

**TAMPA BAY**



**Tampa Bay's Most Prestigious Communications Awards**

# **CALL FOR ENTRIES**

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## Why enter your local awards program?

If you're extremely proud of a project you've completed in the past year, consider entering that work in the IABC Tampa Bay Bronze Quill Awards Program!

### Here's why participating in the program can be worth your time and effort:

- Shows you how your work and strategic process measure up against stringent IABC benchmarks
- Tests your skills against your peers
- Gives you an opportunity to boost your employer or client's profile in a unique way and earn additional credit for your work
- Provides feedback from the judges that can help improve your work on future initiatives

### And who among us would turn down the chance to be a winner?

- An award at any level can help you and your company or organization build a portfolio that showcases your abilities and skills.
- You'll receive recognition from colleagues throughout the Greater Tampa Bay area, at the awards party and afterward, both in print and electronically via IABC Tampa Bay communications.
- You can use the award to market yourself.
- It's a great way to start on the path to accreditation.

***Take pride in your work and celebrate your success with your colleagues and peers.***

## What do I win?

There are three levels of Bronze Quill awards — an Award of Excellence, Award of Merit and Honorable Mention. The level of award depends on your total score. **Winners of an Award of Excellence** will receive a beautiful, one-of-a-kind glass statue. **Winners of an Award of Merit and Honorable Mention** will receive a framed certificate.

**All Bronze Quill winners will be honored at the 2010 Awards Ceremony at Stetson University November 17, receive recognition on IABC Tampa Bay's website, have permission to use IABC Tampa Bay's official 2010 Bronze Quill award-winning logo and be listed in IABC Tampa Bay's 2010 Bronze Quill Winning Entries booklet.**

## Who can enter?

The International Association of Business Communicators (IABC) Tampa Bay Chapter Bronze Quill Awards is open to all Tampa Bay area communications practitioners, including non-members. Each submission must have been planned, produced and completed within a period of one year prior to the entry final deadline.

1. The individual(s) listed on the entry form is considered the entrant. He or she must have had direct and primary responsibility for implementing, conducting and completing the project.
2. You may submit as many entries as you wish, including multiple entries in different categories, as long as they all apply to the individual requirements of the category(ies). Remember to tailor the entry to the specific category. Separate entry fees apply for each entry. (The same project may not be submitted in the same category by *different* individuals.)
3. Submitting an entry featuring work done on behalf of a client or organization other than the entrant's requires the written approval of the organization, agency or client prior to submission. If the person who actually did the work or played a key role on the project team is no longer affiliated with the organization or agency, the submission should include the individual's name and/or written approval.

## How to Enter

Submit each Bronze Quill Award entry in a one-inch binder, consisting of six parts:

### A. BRONZE QUILL Entry Form

- Complete a 2010 Bronze Quill Entry Form (online by going to <http://www.iabctampabay.com/programs-events/awards-and-recognition/iabc-bronze-quill-tampa-bay/> )
- Print and make two (2) copies of the entry form:
  - i) One copy of the entry form with payment to include with your submission
  - ii) One copy of the entry for your records

### B. An Appropriate Category

Ensure the category selected accurately reflects the work being entered. The category must be clearly labeled on the submission. A complete list of categories can be found on pages 9 to 11.

### C. Work Plan

Think of your work plan as an executive summary of your communication strategy and an explanation of its implementation and outcome. Your work plan describes the program or project, audience, objectives, implementation and results, enabling judges to understand the thought process behind the submitted work sample. ***The work plan can be a maximum of two (2) pages.***

### D. Work Sample

### E. Letter of Permission from the Client

If submitted by a consultant or agency, a letter of permission from the client is required. A detailed e-mailed letter of permission is acceptable.

## Eligibility

### Your entry must:

- Meet the program timelines and deadlines.
- Provide the stated permission of clients and/or any other individual who actually did the work.
- Contain all the required elements, including a completed entry form accompanied by the proper payment amount.

**Your entry must NOT exceed the maximum number of pages allowed for the work plan, or the following size limitations\*:**

- All entries must fit into a binder or folder with a maximum RING diameter of one inch and should not exceed this thickness.
- ***The work plan can be a maximum of two (2) pages for all categories.***
- Pages inside the binder should be no larger than 8.5 x 11 inches.
- Organize and condense your work to provide a representative overview of your project.

***\*NOTE: If you go over this limit, you'll be disqualified.***

Entries must be typed, with a minimum font size of 10 pt. on 8.5" x 11" paper. Use paragraph format, single column, with no less than 1/2-inch margins on all sides.

