

2007 Bronze Quill Awards
A Call for Entries

Deadline: March 30, 2007

DO
SOME
THING
FOR
YOUR
SELF

Enter IABC's Bronze Quill

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
GREATER CINCINNATI

DO SOME THING FOR YOUR SELF

Enter IABC's Bronze Quill Winning is only part of the reason

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?

About the 2007 IABC Bronze Quill

Any communicator in Greater Cincinnati can enter, as long as he or she was directly involved in creating the entry. Entries must be for work produced during calendar year 2006.

Winners will be honored at the Bronze Quill Awards Dinner at the Madison, Covington, KY, Thursday, May 24 at 6 pm. All entrants will have an opportunity to receive face-to-face

feedback about their work from fellow communicators, if they wish, as well.

Entries must be received by March 30, 2007. If you miss this deadline, you may send your payment in late – by April 4 – but you will pay \$10 more per entry.

Questions? Contact Pat Frey at 513-636-1286 or pfrey@fuse.net

How To Enter

Determine the divisions and categories you want to enter.

In binders or folders, include two copies of:

- Official Entry Form (located at www.freeweb.com/iabc)
- 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 on the entry form). Mail your entries with payment to:

Pat Frey, Cincinnati Children's
2900 Vernon Place, Suite 2400
Cincinnati, OH 45219

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

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, films and podcasts.

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. The length and components of each work plan depend on the category 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.
- **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 of Entries

The weighting of work plan vs. sample depends on the category you enter, as follows:

| Division | Work Plan | Sample |
|----------------------------|-----------|--------|
| 1-Communication Management | 50% | 50% |
| 2-Communication Skills | 40% | 60% |
| 3-Communication Creative | 25% | 75% |

About IABC

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

IABC is one of the world’s largest associations for professional communicators, with more than 13,000 members in more than 40 countries.

If you are interested in membership, contact Kathy Allen at kathy.allen@gcww.cincinnati-oh.gov or 513-591-7972.

2007 Bronze Quill Awards

Deadline: March 30, 2007

Entry Form

Please complete this form for each entry. Two complete copies of each entry should be submitted in separate binders or folders and 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): _____

Contact person (if different from above): _____

Street address: _____

City/State/ZIP: _____

Phone: _____

Fax: _____

Email: _____

Entry Fee and Payment Information

Through March 30:

IABC member: \$55 per entry

IABC nonmember: \$65 per entry

March 30 – April 4:

IABC member: \$65 per entry

IABC nonmember: \$75 per entry

Make checks payable to IABC Bronze Quill or charge to your credit card. Include payment form and check, if applicable, in an envelope attached to your entries. Entries received without some form of payment will be discarded.

MC/VISA account#: _____

Expiration date: _____

Name on card: _____

Signature: _____

Number of entries: _____

Amount enclosed: _____

Mail to:

**Pat Frey, Cincinnati Children’s
2900 Vernon Place, Suite 2400
Cincinnati, OH 45219**