

2012

# COPPER QUILL AWARDS



CALL FOR ENTRIES

## THE SOUND OF COMMUNICATION



SUBMIT YOUR FINEST COMMUNICATION PLAN FOR THE  
2012 COPPER QUILL AWARDS AS WE OBSERVE  
THE SOUND OF COMMUNICATIONS EXCELLENCE.



SIMPLE

CREATIVE

EFFECTIVE

AWARD WINNING

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# ABOUT THE AWARDS

Every year, the Copper Quill Awards program continues IABC Phoenix's tradition of celebrating excellence in business communication.

Sponsored by the Phoenix chapter of the International Association of Business Communicators (IABC), the awards program recognizes communication work that advances an organization's goals and contributes to business success.

Award categories include communication management, audiovisual, print publications, design/photography/illustration, writing and electronic communication. Experienced judges from other IABC chapters nationwide evaluate your best work plans and samples, providing thorough feedback on each entry.

Winning a Copper Quill Award distinguishes you as a market leader, boosting your organization's reputation. Other benefits include:

- A personalized Copper Quill Award
- Recognition at IABC Phoenix's Copper Quill Awards banquet
- Prominent placement of your name and company on IABC Phoenix's website, Edit Express and other publications
- Prestige among your peers and distinction inside your organization

Join IABC Phoenix's celebrated class of award winners. Don't let this opportunity to recognize communication excellence pass you by! Enter one (or more) of your projects for a Copper Quill Award.

*Design Sponsor*



*Print Sponsor*



*Chapter Sponsor*



# GUIDELINES

The 2012 IABC Phoenix Copper Quill Awards competition is open to all communication professionals and any organization completing communication 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 2011 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 cover sheet, entry form, written work plan, work sample(s) and payment information and/or confirmation.

### **Learn what it takes to win an award.**

Join us at the Jan. 19 IABC Phoenix professional development luncheon and get the inside scoop from 2011 winners and seasoned IABC judges. [Register today.](#)

## MULTIPLE ENTRIES

Entrants may submit as many entries as they wish. However, each entry must have a separate application and requires a separate application fee.

The same project, or parts of a project, may be submitted in different categories. When submitting the same project to more than one category, separate fees apply for each entry. Also note that each entry should be in a self-contained package, preferably a folder or three-ring binder.

# TIMELINE & ENTRY FEES

## ENTRY FEES

### **Early-Bird Deadline: February 29, 2012**

IABC Member .....	\$70/Entry
Non-IABC Member .....	\$95/Entry
Three (3) or More Entries .....	15% Off

### **Final Deadline: March 16, 2012**

IABC Member .....	\$80/Entry
Non-IABC Member .....	\$105/Entry
Three (3) or More Entries .....	15% Off

### **Special Offers!**

Pay for three (3) or more entries in a single transaction and receive 15% off your total entry fee. Offer valid on qualified transactions only.

### **Entrants must prepay using one of the following methods:**

1. Online credit card payment by visiting the IABC Phoenix website:  
[www.iabcphoenix.com](http://www.iabcphoenix.com)
2. Check for the total amount of all entries
  - Payable to IABC Phoenix
  - 2012 CQ Entry Fee in memo line

Entry fees are nonrefundable.

## JOIN IABC BEFORE ENTERING & SAVE

Save on entry fees and the Copper Quill Awards banquet registration costs by [joining IABC Phoenix](#) before submitting your entries.

### **2012 IABC Phoenix Membership Dues:**

- Renewing Member: \$299
- Lapsed Member (after 60 days): \$339
- New Member: \$339
- Student and Retired Members: \$48

## TIMELINE & ENTRY FEES (CONT)

Also note that January is Chapter Membership month and February is IABC's Worldwide Membership Month. When any new or lapsed member joins or rejoins IABC in January or February, the organization will waive the application fee.

For more information, contact IABC Phoenix's VP, Membership Peter Hass at [flam2@rocketmail.com](mailto:flam2@rocketmail.com) or visit [www.iabc.com/join](http://www.iabc.com/join).

# PREPARING YOUR ENTRY

For each entry, please submit:

**Cover Sheet**

Attach your cover sheet to the front of each entry's binder. The cover sheet must include the following:

- Business/Agency Name
- Category
- Project Title
- Contact Person

**Completed Entry Form** (See last page of Call for Entries) (2 copies)

**Work Plan** (2 copies)

**Work Samples** (2 copies)

**Payment**

**IMPORTANT NOTE:** If you are making an online credit card payment, please include your receipt confirmation or risk elimination from the award competition.

## WORK PLAN

In no more than three single-spaced pages, please 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?

cont...

## PREPARING YOUR ENTRY (CONT)

- 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 SAMPLE

For specific work sample requirements, refer to the category descriptions.

Be aware that work samples will not be returned, so do not submit original or irreplaceable materials.

Please package your entry so it is easy to open and review for the benefit of the judges.

**IMPORTANT NOTE: When submitting your materials in a binder, please be sure the binder is no larger than 2 inches for shipping purposes to our judges.**

# JUDGING CRITERIA

Members of IABC chapters in other regions throughout the United States judge entries.

For each entry, two judges evaluate the work plan and sample, averaging their scores to determine the entry's overall score.

