

## Enter IABC's Bronze Quill

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Deadline: March 25, 2010

Do something for yourself

Winning is only part of the reason

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This is your chance to ...

- Analyze last year's work
- Quantify strengths and weaknesses
- Determine if procedures need to change
- Organize measurable results in a format easily retrieved for other uses
- Receive a professional critique

You'll never take the time to review your work properly unless pushed. So consider this your incentive.

If you win, you've got something to add to your resume.

If you don't, you're in a better position to discuss results with colleagues or management and to decide what needs to change.

How can you afford not to enter?

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**Deadline: March 25, 2010**

## Enter IABC's Bronze Quill .....> CALL FOR ENTRIES

Any communicator in Greater Cincinnati or Dayton can enter, as long as he or she was directly involved in creating the entry. Entries must be for work produced during calendar year 2009.

Winners will be honored at the **Bronze Quill Awards Dinner on May 20, 2010**. Details will be announced shortly. All entrants will have the opportunity to receive feedback about their work from fellow communicators in another city who act as judges.

Entries must be received by **March 25, 2010**. You can take advantage of the early bird discount if your entry is received by March 18.

Questions? Contact **Monica Schultz** at [scilect@gmail.com](mailto:scilect@gmail.com).

### How To Enter

Determine the divisions and categories you want to enter.

In binders or folders, include **two copies** of:

- Official Entry Form  
(on last page of this document)
- Work Plan
- Work Sample

At the top of your work plan, be sure to identify the division, category number and name, entry title and entrant organization.

**Be sure to include the appropriate payment (as described in the box to the right). Send your entries with payment to:**

Monica Schultz  
811 St. Nicholas Ave.  
Dayton, OH 45410

### Entry Fee and Payment Information

#### Through March 18:

IABC member: \$55 per entry

IABC nonmember: \$65 per entry

#### March 19 - 25:

IABC member: \$65 per entry

IABC nonmember: \$75 per entry

Make checks payable to IABC Bronze Quill or charge to your VISA.

Include payment form and check, if applicable, in an envelope attached to your entries.

Entries received without payment will be disqualified. Entries received without proper payment will be judged, but results and any subsequent award will be withheld until proper entry fee payment is received.

VISA account #: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Organization: \_\_\_\_\_

No. of entries: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

# Entry Divisions and Categories

## Division 1: Communication Management

- 1. Marketing Communication**  
Programs aimed at marketing products and/or services to an external audience.
- 2. Issues/Crisis Communication**  
Programs that address an issue or crisis that could have a significant impact on an organization.
- 3. Media Relations**  
Programs focusing on the news media as the main channel used to reach target audiences.
- 4. Employee/Member Communication**  
Communication programs targeted primarily to internal employee or member audiences including benefits, change management and membership recruitment or retention.
- 5. Brand Communication**  
Branding strategy for new brands and those that reposition existing ones. This category includes research for brand change, brand architecture changes in corporate identity and design solutions that address the brand communication challenges.

## Division 2: Communication Skills

- 1. Print Publications/Brochures**  
Internal or external publications in all formats except electronic.
  - 1a. Magazines (one color or more)
  - 1b. Newsletters (includes newspapers and magapapers/tabloids)
  - 1c. Annual reports
  - 1d. Special publications (e.g., brochures, direct mail, invitations)
- 2. Writing**  
Original materials written for a particular communication project.
  - 2a. News writing
  - 2b. Feature writing or profiles
  - 2c. Editorial or opinion writing
  - 2d. Sales promotion or marketing writing
  - 2e. Technical writing
  - 2f. Speech or script writing
  - 2g. Writing for online distribution
- 3. Multi-Media**  
Programs in this category use sound, video, film, slides, CDs, DVDs or a combination of these. These include video programs, audio-only programs, slide and sound programs and films.
- 4. Electronic and Digital Communication**  
Computer-based communication projects for internal and external audiences that primarily use electronic production and/or delivery tools.
  - 1a. Electronic newsletters
  - 1b. Internet sites
  - 1c. Other (e.g., electronic annual reports, blogs, wikis, podcasts)

## Division 3: Communication Creative

- 1. Publication design**
  - 1a. Magazines (one color or more)
  - 1b. Newsletters (includes newspapers and magapapers/tabloids)
  - 1c. Annual reports
  - 1d. Special publications (e.g., brochures, direct mail, invitations, illustrations)
- 2. Photography**  
Original photographs created or commissioned for a particular communication project including single photos or photo essays.

# The Work Plan

Each work plan should be typed on one side only. Select a font no smaller than a common 10 point font such as Times Roman or Arial. Margins should not be less than .5 inch on the top, bottom and left and right sides of the page.

A header on each page must identify the division, category number and name, entry title and entrant organization. Each page must be numbered. The length and components of each work plan depend on the Division in which you enter, as detailed below:

## Divisions 1 and 2

### Communication Management and Communication Skills Work Plans

**In no more than three typed pages,** answer the questions below using the headings provided.

**Need/Opportunity** – What was the purpose of this effort? What need or opportunity did your entry address? How did this affect you or your client’s organization?

