Louis Bronze Quill logo and the entry's category. Please indicate below the two additional lines of text you would like to have appear on your awards in the event this entry is designated a winner.

Name to appear on award _____

Title of entry _____

Entry Checklist

Entry form 2 copies of the work plan
 2 copies of the work sample Entry fee(s)

Entry Fees

Number of entries: # _____ Cost per entry: \$ _____

Total amount enclosed: \$ _____

Please check one:

Check enclosed (make payable to IABC St. Louis)
 Credit Card Charge to: (check one) VISA MasterCard

Card number _____

Exp. Date _____

Name as it appears on card _____

Signature _____

DUPLICATE AWARDS may be ordered after the Bronze Quill Awards event for an additional cost.

SAVE THE DATE

IABC St. Louis 2012 Bronze Quill Awards

Thursday, May 31, 2012

Location: Sheldon Concert Hall



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