



International Association
of Business Communicators
Southern Region

2016 IABC SOUTHERN REGION

SILVER QUILL



CALL FOR ENTRIES

IABC Southern Region's annual awards competition, Silver Quill, is the chance for regional communication professionals to step up and be recognized for their achievements. Covering 28 streamlined categories aligned with the international IABC Gold Quill Awards, this is also a chance to ladder up to the next competition without rewriting your work plan.

Rather than being judged against other submissions, your entry is evaluated on its own merits using criteria of IABC's Global Blue Ribbon Panel. So this is a great opportunity to take your game to the next level, advancing your career as you receive valuable feedback from seasoned professionals. Take advantage of the chance to elevate your thinking, hone your skills and create award worthy work for your audience every day.

Now's the time to step up and be counted among the best in your profession.

WHO CAN ENTER:

All communicators, including students, in IABC's Southern Region.

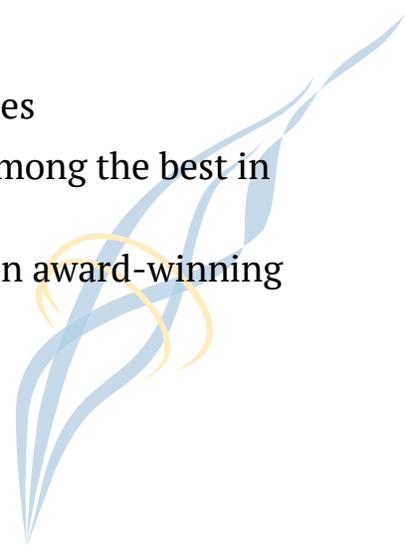
WHAT YOU CAN ENTER:

Work implemented, published or broadcast between January 1, 2015 and the day of submission.

Entries may be large or small projects from corporate and educational departments, agencies or sole practitioners.

WHY YOU SHOULD ENTER:

- Learn to create a strategic entry demonstrating analytical thinking and creative implementation
- Fine tune your skills with expert feedback from senior professionals
- Make a name for yourself in the communications profession and position your career for advancement
- Gain credibility for an increase in your communications budget
- Gain recognition for your communication excellence
- Build your résumé and open doors that lead to new opportunities
- Show your employer and clients that your work is considered among the best in the region
- Walk away with a trophy to proudly display that declares "I'm an award-winning communicator"



WHEN TO ENTER:

Enter by Monday, August 15, 2016 at 11:59 PM (PST) for the final deadline or Monday, August 22, 2016 at 11:59 PM (PST) for the late deadline.

ENTRY FEE:

Deadlines:	Final	Late
IABC Members:	\$150	\$175
Non-members:	\$180	\$210
Student Member:	\$40	\$45

If you're not an IABC member, save money and become a member today! It's easy – just go to <https://www.iabc.com/membership/> for more information on the benefits of IABC membership.

PICK UP YOUR AWARD IN PERSON AND MOVE ON TO THE GOLD QUILL!

Plan to attend IABC's Southern Region Conference, ***connect16*** in Atlanta, Georgia October 13-14, 2016 where Silver Quill Award winners will be announced and celebrated.

Ladder up from the regional to the global stage by submitting your winning entry in IABC's 2016 Gold Quill Awards. The judging score sheet, divisions and categories, and award levels are aligned to make it easy.



PREPARING YOUR ENTRY:

STEP 1: SELECT YOUR CATEGORY

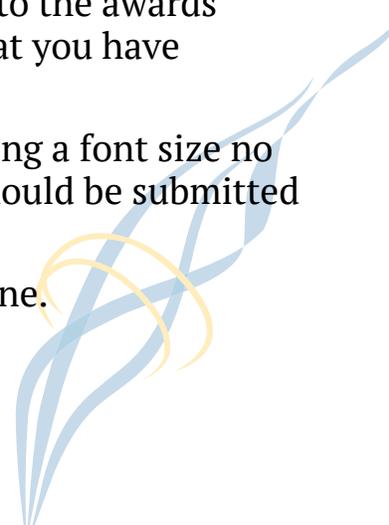
Review the list of 28 categories grouped into four divisions: *Communication Management, Communication Research, Communication Training and Education* and *Communication Skills*. Be sure that the category is appropriate for your entry. Categories help the judges assess whether the entry achieved its goals. Judges recognize that some entries fit in several categories and may permit latitude in such cases. However, if your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee won't be returned.

