

2012
Houston
Bronze Quill
*Showcase
Reception and
Awards Gala*

Call For Entries.



BRONZE
QUILL
2012

HOUSTON

*May 8, 2012
The Junior League of Houston*



2012 IABC HOUSTON BRONZE QUILT AWARDS

Bronze means something.

Yeah, we know. There are shinier, more precious metals. But the Houston Bronze Quill represents the best of the best.

The IABC Houston Bronze Quill competition is Houston's gold standard. You can be sure your work will be evaluated by some of the top communicators in the country. Walking away with a Bronze, in this town, is a very big deal. You can be very proud of what you accomplished; your boss or clients will be impressed, and it's a nice addition to your resume or portfolio.

SO . . . what are you waiting for? We know you have a project or two you were proud of in 2011. All that's left is to fill out an entry form, then sit back and wait for the kudos to roll in.





ENTRY CRITERIA, FEES AND DEADLINES

How Are the Entries Scored?

Judges rate both your work plan and your sample.

- Communication Management Entries
Work Plan: 80% | Work Sample: 20%
- Communication Skills Entries
Work Plan: 25% | Work Sample: 75%
- Communication Creative Entries
Work Plan: 5% | Work Sample: 95%

Who Can Enter?

Bronze Quill is open to all communications professionals, including freelancers and those working in agencies, nonprofit organizations or corporations. You do NOT have to be an IABC member to enter the competition or attend the awards gala, but members do receive a discount for both entry prices and event reservations.

To take advantage of this discount, pause now to join [IABC International](#), one of the most robust, full-service professional organizations in the world.

What Can Be Entered?

- Original material that was produced and/or measured in 2011. If you started a project in 2010, but some element of the project carried over into 2011 (e.g., measurement of its success occurred in 2011), then it's eligible.
- Materials/projects that have the stated permission of clients and other key project participants (when applicable). We appreciate that surprising the client with a winning entry may seem like a great idea, but in order to maintain our ethical standards, we need to ensure that the client has given you permission to enter their project into our competition. It doesn't have to be anything fancy — a printout of a simple e-mail will suffice.

PROPRIETARY INFORMATION WILL BE HELD AND CIRCULATED RESPONSIBLY.



How Will the Judging “Process” Work?

Each project you enter in Houston Bronze Quill will be assigned a unique ENTRANT ID Number and a unique Entry Code for each entry. Judges, who view all entries online, will use this same code to report your scores. Just as with paper entries, there is an expandable open space for judges’ comments, and our guidance to this year’s judges will better cover the kind of information that is useful in each category.

Each entry will be reviewed by two judges and the final scores will be averaged. Scores above 5.25 will receive an Award for Merit; above 5.75, an Award for Excellence. In addition, the entry receiving the highest score in each division will receive an additional Best in Division Award.

What Is the Entry Deadline?

ALL entries must be received by Thursday, March 1, 2012. The Early Bird Deadline (with entry discount) ends on February 23.

Entry Fees and Deadlines

	Early Bird Deadline Thursday February 23, 2012	FINAL Deadline Thursday March 1, 2012
Member first entry	\$80	\$105
Member additional entries	\$65	\$90
Non-member first entry	\$105	\$125
Non-member additional entries	\$90	\$110
Student member each entry	\$20	\$30
Student non-member each entry	\$35	\$45

Bronze Quill Gala and Preview Showcase

When you enter, be sure to also mark your calendar for the Bronze Quill Gala and Preview Showcase, scheduled for 6 p.m. on Tuesday, May 8, 2012.

Want to Speak with a LIVE Person?

Our 2012 Bronze Quill Co-Chairs are Mary Hardin Francis and Anne Mrok-Smith. You can reach them via email at houstonbronzequill@gmail.com.
Phone Mary at 281-370-6927, or Anne at 713-302-6774.



HOW TO ENTER

Choose a Category

There are 27 categories grouped in three divisions:

- Division 1: Communication Management
- Division 2: Communication Skills
- Division 3: Communication Creative

Students can enter any of the above categories, but at the student rate.

Simply follow the instructions for the Division/Category of your choice.

Review the full list of divisions and categories below and select the appropriate distinctions for your entry. Selecting the right category can be integral to your success.

Write Your Work Plan

Even though ALL entries will be submitted electronically, as .pdf files, the work plan must still adhere to these formatting standards:

- 10-point minimum font size
- Single-column (paragraph format) with no less than ½-inch margins on all sides
- Set up to print on 8 ½ by 11 inch paper

Work plan document length must not exceed the following (page count by division):

- Division 1: Communication Management
Maximum work plan length: four (4) pages
- Division 2: Communication Skills
Maximum work plan length: three (3) pages
- Division 3: Communication Creative
Maximum work plan length: two (2) pages

ALL information for each entry should be submitted in .pdf format.

