IABC

ROUTE 66

Bronze Quill 2016

CALL FOR ENTRIES

The IABC Bronze Quill Awards recognize outstanding employee communications, public relations, media relations, community relations, government affairs and marketing communication efforts.

The Tulsa Chapter of the International Association of Business Communicators' Bronze Quill Awards is open to all communicators – members and non-members alike – in the corporate, non-profit, advertising, marketing and government sectors.

Submit your entry online at:
www.awardsentry.org/tulsa

Key Dates

Early Deadline for entries:
Friday, January 8, 2016

Final Deadline for entries:
Sunday, January 17, 2016

Awards celebration:
Thursday, March 3, 2016

International Association of Business Communicators
Tulsa

DATES TO NOTE

Jan. 8, 2016 at midnight – Early entry deadline

Jan. 17, 2016 at midnight – Final entry deadline

March 3, 2016 – Awards celebration at The Campbell Hotel Renaissance Square

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ELIGIBILITY

Entries are encouraged from IABC members and non-members. All eligible work must be implemented, published or broadcast between Aug. 1, 2014, and the day of submission.

Those submitting entries must have been directly involved in producing the materials entered. Improperly submitted entries may be disqualified.

Judges' evaluations will only be available at the Bronze Quill Awards Banquet.

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ENTRY FEES & PAYMENT INFORMATION

EARLY DEADLINE: JANUARY 8, 2016
IABC members: $40 per entry
Non-members: $50 per entry
Non-profit and students: $30 per entry

FINAL DEADLINE: JANUARY 17, 2016
IABC members: $50 per entry
Non-members: $60 per entry
Non-profit and students: $40 per entry

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PAYMENT OPTIONS

Make a secure online payment when you submit your entry at www.awardsentry.org/tulsa.

Mail checks* to: Kim Kuehler, 7777 East Apache, Room A-217 Tulsa, Oklahoma 74115

If paying by check, payments must be received by Jan. 8 to receive the early deadline discount. Make checks out to IABC Tulsa.

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Quick Facts

- Final entry deadline is January 17, 2016

- Choose from 4 divisions and 28 categories.

- Evaluation is based on IABC's Global Seven-point Scale of Excellence for strategic planning and execution.

- Most entries include a work plan providing the strategic overview of the program or initiative, and a work sample showing some of the actual work completed.

- For student entries, 35 percent of the score is based on the work plan and 65 percent on the work sample.

- Scores for Communication Management entries are based equally on the work plan and the work sample.

- For entries in Communication Skills, the score is based on the work sample's creativity, professional execution and alignment to a higher-level campaign or initiative.

The Rules

- Your entry fee must be received by the final deadline of Jan. 17, 2016.

- If you enter early, you must upload your entry and pay the registration fee before the deadline noted to qualify for the reduced rate.

- Full payment must be received for all entries you submit before or on the closing date to be eligible for evaluation.

- Work plans for Divisions 1, 2 and 3 are limited to four pages using a font size no smaller than 10-point and margins no less than ½ inch.

- For Division 4, Communication Skills, you will need to submit a brief entry form, available at tulsa.iabc.com.

- Work done for IABC is not eligible for this program.

- If your entry depends mainly on syndicated, borrowed, reprinted or stock material, it may be disqualified.

- If you are a consultant and your work was done for a client, you must include client permission for your entry, or it may be disqualified.

HOW TO ENTER

All entries must be submitted though the online judging system at www.awardsentry.org/tulsa.

Please make sure you have your work plan and work sample files ready for upload. Your work plan must be a single PDF file. Only one PDF file will be accepted for your work plan. After you submit your work plan, you will be able to upload a maximum of five work sample files.

Your work sample files must be in PDF, PNG, JPG, GIF, MP4, WMV, M4V, MOV, MP3 formats. Each file is limited to 2 GB (2,000 MB) in size.

Include with each entry a work plan, with the required information listed below.

All entries must be received by Jan. 17 at midnight. Entries received after the deadline will not be judged.

HOW TO ENTER DIVISIONS 1, 2 AND 3:

There are two key elements to your entry, the work plan and the work sample. The work plan is an executive summary of your communication strategy. If you're entering the same program or elements of the program in multiple categories, be sure to tailor your work plan so it fits each category. It should:

- Describe the context for your program or project.

- Clearly state the communication challenge or opportunity.