While the same project, or parts of a project, may be submitted in different categories, you should create a distinct work plan for each entry. You may submit as many entries as you wish, but separate fees apply for each entry.

Student submissions must be made in the student category in each division. For these entries, 35 percent of the score will be based on the work plan and 65 percent on the work sample. If you wish to be scored as a professional, you must choose the appropriate category and pay the regular member or non-member fee.

Selecting the right category can be integral to your success. If you are unsure, please contact awards@iabcsouthern.com.

DOUBLE-CHECK YOUR ENTRY! ENTRIES THAT DO NOT MEET THESE REQUIREMENTS RISK DISQUALIFICATION:

- Work must have been implemented, published or broadcast between January 1, 2015 and the day of submission.
 - The entry must not depend mainly on syndicated, borrowed, reprinted or stock material.
 - The client must have given permission to enter their project into the awards competition. You will be asked on the entry form to confirm that you have permission.
 - 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 0.5 inch and should be submitted in PDF format only.
 - All entries and fees must be submitted online before the deadline.
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STEP 2: WRITE YOUR WORK PLAN

The work plan describes your project's communication program, how it was developed, and what you intended to achieve. Create a tailored work plan for each entry. Do not write one work plan and submit it for more than one category.

LIST THESE EIGHT POINTS OF IDENTIFICATION AT THE TOP OF YOUR WORK PLAN – NOT ON A SEPARATE PAGE:

1. Entrant's name: This must be the name of one person who was principally responsible for the development, management and execution of the entry. The entrant's name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.

2. Entrant's role

3. Entrant's organization: The name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.

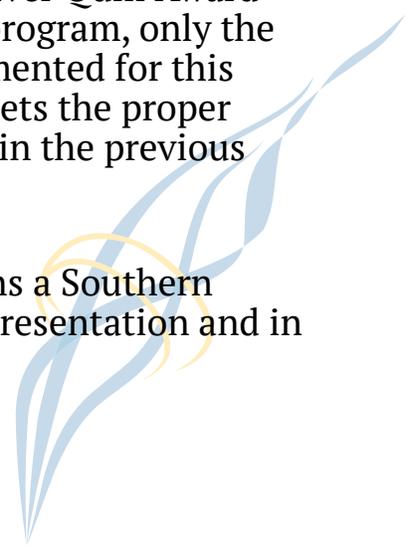
4. Team Members: List any team members (if applicable). **Please note:** Suppliers or partners who contributed significantly to an entry's creative should be acknowledged when winners provide additional names for recognition (i.e., photographers, graphic designers).

5. Division and Category that accurately reflect the work being entered (i.e., Division 1, Category 1 – Internal Communication).

6. Title of entry that effectively represents the work being entered.

7. Time period of project: Specify when the communication project took place. Only work implemented, published or broadcast between January 1, 2015 and the day of submission is eligible. It must be work that has not already won a Silver Quill Award in the category being entered. If the entry is a multiyear campaign/program, only the materials related to the measurable (and/ or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in the same category in the previous year.

8. Brief description in one or two sentences. If your submission wins a Southern Region Silver Quill Award, this summary may be used at the award presentation and in various communications.



ORGANIZE YOUR WORK PLAN WITH THE FOLLOWING HEADINGS AND ADDRESS THE BULLETED INFORMATION.

Business Need and Communication Opportunity

- Explain the business and communication environment including specific challenges that have occurred.
- Align the communication opportunity and the business need by explaining how the project helped the organization.
- Use research to substantiate the need and inform the direction of the communication strategy.

