

Strike the Right Chord

*International Association of
Business Communicators*

District 5

Silver Quill

Call for Entries

Entry Categories – Enter as many as you like!

Advertising

Judges will evaluate how overall design, visual elements and creativity work together for effectiveness and success to meet organizational goals.

- 1.a. Print advertisement (Newspaper, magazine, billboard, etc. Submit tear sheets for print; photos for billboard)
- 1.b. Radio advertisement (Submit standard audio cassette tape or CD)
- 1.c. Television advertisement (Submit VHS)
- 1.d. Advertising campaigns (For projects that involve more than one method of advertising. Submit tear sheets for print, standard audio cassette or CD for radio, VHS for television, photos for all others.)
- 1.e. Web advertising

Electronic Communication

Judges will consider how elements of design, writing, technical aspects, visuals and creativity contribute to successfully communicate intended messages. Submit in standard Windows or Macintosh format (both if available), Acrobat (PDF) format, CD-ROM, self-running file or a five-minute (or less) VHS videotape.

- 2.a. Web site (Send Web address)
- 2.b. Intranet (Internal Web) site
- 2.c. CD-ROM application
- 2.d. E-magazine (Send Web address)
- 2.e. Multimedia presentation (Submit CD-ROM or VHS tape)
- 2.f. Interactive electronic presentation (Submit Web address or VHS demo tape)

Internal Programs

Plans or programs designed to achieve one or more communication objectives for an organization's internal audiences. Send samples of plan or program components. Judges will consider concept, design and implementation of the entire plan/project as well as the relevance, quality, creativity and contribution to success of the submitted samples. You may also enter any of the work samples in other appropriate categories.

- 3.a. Event
- 3.b. Ongoing
- 3.c. Campaign
- 3.d. Audio visual (Slide show, PowerPoint)

Non-publication Design

Judges will consider how elements of design, visual elements, creativity and production choices work together to achieve effectiveness and success.

- 4.a. Hand-drawn illustration
- 4.b. Computer-aided illustration
- 4.c. Poster, signage, exhibit, display (8 x 10 photos are acceptable)
- 4.d. Logo or corporate identity material

Periodicals

Internal and external periodical publications — not online or electronic. Judges will consider how design, writing, production choices, etc., work together to achieve audience appeal and stated objectives. Submit three consecutive issues as one entry.

- 5.a. Magazine, one to three colors
- 5.b. Magazine, four or more colors
- 5.c. Newspaper or tabloid
- 5.d. Newsletter

Printed Publications

One-time internal or external publication — not online or electronic. Judges will consider how elements of design, writing, creativity and production choices contribute to effectiveness and success.

- 6.a. Annual report
- 6.b. Multi-page publication
- 6.c. Direct-mail material

Publication Design

Judges will evaluate how overall design, visual elements and creativity lead to effectiveness and success. Submit three consecutive issues for categories a through d.

- 7.a. Magazine, one to three colors
- 7.b. Magazine, four or more colors
- 7.c. Newspaper or tabloid
- 7.d. Newsletter
- 7.e. Annual report
- 7.f. One-time publication (e.g., brochure, handbook)
- 7.g. Direct-mail material
- 7.h. Photography

Public Relations

Plans or programs designed to achieve one or more communications objectives. Send samples of plan or program components. Judges will consider concept, design and implementation of the entire plan/project as well as the relevance, quality, creativity and results.

- 8.a. Event
- 8.b. Campaign
- 8.c. Consumer marketing
- 8.d. Issues/crisis
- 8.e. Corporate positioning/reputation management
- 8.f. Financial
- 8.g. Community relations

Writing

Judges will consider how all elements — writing style, grammar, usage, etc. — work together to achieve stated objectives. Graphic design is not considered.

- 9.a. News release
- 9.b. Newsletter
- 9.c. Speech
- 9.d. Technical writing
- 9.e. Sales, promotional or advertising writing

Entry Form – *Make as many copies as you need*

1. Please follow instructions carefully to prevent disqualification. For each entry, make a photocopy of this form and fill in all the blanks below. All the information is required. Type or print clearly.

Category number: _____

Category name: _____

Title of entry: _____

Entrant's name as it would appear on the award: _____

Entrant's organization as it would appear on the award: _____

Street address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Check one:

- IABC member number _____ (shown above your name on the mailing label for Communication World).
- Non-member (Save \$10 per entry if you join IABC first! Call 415-433-3400.)

Check one:

- Early-bird deadline — July 11, 2003: \$50 per entry IABC members, \$60 per entry for non-members
- Final deadline — July 18, 2003: \$70 per entry for IABC members, \$80 per entry for non-members

2. Enclose a check or money order for the amount for all entries in one shipment. Enclose one check per shipment, payable to Silver Quill (federal tax number: 84-0913692). Entry fees are nonrefundable.

Number of entries: ___ x entry fee \$___ = \$_____

3. Make three photocopies of the completed Entry Form and keep your original.

4. Bind your entry with the entry form first, followed by your two-page summary, then your work sample. Work sample should include research materials, planning documents, news releases, special mailings and final materials, along with information on results. Three-ring or plastic-rib binders are recommended. The bound entry may not exceed one and one-half inches in thickness.

5. Please include a photography of the work team or person responsible for the entry. To facilitate handling and protect entries during shipment to and from judges, each entry must be sealed in a durable inner envelope to larger than 12 x 15 1/2 inches. To depict oversize objects, use photographs or reduced copies. Place the second copy of your entry form on the outside of the inner envelope and attach it permanently with transparent tape.