- Provide an analysis of your target audiences.

- Demonstrate high-level goals and measurable objectives stated as outputs or outcomes.

- Provide insight into your strategic approach.

- Highlight your budget.

- Provide an abbreviated tactical execution plan. Discuss any challenges that you faced during planning and execution.

- Provide measurable, meaningful results that are aligned with your stated objective and audience and business need.

- Ensure your work plan references your work sample and assists the evaluators to navigate through your entry and find the examples that best illustrate your work.

The work sample is the supporting material that illustrates how you planned and implemented your communication program. It can include video and audio files, Word documents, PDFs, magazines, brochures and website links. Your work sample should represent the full scope of your work. However, bear in mind that evaluators have limited time to review your submission – a well-organized work sample that demonstrates the very best of your efforts will score higher than an overwhelming number of items that evaluators can't sort through.

Organize and condense your work sample to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

HOW TO ENTER DIVISION 4:

You do not have to complete a detailed work plan for the Communication Skills division. Instead, you will need to complete a brief entry form (available at tulsa.iabc.com) and submit it along with your work sample. The work sample should represent the full scope of your work.

Please keep in mind that large files are difficult to upload and download, so please condense the file size as much as possible. The maximum file size is 2 GB.

JUDGING CRITERIA

All entries must be submitted though the online judging system at www.awardsentry.org/tulsa.

You may submit an entry (or portion of an entry) in more than one category; however, you MUST provide separate PDF files of the work plan for each category.

The Bronze Quill Committee reserves the right to review each entry to determine if it has been entered in the most appropriate category.

Entries will be judged based upon stated criteria and the Work Plan provided to the judges. A select panel of communications professionals from IABC chapters in other states will judge all entries. Judges are not required to award a Bronze Quill or an Award of Merit in any category.

Judges will look for the following:

COMMUNICATIONS MANAGEMENT

✦ Well-defined and measurable goals and objectives.

✦ Entries that meet stated goals and objectives.

✦ Content that reflects the need and interests of the target audience.

✦ Proof that the intended message is effectively transmitted by the selected media.

COMMUNICATION SKILLS

✦ Format that is well-received by the target audience.

✦ Careful planning and attention to detail.

✦ Imagination, innovation and originality.

SPECIAL AWARDS

In conjunction with the Bronze Quill Awards, IABC Tulsa is also seeking nominations for two important individual awards:

COMMUNICATOR OF THE YEAR: Honors a member of the community for his or her contributions to the community through communications. This person is not a communicator by profession – but by passion. Previous recipients include former TU coach Bill Self; former Tulsa mayor Susan Savage; former Williams CEO Keith Bailey; Tulsa Community College President Tom McKeon; Pierce Norton, ONEOK; and Nancy Day, executive director of the Oklahoma Center for Community and Justice (OCCJ).

PROFESSIONAL OF THE YEAR: Recognizes the outstanding achievements of an IABC member in his or her career, profession and community. Past recipients include Russ Florence, Kerry Malone, Kim MacLeod, Susie Wellendorf, Ginger Homan, ABC, Tom Droege and others.

LEON BOLEN CHAPTER SERVICE AWARD: Formerly the President's Award, the award is selected by the chapter president and given to the IABC Tulsa member who has contributed/volunteered the most to the chapter over the past year.

To nominate an individual for one of these awards, contact Kim Kuehler at kimkuehler@tulsaairports.com or 918-838-5177.

We will also present a Best of Show Award to recognize the entry judged to be the most effective and creative in achieving its goals and objectives.

2016 IABC Tulsa
Bronze Quill Categories

DIVISION 1: COMMUNICATION MANAGEMENT

The Communication Management division covers project, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, from governments to retail companies to services such as utilities and healthcare. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. Entries may include a wide range of communication materials. (NB: A single tactical execution element that formed part of a communication program may also be entered in the Communication Skills division.)