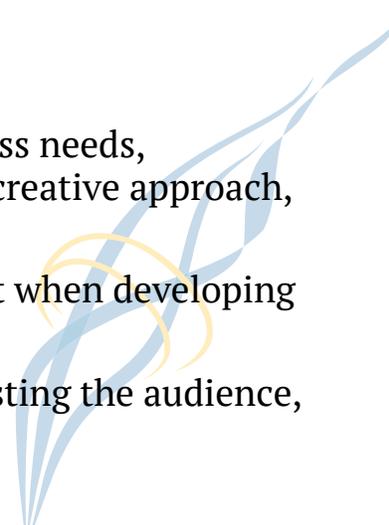
Stakeholder Analysis

- Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues.
- Include audience research that identifies characteristics, mindset, preferences and needs, and provides insight to the strategy.
- Discuss how relevant factors will influence the communication strategy and tactics.

Goals and Objectives

- Distinguish between objectives, tactics and an approach to the issue.
- Align the communication goal and objectives with the business need.
- Establish measurable, relevant objectives that are stated as communication outcomes.
- Align objectives with the stakeholder analysis and the business need.
- Ensure that objectives will produce an effect on the stated business needs.

Solution Overview

- Demonstrate strategic thinking, clearly explain how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media and communication channels.
 - Demonstrate that the audience analysis was taken into account when developing key messages for each group identified.
 - Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline.
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- Demonstrate that the communication solution is aligned with the business needs.
- Ensure your work plan refers to your work sample and assists the evaluators in navigating through your entry and finding the examples that best illustrate your work.

Implementation and Challenges

- Provide a budget that seems reasonable given the organization and the scope of communication activities.
- Demonstrate that time and other resources were effectively used.
- Outline any challenges faced, and demonstrate that they were effectively managed
- Demonstrate consultation with stakeholders including presentation of the plan to management.
- Provide evidence of direct involvement in the project.

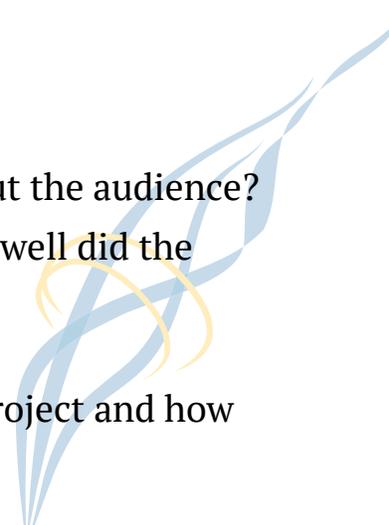
Measurement and Evaluation

- Align measurement with valid objectives.
- Demonstrate output-based results that measure increased volumes as an indicator of progress and/or outcome-based results that influence awareness, understanding, opinion, attitude, behaviors or business results
- Provide a thorough evaluation that supports the results.

HOW TO ENTER DIVISION 4:

You do not need to complete a detailed work plan for the *Communication Skills* division. Instead, you will need to complete a brief entry form on the awards entry website and submit it along with your work sample. The work sample should represent the full scope of your work.

The *Communication Skills* division entry form has six questions:

- Describe your organization.
 - Why was this project undertaken?
 - Who was the audience for this project? What do you know about the audience?
 - List up to three key measurable objectives for the project. How well did the project meet the objectives?
 - List up to three key messages for the project
 - Describe the resources (budget, time, other) available for the project and how effectively they were managed.
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STEP 3: PREPARE YOUR WORK SAMPLE

PREPARING A WORK SAMPLE IS LIKE PREPARING A PORTFOLIO.

Work sample elements demonstrate skill in strategic planning and execution.

When evaluators review your work sample, they will look at it as objectively as possible through the eyes of your stated intended audience(s) and take the overall strategy into account.

