



IABC
phoenix



2010 Copper Quill Awards **Call for Entries** “Focus On Excellence”

The Copper Quill Award, presented by the Phoenix chapter of the International Association of Business Communicators (IABC), represents outstanding work in business communication today. Winning the Copper Quill Award is a prestigious achievement that distinguishes professional communicators & programs for excellence. Awards are given in fields of Communication Management, Print Publications, Writing, Electronic Communications, Audio Visual, and Design, Photography, & Illustration.

Submit your work plans and best work samples to this annual competition for an opportunity to have your entry evaluated by experienced communicators from other IABC chapters nationwide. Winners are recognized during the 2010 Copper Quill Awards banquet scheduled for May 2010. Additional information is available on our website, IABCPhoenix.com.

GUIDELINES

Who May Enter

The 2010 IABC Phoenix Copper Quill Awards competition is open to ALL communication professionals and ANY organizations completing communications projects in Arizona. Entries must be original communication programs and projects that fit one of six categories. The entrant listed on the entry form must have had direct and primary involvement in implementing the project submitted.

What to Enter

Enter original communication programs and projects produced for use during the 2009 calendar year that demonstrate excellent strategic thinking and execution. Please review the category and subcategory descriptions when deciding which project(s) to enter.

How to Enter

For each entry, complete a separate entry form, written work plan, work sample(s) and payment information and/or confirmation.

Multiple Entries

Entrants may submit as many entries as they wish and may submit the same entry in multiple categories. Each entry must have a separate application and requires a separate application fee.

Entrants may submit the same project in more than one category provided the appropriate payment information accompany each entry. Each entry should be in a self-contained package, such as a folder or three-ring binder.

PREPARING YOUR ENTRY FOR 2010!

For each entry, please submit:

- Cover Sheet** - attached to the front of binder of each entry and must include the following; business/agency name, category, name of project, and contact person for the entry
- Completed entry form** (See last page of Call for Entries) (2 copies)
- Work plan** (2 copies)
- Work samples** (2 copies)
- Payment** (Online Credit Cards **must include** online receipt confirmation or risk elimination from the award competition for each entry in question.)

The Work Plan

In no more than **three** single-spaced pages, answer the following questions:

- **Need/opportunity:** What need or opportunity did your entry address? How did this need or opportunity affect your organization?
- **Solution overview:** What solution did you develop and why? Summarize the project, program or campaign, and describe the impact you expected to have.
- **Intended audience:** Who was your intended audience(s) and which characteristics or demographics of your primary audience were factors in developing your solution?
- **Goals/objectives:** In responding to the need or opportunity described above, what measurable goals and objectives did you set?
- **Implementation and challenges:** How was this project implemented (i.e., describe the budget, time, technical equipment and other resources involved)? What challenges did you face?

- **Measurement and evaluation:** What indicators did you use to measure the project's success in meeting its objectives? According to your measurable goals and/or objectives, how successful was your solution? What were the results?

Work Samples

For specific work sample requirements, refer to the description of the categories in which you are entering. **WORK SAMPLES ARE NOT RETURNED.** Do not submit original or irreplaceable materials. For the benefit of judges, please package your entry so it is easy to open and review. **IMPORTANT NOTE: All materials MUST be contained in a binder no larger than 2".**

Cost to Enter

IABC members -- \$75 per entry

IABC members [early bird] -- \$65* per entry

Non-members -- \$100 per entry

Non-members [early bird] -- \$90* per entry

Prepayment is required using one of the following methods:

- 1) Online credit card payment via the IABC Phoenix Web site: **www.iabcphoenix.com.**
- 2) Check for the total amount for all entries.
 - a. Payable to **IABC Phoenix.**
 - b. **2010 CQ Entry Fee** in memo line

Entry fees are nonrefundable.

Note to Non-members:

Save on entry fees and Copper Quill Awards banquet registration costs by joining IABC Phoenix before submitting your entries. For more information, contact Jenna Wright, Vice President of Membership, at Jenna.Wright@Honeywell.com or go to www.iabc.com/join.asp.

2010 IABC Phoenix Membership dues:

- Renewing Member: US \$287
- New Member: US \$327 (includes US \$40 application fee)
- Re-joining Lapsed Member: US \$327 (includes US \$40 application fee)

Total amount includes international, regional and chapter dues.

