



Decorative initial capital "Q" by Hans Weiditz,
cut by Jost de Negker, in 1521. Good work never goes out of style.

S I L V E R Q U I L L

JOIN THE QUEST FOR COMMUNICATION EXCELLENCE
GAIN PROFESSIONAL RECOGNITION DEMONSTRATE YOUR VALUE
BUILD CREDIBILITY COMPETE WITH THE BEST IN THE MIDWEST
GET FEEDBACK TAKE A STEP TOWARDS ACCREDITATION



IABC'S DISTRICT 4 SILVER QUILL AWARDS PROGRAM—SALUTING OUR BEST!

IABC's annual District 4 Silver Quill awards program showcases and supports the excellent work of professional business communicators in Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota and Wisconsin. Enter by March 21, and find out how your work stacks up against the best from the Midwest.

In addition to the Silver Quill program, IABC offers local awards programs, where members compete with others in their chapter. IABC also sponsors the Gold Quill program, which recognizes communications efforts from around the world.

IABC (the International Association of Business Communicators) links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organized communication.

WHO CAN ENTER?

Anyone producing organizational communications can enter. IABC members pay lower entry fees.

WHAT CAN BE ENTERED?

You can enter work you produced for use in **2002**.

JOIN THE QUEST FOR **COMMUNICATION EXCELLENCE** **GAIN PROFESSIONAL RECOGNITION** AND PERSONAL REWARDS FOR YOUR TEAM'S WORK. **DEMONSTRATE THE VALUE** OF STRATEGIC, QUALITY COMMUNICATION TO YOUR MANAGEMENT OR CLIENTS. **BUILD CREDIBILITY** AND SUPPORT FROM WITHIN YOUR ORGANIZATION AND CLIENTS. **GET FEEDBACK** FROM EXPERIENCED COMMUNICATION PROFESSIONALS FROM IABC. **COMPETE WITH THE BEST FROM THE MIDWEST** AND GET NEW IDEAS ON BEST PRACTICES. **TAKE A STEP TOWARDS ACCREDITATION**. BY ENTERING THE SILVER QUILL AWARDS CONTEST, YOU HAVE A HEAD START TO CREATING A PORTFOLIO OF WORK NEEDED FOR ACCREDITATION.

WHO JUDGES THE ENTRIES?

IABC members from other districts judge the entries.

FEEDBACK

You will see how your work measures up. Send a self-addressed, stamped envelope with your entry, and you'll receive a completed score sheet and comments.

FATE OF ENTRIES

Entries will not be returned, so please don't send irreplaceable material. IABC is not responsible for lost or damaged entries.

ENTRY AND PAYMENT DEADLINE:

Friday, March 21, 2003

All entries must be received by March 21, 2003. Early bird deadline is Friday, March 7. Enter and send payment by March 7, and you'll save \$15 per entry. Entries via email are encouraged!

QUESTIONS?

Ann Krzmarzick, Medtronic

Mail Stop T230, 7000 Central Avenue NE, Minneapolis, MN 55432

Voice: 763-514-4197 | Fax: 763-514-4323 | ann.krzmarzick@medtronic.com

Or check out <http://usd4.iabc.com> for more information.

Please print or type. One form per entry—if submitting more than one entry, please photocopy the form. Send two completed forms (original and one copy) with each entry. You may send one check covering all your entry fees.

Entrant's name _____

Organization name _____ Client name, if applicable _____

Your address _____

City, State & Zip _____

Phone number _____ Fax number _____ E-mail address _____

IABC member? yes no If yes, what chapter? _____

Title of entry _____ Communication Management Division Communication Skills Division

Category # _____ Category name _____

Please check appropriate fee:

\$50 IABC member entering by March 7, 2003

\$65 IABC member entering by March 21, 2003

\$70 non-member entering by March 7, 2003

\$85 non-member entering by March 21, 2003

Check enclosed. (Make checks payable to IABC District 4.)

Charge my credit card. American Express Mastercard Visa

Account # _____ Expiration Date _____

Cardholder's Name _____ Signature _____

Send your work plan, work sample, completed entry form and payment to:

Ann Krzmarzick, Medtronic, Inc.

Mail Stop T230, 7000 Central Avenue NE, Minneapolis, MN 55432

Or, save money on postage for us and for you by sending your work plan and work sample via email to **ann.krzmarzick@medtronic.com**. And fill out the entry form online at **http://usd4.iabc.com**. Payment by credit card can also be submitted online, and payment by check should be sent by mail to the address listed above.



