

IABC Central Oklahoma



BRONZE QUILL AWARDS

Be Heard[®]

Call for Entries

Entry Submission

Be Recognized

The International Association of Business Communicators (IABC), Central Oklahoma chapter, invites local communications professionals who represent corporations, nonprofit organizations, educational institutions, associations and government entities to showcase their best work from 2013. Don't miss this opportunity to submit outstanding projects for peer recognition. We welcome your award entries no matter if you are a member or not, and we invite you to join us at the June 12 awards ceremony at The Exchange on Film Row as we honor excellence in communications and learn from the best work in the Oklahoma City area.

Who Should Enter

All Oklahoma City-area business communications professionals and students are encouraged to submit entries for work produced and measured in 2013. Entries are accepted for organizational communications, public relations and multimedia/interactive work created to meet specific communications goals. IABC welcomes entries from members, non-members and students. Original communication programs and projects **completed between Jan. 1, 2013 and Dec. 31, 2013** are eligible. The entrant(s) listed on each entry form must have had direct and primary involvement in implementing the project submitted.

IABC Member Benefits

IABC members save 33% on Bronze Quill entries. To learn more about becoming a member of IABC Central Oklahoma contact Taylor Newcomb at DTNewcomb44@gmail.com. **NEW members who join IABC from now until April 11 will receive one FREE entry.**

Judging

Your entry will be evaluated by judges from IABC chapters across the nation, giving you an opportunity to get professional feedback and sharpen your strategic and creative communication skills. (IABC Central Oklahoma members are not eligible to judge.) Entries will be judged for the success with which the project has met its individual requirements. Each entry will be judged on its own merit, not in competition with one another. Judges reserve the right to present a limited number of Award(s) of Excellence and Award(s) of Merit in each category. If all entries in a particular category lack award-winning qualities, a winner will not be selected from that category.

Notification of Winners

Winners will be notified by phone or e-mail, but exact award levels will be revealed at the IABC Bronze Quill Awards ceremony on Thursday, June 12, 2014.

Early-bird Deadline: March 28

IABC members: \$40 | Non-members: \$60 | Students: \$25

FINAL Deadline: April 7

IABC members: \$55 | Non-members: \$75
Students: \$40

EXTENDED Deadline: April 11

IABC members: \$70 | Non-members: \$90
Students: \$55

Preparing Your Entry

Please follow instructions carefully. Entries that do not meet the requirements outlined *will be disqualified*.

1. Choose an entry division and category

Note that you may submit a single piece of work or elements of a larger project in more than one division; however, you may only enter the same work in one category within each division. Select the division and category that best fits your entry. Some projects may fit multiple divisions/categories, but you are limited to one category per division for each project. Judges recognize that some entries fit in several categories, and in such cases may be more lenient. However, if your entry is clearly submitted to the wrong category, you risk disqualification.

2. Complete a work plan

The work plan describes your project's communication program, how it was developed and what you intended to achieve. For more information, see the "Crafting Your Work Plan" section of this document.

3. Prepare a work sample

The work sample consists of all the supporting material illustrating your communication program. It can be either electronic or hard copy, and is the physical example of your communication project — for example, a newsletter, podcast or website.

4. Complete the Bronze Quill Entry Form online at iabcokc.submittable.com/submit

Note: Submission will be easier if you prepare all content and compile all attachments prior to submitting your entry online. There are submission forms for each division. You'll include the category you are entering in the form.

6. SUBMIT YOUR ENTRY

All entries AND payments must be received by the deadline: 5 p.m. March 28 for Earlybird or 5 p.m. April 7 for final deadline and April 11 for extended deadline. Entries that do not meet all the guidelines above will be disqualified with no refund. Make payments via credit or debit card at the time of the entry submission at iabcokc.submittable.com/submit. If paying by check or purchase order, submit your entry via the divisions titled PAY BY CHECK. Make checks/ purchase orders for the total amount due for all entries payable to IABC Central Oklahoma (Federal tax I.D. number: 94-3206843).

Division #1:

Communications Management

Category A: Overall Marketing/Advertising/ Communications Programs

Entries should represent a full range of communication management skills including research, planning, implementation and evaluation and include samples of multiple program elements. Entries will be judged on technical excellence of individual components within a complete campaign.

- A1. Issue/Crisis Management
- A2. Community Relations
- A3. Government Relations
- A4. International Communication
- A5. Brand Communication
- A6. Social Responsibility
- A7. Employee/ Members Communications
- A8. Product or Services Promotion
- A9. Special Events
- A10. Fundraising
- A11. Media Relations

Category B:

Electronic and Digital Communications

Submit URL accessible with a standard web browser or in PDF format. Include printouts of sample pages in your Work Sample.

- B12. Internet
- B13. Intranet
- B14. E-newsletters and E-zines
- B15. Single Broadcast Ad – radio
- B16. Single Broadcast Ad – television
- B17. Video (budget under \$5,000)
- B18. Video (budget greater than \$5,000)
- B19. Presentations

QUESTIONS?

For more information about IABC's Central Oklahoma chapter and the 2014 Bronze Quill Awards, visit www.iabcokc.com. You can also contact Bonita James, IABC Bronze Quill Awards Vice-President, via email, bonitamjames@gmail.com or (405) 314-8549.

Category C: Social Media

Address how project capitalized on emerging communications channels to reach and engage intended audiences. Answer why these strategies were applied and if they were combined with traditional media.