### Format Requirements:

- Use tabs in the binder to separate and label different sections of your entry (entry form, work plan and work sample). Be sure all sections are clearly identified.
- Consider using plastic sleeves for print materials and photos, and resealable plastic pouches for DVDs, CDs, etc.
- Label all the elements of your entry, in case they become separated.

- Once you complete your entry, label the binder or folder with the name of your entry.

## Bronze Quill Awards Fees and Entry Dates

All entries and payments must be received (not postmarked) by the following deadlines. No refunds will be given if your work plan and work sample are not received on time. Faxed copies and e-mails of your entry are not permitted.

### **Early Bird**

Entries received on or before August 20, 2010 (at 5 p.m.)

- IABC member: \$50
- Nonmember: \$60

### **On-Time**

Entries received after August 20, 2010, but no later than September 3, 2010 (at 5 p.m.)

- IABC member: \$70
- Nonmember: \$80

### **NOT-FOR-PROFIT IABC Tampa Bay Members**

Entries received from IABC Tampa Bay members employed by a not-for-profit, nonprofit or charitable organization (excludes government agencies, public sector organizations and industry associations) for a project pertinent to that organization pay a flat fee of \$45 per entry for entries submitted at any time up to 5 p.m. on September 3, 2010.

Please note: The ENTRANT must be employed by the not-for-profit, nonprofit or charitable organization to qualify for this rate. Agencies or consultants entering a project implemented for a not-for-profit, nonprofit or charitable organization CLIENT do not qualify for this reduced rate.

## Notification of Winners and Gala Event

- Late October 2010: Results to be e-mailed to all 2010 Bronze Quill entrants
- November 17, 2010: IABC Tampa Bay party and awards presentation

Winners will be featured in IABC Tampa Bay's newsletter and posted on the website [www.iabctampabay.com](http://www.iabctampabay.com) following the gala.

## Preparing Your Entry Work Plan

**All work plans can be up to two (2) pages in length and MUST have the following six (6) project subheadings listed at the top of the plan and not on a separate page:**

**Entrant(s) Name(s):** The project leader or person responsible for the majority of the development, management and execution of the entry. If more than one person contributed significantly to the project, include the name, employer and a detailed description of the role of each. (These names will be used on the award/certificate.)

**Organization's Name:** The name of the organization the entrant represented while the project was being implemented. If applicable, also indicate the client organization or outside agency.

**Division/Category:** The selected category that accurately reflects the work being entered.

**Title of Entry:** A title that effectively represents the work being entered.

**Time Period of Project:** The time period may extend anytime between September 1, 2009 and September 1, 2010. If the entry is a multi-year campaign or program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in last year's Bronze Quill program.

**Brief Description:** Provide a one- or two-sentence description of your entry.

**Along with the six (6) project subheadings, the work plans MUST provide CLEAR details/answers under the required seven (7) headings, within the two (2)-page maximum:**

**1. Business Need/Opportunity:** What business need or opportunity did the entry address, and how did it affect the organization?

- (1) Clearly describe the issues the organization faced.
- (2) Outline any impact these issues had on performance, reputation, image, profits, participation, etc.
- (3) Highlight any formal or informal research findings supporting your analysis of the need or opportunity.

**2. Intended Audience(s):** Describe the target or primary audience and any other audience(s) in terms of their key characteristics (needs, preferences, demographics, psychographic characteristics, etc.) that factored into developing the solution.

**3. Goals/Objectives:** In relation to the need(s) described above, what communication goals and objectives were articulated, and how did they relate to the business objectives or strategies? Goals describe what the project was designed to accomplish. Choose one or two key goals to describe in detail, orienting them to your organization's future needs and outlining how they are to be measured (often they're financial, but not always). Objectives should be specific, measurable, attainable, realistic and time bound. They should examine outcomes like quantity, time, cost, percentages, quality, "reach" or other criteria. How directly do the objectives address the stated need and audience characteristics, and how are they to be measured?

**4. Solution Overview:** What solution was developed and why? Summarize the project, program or campaign and describe the rationale for the chosen approach. Describe the projected impact expected on the business need or opportunity. The solution should demonstrate your thought process, imagination and approach to problem solving. It should include how you involved stakeholders in developing the solution, identify key messages, and outline tactics and communication vehicles used. How effective was the program, campaign or project in meeting the stated business objectives? How effective was the program implemented in terms of budget, time and other resources?

**5. Implementation and Challenges:** Describe the challenges you faced in terms of implementing the project (include budget, time, technical equipment and other required resources), regardless of the size of the budget.

- (1) Show how you made efficient use of the budget.
- (2) Discuss timeframes and/or any other limitation or challenge you faced when either selling or implementing your ideas.
- (3) Note any special circumstances and discuss how they were addressed. (Judges look for flexibility and the capacity to resolve problems and negotiate solutions.)