The Communication Management area includes the projects, programs and campaigns defined by a communication plan. They represent the full range of a communicator's planning and management skills: research, strategy, planning, implementation, measurement and evaluation. Entries in this division might include a combination of communication materials.

CATEGORY 1
GOVERNMENT RELATIONS

Communication programs targeted to government bodies and government agencies.

- 1.1 Government (national, state, regional, city)
- 1.2 Government agencies, quasi government (utilities, health care, treasury, industry, trade, tourism, transport, etc.)
- 1.3 Government services, associations, not-for-profit
- 1.4 Other

CATEGORY 2
COMMUNITY RELATIONS

Communication programs targeted to community audiences, including non-profit and volunteer organizations.

- 2.1 Industrial, manufacturing, commercial, retail sales
- 2.2 Services (utilities, health care, insurance, financial, etc.)
- 2.3 Government, associations, not-for-profit
- 2.4 Other

CATEGORY 3
CUSTOMER RELATIONS

Communication programs or campaigns targeted to customer audiences of public and private

companies. Programs may include customer relationship management programs or customer research. (Individual elements of a program or campaign such as brochures, web sites and newsletters should be entered in the Communication Skills Division.)

- 3.1 Industrial, manufacturing, commercial, retail sales
- 3.2 Services (utilities, health care, insurance, financial, etc.)
- 3.3 Government, associations, not-for-profit
- 3.4 Other

CATEGORY 4
INVESTOR / SHAREHOLDER RELATIONS

Communication programs targeted to audiences of publicly held companies. Audiences may include shareholders, potential investors, or investment analysts. Programs may include shareholder communication programs, shareholder research, annual meetings, and programs related to public offerings. (Individual elements such as annual reports should be entered in the Communication Skills Division).

- 4.1 Industrial, manufacturing, commercial, retail sales
- 4.2 Services (utilities, health care, insurance, financial, etc.)
- 4.3 Government, associations, not-for-profit
- 4.4 Other

CATEGORY 5
MEDIA RELATIONS

Communication programs (not individual elements of programs, such as news releases) targeted to external print or broadcast media.

- 5.1 Industrial, manufacturing, commercial, retail sales
- 5.2 Services (utilities, health care, insurance, financial, etc.)
- 5.3 Government, associations, not-for-profit
- 5.4 Other

CATEGORY 6
MULTI-AUDIENCE COMMUNICATION

Communication programs targeted to several internal and/or external audiences, such as special events, and corporate branding or identity campaigns.

- 6.1 Industrial, manufacturing, commercial, retail sales
- 6.2 Services (utilities, health care, insurance, financial, etc.)
- 6.3 Government, associations, not-for-profit
- 6.4 Other

CATEGORY 7
MARKETING COMMUNICATION

Communication programs designed to help market products, services or places (destinations) to an external audience.

- 7.1 Industrial, manufacturing, commercial, retail sales
- 7.2 Services (utilities, health care, insurance, financial, etc.)
- 7.3 Government, associations, not-for-profit
- 7.4 Other

CATEGORY 8
ISSUES MANAGEMENT

Communication programs that address trends, issues and/or stakeholder attitudes that have a significant positive or negative impact on an organization. These could include projects surrounding

mergers and acquisitions, crises, change management, labor relations, and environmental and public affairs. Involves external and/or internal audiences.

- 8.1 Industrial, manufacturing, commercial, retail sales
- 8.2 Services (utilities, health care, insurance, financial, etc.)
- 8.3 Government, associations, not-for-profit
- 8.4 Other

CATEGORY 9

EMPLOYEE / MEMBER COMMUNICATION

Communication programs targeted primarily to internal employee or member audiences, including internal communication projects or programs or membership recruitment or retention campaigns, or programs dealing with employee benefits, compensation issues or change management.

- 9.1 Industrial, manufacturing, commercial, retail sales
- 9.2 Services (utilities, health care, insurance, financial, etc.)
- 9.3 Government, associations, not-for-profit
- 9.4 Other

CATEGORY 10

STRATEGIC MANAGEMENT PROCESSES

Communication methodologies and processes that enhance or determine the effectiveness of an organization's strategic direction, idea generation, business or service delivery process, market position, communication plan, or the training and preparation of those involved with communication.