Winning entries are those that clearly state objectives, show originality and prove results that support the objectives. Judges look for evidence of careful planning and documentation to support well-defined objections with measurable results. Winners earn an Award of Excellence – the highest award – or an Award of Merit.

For further guidance on what judges look for, see the judges' evaluation forms at [www.iabcphoenix.com](http://www.iabcphoenix.com).

## WHERE TO SEND YOUR ENTRIES



Mail Copper Quill Award entries to:

Julie Davis, IABC Phoenix Director of Judging

15095 N. Thompson Peak Pkwy. #2119

Scottsdale, AZ 85260

## QUESTIONS

**Julie Davis**, IABC Phoenix Director/Copper Quill Awards Judging

[julie.davis@crowehorwath.com](mailto:julie.davis@crowehorwath.com) or (614) 365-2217

**Megan Dean**, IABC Phoenix VP/Copper Quills

[megan.dean@aps.com](mailto:megan.dean@aps.com) or (602) 250-2415

# CATEGORIES

The 2012 Copper Quill Awards include six categories:

- Communication Management
- Audiovisual
- Print Publications
- Design/Photography/Illustration
- Writing
- Electronic Communication

## COMMUNICATION MANAGEMENT

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

Entries in this category 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 (if needed). Remember, binders cannot be larger than 2 inches for shipping purposes to our judges.

### ***Subcategories include:***

#### **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.

# CATEGORIES (CONT)

## 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 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 of an annual publication or two issues for publications published two or more times per year. Be sure to indicate in your work plan the frequency of the publication.

### ***Subcategories include:***

#### **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.

# CATEGORIES (CONT)

## 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.

### ***Subcategories include:***

#### 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 is generally four to eight pages, printed on regular stock or newsprint.

## CATEGORIES (CONT)

### 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 Communication

Design of electronic and interactive media elements, including websites, intranet sites, CD-ROMs or DVDs. For websites, 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.

### ***Subcategories include:***

#### W1 – Personality Profiles

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

## CATEGORIES (CONT)

### 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 websites, intranet sites, electronic newsletters and electronic annual reports. 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 Apple equipment and software, including the URL or IP address.

### ***Subcategories include:***

#### 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.

# CATEGORIES (CONT)

## EC2 – Marketing Communications

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

## EC3 – Intranet, Internal Websites

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

## EC4 – Electronic Newsletters (email 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 (e.g., Twitter), podcasts, social networks (e.g., Facebook, MySpace, LinkedIn), wikis, message boards, content sharing sites (e.g., YouTube, Flickr), and virtual networking platforms (e.g., Second Life).

**Note: For electronic design considerations, please submit your entry to: Design/Photography/Illustration.**

# 2012 COPPER QUILL AWARDS - ENTRY FORM

## **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

---

Entrant's Name

---

Organization Name

---

Mailing Address

---

City

State

Zip

---

Telephone

Email

---

Entry Title (will appear on award) *Please Print Legibly*

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Name(s) you wish to appear on award. Use EXACT spelling. *Please Print Legibly*

## **DEADLINES AND ENTRY FEES**

Early-Bird Deadline: February 29, 2012

Final Deadline: March 16, 2012

IABC Member: \$70/Entry \$ \_\_\_\_\_

IABC Member: \$80/Entry \$ \_\_\_\_\_

Non-IABC Member: \$95/Entry \$ \_\_\_\_\_

Non-IABC Member: \$105/Entry \$ \_\_\_\_\_

Three or More Entries: 15% Off\* \$ \_\_\_\_\_

Three or More Entries: 15% Off\* \$ \_\_\_\_\_

**Total Entry Fees** \$ \_\_\_\_\_

**Total Entry Fees** \$ \_\_\_\_\_

\* Pay for three (3) or more entries in a single transaction and receive 15 percent off your total entry fee. IABC Phoenix will verify the discount you calculate.

## **PAYMENT**

Please check your payment method:

Online Credit Card - [www.iabcphoenix.com](http://www.iabcphoenix.com)

You must enclose your email receipt/confirmation (statement will reflect 123Signup) for your entry to be considered valid. Accepted credit cards include Visa, MasterCard and American Express.

Check Enclosed

Make your check payable to IABC Phoenix for total amount of all entries.

**Note: If you combine all entry fees into one payment transaction, please mail those entries together.**

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Signature

Date

***Good Luck!***

## ***ENTRY INSTRUCTIONS:***

For each entry, please submit:

- Cover Sheet
- Completed Entry Form (2 copies)
- Work Plan (2 copies)
- Work Samples (2 copies)
- Payment

## ***MAIL YOUR ENTRIES TO:***

Julie Davis, IABC Phoenix Director of Judging  
15095 N. Thompson Peak Pkwy. #2119  
Scottsdale, AZ 85260

## ***AWARDS BANQUET:***

Stay tuned for details about the 2012 Copper Quill Awards banquet to be held in May.

## Questions?

**Julie Davis**, IABC Phoenix Director/Copper Quill Awards Judging  
julie.davis@crowehorwath.com or (614) 365-2217

**Megan Dean**, IABC Phoenix VP/Copper Quills  
megan.dean@aps.com or (602) 250-2415