**6. Measurement/Evaluation:** What steps did you take to measure your project's results? Link every result to one or more objective(s) and show results that are valuable, thorough and convincing.

*Measurement should:*

- (1) demonstrate outcomes, rather than only outputs and outtakes,
- (2) be quantifiable to the date of the submission (where you're measuring results in terms of behavior and attitude changes, include the progress you have made to date in achieving those changes),
- (3) examine such outcomes as quantity, time, cost, percentages, quality or other criteria, and
- (4) contribute directly to addressing the stated need. Include the criteria you used to evaluate the results against the objectives and, therefore, the project's success in meeting the business need or opportunity.

## Work Sample

The work sample (required for all categories) includes the materials supporting and illustrating your communication program, representing the scope of your work and portraying the solution you have described.

It can include the actual materials identified in the work plan, such as communications plans, publications, videos, photographs, summaries of your research, media releases, etc., but be selective. If your communication program is large, rather than sending every item it includes, pick examples (clips, photos, etc.) that best represent your entry.

Make sure materials are properly labeled with your name, your organization and the award category you have selected. Ask yourself if the work sample materials are relevant, meaningful and memorable. Submit the work sample in formats the judges can easily handle and review:

- Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software and clearly labeled (PC or MAC).
- For websites, provide the URL or IP address of the site in your entry.
- For intranets or "limited, secured access" sites, provide instructions on how to register for the site, along with an account name and/or password.
- If access is a barrier to evaluation, or if the site may change after submission, consider submitting a "tour of the work sample" (5 minutes or less) on a CD-ROM.
- Submit color photos (8x10) of large, heavy or bulky samples, like bulletin boards, displays, sculptures, etc.
- The only exception to the size limit is when a single piece of your work sample that is critical to your entry (such as a book or three-dimensional item) exceeds the dimensions. You may package the odd-sized piece with your work sample, but the rest of the supporting materials must meet the size requirements.

NOTE: Because of time pressures, judges are required to watch only one minute of video. Be sure to include all important details in the opening (first 60 seconds).

## Answers to Frequently Asked Questions (FAQs)

### What will disqualify entries?

- Entries or entry fees received after the entry deadline (September 3, 2010, by 5 p.m.) or sent to the wrong address
- Entry submitted in wrong category
- Entry form incomplete or inaccurate
- Entry exceeds the one-inch binder ring maximum
- Payment, where required, is insufficient for the number of entries, including the same entry submitted in more than one category
- Work plan exceeds the page limit
- Work plan is not clear or does not follow submission guidelines
- Work plan or work sample is missing or incomplete
- Work submitted is not your own
- Letter of permission is missing

**Can I resubmit an entry?** You may submit as many entries as you wish, as long as you were directly

involved in the production of the work, and it did not win a 2009 Bronze Quill Award of Excellence, Merit or Honorable Mention. As well, it must fit the one-year time frame.

**Can I submit the same entry more than once?** Yes, but the same project may not be submitted more than once (i.e., by different individuals) in the same category. Entries by one individual or team may be submitted in multiple categories but should be adjusted to be consistent with the requirements outlined for the specific categories. You must pay the entry fee for each category entered and submit a separate entry form with each entry.

**How many entries can I submit?** There is no maximum. You may submit as many different entries as you wish. Remember that separate fees and entry forms apply for each entry.

**Do entrants receive feedback?** Entrants will receive a one-page evaluation with scores and brief comments from our judges for each entry submitted. Evaluation forms will be mailed by the end of November 2010.

**Will I be notified if I have won an award prior to the Bronze Quill Awards Gala?** All entrants will be notified regarding the decision of the judges by early November 2010, via e-mail, phone or fax.

**How will the winners be recognized?** Winners will be presented their award at the Bronze Quill party and awards presentation at Stetson University. Winners will be featured on IABC Tampa Bay's website and included in IABC Tampa Bay's *2010 Bronze Quill Winning Entries* booklet.

**We do not want our work plan made public. Is there any way to keep this information private?** On the entry form, you can elect to keep your entry private due to proprietary interests.

**Do we have to disclose information regarding the client's budget?** Yes. If you do not provide budget information, you will be penalized in the judging process. Ensure you check the confidentiality box on the entry form. If you cannot provide exact budgets due to proprietary reasons, at minimum, please provide an approximate budget.

**How are the entries judged and awards determined?** The Bronze Quill Awards Committee recruits senior-level practitioners to serve as judges. A team of two judges use standardized criteria to evaluate each entry.