Category 1: INTERNAL COMMUNICATION

✦ Programs or strategies targeted at employee or member audiences

✦ Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management

✦ May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization

Category 2: EMPLOYEE ENGAGEMENT

✦ Local, regional, national or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement

✦ Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels

✦ May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements in the organization

Category 3: HUMAN RESOURCES AND BENEFITS COMMUNICATION

✦ Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

Category 4: CHANGE COMMUNICATION

✦ Communication strategies that support organizational change

✦ May be directed at internal or external audiences, or both

Category 5: SAFETY COMMUNICATION

✦ Programs or strategies that focus on improving awareness, understanding and behaviors related to safety issues within an organization

Category 6: LEADERSHIP COMMUNICATION

Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver

Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

Category 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION

✦ May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels

✦ Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences

✦ May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)

✦ Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and service

Category 8: CUSTOMER RELATIONS

✦ Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer

✦ Programs may influence reputation, brand awareness and loyalty, and market position

✦ May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements

Category 9: MEDIA RELATIONS

✦ Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action

✦ Should demonstrate the quality of media coverage and its impact on the organization–quantity of media stories alone is not considered a valid measurement in this category

Category 10: COMMUNITY RELATIONS

✦ A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served

✦ Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities

✦ Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

Category 11: GOVERNMENT RELATIONS

✦ Short- or long-term programs that influence the opinion or actions of government bodies or agencies

✦ May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

Category 12: FINANCIAL COMMUNICATION

✦ Entails strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties

✦ Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

Category 13: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

✦ Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns

✦ Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization

Category 14: CORPORATE SOCIAL RESPONSIBILITY

✦ Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen

✦ May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales

✦ Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection

Category 15: SOCIAL MEDIA PROGRAMS

✦ Engages internal and external audiences in conversation through social media

✦ Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online

✦ May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn and Facebook, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

Category 16: GOVERNMENT COMMUNICATION PROGRAMS

✦ Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level

✦ May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

Category 17: NON-PROFIT CAMPAIGNS

✦ Programs recognizing the particular challenges of the non-profit sector

✦ May include multiple internal or external audiences

✦ Promotes non-profit organizations or causes

✦ May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all.

Category 18: COMMUNICATION MANAGEMENT, STUDENT ENTRY

✦ Entries to any category in this division submitted by a student.

DIVISION 2: COMMUNICATION RESEARCH

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional.

Category 19: COMMUNICATION RESEARCH

✦ Formative research conducted during the initial stages of the strategic communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for internal communication programs

✦ May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

Category 20: COMMUNICATION RESEARCH, STUDENT ENTRY

✦ Entries to any category in this division submitted by a student.

DIVISION 3: COMMUNICATION TRAINING AND EDUCATION

This division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

Category 21: COMMUNICATION TRAINING AND EDUCATION

- ✦ Training or educational programs delivered to an internal or external audience that help to improve their communication competencies

- ✦ For internal audiences, this may include supervisor/manager/leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines

- ✦ For external audiences, this may include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

Category 22: COMMUNICATION TRAINING AND EDUCATION, STUDENT ENTRY

- ✦ Entries to any category in this division submitted by a student.

DIVISION 4: COMMUNICATION SKILLS

The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

Category 23: SPECIAL EVENTS

- ✦ Planning and execution of a special event for an internal or external audience

- ✦ For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement

- ✦ For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events.

Category 24: DIGITAL COMMUNICATION

- ✦ Computer-based communication vehicles defined as the end product that are produced for internal or external audiences, and rely on a digital communication channel for delivery

- ✦ Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

- ✦ May also include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material

- ✦ Generally one-way communication that offers published content online

Category 25: AUDIO/VISUAL

- ✦ Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements

- ✦ May include video, audio, PowerPoint or other presentations, and films Does not include advertising commercials

Category 26: PUBLICATIONS

- ✦ Publications produced for internal or external audiences in all formats, including hard copy and electronic

- ✦ May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

Category 27: WRITING

This category includes writing in both print and electronic formats:

JOURNALISM:

✦ Material in which the news media is the primary communication channel

✦ May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories

CORPORATE WRITING:

✦ Material written primarily for use by an organization to inform or educate employees or external stakeholders

✦ May include recurring features or columns, magazines, newsletters, internal or special publications, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports

PROMOTIONAL WRITING:

✦ Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view or to purchase goods or services

✦ May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the Web

NON-PROFIT WRITING:

✦ Material written to promote non-profit organizations, including IABC regional and chapter events

WRITING – SPECIAL PROJECTS:

✦ Books (fiction and non-fiction), educational material, scripts for theatrical use, and other writing projects not covered above

Category 28: COMMUNICATION SKILLS, STUDENT ENTRY

✦ Entries to any category in this division submitted by a student

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Questions?

If you have any questions or need help please contact Kim Kuehler at kimkuehler@tulsaairports.com or 918-838-5177