

When was the last time your boss
noticed how sharp you are?
Winning a Cactus Quill Award
can help you stand out.

Cactus *Quill* Awards ²⁰¹⁰



WHO MAY ENTER

The Cactus Quill competition is open to business communications professionals working in Arizona and to Arizona students. Entries must be original communication programs and projects that fit one of the categories listed in this brochure. The entrant listed on the entry form must have had direct and primary involvement in implementing the project submitted. Entries must have been produced for use between January 1 and December 31, 2009.

COST

Early-Bird

(Entries received by March 19)

IABC Members -----\$45 per entry

Students -----\$45 per entry

Non-members -----\$55 per entry

\$5 discount for each additional entry

Standard

(Entries received March 20-26)

IABC Members -----\$55 per entry

Students -----\$55 per entry

Non-members -----\$65 per entry

MULTIPLE ENTRIES

Entrants may submit as many entries as they wish, and may submit the same entry in more than one category. Each entry must have a separate application.

AWARDS

Awards of Excellence and Merit will be based on judging points. Entrants must earn sufficient points to qualify for the Excellence and Merit awards.

JUDGES

Professional communicators from IABC chapters outside of Arizona will judge entries.

STUDENTS COMPETITION

A student enrolled in any institution of higher education may enter work produced for class projects or internship assignments that qualify for any of the listed categories. The entry will be judged with other entries submitted by students.

ENTRY INFORMATION

SHIPPING INSTRUCTIONS

1. Enclose a check or money order for the total amount due for all entries, payable to IABC/Tucson. To pay by credit card, follow directions on www.iabctucson.com Entry fees are nonrefundable. (Note: IABC-Tucson's Federal Tax ID Number is 86-0445047.)
2. Submit two copies of your entry submission, each of which must have the application, work plan and work sample(s). One copy will be sent to the judges and the other copy will be displayed at the awards reception if you win. Three-ring or plastic-rib binders are recommended. Keep your original.
3. Send your entries with payment in the same package to: Sally Sumner, Firehouse Pictures, 1202 N. Venice, Tucson AZ 85712

Direct Cactus Quill 2010 questions to Elena Acoba, 742-1979, acoba@dakotacom.net.

ENTRY FORM

Entrant's organization:

Client organization
(if entered by outside agency):

Outside agency
(if entered by client organization):

Entrant's name:

I am an IABC member (entrant, not organization). I am a student.

Entrant's Street Address:

Town/City:

State:

Zip Code:

Phone:

Fax:

E-mail*:

**All correspondence regarding your entry will be conducted by e-mail with the exception of notification letters.*

Title of entry:

Please list the division and category in which you would like to submit this entry. Do not submit an entry twice in the same category. If needed, attach a list of additional divisions and categories.

Division number and name:

Category number and name:

AWARD/PAYMENT INFORMATION

Name to appear on award:

Signature:

Date:

Check one:

IABC member ID number _____ Non-member Student
(Shown above name on Communication World mailing label).

(No. of entries): _____ x (entry fee): _____ = (amount paid): _____

CACTUS QUILL WORK SUMMARY

In three or fewer typed pages, clearly outline the following information:

NEED/OPPORTUNITY

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

INTENDED AUDIENCE

Describe your intended audience(s) and specify which audience characteristics were factors in developing your solution.

GOALS/OBJECTIVES

In responding to the need or opportunity described above, what measurable communication goals and objectives did you set?

PROJECT DESCRIPTION

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

MEASUREMENT OF EFFECTIVENESS

What indicators did you use to measure the project's success in meeting its objectives? How successful was your solution (i.e., what were the results)?

DIVISION 1: COMMUNICATION MANAGEMENT

Communication Management includes projects, programs and campaigns defined by a communication strategy. They can be initiated by any type of organization, including international bodies, governments, manufacturing, trading and retail companies or services such as utilities, health care, insurance, financial, etc. Entrants must demonstrate the full range of planning and management skills such as research, analysis, strategy, tactical implementation and evaluation. Entries may include a combination of communication materials.

Note: Individual elements of a program, such as brochures, Web sites and newsletters, can also be entered in Communication Skills or Communication Creative.

CATEGORY 1 GOVERNMENT RELATIONS

Programs targeted at government bodies and government agencies.

CATEGORY 2 COMMUNITY RELATIONS

Programs targeted at community audiences, including not-for-profit and volunteer organizations.

CATEGORY 3 CUSTOMER RELATIONS

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

CATEGORY 4 INTERNATIONAL COMMUNICATIONS

Programs targeted at international audiences, including multinational consumers and international organizations, as well as programs undertaken by multinational bodies (such as the Arizona-Mexico Commission).

