

## **2012 KC/IABC Bronze Quill Rules**

Please follow these rules and instructions for entering KC/IABC Bronze Quill.

The document contains the following information:

- Instructions for entering
- 2012 Division and Categories
- Required files for entries
  - Work Plan requirements – listed by Division
  - Work Sample examples and accepted file types

### **Instructions for entering:**

Follow these steps to submit a completed entry.

#### **Step One: Select which communications programs you will enter.**

All entries for the 2012 program must have taken place sometime in 2011 and have measureable results. Then make sure you select the right division and category from the options below.

#### **Step Two: Register online using our contest website.**

The first time you land on our site, you will create a username and password. Once you create this unique username and password, the site will recognize you so that you can return to edit your entries.

#### **Step Three: Add your entries.**

Make sure you provide a title for your entries and add teammates, if applicable. (Remember, spelling counts!)

#### **Step Four: Upload files to your entry.**

See the section below for what files you must provide and accepted file types.

#### **Step Five: Verify your entries are complete.**

You can return to this page to edit names or other information before you submit your entry.

#### **Step Six: Submit your entry.**

This process requires two actions: 1) submit your entry for judging, and 2) submit your payment. Your entry is not submitted until you complete both of these actions. Once you submit an entry, you CANNOT go back and edit the entry.

## **2012 KC/IABC Bronze Quill Divisions and Categories:**

### **Division I: Communications Management**

Division I is for projects, programs and campaigns defined by a communication plan developed to achieve organizational objectives. Entries in this category must demonstrate the full range of planning and management skills – research, analysis, strategy, tactical implementation and evaluation.

Entries in the Communication Management Division will be judged as complete campaigns, considering both the sum of their parts and the technical excellence of individual components. Individual elements of a program, such as a brochure or a speech, may also be entered in the Communication Skills or Communication Creative divisions.

*\*Scoring: Entries in this division are judged 50 percent on the work plan and 50 percent on the work sample.*

### **1.1 Government Relations Programs**

Target government bodies and agencies and designed to shape legislation and political activities or action.

### **1.2 Community Relations Programs**

Target community audiences, including nonprofit and volunteer organizations.

### **1.3 Customer Relations Programs**

Target customer audiences, including customer-relationship management and customer research.

### **1.4 Media Relations Programs**

Target the news media.

### **1.5 Marketing Communication Programs**

Target marketing products and/or services to an external audience.

### **1.6 Issues Management and Crisis Communication Programs**

Target external and/or internal audiences to address issues with a significant impact on an organization, such as labor relations, crises, mergers, public policy and the environment.

### **1.7 Employee/Member Communication Programs**

Target employee or member audiences, including those focused on creating awareness, influencing opinion or behavioral change, ethics, morale, internal culture or change management.

### **1.8 Benefits Communication Programs**

Target employee or member audiences, including those dealing with health and welfare; savings and pension; stock and compensation; or recruitment and retention.

### **1.9 Strategic Communication Research Projects**

Brand and culture audits, employee and market research, competitive benchmarking and audience analysis

### **1.10 Special Events**

Mark a significant occasion, such as an anniversary celebration, official opening, product launch or employee appreciation.

## **1.11 Social Media**

If you have created a communication campaign that involves social media tools, you can enter your work for award recognition and feedback. These tactics include, but are not limited to:

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

## **Division II: Communications Skills**

Division II is designed for individual communication elements (publications, web sites, newsletters, etc.) that showcase technical skills such as writing, editing and design. Entries must demonstrate strategic alignment, the creative process and measurable results.

Work plans in this division should focus on the goals, objectives, audiences, implementation and results specific to this individual element, rather than a broader communication effort.

Individual elements entered in this division may also be entered as part of a larger program or campaign in the Communication Management Division.

*\*Scoring: Entries in this division are judged 40 percent on work plan and 60 percent on the work sample.*

## **2.1 Electronic and Digital Communication**

Computer-generated and/or delivered communications projects, including:

- Electronic newsletters
- Electronic annual reports
- Internet sites
- Intranet sites
- CD Rom or DVD
- Other

## **2.2 Audiovisual Programs**

Use sound, video, film, slides, CDs or a combination:

- One-time video program/overall production
- Ongoing video program/overall production
- Audio-only programs
- Slides with or without sound programs
- Films

## **2.3 Publications**

Internal or External in all formats, except electronic.