- 10.1 Communication audits, brand audits, culture audits and other research methods
- 10.2 Communication proposals
- 10.3 Communication training
- 10.4 Other

CATEGORY 11

ECONOMIC, SOCIAL & ENVIRONMENTAL DEVELOPMENT / THIRD WORLD DEVELOPMENT

Communication projects or programs targeted to community audiences, government and/or funding agencies that focus on sustainable development and economic, social and environmental issues.

These may include developed or developing countries, or programs where the primary objective is to address and enhance the long-term well being of specific communities and/or the environment.

Entries may include economic revitalization projects and cause-related issues in cultural preservation, education, literacy, health, poverty reduction, employment, and the environment, including indigenous and heritage protection programs.

- 11.1 International aid programs
- 11.2 Government, associations, not-for-profit
- 11.3 Services (utilities, health care, financial, education, employment, etc.)
- 11.4 Corporate social responsibility programs
- 11.5 Cause-related programs and campaigns (environment, social)
- 11.6 Sustainable management (special programs, campaigns)
- 11.7 Other

COMMUNICATION SKILLS DIVISION

CATEGORY 12

ELECTRONIC & INTERACTIVE COMMUNICATION

Computer-based communication projects, including electronic production and/or delivery mechanisms to provide audiences with information. Interactive programs should allow substantial user control over the environment. If the entry applies to more than one subcategory, base the choice on which aspects of the entry are most exceptional.

- 12.1 Electronic newsletters
- 12.2 Electronic annual reports
- 12.3 Internet (www) sites
- 12.4 Intranet (internal web) sites
- 12.5 Interactive communication programs - internal audience
- 12.6 Interactive communication programs - external audience
- 12.7 Interactive presentations
- 12.8 Other

CATEGORY 13

AUDIOVISUAL

Production of programs using sound, video, film, slides, CDs, or a combination of these.

- 13.1 One-time video program/ Overall production
- 13.2 Ongoing video program/ Overall production
- 13.3 Audio-only programs

- 13.4 Slide-and-sound programs
- 13.5 Films
- 13.6 Other

CATEGORY 14

PUBLICATIONS

Production of external or internal publications in all formats except electronic.

- 14.1 One- to three-color magazines
- 14.2 Four-color (or more) magazines
- 14.3 Newspapers
- 14.4 Magapapers
- 14.5 Newsletters
- 14.6 Annual reports
- 14.7 Special publications

CATEGORY 15

PUBLICATION DESIGN

Design of external or internal publications in all formats except electronic.

- 15.1 One- to three-color magazines
- 15.2 Four-color (or more) magazines
- 15.3 Newspapers
- 15.4 Magapapers
- 15.5 Newsletters

- 15.6 Annual reports
- 15.7 Special publications

CATEGORY 16

SPECIAL PROJECT DESIGN

Design of an organizational brand identity or non-publication projects (cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations, special signs, etc.) where design is the primary communication function or tool.

- 16.1 Posters
- 16.2 Organizational identity
- 16.3 Illustrations
- 16.4 Calendars
- 16.5 Other

CATEGORY 17

WRITING

Original material written for a particular communication project.

- 17.1 Personality profiles
- 17.2 Recurring features or columns
- 17.3 Other features
- 17.4 Editorials
- 17.5 Advertorials

- 17.6 Interpretive/expository articles
- 17.7 Newswriting
- 17.8 Speeches
- 17.9 Scripts
- 17.10 News releases
- 17.11 Sales promotion and marketing
- 17.12 Technical writing
- 17.13 Writing for online distribution
- 17.14 Other

CATEGORY 18

PHOTOGRAPHY

Original photographs created or commissioned for a particular project.

- 18.1 Single photos
- 18.2 Photo essays
- 18.3 Other

Work Plans must be typed, on 8.5 x 11 pages, no columns, with at least 1/2 inch margins and a minimum font size of 10 points. Please limit your Work Plan to no more than four typed pages.



COMPLETING THE WORK PLAN

WORK PLANS MUST LIST THESE SIX SUBHEADINGS:

- 1. Entrant's Name.** List only one name. This should be the project leader or the person who was responsible for the majority of the development, management and execution of the entry.
- 2. Organization's Name**
- 3. Division/Category**
- 4. Title of Entry**
- 5. Time Period of Project.** The entry

must have produced measurable results during 2002. The materials may have been produced in 2001, but the entry must have been implemented in 2002 or the evaluation completed in 2002. If the entry is a multi-year project or program, only the materials related to the measurable results documented in 2002 will be considered.

