



Call For Entries

Deadline:

Early Bird: May 8 • Standard: May 15, 2009

IABC St. Louis Bronze Quill Awards

Be Heard Be Celebrated

It's a jungle out there and you've worked hard all year to make sure your creative messages were trumpeted across this great land. You have inspired action and instilled passion. Your roar has been heard. Now, it's time to grab some bananas and beat your chest. It's your chance to be celebrated. The St. Louis Chapter of the International Association for Business Communicator's (IABC) 2009 Bronze Quill Awards celebrates the pride we have in our local communicators who have demonstrated their ability to develop well-conceived, creative strategies deserving to become this year's King of the Jungle.

Your colleagues and peers will be proud as a peacock cheering you on at the July awards celebration.

Save the Date!

IABC St. Louis
Bronze Quill Award Ceremony
St. Louis Zoo
Thursday, July 23, 2009

Who Should Enter

All St. Louis-area business communications professionals and students are encouraged to submit entries for work produced and measured in 2008. Entries are accepted for organizational communications, public relations and multimedia/interactive work created to meet specific communications goals.

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, Award(s) of Merit and Honorable Mention(s) 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, but exact award levels will be revealed at the IABC Bronze Quill Awards ceremony on Thursday, July 23, 2009.

Entry Divisions and Categories

To apply, be sure to select the division and category that best fits your entry. 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, or contact:

Lori Beth Crawford
IABC St. Louis
Bronze Quill Chair
(314) 644-3100
(901) 4888-5340
lbpickle@mac.com

Entry 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.

Category 1—Government, Community and Customer Relations (1.1)

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.

Category 2—International Communication (1.2)

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).

Category 3—Media Relations (1.3)

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

Category 4—Multi-Audience Communication (1.4)

Programs targeted at more than one internal and/or external audience.

Category 5—Marketing Communication (1.5)

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

Category 6—Issues Management and Crisis Communication (1.6)

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.

Category 7—Employee/Member Communication (1.7)

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.

Category 8—Human Resources and Benefits Communication (1.8)

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

Category 9—Strategic Communication Processes (1.9)

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

Category 10—Brand Communication (1.10)

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

Category 11—Special Events—Internal or External (1.11)

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.

Category 12—Economic, Social and Environmental Development (1.12)

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.

Category 13—Multilingual Communication (1.13)

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

Category 14—Electronic and Digital Communication (1.14)

Computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. These include electronic newsletters, electronic annual reports, Web sites, intranet sites, blogs and wikis.

Entry Divisions & Categories

Category 15—Overall Communication Program (1.15)
Programs or campaigns created to improve or maintain an organization's relationship, or provide information to, a key audience and incorporating multiple program elements outlined above (e.g. media relations, brand communications and special events). Submit complete, but concise entries. Enclose representative samples of multiple program elements. Use a three-ring binder rather than an artist's portfolio. Submit 5" X 7" or 8" X 10" photos of elements that do not fit.

Category 16—Social Media (1:16) NEW FOR 2009
These programs encompass a quickly evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices intend to engage a public (whether internal or external) in conversation, as opposed to broadcasting information in one direction. The tools and techniques currently available include (but are not limited to):

- Conversation-enabled publishing platforms (blogs, podcasts, etc.)
- Social networks (LinkedIn, Facebook, MySpace, Dopplr, etc.)
- Democratized content networks (Digg, wikis, message boards, etc.)
- Presence networks/microblogging (Twitter, Jaiku, Pownce, etc.)
- Content sharing sites (YouTube, Flickr, Del.iciou.us, etc.)
- Virtual networking platforms (Second Life, There.com, etc.)

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.

Category 17—Electronic and Digital Communication (2.17) 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.

Category 18—Publications (2.18)
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 2008 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.

Category 19—Writing (2.19)
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 2008, along with the original manuscript, if applicable.

Entry Divisions & Categories

Division 3: Communication Creative

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

Category 20—Internal Publication Design (3.20)
Design of internal publications in all formats except electronic, including:

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

For magazines and newsletters, submit three (3) consecutive issues produced in 2007 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 electronic media, provide hard copies of 20 or fewer screens, a flow chart, or any combination as appropriate.