CATEGORY 5 MEDIA RELATIONS

Programs concentrating on the news media as the main channel to reach 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 & CRISIS COMMUNICATION

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

DIVISION 1: COMMUNICATION MANAGEMENT CONTINUED

CATEGORY 9 EMPLOYEE/MEMBER COMMUNICATION

Programs targeted at employee or member audiences, including creating awareness, influencing opinion or behavioral change, management communication, ethics, morale, internal culture or change management.

CATEGORY 10 HUMAN RESOURCES AND BENEFITS COMMUNICATION

Programs targeted at employee or member audiences, including health and welfare, savings and pension, stock and compensation and recruitment and retention.

CATEGORY 11 STRATEGIC COMMUNICATIONS 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 audience groups.

CATEGORY 12 BRAND COMMUNICATION

Strategy for new brands and repositioning of existing ones, including demonstration of research that underlies changes in the brand. Programs include brand architectures, changes in corporate identity and design solutions that address the brand communication challenges.

CATEGORY 13 SPECIAL EVENTS: INTERNAL OR EXTERNAL

Program on an event that marks a significant occasion supporting the goals of an organization, e.g., an anniversary, an official opening, a product launch, a road show, a conference, a customer event or an employee appreciation event.

CATEGORY 14 SOCIAL RESPONSIBILITY

Programs targeted at community audiences, governments or funding agencies. The programs concern sustainable development or other economic, social or environmental issues, including 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 where a single medium (e.g. radio or television) may be the only way to reach a large population and where dramatic changes in behavior and lifestyle are needed to get 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 & DIGITAL COMMUNICATION**

Computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools such as electronic newsletters, electronic annual reports, Internet sites and intranet sites. This includes predominately one-way electronic communication that audiences access online. A list of relevant urls is adequate for the work sample.

Category 17 **SOCIAL MEDIA**

These programs encompass a fast-evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. They can be distinguished by a heightened desire to engage a public (whether internal or external) in conversation, as opposed to one-way broadcasting.

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

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

A list of relevant urls is adequate for the work sample.

DIVISION 2: COMMUNICATION SKILLS

Communication Skills include communication elements (publications, advertising, Web sites, newsletters, etc.) that showcase technical skills such as editing, writing and design. Entrants must demonstrate strategic alignment with their organization's business goals, creativity and measurable results.

Note: An individual element also may be entered as part of an overall program in Communication Management.

CATEGORY 18 ELECTRONIC & DIGITAL COMMUNICATIONS

Computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools that are predominantly one-way communication; that is, published content that audiences access online. These include electronic newsletters, electronic annual reports, Internet sites, intranet sites. A list of relevant urls is adequate for the work sample.

CATEGORY 19 AUDIOVISUAL

Programs using sound, video, film, slides and/or CDs, including video programs/overall productions, audio-only programs, slide-and-sound programs, films and podcasts.

CATEGORY 20 PUBLICATIONS

Production of internal or external publications in all formats except electronic, including one- or multi-color magazines, newspapers, magapapers/tabloids, newsletters, annual reports and special publications.

CATEGORY 21 WRITING

Original material written for a particular communication project, including 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 and writing for online distribution.

DIVISION 3: COMMUNICATION CREATIVE

Communications Creative includes projects that showcase creative talent and design through an essentially communicative function. Redesign projects are included in this division. Entrants must demonstrate innovation, creativity, strategic alignment with an organization's business goals and effective visual communication.

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

CATEGORY 22 PUBLICATION DESIGN

Design of internal or external publications in all formats, including electronic, for one- or multi-color magazines, newspapers, magapapers/tabloids, newsletters, annual reports, brochures and leaflets and e-newsletters.

CATEGORY 23 OTHER GRAPHIC DESIGN

Projects involve designing 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, special signs, etc. that appear in book and magazine covers, posters, organizational identity materials (logos, etc.), product labels and packaging, direct marketing (direct mailings, branded gifts, etc.), 3-D materials (T-shirts, etc.) and illustrations.

CATEGORY 24 INTERACTIVE MEDIA DESIGN

Design of electronic and interactive media elements using a computer, including Web site design, intranet site design, CD-ROMs, DVDs, E-cards, banner ads, buttons, pop-ups, etc. A list of relevant urls is adequate for the work sample.

CATEGORY 25 OUTDOOR/3-D

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

CATEGORY 26 PHOTOGRAPHY

Original photographs created or commissioned for a particular communication project, including single photos and photo essays.

CATEGORY 27 ADVERTISING – CONVENTIONAL MEDIA

Creative and innovative use of traditional advertising media, including film, TV, radio and print.

ABOUT IABC: IABC is a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management. Find information about the Tucson

chapter at www.iabctucson.com.