

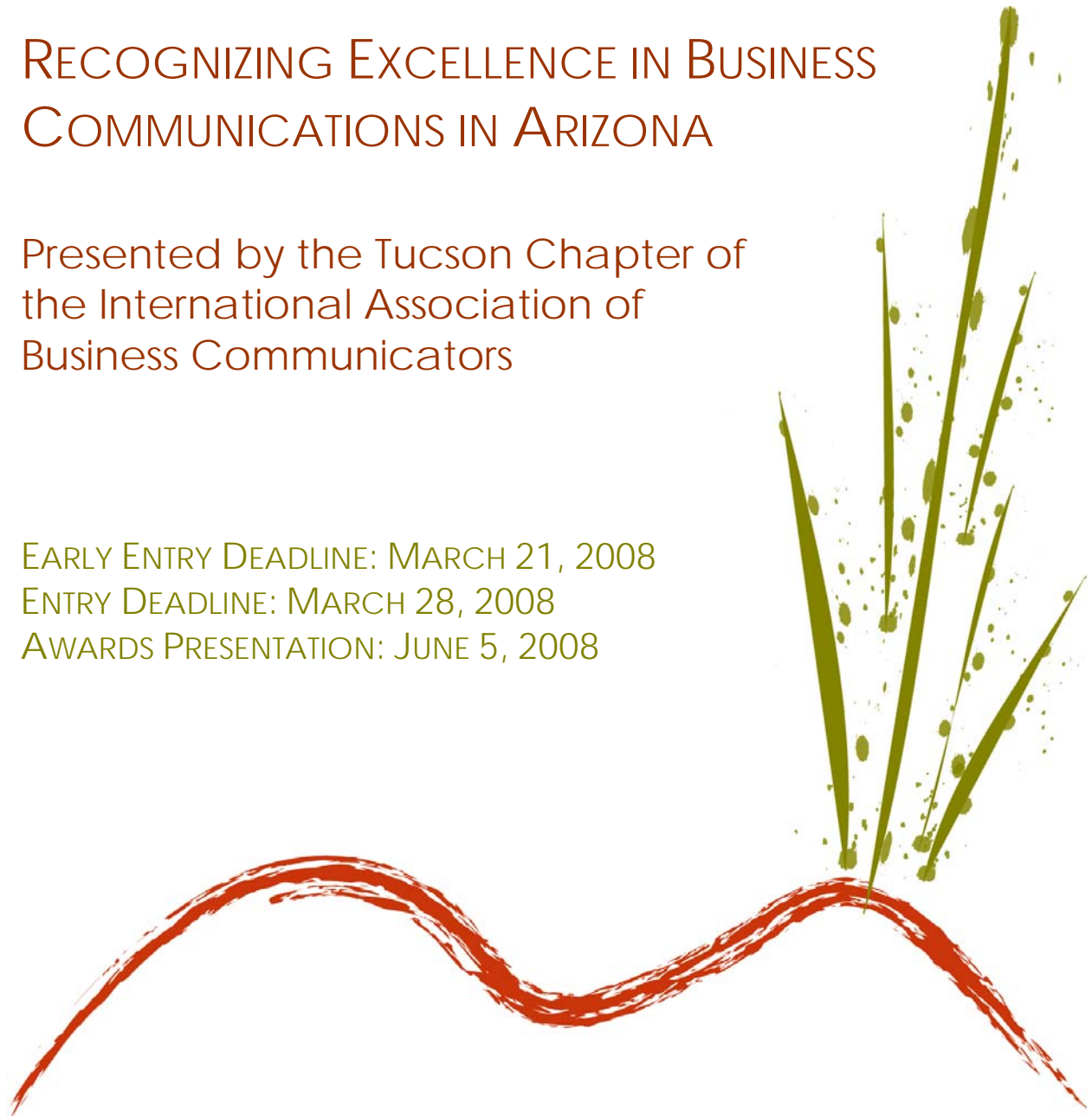


Cactus Quill 2008 Call for Entries

RECOGNIZING EXCELLENCE IN BUSINESS
COMMUNICATIONS IN ARIZONA

Presented by the Tucson Chapter of
the International Association of
Business Communicators

EARLY ENTRY DEADLINE: MARCH 21, 2008
ENTRY DEADLINE: MARCH 28, 2008
AWARDS PRESENTATION: JUNE 5, 2008



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, 2007.