C20. Tool and techniques include (but are not limited to):

- Conversation-enabled publishing platforms (blogs, podcasts, etc.)
- Social networks/microblogging (LinkedIn, Facebook, Twitter, Instagram, Pinterest, etc.)
- Democratized content networks (Digg, wikis, message boards, etc.)
- Content sharing sites (YouTube, Flickr, Del.icio.us, etc.)
- Virtual networking platforms (Second Life, There.com, etc.)

Division #2: Communication Skills

Category D: Writing

Judges will consider how all elements – writing style, grammar, usage, etc. – work together to achieve stated objectives. Graphic design is NOT considered. Submit evidence of use.

- D21. News
- D22. Features
- D23. Opinion
- D24. Scripts/Speeches
- D25. Writing for Online Distribution
- D26. Advertorials/Sales Promotion & Marketing
- D27. Technical
- D28. Series
- D29. Writing Portfolio (must include at least 3 different projects)

Category E: Print Communications

Entries will be evaluated on layout, format, writing, continuity and ability to meet the publication's stated objective. Include three consecutive issues for frequent publications, two issues for semi-annual publications, and one issue for annual or one-time publications.

- E30. Newsletters/Tabloids
- E31. Magazines
- E32. Annual Reports
- E33. Special One-time Publications
- E34. Collateral Materials (brochures, postcards, flyers, etc.)
- E35. One-person Publication

Division #3: Communications Creative

Category F: Design

Entries will be evaluated on visual effectiveness, use of photography or art, balance, production quality and overall appeal.

- F36. Publication Design
- F37. Poster, Exhibit, Display
- F38. Signage/Outdoor
- F39. Invitations/Announcements
- F40. Collateral Materials (brochures, postcards, flyers, etc.)
- F41. Advertising (print or online)
- F42. Organizational Identity (logos, stationery, etc.)
- F43. 3D Materials (t-shirts, promo items, packaging, etc.)

Category G: Illustration and Photography

Entries will be evaluated on communication value, impact and composition and must be submitted by the actual photographer or illustrator.

- G44. Black & White Photograph
- G45. Color Photograph
- G46. Photo Essay
- G47. Hand-drawn Illustration
- G48. Computer-generated Illustration

Division #4: Wild Card

For communications projects that do not fit in any of the established categories previously listed.

H49. Wild Card

Follow basic guidelines of the most appropriate work plan format; judging criteria will vary based on type of entry.

Special Awards

Volunteer of the Year

Has an IABC Central Oklahoma board member been exceptionally helpful? Know an extraordinarily hard working committee volunteer? The Volunteer Recognition Award will be given to a deserving IABC Central Oklahoma board member or committee member. Volunteer contributions are demonstrated by results achieved in leadership roles and/or positions, such as committees, task forces, teams, special projects, and similar initiatives.

Communicator of the Year

IABC Central Oklahoma's members are a part of a broad foundation of communicator experts. The Communicator of the Year (COTY) award recognizes the achievements of one area communications professional whose efforts exceptionally impact the organization or community they serve. Duties may include but is not limited to marketing, public relations, advertising, web content management, strategic planning, public speaking or any professional who values and practices communication in their organization.

The call for nominations is designed to create dialogue in the greater Oklahoma City communications community. IABC OKC members and non-members may submit a nomination. Nominations do not have to be for a communications professional within your own organization – nomination of communications excellence, wherever it might be, is encouraged. Members of the judging committee (a panel of several Past and Present IABC OKC Board Members) may also submit nominations.

NOMINATION DEADLINE

April 7, 2014

Special Thanks to our Sponsors:



It's not too late to become a sponsor! Contact Bonita James, (405) 314-8549 or bonitamjames@gmail.com for more information on packages and pricing.

Buy an Ad

Support your chapter AND promote your organization!

Purchase an ad in our 2014 Bronze Quill Awards Banquet program to be distributed to attendees at our June 6 banquet. The Bronze Quill Program sponsorship is a budget friendly way to support IABC Central Oklahoma and make sure that we can continue to offer our members an outstanding awards program and event year after year. Purchase one of our three ad sizes for \$50, \$100, or \$250 today!

Space is limited so don't miss out on this opportunity!

Reserve your ad spot today! Email Bonita James at bonitamjames@gmail.com with your organization name and phone number. Ads space: 1/4 page COLOR (\$50), 1/2 page COLOR (\$100), Full page COLOR (\$250). Payments can be made via PayPal or by check.

We Appreciate Your Support!

Save the Date

The 2014 Bronze Quill Awards Banquet will be held Thursday, June 12. It will be an evening to honor the many great achievements of Central Oklahoma communicators. Invitations forthcoming.



For a full list of the 2013 award winners, visit www.iabcokc.com

No More Binders!

IABC Central Oklahoma is excited to move to online submissions this year for the Bronze Quill Awards! Visit <https://iabcokc.submittable.com/submit> for Division and Category information.

You'll want to have all of your materials and content compiled prior to completing the form. Simply scroll below the general guidelines and click on the division that suits your entry and complete the form. If paying by check, select the division with PAY BY CHECK in the title. Otherwise, select divisions with payments listed to pay via credit card or PayPal. Don't forget to nominate for Communicator of the Year & Volunteer of the Year!

Happy submitting and we'll see you June 12 at the Bronze Quill Awards!

Plan what entries you'll submit this year.