**Intended Audience** – Identify your intended audiences and describe audience characteristics (needs, preferences, demographics, etc.) that were factors in developing your solution.

**Goals/Objectives** – What communication goals and measurable objectives did you set and how did they relate to the strategic objectives or business strategies? Be sure objectives are measurable by outcome.

**Project Description** – Describe the project and its elements including budget, schedule and limitations such as time, money and other resources. Identify key messages. How did you deal with limitations or challenges that could have affected the results?

**Measurement/Evaluation** – How did you measure the project’s success in meeting its objectives? Link your measurements to the above objectives and show if behavior or attitudes changed as a result of the project.

## Division 3

### Communication Creative Work Plan

**In one or two typed pages,** answer the questions below using the headings provided.

**Project Summary** – Provide a project overview. What business need or opportunity did your creative solution address?

**Intended Audiences** – Describe your intended audiences and specify which audience characteristics (needs, preferences, demographics, etc.) were factors 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 why you did what you did. Describe how your solution demonstrates insight and imagination.

**Results** – How did you achieve your objectives? Demonstrate the effectiveness of your creative solution by showing quantifiable outcomes. Describe and show efficient use of budget, resources and timeframes.

# Work Samples

Work samples consist of all the supporting material illustrating your communication program. For larger communication programs, pick those examples that best represent your entry, rather than sending every item. Follow these guidelines with respect to certain types of samples:

- **Electronic/digital elements:** Be sure samples can be viewed on Windows or Macintosh equipment and/or software.
- **Web sites:** Provide the URL or IP address of the site in your entry.
- **For “limited, secured access” sites:** Provide instructions on how to register for the site, along with an account name and password. Or provide a CD or printouts of the site.
- **Large and heavy items:** Send color photographs — prints or digital images.
- **Publications:** Submit one issue for annual publications, submit two issues for semi-annual publications, and submit three consecutive issues for more frequent publications.
- **Writing samples:** Provide a tear sheet or other evidence of the writing’s use. For scripts and speeches, submit a typed version and include the date and venue of the presentation.
- **Multi-media:** Submit the script and VHS, CD or DVD.

# Scoring Chart

This chart displays weighting by division of work plan vs. sample.

Division	Scoring
1-Communication Management	50% work plan 50% sample
2-Communication Skills	40% work plan 60% sample
3-Communication Creative	25% work plan 75% sample

# Important Information

- Multiple categories — The same project, or parts of a project, may be submitted in different categories. Create a tailored work plan for each entry. Do not write one work plan and submit it in more than one category. You may submit as many entries as you wish, but separate fees apply for each entry.
- Return of entries — Entries with judging sheets attached will be available to be picked up at the Awards Dinner on May 20. Or you can make arrangements with Monica Schultz to pick up the entry if you cannot attend the event. Judging sheets will be emailed to participants if they cannot attend the event.
- Entries that DO NOT include ALL required elements (Entry Form – 2 copies; Work Plan – specified format and length; and Work Sample meeting stated specifications) will be disqualified.
- Entries not accompanied by payment of entry fees will be disqualified. Entries received with the wrong entry fee payment will be judged, but results and any subsequent award will be withheld until proper entry fee payment is received.
- Entries received after the final deadline will be disqualified.
- No refunds of entry fees will be issued for disqualified entries.
- If you ship your entry, please arrange for tracking so that you have proof that your entry arrived at the correct location and on time.

## About IABC

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share and apply the world's best communication practices. We inspire, develop and empower communicators to create channels, experiences and platforms so people around the world can be heard.

IABC is one of the world's largest associations for professional communicators, with more than 15,500 members in more than 80 countries.

IABC/Greater Cincinnati was chartered by IABC in 1979. In addition to the Bronze Quill program, IABC/Greater Cincinnati and Dayton offer professional development workshops, monthly programs, and network and accreditation (ABC) opportunities. The chapters are part of the IABC Heritage Region.

If you are interested in IABC membership, contact Suzanne Parkey at [suzanne@parkeydesign.com](mailto:suzanne@parkeydesign.com) or 513-681-4105 or Danielle Dumont at [iabcdayton-membership@hotmail.com](mailto:iabcdayton-membership@hotmail.com).

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### ENTRY FORM

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## 2010 Bronze Quill Awards

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Deadline: March 25, 2010

Please complete this form for each entry. Two complete copies of each entry should be submitted in separate binders, and each must include a copy of the entry form, your work plan and the work sample. Please type or print legibly.

Division: \_\_\_\_\_

Category: \_\_\_\_\_

Entry Title/description: \_\_\_\_\_

\_\_\_\_\_

Organization: \_\_\_\_\_

\_\_\_\_\_

Entrant's name or names (as desired on the award): \_\_\_\_\_

\_\_\_\_\_

Entrant's title: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact person (if different from above): \_\_\_\_\_

\_\_\_\_\_

Street address: \_\_\_\_\_

\_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**IABC**

GREATER CINCINNATI

**IABC**

DAYTON

Be Heard™