Some entrants simply provide the creative samples, and while that's okay, the work sample scoring is split into four sections, so take these into account when preparing yours:

- Stakeholder alignment and impact
- Alignment with objectives and strategy
- Professional execution
- Overall quality

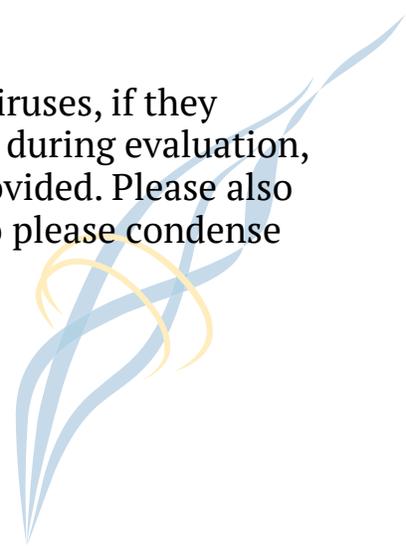
Judges will look for a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and creative samples.

The work sample is scored separately from the work plan, but it's hard for a sample to get a high score if the plan didn't score well. Make sure that the material in your work sample matches the material described in your work plan.

HOW TO SELECT A REPRESENTATIVE SAMPLE OF YOUR WORK

Judges don't need to see every media clip, or a full research report (unless you are entering in the *Communication Research* division). Be selective: for larger communication programs, pick the examples (clips, photos, etc.) that best represent your entry, rather than including every item.

Please note that electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided. Please also 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.



For entries in categories in the *Communication Management, Communication Research, and Communication Education and Training* divisions, the work sample should include a sample of all project elements so that evaluators can review the material and determine how well it's aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of websites, or a link to a website, PowerPoint® presentations, scripts, publications or specific material referenced in your work plan.

For entries in categories in the *Communication Skills* division, the work sample should include a copy of the product entered in the competition and any supporting information such as budgets, research, media plans, scripts, creative rationale, focus tests, and post campaign tracking information or other elements. Be sure to show individual pieces such as writing or photography samples in the context in which they were used, not just individually.

Work samples should not be restricted to merely an electronic version of a printed piece. For example, in the case of graphic design submissions, you could include photos of the piece that illustrate intricate folds or other nuances that may be lost in an electronic format. (Of course, you should also clearly demonstrate how any such special design features were a part of the creative solution in your work plan. Remember, your entry is not being judged solely on its artistic merit, but rather on its ability to successfully meet the stated business need or opportunity.)

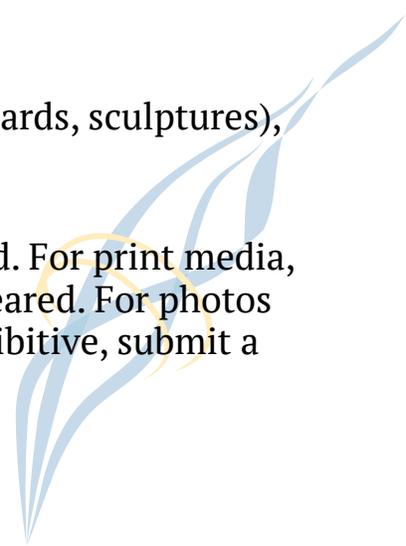
HOW TO REPRESENT YOUR SCOPE OF WORK IN VARIOUS MEDIA

Video: Submit your entry in either m4v, mp4 or wmv formats, no larger than 2 GB each.

Publications (print or electronic): Submit three consecutive issues in PDF format as one entry. 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.

Non-Digital Media: For large and heavy items (e.g., displays, billboards, sculptures), upload color photographs (in PDF format).

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 column (Category 27: Writing), create PDFs for three (3) different samples to support your single entry.

THE GOLD QUILL AWARDS WEBSITE HAS MANY RESOURCES TO ASSIST SOUTHERN REGION SILVER QUILL ENTRANTS WITH THEIR ENTRIES.