- Work plan
- Work sample(s)

If the work sample cannot be reduced to .pdf format, you may submit a hyperlink for online viewing of your content. The hyperlink(s) should be clearly identified and submitted at the bottom of the work plan. Examples by Division and Category can be found below.



Each work plan should begin with these details:

- Entrant's name
- Entrant's or company's name as you/your company want it to appear in engravings, press releases and/or announcement of winners
- Title of entry, as you want it to appear in all public summaries
- Division and Category
- Submitting organization's name
- Client organization or outside agency (if applicable)
- Time period of project (specifically when the project took place)
- BRIEF description of the project (one or two sentences describing your entry)

Your entry should contain all the following information, depending on the Division/Category you are entering.

*NOTE: Use the additional tips and suggestions in the **Marks of a Winner** section to optimize your work plan and maximize your chances of winning.*

• **Division 1: Communication Management**

Maximum work plan length is four (4) pages printable on 8 ½ by 11 inch paper

• **Division 2: Communication Skills**

Maximum work plan length is three (3) printable pages

- Need/Opportunity
- Intended Audience/Stakeholders
- Goals and Objectives (Hint: Goals are more general in nature; objectives should refer to quantifiable, measurable results.)
- Solution Overview
- Implementation and Challenges
- Measurement/Evaluation of Outcomes (Hint: Tie these to your Goals and Objectives.)

• **Division 3: Communication Creative**

Maximum work plan length is two (2) printable pages

- Project Summary
- Intended Audience/Stakeholders
- Objectives (tangible and quantifiable if possible)
- Key Messaging Strategy
- Creative Rationale
- Measurement/Evaluation of Outcomes (how the Objectives were achieved)



Prepare Your Work Sample .pdf File (with Supporting Files as Needed)

Technical Specifications

The work sample is the supporting material illustrating your communication program (e.g., videotapes, publications, design work, writing series, photography, computer programs). You may also include scripts, an executive summary of the research results and/or the media buy. Your work sample should represent the scope of your work.

Electronic/digital elements. Electronic and interactive work samples should be viewable on both Windows and Macintosh platforms. If this is impossible, please insert a prominent note in your work plan to warn the reader which platform they will need to view your entry.

For Internet sites or web pages, add a section at the bottom of your work plan containing the URL or IP address of the entry. For intranets or “limited, secured access” sites, provide within this section any necessary registration instructions, account name or password. Consider submitting a link to a five-minute or shorter “Tour of Work Sample” on an open website if access could be a barrier to evaluation, or if the site will change after submission.

All hyperlinks must be embedded in a your work plan as part of your submitted work sample. DO NOT insert hyperlinks into the body of your email – the judges will never see them.

Electronic entries will be disqualified if they contain viruses, if they disable or require disabling any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided. It would be good to summarize your electronic content (e.g., include a screen shot with caption, a storyboard of select scenes and/or script) in your work plan.

Large and heavy items (e.g., displays, billboards, sculptures). Send color photographs (in .pdf format) for items of this type.

Publications. Submit three consecutive [.pdf sample] issues as one entry (this is for both printed and electronic versions). For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication (e.g., monthly, quarterly, semiannual) in your work plan.



Publication formats are defined as follows:

- **Magazines.** Printed on coated or glossy paper, generally 8 ½ by 11 inches, saddle stitched or perfect bound.
- **Newspapers.** Printed on newsprint, most are approximately 16 by 23 inches.
- **Magapapers/tabloids.** Printed on coated or high-quality paper, generally 12 by 14 inches or larger.
- **Newsletters.** Printed on newsprint or glossy paper, smaller in size than newspapers or magapapers, generally four (4) to eight (8) pages on 8 ½ by 11 inch paper.
- **Photography.** Submit your entry in the context in which it was used. For print media, submit a .pdf of 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 digital photograph of the entire project and one close-up photo.
- **Programs and campaigns.** Submit a complete, concise entry. Enclose a representative electronic sample of multiple program elements, to include digital photographs of outsize or bulky items.
- **Writing samples.** Provide a tear sheet or other evidence of use. For recurring features or columns (Category 20), send three (3) different samples as a single entry. For scripts (Categories 18 and 20), submit typed entries on 8 ½ by 11 inch paper.
- **DVDs.** Submit programs in the standard format appropriate to your region.