- One- to three-color magazines
- Four-color (or more) magazines
- Magapapers/tabloids

- Newsletters
- Annual reports
- Special publications

## **2.4 Written Original Material**

Completed for a particular project, includes:

- Features
- Editorials
- News writing
- Speeches
- Scripts
- News releases
- Technical writing
- Writing for online distribution

## **Division III: Communications Creative**

Division III is for individual elements that showcase creative talent and design in an essentially communication function. Entries must demonstrate innovation, creativity, strategic alignment and effective graphic communications.

Individual elements entered in this division may also be entered as part of a larger program or campaign in the Communication Management Division.

*\*Scoring: Entries in this division are judged 25 percent on work plan and 75 percent on the work sample.*

## **3.1 Publication Design**

Design of internal or external publications in all non-electronic formats, includes:

- One- to three-color magazines
- Four-color magazines
- Newspapers
- Magapapers/tabloids
- Newsletters
- Annual reports
- Brochures and leaflets

## **3.2 Other Graphic Design**

Design of an organizational brand identity or other graphic project (cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations, special signs, etc.) where design is the primary communication function, includes:

- Book and magazine covers
- Posters
- Organizational identity (logos, etc)
- Product labels and packaging
- Direct marketing (direct mailings, branded gifts, etc.)
- T-shirts

- Illustrations

### **3.3 Interactive Media Design**

Design of electronic and interactive media elements, includes:

- Internet site design
- Intranet site design
- CD-ROM or DVD
- E-cards, banner ads, buttons, pop-ups, etc.

### **3.4 Outdoor/3-D**

Signs, displays and devices created for a communication project, includes:

- Billboards
- Murals and public sculpture
- Outdoor and transport posters (for use at bus shelters, airport terminals, "wrapped" buildings and cars, etc.)
- Decorations, neon signs, awnings, street furniture, etc.

### **3.5 Photography**

Original photographs created for a particular communication project, includes:

- Single photo
- Photo essay

### **3.6 Advertising (Traditional Media)**

Creative and innovative use of advertising media, includes:

- Film/TV
- Radio
- Print

## **Division IV: Wildcard and Student Projects**

Division IV includes highlights unique initiatives or skills not specifically addressed in other divisions.

### **4.1 Penny-wise Communication**

Projects demonstrating fiscal responsibility in their creation and implementation. Entrants must submit budget requirements and final expenses.

*\*Scoring: Entries in this category are judged 50 percent on the work plan and 50 percent on the work sample.*

### **4.2 Most Improved**

Communication piece demonstrating significant improvement. Entries must include "before and after" information.

*\*Scoring: Entries in this category are judged 50 percent on the work plan and 50 percent on the work sample.*

### **4.3 Student Writing**

Article, speech or script written by a student.

*\*Scoring: Entries in this category are judged 40 percent on work plan and 60 percent on the work sample.*

#### **4.4 Student Communication Project**

Communication projects created as part of coursework.

*\*Scoring: Entries in this category are judged 50 percent on the work plan and 50 percent on the work sample.*

### **Required files for entries:**

Each entry must contain two files:

- The work plan, and
- The work sample.

If you do not provide both of these documents, you will be disqualified from the competition.

### **The work plan**

The work plan is an executive summary of your communication strategy that clearly outlines the strategic scope of your project.

**Technical Specifications:** Work plans must not exceed two typed pages (8.5 x 11, 3/4-inch minimum margins, minimum font size is 10 points). The work plan must be readable by our judges; please submit your work plan in a Microsoft Word or Adobe PDF file format.

### **Label your Work Plan with the following information at the top of the plan:**

1. Entrant's Name
2. Title of Entry
3. Division and Category
4. Entrant's Organization
5. Client Organization (if applicable)
6. Time Period of Project (When communication and evaluation took place)
7. Brief Description (One or two sentences describing the entry.)

### **Divisions I and II: Communication Management and Communication Skills**

In Divisions I and II, provide the following information in your work plan:

1. Need/Opportunity – How clearly does the plan identify the business need/opportunity and its effect on the organization?
  - Clearly define the problem or opportunity the organization faced, outlining any impact on performance, reputation, image, profit, participation, etc.
  - Explain how this project addresses the identified need or issues.
  - Highlight research, either formal or informal, that supported your analysis of the need/opportunity.