- 6. Brief Description.** Submit two to three sentences that IABC can use to describe your entry.

WORK PLANS MUST CLEARLY OUTLINE THE FOLLOWING:

Need/Opportunity. What need or opportunity did your entry address? How did this affect your organization?

Intended Audience(s). Describe your intended audiences and specify which characteristics of your primary audience (such as demographics and psychographics) were factors in developing your solution. What research did you use in developing your goals/objectives?



Goals/Objectives. In addressing the need/opportunity, 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.

Solution Overview. What solution did you develop and why? Summarize the project, program or campaign and describe the rationale or creative solution for your approach.

Implementation & Challenges. What challenges did you face? Describe how the project was implemented (include budget, time, technical equipment, and other resources). What was your overall budget?

Measurement/Evaluation of Outcomes. How did you measure the project's success in meeting its objectives? Your measurements must be linked to the objectives stated above and show whether or not behavior or attitudes were changed as a result of the program.

Measurement must be quantitative and/or qualitative and relate to outcomes, not outputs. For example, if your media relations campaign was in support of a product roll-out, your measurements must be tied to sales targets, the number of qualified sales leads or other bottom-line measures, not to the number of clips and impressions, advertising value equivalent or other output measures.

In your Work Sample, include the actual material—the elements of your communication program such as videotapes, publications, design work, writing series, photography, or computer programs. If your program was very large, your Work Sample should be representative of your work.

PROGRAMS & CAMPAIGNS

Submit a complete but concise and compact entry (e.g., in a folder, binder or box). DO NOT SEND large, oversize displays. If necessary, submit color photographs (5 x 7 or 8 x 10 inches) of large or bulky entries, such as bulletin boards, sculptures and heavy objects. You may also email your entry by using pdfs, word documents and links.

VIDEOTAPES

Submit 1/2 inch VHS tapes.

WRITING CATEGORIES

Provide a tear sheet or other evidence of use. For subdivision 17.2 (recurring features or columns), send three different samples as a single entry. For subdivision 17.9 (scripts), submit typed entries on 8.5 x 11 inch paper.

PHOTOGRAPHY

Submit your entry in the context in which it was used. For print media, submit the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards (or other cases where size is prohibitive), send an 8 x 10 inch photograph of the entire project and one close-up photo.

MAGAZINES, NEWSPAPERS, MAGAPAPERS/TABLOIDS & NEWSLETTERS

Submit three consecutive issues as one entry. For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue.

Indicate the publication's frequency (i.e., monthly, quarterly, semi-annual, annual). Submit magazines with four-color covers in the four-color subdivision. Definitions for publication formats are as follows:

Newspapers: Published on newsprint, most are approximately 16 x 23 inches.

Magapapers/Tabloids: Published on coated or high-quality paper, generally 12 x 14 inches or larger.

Magazines: Published on high quality, coated or glossy paper. Sizes generally are 8.5 x 11 inches and are saddle stitched or perfect bound.

Newsletters: Smaller in size than newspapers or magapapers and can be printed on newsprint or glossy paper. Generally they run four to eight pages in 8.5 x 11 inch format.

ELECTRONIC MEDIA AND INTERACTIVE PROGRAMS

Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software. For web sites, provide the URL or IP address of the site in your entry. For intranets or "limited, secured access" sites, provide registration instructions, account name or password. Consider submitting a "Tour of Work Sample" (of 5 minutes or less) if access could be a barrier to evaluation, or if the site will change after submission. Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install Work Samples using the instructions provided.

**IABC District 4
SILVER QUILL AWARDS**

Ann Krzmarzick
Medtronic
Mail Stop T230
7000 Central Avenue NE
Minneapolis, MN 55432

IABC DISTRICT 4 SALUTES ITS BEST TALENT!

CHECK OUT OUR WEBSITE: <http://usd4.iabc.com> FOR MORE INFORMATION:

- How award winners will be recognized
- Judges' tips
- Answers to frequently asked questions
- A checklist of instructions for entering
- How your Silver Quills entry can give you a head start towards accreditation
- Information about how you can help your chapter win a free full-day seminar from an internationally known communicator (value \$2,500)