# BRONZE QUILL
## TULSA

## ABOUT IABC/TULSA

The Tulsa chapter of the International Association of Business Communicators (IABC/Tulsa) is a professional communications organization made up of some of the leading communicators in the Tulsa, Bartlesville and Northwest Arkansas areas. We are a group of communications professionals with expertise in internal and external communications, public relations, graphic design, marketing, financial communications and more.

IABC/Tulsa is dedicated to providing value to members through high-profile professional development events and unique networking opportunities. The chapter provides unique professional development opportunities to our members including a program of dynamic topics featuring local and international subject matter experts and thought leaders.

IABC/Tulsa has received international recognition as one of the top IABC chapters in the world, winning three consecutive Small Chapter of the Year awards in 2011, 2012 and 2013, and recognition as the 2013 International Chapter of the Year.

Visit www.iabctulsa.com for more information.

## QUICK FACTS ABOUT BRONZE QUILL

- Choose from four divisions and 32 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.

## TOP 10 REASONS TO ENTER IABC/TULSA'S BRONZE QUILL AWARDS

1. Learn how to create a strategic communication plan that demonstrates your skills in analytical thinking and creative implementation.

2. Be recognized for your work by colleagues and employers and have solid evidence that you're one of the best at what you do.

3. Earn credibility and a reputation for excellence.

4. Elevate the standard of professional communication in your organization.

5. Build your résumé and open doors that lead to speaking engagements and new job opportunities or clients.

6. Increase your professional knowledge.

7. Enhance the reputation of your team and organization, both internally and externally.

8. Make your team and your CEO proud of effective work championed by a best practice organization.

9. Show that you can compete with the best of the best.

10. Use the feedback from our local IABC chapter awards to enter an even stronger submission at the regional and international levels.

# HOW TO ENTER

All entries must be submitted though the online judging system – www.iabctulsa.awardsplatform.com.

Please make sure you have your work plan and work sample files ready for upload. Your work plan should 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 5 MB in size.

## THE RULES

- 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, a template is available at www.iabctulsa.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.

## ENTERING 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 materials that illustrate 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.

## ENTERING 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 www.iabctulsa.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 5 MB.

## STUDENT ENTRIES

A student or a group of students may submit entries. At the time the work was created, the student must have been attending school full time or part time, working toward a degree at a college, university or other educational institution. Entrants who were enrolled as a student but have professional communication experience or are employed in the communication profession must submit their entry as a professional member or non-member.

Work produced for educational courses, a club or volunteer association, an internship, or commercial and non-commercial activities, including work for an IABC chapter or region, is eligible for submission. Professors, lecturers or advisers may not enter on behalf of a student.

## JUDGING CRITERIA

All entries must be submitted though the online judging system.

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.

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 criteria:

### 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.

# 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.*

*(Note: 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 and security issues within an organization
- May be directed at internal or external audiences, or integrated campaigns

### 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 digital or printed material

## CATEGORY 11: GOVERNMENT RELATIONS AND PUBLIC AFFAIRS

- 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: 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 13: FINANCIAL COMMUNICATION AND INVESTOR RELATIONS

- 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
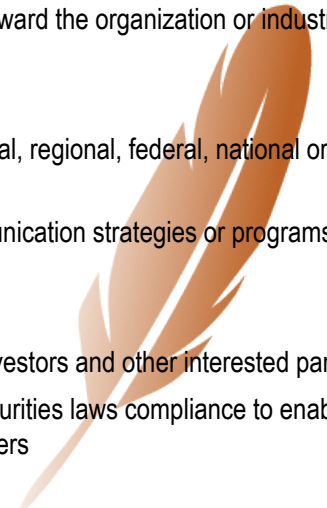
## CATEGORY 14: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

- 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

### **NEW** CATEGORY 14-B: COVID-19 RESPONSE & RECOVERY MANAGEMENT AND COMMUNICATION

- — COVID-19-related programs targeted at external and/or internal audiences that address crisis, business continuity or issues or attitudes that have a significant impact on an organization, such as shuttering/re-opening businesses, furloughing/laying off staff, redesigning business operations
- — Programs may demonstrate both proactive planning and preventive action during the pandemic and/or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization

## CATEGORY 15: 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 16: NONPROFIT CAMPAIGNS

- Programs recognizing the particular challenges of the nonprofit sector
- Promotes nonprofit 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
- May be directed at internal or external audiences, or integrated campaigns

### **NEW** CATEGORY 17: DIVERSITY AND INCLUSION

- — Campaigns or programs of work aimed at building a culture of inclusion for an organization, with internal and/or external stakeholders
- — Entries must focus on the communication elements of D&I programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance D&I aims

## 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. A clear understanding of why the research was needed demonstrates its strategic value to an organization.*

### 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.*

*Entries in this division must demonstrate:*

- *Alignment of learning outcomes to goals and objectives*
- *Alignment of assessments to specific learning outcomes*
- *Theories and practices of educational excellence*
- *Impact outside the classroom*

### 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 tied to objectives.*

### CATEGORY 23: SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special or experiential 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: COMMUNICATION FOR THE WEB

- Online communication vehicles that are produced for internal or external audiences
- Electronic and interactive communication channels such as websites, intranets, online stores and microsites

### CATEGORY 25: AUDIO/VISUAL

- Communication vehicles produced using sound, images, video, apps, film, slides, CDs or a combination of these elements
- May include video, audio, webinars, podcasts, PowerPoint or other presentations, infographics, interactive content and films; does not include advertising commercials or websites

### **UPDATED** CATEGORY 26: SOCIAL MEDIA

— 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, Facebook and Instagram, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube, enterprise social networks such as Yammer, Slack and Jive, and virtual networking platforms

### CATEGORY 27: PUBLICATIONS

- Publications produced for internal or external audiences in all formats, including hard copy and electronic, including online publications
- May include magazines, blogs, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising collateral, and similar material

### CATEGORY 28: 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, perform an action or purchase goods or services

— May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the web

### Nonprofit Writing

— Material written to promote nonprofit organizations, including IABC regional and chapter events

### Writing – Special Projects

— Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

## CATEGORY 29: COMMUNICATION SKILLS, STUDENT ENTRY

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

## QUESTIONS

If you have any questions, email awards@iabctulsa.com.