COST

Early-Bird

(Entries received by March 21)

IABC Members -----\$40 per entry

Students -----\$40 per entry

Non-members -----\$50 per entry

\$5 discount for each additional entry

Standard

(Entries received March 22-28)

IABC Members -----\$50 per entry

Students -----\$50 per entry

Non-members -----\$60 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 the 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. Entry fees are nonrefundable. (Note: IABC-Tucson's Federal Tax ID Number is 86-0445047.) Also include SASE (letter size) in order to send judge comments to you.
2. Every entry must include payment and two copies of a) entry form; b) work plan, and c) work sample. Note: Work samples differ depending on the category. Entries in categories that cover a specific program or campaign (branding initiative, communications plan, special event) need to include samples of elements of the work in each of the two copies. For entries in categories demonstrating a body of work (e.g., writing, photography, a publication), three samples must be included in each copy of the entry. A copy of your entry will be displayed at the awards ceremony 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: **Nancy McCluskey-Moore, ABC**, 63779 E. Greenbelt Lane, Tucson, AZ 85739. Direct questions about Cactus Quill to **Linda J. Herrick**, lherrick@eller.arizona.edu, 520.626.2590(o), 520.490.4621 (cell).

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*:

URL *(for websites & website design entries)*:

**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 enclosed): _____

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 COMMUNICATIONS

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

CATEGORY 7 MARKETING COMMUNICATIONS

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

CATEGORY 8 ISSUES MANAGEMENT & CRISIS COMMUNICATIONS

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 COMMUNICATIONS

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 BENEFITS COMMUNICATIONS

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

Communication research projects, including brand and culture audits, employee and market research, competitive benchmarking and audience analysis. This category also includes plans and proposals that demonstrate communication principles and training programs that enhance communication within an organization or among key audience groups.

CATEGORY 12 NEW-BRAND COMMUNICATIONS

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 challenge.

CATEGORY 13 SPECIAL EVENTS—INTERNAL OR EXTERNAL COMMUNICATIONS

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 ECONOMIC, SOCIAL & ENVIRONMENTAL DEVELOPMENT

Programs targeted at community audiences, governments and 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.

CATEGORY 15 MULTILINGUAL COMMUNICATIONS

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

Category 16 ELECTRONIC & DIGITAL COMMUNICATIONS

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, intranet sites, blogs and wikis.

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, creativity and measurable results.

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

CATEGORY 17 ELECTRONIC & DIGITAL COMMUNICATIONS

Computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools, including electronic newsletters, electronic annual reports, Internet sites, intranet sites, blogs and wikis.

CATEGORY 18 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 19 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 20 WRITING

Original material written for a particular communication project, including personality profiles, recurring features or columns, other features, editorials, advertorials, interpretive/expository articles, news writing, speeches, scripts, news releases, sales promotion and marketing, technical writing and writing for online distribution.

DIVISION 3: COMMUNICATION CREATIVE

Creative includes elements that showcase creative talent and design through an essentially communicative function. Entrants must demonstrate innovation, creativity, strategic alignment with business goals and effective graphics communication.

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

CATEGORY 21 PUBLICATION DESIGN

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

CATEGORY 22 OTHER GRAPHIC DESIGN

Design of an organizational brand identity or other graphic project (cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations, special signs, etc.) where design is the primary communication function, including book and magazine covers, posters, organizational identity (logos, etc.), product labels and packaging, direct marketing (direct mailings, branded gifts, etc.), 3-D materials (t-shirts, etc.) and illustrations.

CATEGORY 23 INTERACTIVE MEDIA DESIGN

Design of electronic and interactive media elements, including Internet site design, intranet site design, CD-ROMs, DVDs, E-cards, banner ads, buttons and pop-ups.

CATEGORY 24 OUTDOOR/3-D

Design of 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 25 PHOTOGRAPHY

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

CATEGORY 26 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.