2. Intended Audience – Identify your primary audience and any others. Describe audience characteristics that were considered in developing your solution.
  - Describe audience key characteristics (needs, preferences, demographics) and their relation to tactics and strategy.
3. Goals and Objectives – Goals describe what you want to accomplish. They should be few in number, broad, future-oriented and aligned with organizational needs. They do not necessarily have to be directly measurable. Objectives should be realistic and measurable by outcomes such as quantity, time, cost, percentage, quality or other criteria.
4. Solution Overview – Summarize the project, outline the solution and the supporting logic.
  - Why did you do what you did? The solution should demonstrate your thinking, imagination and approach to problem solving.
  - Discuss how you involved stakeholders in developing the solutions.
  - Identify key messages.
  - Present the tactics and communication vehicles you used.
5. Implementation and Challenges.
  - Explain how you sold the plan to management/client, etc.
  - Provide timeframes.
  - Describe any limitations or challenges you faced in selling or implementing your ideas (judges are looking for flexibility and willingness to resolve problems and negotiate solutions).
  - Be sure to include your project budget. You will not be judged on the amount, but you should show efficient use of money.
  - Note any special circumstances that affected the final result and discuss how they were addressed.
6. Measurement/Evaluation – How did you measure results?
  - Results should be linked to one or more of your stated objectives. Results must be legitimate, thorough and convincing.
  - Measurement should demonstrate outcomes, not outputs. For example, if your media relations campaign was supporting a product roll-out, your measurements should be tied to sales targets, increases in qualified leads or other bottom-line measures, not just to number of clips or impressions, advertising value equivalents or other output measures. If your challenge was to improve employees' understanding of a major issue, you must show that their knowledge increased in part or in whole as a result of the communication plan you implemented.

### **Division III: Communication Creative**

In Division III, provide the following information in your work plan:

1. Project Summary – Provide an overview of the project. What business need or opportunity did your creative solution address?

2. Intended Audience – Identify your primary audience and any others. Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution.
3. Objectives – What were your creative objectives? What outcome did you target? How did your creative solution contribute to the business need or opportunity?
4. Key Message/Themes – What was most critical to convey? State your key messages or theme.
5. Creative Rationale -- Summarize the creative solution and the logic that supported it. Why did you do what you did? How does your solution demonstrate insight and imagination?
6. Results – In what way did you achieve your objectives? How did your solution affect the business need or opportunity? Demonstrate the effectiveness of your creative solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss your budget, resources and timeframes, and show efficient use of each.

#### **Division IV: Wildcard and Student Projects**

In Division IV, follow the work plan guidelines depending on which category you enter.

- 4.1 Penny-wise Communication – Division I
- 4.2 Most Improved – Division I
- 4.3 Student Writing – Division II
- 4.4 Student Communication Project – Division I

#### **The work sample**

The work sample can be one or many files that supplement your work plan. These files will vary by entry and category. You must enter at least one work sample, but no more than five.

**Technical Specifications:** Our online competition only allows certain file types. If you cannot find the file type of your work sample, you must convert the file into another format before you can submit your entry. The work sample must be viewable by our judges.

Please submit your work sample in one of the approved file formats:

- .doc
- .html
- .jpeg
- .jpg
- .mov
- .mp3
- .mp4
- .pdf
- .png
- .ppt
- .wav

- .wma
- .wmv

If it is not possible to convert your files, or if it significantly limits your ability to showcase your work, you can petition the Bronze Quill director at [kc-bronzequill@iabc.com](mailto:kc-bronzequill@iabc.com).

Please note that we have limited the file types so that all or most judges can view your sample on Windows or Macintosh equipment and software.

### **More about work samples**

For web sites, provide the URL or IP address in your entry. For intranets or “limited, secured access” sites, either provide registration instructions, account name and password or “screen shots.” You may also consider submitting a “Tour of Work Sample” (five minutes or less) video if access could be a barrier to evaluation, or if the site will change after submission.

Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided.

Publications – Submit three consecutive issues in each entry. For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication in your work plan.

Photography – Submit entries in the context in which they were used. For print media, submit the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards, or other cases where size is prohibitive, submit a file of the entire project and one close-up image.

Programs and campaigns – Submit a complete, concise entry that meets the new limitations. Enclose representative samples of multiple program elements. Submit color photographs of large or bulky samples.

Writing samples – Provide a tear sheet or other evidence of use. For recurring features or columns, send three different samples as a single entry. For scripts, submit document entries.

**\*Scholarship entries:** Please follow these guidelines for the scholarship entries. Selection of the overall winner will be decided by the judges in attendance. If appropriate, finalists will be chosen based on overall scores and the judges will choose the scholarship winner from an open discussion of the work.