GO TO “HOW TO” AT GQ.IABC.COM AND YOU’LL FIND:

- The “Midas Touch Guide” for both the *Communication Management* and *Communication Skills* divisions — a detailed guide on how to craft your entry to best showcase your work
- The score sheets for both the *Communication Management* and *Communication Skills* divisions, so that you can see exactly what the evaluators will be looking for
- A preview of the online form for the *Communication Skills* division entries, so that you can have all your answers ready for submission
- A Word document template for the *Communication Management* work plan to help you in getting your entry correctly set up

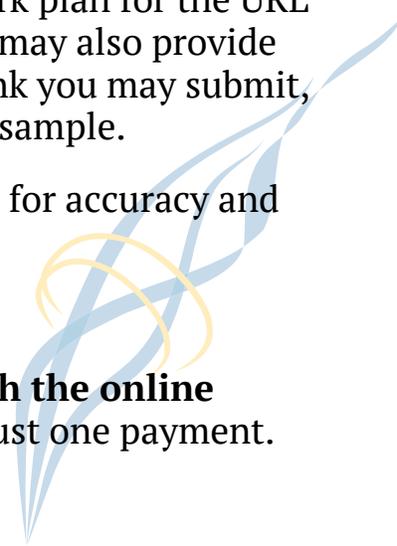
STEP 4: COMPLETE THE EASY ONLINE ENTRY PROCESS

Complete your entry form online by visiting <http://bq.awardsentry.org/SoReg>.

If your work sample content is found online, add a section in the work plan for the URL to any online content which cannot be provided in PDF format. You may also provide screen shots of the website within a PDF document. For any hyperlink you may submit, that URL must be functioning in order for our judges to review your sample.

- After uploading your files, you will be able to review your entry for accuracy and make any necessary changes before submitting payment.
- Continue to submit any additional entries.

Pay for your entry using a credit card or PayPal account through the online entry website. You can submit all of your entries and then submit just one payment.



You must upload your entry and pay the registration fee in full for all entries you submit before or on the closing date to be eligible for evaluation.

Once your payment has been processed, **you will receive an email confirming all of your entries.**

STUDENT ENTRIES

A student or group of students may enter work created while attending school full time or part time. Professors or advisers may not enter on behalf of a student.

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 IABC member or non-member.

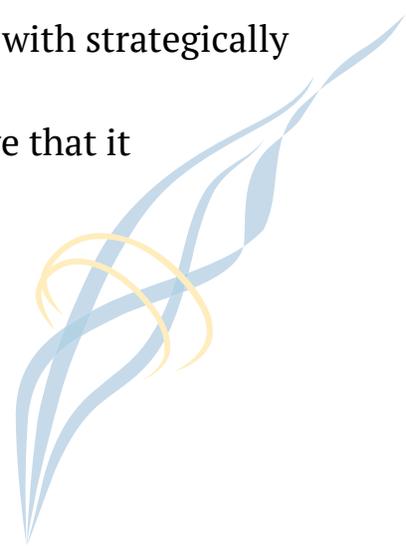
For student categories, work produced for educational courses, a club or volunteer association, an internship, or commercial and noncommercial activities, including work for an IABC chapter or region, is eligible for submission.

HOW ENTRIES ARE JUDGED

Silver Quill entries will be judged online. Just as with paper entries, there is an expandable open space for judges' comments, and our guidance to this year's judges will cover the kind of information that is useful in each category. After the competition, you will receive a score sheet from the judges, including feedback for each scoring section, regardless of whether it scores high enough to receive a Southern Region Silver Quill Award.

Overall an award winning project is one that:

- Demonstrates strategic thinking by setting clear objectives in support of business goals and shows an understanding of the target audience.
- Contributes value and measurable benefits to the organization with strategically creative and effective communication.
- Measures the outcomes of the communication program to prove that it successfully achieved its stated goals.



SCORING AND EVALUATION CRITERIA

Entries are scored using the same seven point global scale of excellence as the IABC Gold Quill Awards. Judges score both the work plan and work samples.

All marks start at four, which represents a fully competent approach to communication planning and execution. Work is graded up or down, depending on the content and execution of the project. Marks of one or seven are rare. Half points may be awarded.