Where to Send Your Entries

Mail all Copper Quill Award entries to:

2010 Copper Quill Awards

c/o IABC Phoenix

ATTN : Peter Hass, Director of Judging

3103 E. Buena Vista Dr.

Chandler, AZ 85249

Where to Drop off Your Entries

Contact LaKisha Geans for drop off locations.

Email: LaKisha@GeanPoolPR.com

Phone: 480-231-5908

Entry Deadline

All entries and payments must be received (not postmarked) by:

5:00 p.m. - FRIDAY, MARCH 12, 2010.

All entries received by FRIDAY, FEBRUARY 26, 2010 will receive an early bird discount of \$10 off regular entry price.

Questions?

Contact :

LaKisha Geans, VP Copper Quills

LaKisha@GeanPoolPR.com – Include "2010 Copper Quills Entry" in subject line

480-231-5908

Or

Peter Hass, Director of Judging

peter.a.hass@usps.gov – Include "2010 Copper Quills Entry" in subject line

How Entries Are Judged

Members of IABC chapters in other regions throughout the United States will judge entries. The work plan and work sample are each worth 50 percent of the score. Winning entries are those that **clearly state objectives, show originality** and **prove results** that support the objectives.

Judges look first for evidence of careful planning and documentation of an entry's success through well-defined objectives with measurable results. Two judges will evaluate each entry and their scores

will be averaged to determine the entry's overall score. Winning entries receive an Award of Excellence (the highest award) or an Award of Merit.

CATEGORIES

Communication Management

This category comprises programs and campaigns defined by a communication plan. They represent the full range of a communicator's management skills: research, planning, implementation and evaluation.

Entries in these categories might include a combination of communication materials. For your work sample, include representative samples of multiple program elements and package them as compactly as possible in a folder, binder or box. **IMPORTANT NOTE: All materials MUST be contained in a binder no larger than 2"**

CM1 – Community and Government Relations

Communication programs targeted to community audiences.

CM2 – Employee/Member Communication

Communication programs targeted primarily to internal employee or member audiences. This category includes programs that deal with benefits and compensation issues.

CM3 – Media Relations

Communication programs targeted to external print, electronic or broadcast media.

CM4 – Investor and Customer Relations

Communication programs targeted to shareholders, potential investors, investment analysts or external customers.

CM5 – Marketing Communications

Communication programs designed to help market products or services to an external audience.

CM6 – Crisis Communication

Communication plans developed to address a crisis that could damage an organization's reputation. Audience may be external and/or internal.

Audiovisual

This category is for the production of programs using sound, video, film, slides or a combination. For your work sample, submit two standard VHS cassettes or DVDs dubbed from the master. All audiovisual entries are judged as one category, regardless of audience. Please clearly mark your entry with user instructions, including program needs (Mac or PC).

Print Publications

This category is for the production of external or internal publications in all formats, except electronic. For your work sample, submit one issue for annual or one-time publications and two issues for publications published two or more times per year. Important: Indicate in your work plan the frequency of the publication.

P1 – Magazines

Publications printed on high-quality coated or glossy paper. The size is generally 8½ by 11 inches, saddle-stitched or perfect bound.

P2 – Newsletters/Newspapers

Publications that generally run four to eight pages, printed on regular stock or newsprint.

P3 – Annual Reports

For-profit and nonprofit organizations' annual reports to shareholders, investors, employees and/or donors.

P4 – Brochures

Publications that generally contain succinct information designed to help market products or services or act as brand recognition tools.

P5 – Direct Mail

Publications mailed to members, customers or consumers with a direct call to action request.

P6 – Special Publications

One-time publications produced for a special program or campaign, including booklets, commemorative publications or print pieces that don't meet the criteria for entry in other categories.

Design/Photography/Illustration

This category is for effective and creative use of design, photography or illustration in printed or electronic communications. For your work sample, submit a hard copy of the printed piece, hard copy screen shots or a tear sheet that shows the context in which your design, photography or illustration was used.

D1 – Magazine Design

Design of a publication printed on high-quality coated or glossy paper. The size is generally 8½ by 11 inches, saddle-stitched or perfect bound.

D2 – Newsletter/Newspaper Design

Design of a publication that generally is four to eight pages, printed on regular stock or newsprint.