**Is there a limit to the number of Bronze Quill awards presented?** No, there is no limit to the number of awards that can be presented in each category.

**Do you compare entries against each other?** Entries do not compete against each other; rather, the individual entry is judged against an established score card.

**How are entries scored?** Winning entries must meet clearly stated objectives, show originality and demonstrate results based on measured outcomes. Judges consider how well a program is conceived and executed, how appropriate the chosen strategy and objectives are in relation to its desired results, and how outcomes are measured and achieved.

**If I have won another IABC award for the same submission, does it mean I will win automatically?** There is no guarantee that an additional IABC award would be forthcoming. The information related to previous IABC awards will be helpful to judges to evaluate the project in terms of its overall effect on communications in the specific area of competition. Each entry is judged against the specific category criteria.

**Do the judges really pay attention to details such as the permitted font size and the length of the work plan?** Yes. If you get these details wrong, you will be disqualified.

**What happens to the entries after the competition is completed?** Materials will not be returned to entrants unless requested on the entry form. Instructions on the process of returning entries are outlined in the

Call for Entries. Entries not returned become the property of IABC Tampa Bay and will be destroyed after November 30, 2010.

**How do I submit oversized material?** Take 8 x 10 photos and include them in the one-inch binder. You may also add a CD/DVD disk. The only exception to the size limit is when a single piece of your work sample critical to your entry, such as a book or three-dimension item, exceeds your dimensions. In this case, you may package the piece with your work sample. However, the rest of the supporting material must meet size requirements.

**I have several testimonial letters, but they mention the name of another awards program. Do I need to get authors to slightly “reword” these letters to mention Bronze Quill Awards?**  
Insert ellipses (...) to acknowledge that the quote is not in full.

**Must testimonial letters be signed?** E-mail testimonials are acceptable provided that they are properly articulated and include the sender’s name, the date, etc. An electronic signature is acceptable.

**How can I confirm receipt of the entry?** Due to the volume of entries received, IABC Tampa Bay cannot confirm receipt of entries. We recommend that you use a traceable delivery service or drop your entries off in person.

**Which category should I enter?** For questions about specific categories, please e-mail IABC Tampa Bay’s office at [iabc@iabctampabay.com](mailto:iabc@iabctampabay.com)

## 2010 Entry Categories

### Category 1: Writing

*Judged solely on the quality and content of the writing.* Encompasses original material written for a particular communications project, such as:

- personality profiles, recurring features or columns
- other features, editorials and advertorials
- original writing of news stories, news article(s), news releases, or interpretive/expository articles
- marketing and sales promotion materials
- speeches, scripts
- writing for online distribution
- technical writing
  - 1.1 News, feature articles, editorials
  - 1.2 Advertising copy, brochures, sales promotion and marketing
  - 1.3 Speeches, video scripts, public service announcements (please submit typed draft)
  - 1.4 Writing for online distribution

### Category 2: Design

*Judged on creative concept, delivery and effectiveness.* Design of internal or external publications in all formats (except electronic): magazines, newspapers, tabloids/magapapers, newsletters, annual reports, brochures and leaflets. Projects where the design of an organizational brand identity, other graphic design or 3D elements are the primary communication vehicle. This can include:

- cartoons, drawings, paintings, collage, montages, posters, displays, illustrations
- bulletin boards, mobiles, invitations, special signs, etc. that appear on book and magazine covers
- logos for organizational identity
- product labels and packaging
- direct marketing materials (mailings, branded gifts, etc.), 3-D materials (t-shirts, etc.)
- • billboards, murals, sculpture, decorations, neon signs, awnings, street furniture, etc. intended for a public audience outdoor and transport posters (e.g., bus shelters, airport terminals, “wrapped” buildings, etc.) electronic and interactive media elements used with a computer (e.g., website design, intranet site

design, CD-ROM or DVD, e-cards, banner ads, buttons, pop-ups, blog for a client/employer, podcast series, etc.)

- 2.1 One- to three-color
  - 2.1 A. Magazines, tabloids, newsletters
  - 2.1 B. Corporate/annual reports
  - 2.1 C. Single design elements (logo, letterhead, trademark, special purpose graphic)
  - 2.1 D. Other (brochures, catalogs, calendars, posters, special purpose items)
- 2.2 Four-color (or more)
  - 2.2 A. Magazines, tabloids, newsletters
  - 2.2 B. Corporate/annual reports
  - 2.2 C. Single design elements (logo, letterhead, trademark, special-purpose graphic)
  - 2.2 D. Other (brochures, catalogs, calendars, posters, special-purpose items)

### Category 3. Electronic and Digital Communication

*Judged on how effectively your message is crafted for your target audience. For websites, submit URL and up to five additional sample printouts.* These programs are computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. They may include electronic newsletters, electronic annual reports, websites and intranet sites. This category includes predominantly one-way electronic communications: published content that audiences access online.