THE SEVEN-POINT SCALE

7 - Outstanding: an extraordinary or insightful approach or result

6 - Significantly better than average: Demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results

5 - Better than average: Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results

4 - Average: Competent approach or results, professionally sound and appropriate

3 - Somewhat less than satisfactory: Several key elements that are critical to the strategy or execution are missing, incorrect or underrepresented.

2 - An inadequate approach or result: A significant number of critical elements are missing

1 - Poor: Work that is wrong or inappropriate

HOW SCORES ARE WEIGHTED FOR EACH DIVISION

Divisions 1, 2 & 3 – Communication Management, Communication Research and Communication Training and Education: 50 percent based on the work plan, 50 percent on the work sample.

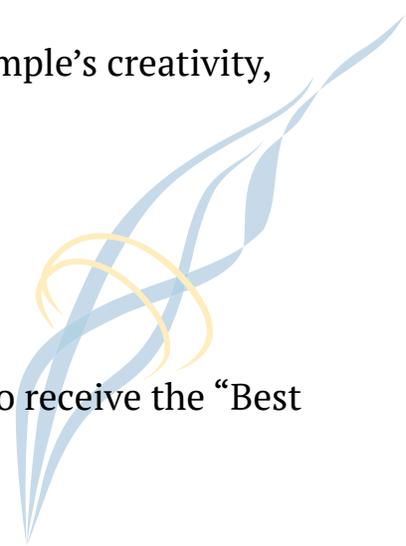
Division 4 – Communication Skills: The score is based on the work sample’s creativity, professional execution and alignment.

SCORE LEVELS FOR AWARDS

Award of Merit – Any entry that scores between 5.15 and 5.49

Award of Excellence – Any entry that scores 5.5 and above

The best overall entry determined by the judging committee will also receive the “Best of the Show” Award.



DIVISION 1: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and execution of internal, external and integrated programs.

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
- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- 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)

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 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

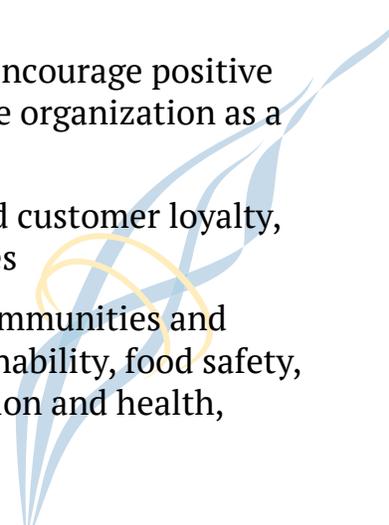
CATEGORY 12: FINANCIAL COMMUNICATION

- 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 and health, cultural preservation, and indigenous and heritage protection
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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: NONPROFIT CAMPAIGNS

- Programs recognizing the particular challenges of the nonprofit sector
- May include multiple internal or external audiences
- 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

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
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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

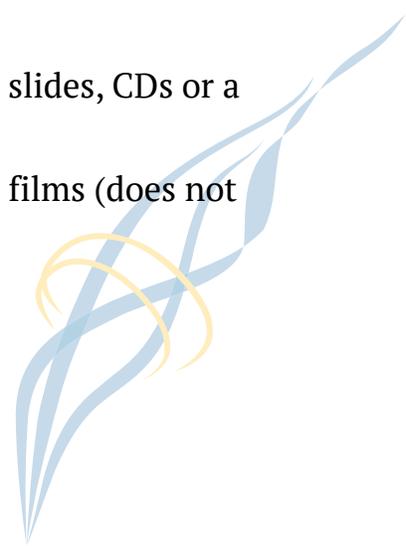
- Planning and execution of a special event for an internal or external audience
- For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement
- For external 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 materials

CATEGORY 27: WRITING

This category includes writing in traditional 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

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 28: COMMUNICATION SKILLS, STUDENT ENTRY

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