6. Place your sealed inner envelope(s) inside a larger outer envelope or box for shipment. Enclose a check for your entry fee(s), stapled to the third copy of your entry form(s). You can pay for multiple entries with one check only if the entries are all shipped together in the same outer envelope or box.

7. Send your entries and team photo with payment in the same package to:

IABC Silver Quill Awards
c/o Pam Fry
Freese and Nichols
4055 International Plaza, Suite 200
Fort Worth, TX 76109

Frequently Asked Questions

How will I benefit?

1. Benchmark your work against the best practices in organizational communication.
2. Obtain a valuable critique of your entries.
3. Learn or practice a disciplined method for achieving excellence in communications.
4. Enhance your stature within your organization and impress potential employers with the quality of your entry.
5. Use your entries for the required work samples when you apply for professional accreditation.
6. Submit your winning Silver Quill entry in IABC's International Gold Quill competition.

Who should enter?

Previous winners include communication professionals, publication editors, writers, designers, photographers, illustrators, audiovisual producers and electronic media producers. IABC members and non-members working in Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma and Texas may enter.

The entrant listed on the entry form must have had direct and primary involvement in implementing the project submitted. You may not submit work under someone else's name. Entries must have been produced for use between June 1, 2002 and May 31, 2003.

How do I enter?

For each entry:

1. Choose the appropriate division and category
2. Complete the entry form.
3. Complete a work summary.
4. Assemble a work sample.

What's the deadline for entries and payments?

All entries and payments must be received (not postmarked) by the final deadline: 5 p.m., Friday, July 18, 2003. Save \$20 if your entry is received by the early-bird deadline: Friday, July 11, 2003.

Will I be notified that my entry has been received?

It is your responsibility to send your entry and payment by a form of traceable delivery if you want confirmation of receipt.

How much does it cost?

If received by the early-bird deadline of July 11, 2003, the fee for IABC members is \$50 per entry, \$60 for non-members. If you miss the early-bird deadline, the entry fee is \$70 for IABC members, \$80 for non-members. Each entry must be received, with full payment in the same shipment, by July 18, 2003.

Can I submit several different entries?

You may submit as many different entries as you wish. Fill in a separate entry form for each entry.

Can I enter the same work more than once?

You may submit the same work summary in as many divisions as apply, but in only one category per division. Tailor your summary to fit each category you enter. Submit a separate entry form for each entry and enclose the full entry fee.

Can I list more than one entrant?

List only one entrant and the entrant's organization on the entry form. If your entry wins an award, you will have the opportunity to order additional Awards of Excellence and Awards of Merit for the other principals. All orders for extra awards must be received by November 3, 2003 — 30 days after the awards ceremony.

How many awards will be given?

One Award of Excellence and up to three Awards of Merit may be presented in each category. If entries in a category do not meet the judges' criteria for excellence, then no award will be made in that category.

Who judges the entries?

Professional communicators from IABC chapters in U.S. districts other than District 5 graciously provide their time and expertise.

How do judges score the entries?

The work summary and work samples are each worth 50 percent of the score. Two judges are asked to evaluate each entry. Judges look first for evidence of careful planning and documentation of an entry's success through well-defined objectives with measurable results. They consider how well a program is conceived, created and executed for its intended audiences, and how appropriate the strategy and objectives are in relation to the results desired and achieved.

Will I receive feedback?

You will receive a score sheet from each judge, identifying your entry's strengths and areas for improvement. In addition, judges are asked to provide brief written evaluations of each entry.

How are winners notified?

Notification will be mailed to all winners prior to the early-bird registration deadline for the IABC District 5 conference in Austin, so that winners can make plans to attend the awards ceremony during the conference.

FAQs continued on next page...

Frequently Asked Questions, cont'd

How are awards presented?

Winners are welcome to invite guests to the awards ceremony luncheon at the district conference on Thursday, October 2, 2003. The event is free for conference registrants. A limited number of tickets are available for guests by reservation; details will be included in the award notification letter. At the ceremony, awards can be picked up only by the winners. Awards that are not presented at the ceremony will be shipped to winners within two weeks. All claims for non-receipt of an award must be received in writing at the address on the entry form by November 3, 2003 — 30 days after the awards ceremony.

What happens to my entries?

No material will be returned. All winning entries will be displayed at the IABC District 5 Conference in Austin, and those winners may pick up their materials immediately following the awards ceremony. Neither the International Association of Business Communicators, IABC District 5 nor IABC/Fort Worth are responsible for loss of, or damage to, any entry.

Contact Silver Quill Chair Lori De La Cruz at 817-685-1821 or ldelacruz@ci.eulesstx.us

How to Write Your Winning Entry

Qualifying work must have been completed between June 1, 2002 and May 31, 2003. All entries should be submitted on two typed pages, minimum type size 10 points. Include the entrant's name, organization's name, entry category and title of entry. Agencies are welcome to enter the work of their clients. Then clearly outline the following:

Purpose

What was the purpose of this effort? What need or opportunity did it address? How did the need or opportunity affect the organization before you began? In other words, why did you do what you did?

Intended audience

Describe your intended audiences and specify which audience characteristics caused you to select this solution instead of other available approaches?

Objectives

What measurable or specific objectives did you set for your project at the outset? Objectives answer the question "Why are we here?" In other words, how would you know if and when you succeeded?

Project Description

Describe the project and its elements including budget, schedule and limitations such as time, money and other resources. How did you deal with limitations or challenges that could have affected the results? In other words, explain how you did what you did.

Measurement of effectiveness

What indicators did you use to measure each objective? What results were achieved? In other words, how successful were you?

IABC
Fort Worth



IABC FORT WORTH
P O BOX 17033
FORT WORTH TX 76102