Category 21—External Publication Design (3.21)
Design of external publications in all formats except electronic, including:

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

Category 22—Direct Mail (3.22)
Design of direct mail pieces, whether a single piece or a series.

Category 23—Logo Design (3.23)

Category 24—Interactive Media Design (3.24)
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.

Category 25—Corporate Identity/Branding Materials (3.25)
Design solutions that represent corporate identities.

Category 26—Print Advertising (3.26)
Creative and innovative use of print advertising media.

Category 27—Broadcast Advertising (3.27)
Creative and innovative use of broadcast advertising media.

Category 28—Outdoor/3-D (3.28)
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.

Category 29—Photography and Illustration (3.29)

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 2008.

Category 30—Video Program for Internal Audience (3.30)
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

Category 31—Video Program For External Audience (3.31)

Overall production (including concept, script-writing, editing and interpretation of subject matter) of programs for internal audiences. Entries might include:

- Video news release
- PSA

Submit entry on standard ½" videotape or DVD.

Division 4: Wild Card

Any communication project that does not fit in any of the established categories previously listed.

Multiple Categories

The same project, or parts of it, may be submitted as entries in different categories as long as they all apply. An entry cannot be submitted more than once in the same category. You may submit as many entries as you wish, but separate entry fees apply for each entry.

For suggestions to aid your entry, visit www.iabcstl.org and download the work plan guidelines.

Student Entries

All listed categories are free for students to enter, but the same professional standards of presentation are required. Please see the "special notes for student entries" 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-2.18)

Entry Details

How to Enter

1. Choose an entry division and category.
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 "Crafting Your Work Plan" or visit www.iabcstl.org.

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.

8. **SUBMIT YOUR ENTRY.** Submissions and fees must be received by Friday, May 15, 2009 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 May 8, 2009:
\$50 Member
\$70 Non-member

Standard Entries—received by May 15, 2009:
\$65 Member
\$85 Non-member

Send entries with your entry fee(s) to:
2009 IABC St. Louis Bronze Quill Awards
c/o Lori Beth Crawford
18 Tremaine Court
St. Charles, MO 63304
(314) 644-3100
lbpickle@mac.com

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. Communication Management plans must not exceed four pages, Communications Skills plans must not exceed three pages and Communication Creative work plans must not exceed two, one-sided pages. Please note: If your work plan exceeds the page limit, your submission will be disqualified.

Important Changes for 2009:

We've included special advice to students for addressing certain aspects of the work plan which may be different for a scholastic project than for a professional entry.

Scoring Guidelines:

- Judges score both your work plan and your work sample.
- For Communication Management (Division 1) entries, 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) entries, the work plan is worth 40 percent and the work sample is worth 60 percent.
- For Communication Creative (Division 3) entries, the work plan is worth 25 percent and the work sample is worth 75 percent.

List the following at the top of your work plan:

- 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).

Entry Details

Crafting Your Work Plan cont.

Communication Management, Communication Skills, Wildcard and Student 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.

Special note for student entries: Because your entry likely was based on a school assignment or project, you may not have been given a budget. If that is the case, state this in your work plan, but do not neglect the rest of this section. For example, your timeframe is likely the amount of time from when you received the assignment to the date when it was due. 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' understanding of a major issue, you must show that their knowledge increased as a result of the employee communication plan implemented.

Special note for student entries: As students, you may or may not have been required to conduct 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 need for, usefulness and selection of proper tools to measure and evaluate the success of your project.

Creative Work Plan (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.

Students, please see the “special note for student entries” in the Measurement and Implementation and Challenges sections for Divisions 1, 2 and 4, 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.

2009 Entry Form

Additional entry forms may be downloaded from the IABC St. Louis Web site at www.iabcstl.org. You may also type the entry form information on a separate sheet of paper.

Division Information

Division name

Category number

Category name

Entry title

Contact Information

Name

IABC 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 trophy at the IABC Bronze Quill Awards ceremony on July 23, 2009. 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 (limit 27 characters per line) you would like to have appear on your awards in the event this entry is designated a winner.

Name to appear on award (27 characters)

Title of entry (27 characters)

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.

Additional entry forms may be downloaded from the IABC St. Louis Website at www.iabcstl.org.

IABC St. Louis Bronze Quill Awards
4728 Hedgemont Drive
St. Louis, MO 63128

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