CATEGORIES

Division 1: Communication Management

The Communication Management division covers projects, programs and campaigns that are guided by a communication strategy. 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 combination of communication materials.

Note: Individual elements of a communication program, such as brochures, websites and newsletters, can also be entered separately in the **Communication Skills** or **Communication Creative** divisions.

Details to include in your work plan:

- Describe the need or opportunity for the project. Why were you asked to do what you did and how would it benefit the organization and the audience?



- Describe your audience. Was there anything unique about your audience that you needed to consider when developing your solution?
- State your **SMART** goals and/or objectives. **Specific, measurable, actionable, realistic** and **timely** goals go a long way to demonstrate your understanding of the communication process.
- Describe your solution. Why did you do what you did?
- How was your solution implemented? Were there any challenges or limitations? What was your budget? Did you learn any lessons?
- Were you able to measure the success of your solution? Remember to tie this back to your SMART goals.

What the Judges Look for

Judges look at how well your solution is conceived and executed in relation to your desired goals and objectives. Judges also assess the quality of your work sample. Your work plan is 80 percent of your score! The more details you provide to demonstrate your award-winning capabilities, the better our judges will be able to assess your work.

- **Category 1: Government Relations**

Programs targeted at government bodies and government agencies.

- **Category 2: Community Relations**

Programs targeted at community audiences, including nonprofit and volunteer organizations.

- **Category 3: Customer Relations**

Programs targeted at customer audiences, including customer relationship management and customer research.

- **Category 4: International Communication**

Programs targeted at international audiences, including multinational consumers, companies or international organizations, as well as programs undertaken by multinational bodies (such as the European Union or MERCOSUR).

- **Category 5: Media Relations**

Programs that used the news media as the main channel for reaching target audiences.

- **Category 6: Multi-Audience Communication**

Programs targeted at more than one internal and/or external audience.



- **Category 7: Marketing Communication**

Programs aimed at marketing products and/or services to an external audience.

- **Category 8: Issues Management and Crisis Communication**

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

- **Category 9: Employee/Member Communication**

Programs targeted at employee or member audiences. This category includes programs that create awareness and influence opinion or behavioral change, and those focused on management communication, ethics, morale, internal culture or change management.

- **Category 10: Human Resources and Benefits Communication**

Programs targeted at employee or member audiences that deal with health and welfare, savings and pension, stocks and compensation, or recruitment and retention.

- **Category 11: Strategic Communication Processes**

Programs that develop new strategic approaches to communication within an organization. They may include brand and culture audits, strategic messaging, employee and market research, competitive benchmarking, and audience analysis. This category also includes training programs that enhance communication within an organization or among key audiences.

- **Category 12: Brand Communication**

Includes strategies for new brands and for repositioning existing brands. Winners in this category demonstrate the research used to shape brand changes. Programs include brand architectures, changes to corporate identities and design solutions that address the challenges of brand communication.

- **Category 13: Special Events – Internal or External**

Includes any event that marks a significant occasion that supports the goals of an organization. For example, an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event would be eligible.

- **Category 14: Social Responsibility**

Programs targeted at communities, governments or funding agencies.



Programs in this category address sustainable development or other economic, social or environmental issues. They include programs for international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and indigenous and heritage protection.

Entries in this category may also include programs that feature educational entertainment, used in places where a single medium (e.g., radio or television) may be the only way to convey societal change messages to a large population.

• **Category 15: Multilingual Communication**

Programs targeted at bilingual and/or multilingual audiences, including non-native language speakers.

• **Category 16: Electronic and Digital Communication**

Targeted at computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. These tools include electronic newsletters, electronic annual reports, websites and intranet sites. This category includes predominantly one-way electronic communication (i.e., published content that audiences access online). Please consider carefully whether your program fits this category or Category 17: Social Media.

• **Category 17: Social Media**

Targeted at programs that encompass a quickly evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices are intended to engage an audience (whether internal or external) in conversation, rather than broadcast information in one direction.

The tools and techniques currently available include (but are not limited to):

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

*Want to enter a social media campaign but think it will fit better in a category in the **Communication Skills** or **Communication Creative** divisions? That's fine, as long as you understand the fit and the differences in the way the work plan is presented.*



Division 2: Communication Skills

The **Communication Skills** division includes communication products (e.g., publications, advertising, websites, newsletters) that showcase technical skills such as editing, writing and design. In addition to overall excellence, entrants must demonstrate creativity, measurable results and strategic alignment with their organization's business goals.