- 3.1 Electronic newsletters
- 3.2 Electronic annual reports
- 3.3 Internet sites
- 3.4 Intranet sites
- 3.5 E-cards, banner ads

### Category 4. Employee Publications

*Judged on overall content, including creativity, design, graphics and copywriting.* Targeted primarily to internal employee or member audiences, programs that create awareness and influence opinion and/or behavioral change or focus on management communication, ethics, morale, internal culture or change management.

Examples: any type of internal communications program, project or campaign (employee benefits, health and welfare, compensation) or member/employee recruitment or retention campaigns.

- 4.1 One- to three-color
  - 4.1 A. Magazines, tabloids, newsletters
  - 4.1 B. Corporate/annual reports
  - 4.1 C. Brochures, catalogs or other single-purpose publications
- 4.2 Four-color (or more)
  - 4.2 A. Magazines, tabloids, newsletters
  - 4.2 B. Corporate/annual reports
  - 4.2 C. Brochures, catalogs or other single-purpose publications

### Category 5. Marketing/Advertising

*Judged on how well you sold your message.* Programs aimed at marketing products and/or services to an external audience

- 5.1 Campaign (series of three or more advertisements)
- 5.2 Direct mail (catalogs, product sheets, postcards, specialty items, etc.)
- 5.3 Single ad

### Category 6. Audio/Visual

*Judged on creative concept, delivery, and effectiveness. Standard VHS or DVD for video. Standard cassette tapes or MP3 files for audio. CDs and CD-ROMs also accepted.*

- 6.1 One-time film/video program/overall production
- 6.2 Ongoing film/video program/overall production
- 6.3 Audio-only programs
- 6.4 Slide-and-sound programs
- 6.5 Other

## Category 7. Total Communications Program

Programs whose objectives, strategies and tactics address trends, issues and/or stakeholder attitudes that have a significant positive or negative impact on an organization. Examples: programs or projects surrounding such issues as labor relations, mergers/acquisitions, crises, change management, the environment or public policy.

Methodologies and process that enhance or determine effectiveness of an organization's strategic direction, idea generation, business or service delivery processes, market position, communication audits and plans.

This may include communication and/or brand and culture audits, employee and market research, competitive benchmarking and audience analysis. It can also include training programs that enhance communication within an organization or among key audiences.

- 7.1 Benefits communication (health and welfare, pension, compensation, etc.)
- 7.2 Government relations (targeted to government bodies and government agencies)
- 7.3 Community relations (e.g., not-for-profit, volunteer organizations)
- 7.4 Customer relations (e.g., customer relationship management or research)
- 7.5 Investor/shareholder relations (communication, research, annual meetings, IPOs)
- 7.6 Media relations (programs targeted to the news media)
- 7.7 Multiaudience communication (e.g., corporate branding or identity/awareness)
- 7.8 Marketing communication (products and/or services to an external audience)
- 7.9 Public relations program (public service or promotional programs, special events)
- 7.10 Issues management and crisis communication (e.g., labor, crises, mergers)
- 7.11 Employee/member communication (e.g., awareness, opinion, change, culture)

## Category 8. Social Media

These programs encompass a fast-evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. They can be distinguished by a heightened desire to engage a public (whether internal or external) in conversation, as opposed to one-way broadcasting.

Tools & Techniques can 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.icio.us, etc.)
- Virtual networking platforms (Second Life, There.com, etc.)

## **Resources to Help Prepare BRONZE QUILL Awards Submissions**

Previous winning entries can be viewed at <http://www.iabctampabay.com/programs-events/awards-and-recognition/iabc-bronze-quill-tampa-bay/>. (not available on my system)

The IABC Tampa Bay Board will also be hosting several seminars on how to prepare your awards submission and keys to winning. Look for more information on these coming soon.

## **Returning of Submissions to Entrants**

Bronze Quill entrants have the opportunity to reclaim their submissions within the week following the Bronze Quill Awards Gala. Please note, however, that the Bronze Quill judges' decisions and the awards presented at the ceremony are final and will not be re-considered under any condition.

To reclaim your entry following the ceremony, you must adhere to the following conditions:

- 1) Indicate on your Bronze Quill entry form that you would like to reclaim your submission.
- 2) Retrieve your Bronze Quill submission in person at the awards party.

All submissions not claimed by 10 p.m. on November 17, 2010, will become the permanent property of IABC Tampa Bay and cannot be reclaimed.