D3 – Annual Report Design

Design of a for-profit or nonprofit organization's annual report to shareholders, investors, employees and/or donors.

D4 – Special Publication Design

Design of one-time publications produced for a special program or campaign, including brochures, booklets, commemorative publications and print pieces that do not fit in another category.

D5 – Photography

Original photography created for a particular communication project.

D6 – Illustration

Drawings, paintings, cartoons or other types of illustration created for a communication project.

D7 – Electronic Communications

Design of electronic and interactive media elements, including Web sites, intranet sites, CD-ROMs or DVDs. For Web sites, provide the URL or IP address of the site.

Writing

This category comprises original material written for a particular communication project. For your work sample, in all subcategories except speeches/scripts and news releases, submit a tear sheet or

other evidence of use. For speeches/scripts and news releases, submit 8½ by 11 inch typed pages, double-spaced and preferably on letterhead.

W1 – Personality Profiles

Profiles of an individual of importance, prominence, renown or notoriety published in a newspaper, newsletter or magazine. Must be bylined by entrant.

W2 – Features

Humorous or general interest articles published in a newspaper, newsletter or magazine.

W3 – Speeches/Scripts

Text written for a public address or to be recorded.

W4 – News Releases

News releases, backgrounders or other press kit materials.

W5 – Promotional and Marketing

Writing aimed at selling a product, idea or service, which includes copy written for ads, brochures or direct mail, proposals or other forms of persuasive communication.

W6 – Internal Writing

Writing for internal audiences posted on the Internet or an intranet or published internally. Includes technology instructions, handbooks and benefits.

Electronic Communication

This category is for content such as computer-based communication projects, including Web sites, electronic newsletters, blogs and podcasts. For your work sample, please submit hard copy screen shots as well as instructions on how the judges can view your entry using commonly available Windows or Macintosh equipment and software, including the URL or IP address. For electronic design considerations, please use category D – Design/Photography/Illustrations – above.

EC1 – Brand Identification and Community Relations

Communication aimed at an external audience, designed to introduce a company or corporate ideology through brand recognition and release of corporate information.

EC2 – Marketing Communications

Communication aimed at an external audience, designed to market products or services.

EC3 – Intranet, Internal Web Sites

Online communication targeted to internal employee or member audiences. This category includes online information dealing with benefits and compensation issues.

EC4 – Electronic Newsletters (e-mail delivery)

Online communication targeted at a specific group, including employees, consumers and members.

EC5 – Interactive Communication Programs/CD-ROMs

Interactive tools used to convey a specific message.

EC6 – Social Media

Online communication targeted through specific social media channels such as; blogs, microblogging (Twitter) podcasts, social networks (Facebook, MySpace, LinkedIn, etc.), wikis, message boards, content sharing sites (YouTube, Flickr, etc), and virtual networking platforms (Second Life, etc).

Entry Form

2010 Copper Quill Awards Competition

Category (check one)

Communication Management

Circle subcategory:
CM1 CM2 CM3 CM4 CM5 CM6

Audiovisual

No subcategories

Print Publications

Circle subcategory:
P1 P2 P3 P4 P5 P6

Design/Photography/Illustration

Circle subcategory:
D1 D2 D3 D4 D5 D6 D7

Writing

Circle subcategory:
W1 W2 W3 W4 W5 W6

Electronic Communication

Circle subcategory:
EC1 EC2 EC3 EC4 EC5 EC6

Subcategory Code: _____ Subcategory Name: _____

Entry Title: (will appear on award)

Entrant Name: _____

Please check one: IABC member Non-member

Organization: _____

Address: _____

City, State, ZIP: _____

Telephone: _____ E-mail _____

Name(s) to appear on award (**IMPORTANT:** please print legibly or type):

Signature _____

Date _____

Payment Information:

\$75/ per entry for IABC members, \$65/ per entry EARLY BIRD IABC members

\$100/per entry for non-members, \$90/ per entry EARLY BIRD non-IABC members

Online Credit Card payment at www.iabcphoenix.com – You **MUST** enclose your email receipt/confirmation (statement will reflect 123 signup) for your entry to be considered valid. Accepted Credit Cards are *Visa, MasterCard, and American Express*. **Note:** If you combine all entry fees into one online payment transaction, please mail those entries together.

Check enclosed for total amount of all entries – (Payable to IABC Phoenix)