*Note: An individual communication product may also be entered as part of an overall program in the **Communication Management** division.*

Details to include in your work plan:

- Describe the need or opportunity for the project. Why were you asked to do what you did and how would it benefit the organization and the audience?
- Who was your audience and what made them unique or challenging?
- Describe your solution. Why did you do what you did?
- What were the outcomes?

What the Judges Look for

The good news is that your work sample is worth 75 percent of your score, so consider submitting pieces that show you are deserving of being recognized as the top in your field. To earn the 25 percent of your work plan score, you need to tell the judges why your solution was so successful and how it related to your stated objectives and SMART goals.

Demonstrating an understanding of your audience—how your work successfully met their needs—is a key component. Include feedback from the audience or client on the success of your solution.

• **Category 18: Electronic and Digital Communication**

This category includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. This category includes predominantly one-way electronic communication: published content that audiences access online. This would include:

- Electronic newsletters
- Electronic annual reports
- Websites
- Intranet sites

• **Category 19: Audiovisual**

Programs in this category use sound, video, film, slides, CDs, or a combination



of these elements. This includes projects such as:

- Video programs/overall productions
- Audio-only programs
- Slide-and-sound programs
- Films

• **Category 20: Publications**

This category includes internal or external publications in all formats except electronic. Examples include:

- Magazines (one color or more)
- Newspapers
- Magapapers/tabloids
- Newsletters
- Annual reports
- Special publications

• **Category 21: Writing**

This category encompasses original material written for a particular communication project. This includes:

- Personality profiles
- Recurring features or columns
- Stand-alone features
- Editorials
- Advertorials
- Interpretive/expository articles
- News articles
- Speeches
- Scripts
- News releases
- Sales promotion and marketing
- Technical writing
- Writing for online distribution

Division 3: Communication Creative

The **Communication Creative** division includes projects that showcase creative talent and design that also perform communicative functions. Redesign projects are also included in this division. Entrants must demonstrate innovation, creativity, strategic alignment with an organization's business goals, and effective visual communication.

*Note: An individual product may also be entered as part of an overall program in the **Communication Management** division.*



Details to include in your work plan:

- Describe the need or opportunity for the project. Why were you asked to do what you did and how would it benefit the organization and the audience?
- Describe your solution. Why did you do what you did?
- What were the outcomes?

What the Judges Look for

In this category, your work sample comprises 95 percent of your score, so it should be stellar. Depending on your category, the judges will be looking for solutions that demonstrate the best of the best – a “wow” factor that not only meets the needs of your audience or client, but also shows your ability to push the boundaries of creativity and innovation, achieve technical excellence and/or burst with imagination.

*Note: Even though the work plan for creative entries counts for only 5 percent of your total score, judges still look for intentionality, organization, and any information to indicate how you (or your client/company) will measure the success of this project. See **Marks of a Winner** for additional tips and suggestions.*

• **Category 22: Publication Design**

This category is for design of internal or external publications in all formats, including electronic.

These publications include:

- Magazines (one or more color)
- Newspapers
- Magapapers/tabloids
- Newsletters
- Annual reports
- Brochures and leaflets
- E-newsletters
- Special publications

• **Category 23: Other Graphic Design**

This category is for projects that involve creating an organizational brand identity or other graphic project where design is the primary communication function. This includes cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and/or special signs, etc. that appear in:

- Book and magazine covers
- Posters
- Organizational identity materials (e.g., logos)
- Product labels and packaging



- Direct marketing (e.g., direct mailings, branded gifts)
- 3-D materials (e.g., T-shirts)
- Illustrations

• **Category 24: Interactive Media Design**

Design of electronic and interactive media elements refers to interactive products that are used with a computer. This includes:

- Website design
- Intranet site design
- CD-ROMs or DVDs
- E-cards, banner ads, buttons and pop-ups

• **Category 25: Outdoor/3-D**

These products are intended for the general public and must be located outdoors. Examples include:

- Billboards
- Murals and public sculptures
- Outdoor and transport posters (e.g., for use at bus shelters, airport terminals, “wrapped” buildings and cars)
- Decorations, neon signs, awnings, street furniture

• **Category 26: Photography**

Original photographs created or commissioned for a particular communication project. This includes:

- Single photos
- Photo essays

• **Category 27: Advertising (Conventional Media)**

Entries in this category demonstrate creative and innovative use of traditional advertising media. This includes:

- Film/TV
- Radio
- Print



MARKS OF A WINNER

Additional Tips to Set Your Work Plan Apart from the Rest

Work Plans, by Division

Division 1: Communication Management, and Division 2: Communication Skills

Complete the core elements of your work plan by providing the following information, using the headings provided:

1. **Need/opportunity.** Describe the need or opportunity that your communication work addressed. Clearly describe the issues the organization faced, outlining any impact on performance, reputation, image, profits or participation. Highlight any formal or informal research findings that supported your analysis of the need or opportunity.
2. **Intended audience/stakeholders.** Identify your primary and other audiences. What was the audience mindset? Describe the key characteristics (e.g., needs, preferences, demographics) that you took into account in developing your solution. Describe any research you did.
3. **Goals and objectives.** Goals describe what you want to accomplish. Choose just one or two key goals oriented to the future needs of the organization. Very often, the measures are financial, but not always. Objectives should be realistic and measurable by outcomes such as quantity, time, cost, percentages, quality or other criteria.
4. **Solution overview.** Summarize the project, outlining the solution and the logic that supported it. Tell us why you did what you did. The solution should demonstrate your thinking, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify key messages. Present the tactics and communication vehicles you used.
5. **Implementation and challenges.** State your project budget. It does NOT matter if it was small! Show that you made efficient use of money. Discuss time frames. Describe any limitations or challenges that you faced in selling and implementing your ideas (judges look for flexibility and a capacity to resolve problems and negotiate solutions). Note any special circumstances and discuss how they were addressed.
6. **Measurement/evaluation of outcomes.** How did you measure results? Every



result should be linked to one or more objectives. Results must be valuable, thorough and convincing. Measurement should demonstrate outcomes, not outputs. For example, if your media relations campaign was in support of a product roll-out, you should measure attainment of sales targets and the number of qualified sales leads or other bottom-line figures, not just the number of clips and impressions, advertising value equivalent or other output statistics. If your challenge was to improve employees' understanding of an issue, you must show that their knowledge increased, in part or in whole, as a result of the communication plan you implemented.

Division 3: Communication Creative

Your work plan must provide the following information, using the headings provided:

1. Project summary. Give an overview of the project. What business need or opportunity did your creative solution address?
2. Intended audience/stakeholders. Identify your primary and other audiences. Describe the key characteristics (e.g., needs, preferences, demographics) that you took into account in developing your solution. Describe any research you did.
3. Objectives. What were your creative objectives? What outcome did you target? How did your creative objectives contribute to the business need or opportunity?
4. Key message strategy. 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. Tell us why you did what you did. Describe how your solution demonstrates insight and imagination.
6. Measurement/evaluation of outcomes. In what way did you achieve your objectives? How did your creative 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 time frames, and show efficient use of each.

COMPLETE YOUR ENTRY FORM AND ASSEMBLE YOUR ENTRY

Assemble Your Entry

This year we've really worked to further simplify and streamline the entry process.

- Complete your entry form online by going to www.orgtoolkit.com/bqhouston.



With our new “shopping cart” capability, you can submit as many entries as you or your organization wish, and make only one online credit card payment for all.

- You will receive a separate email for each entry, providing you an Entry ID Number AND a Confirmation Number (unique to each entry).
- Start an e-mail to houstonbronzequill@gmail.com. The subject line should read IABC Houston Bronze Quill Entry, and include both your Entry ID Number and ONE unique Confirmation Number. You will submit a separate email for each entry.
- **Attach your work plan in .pdf format.** Remember to include the Entry ID Number and the unique Confirmation Number at the top of each work plan. **Attach low-res .pdf copies of your work sample.** If your work sample content is found online, add a section in the work plan for the URL or IP address to any online content which cannot be provided in .pdf format. You may also provide screen shots of the website within your .pdf document.

Remember: For any hyperlink you may submit, that URL must be functioning in order for our judges to review your sample. Your work sample does not have to include every piece, so pick elements that best demonstrate the quality of your project.

- That’s it – you’re done!

RESERVE YOUR SEATS FOR THE BRONZE QUILL GALA! MAY 8, 2012

We have some great plans in the works for this year’s presentation dinner – to make it more truly a GALA. We’re sure you’ll love our choice for Executive Communicator of the Year, the redesigned Entry Showcase and some truly unique musical entertainment.

The bottom line: we’re committed to making our awards presentation event as polished and professional as the people and companies we will honor. We’re “kickin’ it up a notch,” and we hope you’ll join us for this special evening.

Until midnight on March 1, receive a discount on all tickets (to include Table Tickets) to the Gala and Preview Showcase by purchasing them before the competition entry deadline!

The Gala will be held on Tuesday, May 8, 2012 at The Junior League of Houston.
[Click here to register.](#)