

NASHVILLE



Back to Basics

A Call for Entries for the

2009 Gold Pen Awards

Your presence is requested
Thursday, September 17, 2009

5:30 to 7 p.m. at **The Listening Room**
209 10th Ave. S. in Nashville



Back to Basics

It's been a tough year for the nation, and probably your company, and you have worked hard to create and implement communications projects sharing your company's vision, motivating your fellow employees, and moving your business forward. You didn't have much in the way of resources to get this done, but, as they say, you did more with less. You went *Back to Basics* and succeeded. Now is the time to show us what you accomplished!

IABC Nashville announces the Call for Entries for the 2009 Gold Pen Awards, in which Nashville's business communicators compete for top honors based upon the effectiveness and attractiveness of their projects. Award-

winning entries will be honored on **Thursday, September 17** featuring guest speaker Mary Hance, author of "*Ms. Cheap's Guide to Getting More for Less*," and the new "*99 Ways to Help Your Household Budget*" will provide humorous and sound advice for a return to living and working within our means. The columnist for *The Tennessean* is also a frequent guest on WTVF Channel 5's Talk of the Town.



Mary Hance

The 2009 IABC Gold Pen Awards will be held at **The Listening Room**, a music venue and restaurant in Nashville's historic Cummins Station. Receive your award at the 5:30-7 p.m. event and stay for the 8 p.m. showcase to celebrate!

Benefits for Entering

- Benchmark your work against best practices in professional communications in Nashville
- Get valuable, qualitative feedback on your work.
- Learn or practice a tried-and-true method (the work plan) for demonstrating and evaluating excellence in communications.
- Enhance your stature within your organization and impress current or potential employers with your awards.
- Use the entry's required work samples when you apply for professional accreditation through IABC.

IABC Gold Pen Award winners will receive:

- An attractive award recognizing your professional achievement
- Inclusion in the list of winners on the IABC Nashville Web site
- Inclusion in an IABC news release distributed to area media

All Middle Tennessee business communicators from corporations, agencies, healthcare, non-profits and students are invited to enter the best of their work. Get *Back to Basics*, and earn the recognition your hard work deserves!

The Essentials

All work produced or completed in 2008 is eligible:

- **All entries must be mailed or delivered by 5 p.m. Wednesday, July 15** to Caterpillar Financial Services, 2120 West End Ave., Nashville TN 37203, ATTN: Sharon Harper
- You do not have to be an IABC member to enter (but you may join now to get member pricing on single or multiple entries!) Please contact Membership VP Jeanne Ludington at Jeanne.Ludington@ocharleys.com for details (pay fee all at once or in four monthly installments).
- Submissions by students will be judged other student entries.
- An early bird discount is available per entry received by **Monday, June 29**.
- Late entries received by 5 p.m. on **Monday, July 20** will be assessed an additional \$20 fee per submission.

Awards of gold, silver and bronze levels are presented to winners who have entered in a category judged by senior level professionals from IABC chapters around the country. Depending upon the quality or an incomplete entry, judges may decline to make an award in any category.

All winners will be notified before August 30 to plan for attendance at the Gold Pen Awards. Questions? Contact Award Co-chairs Sharon Harper at Sharon.harper@cat.com (615-341-5006) or Julie Davis at Julie.davis@crackerbarrel.com (615-443-9266).

Key Dates & Fees

The early bird deadline is **Monday, June 29, 2009** (*Best bargain!*)

- Members @ \$45 per entry
- Non-members @ \$55 per entry
- Students \$15 per entry

Due date is **Wednesday, July 15, 2009** (*\$10 discount from '08 fees!*)

- Members @ \$55 per entry
- Non-members @ \$65 per entry
- Students \$20 per entry (judged against other student entries)

Late fees for entries received **Monday, July 20, 2009**

- Members @ \$75 per entry
- Non-members @ \$85 per entry
- Students \$40 per entry

How to Enter – What you need to know

1. Select a work sample
2. Choose a category

3. Complete the work plan
 - The work plan must be included with each entry. The plan provides details on the objectives of the project or program, how it was developed and the results achieved. The work plan must not exceed 4 pages and must be double spaced in at least 10-point type.
 - Each work plan must include the entrant's name – the person who had the most significant role and will be named on the award. Other team members may be named to be recognized at the ceremony – additional awards may be ordered for these individuals.
 - Entries must include the following details:
 - a. *Background* – Include the purpose of the project, the need or opportunity presented, how it was addressed, the target audience and characteristics and the budget
 - b. *Objectives* – List the measurable or specific objectives set for the project
 - c. *Implementation* – Explain why or how the solution, message or design you chose addressed the need or opportunity and its' appropriateness for your audience
 - d. *Results* – Provide the indicators used to measure the effectiveness of your project and the results achieved.
4. Complete the entry form
 - Print and fill out the entry form. Each entry needs two copies of this form
5. Assemble the entry
 - Attach the work plan to the work sample. Two identical sets, each with an entry form, must be submitted (one will be returned).
6. Pay the fees
 - See the dates and fees listed under The Essentials section, page 3.
 - An early bird discount is available; **a late fee of \$20 per entry will be assessed for entries received between July 16-July 20.**
 - One check may be written for all entries by one organization or individual. Please make check payable to IABC Nashville and include with your entry. If an invoice or receipt is needed, please indicate on your form. If multiple entries are paid for on one check, please include a list of each entry with the total amount paid. Credit card payment is also accepted.
7. Mail or deliver your entries (All must be received by **5 p.m. on Wed., July 15**, or pay a \$20 late fee per entry as described above.)



2009 Gold Pen Awards Categories

1.0 Communication Programs

1.1 **Community Relations/Public Service**

Programs targeted at community audiences, including non-profit and volunteer organizations.

1.2 **Special Events**

Any event that marks a significant occasion that supports the goals of an organization. Examples include an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event.

1.3 **Public Affairs/Government Affairs**

Programs targeted at government bodies and government agencies.

1.4 **Financial/Investor Relations**

Programs encompassing use of an annual report, Internet site, etc., to provide information and create awareness of an organization's financial offerings.

1.5 **Media Relations**

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

1.6 **Crisis Communications**

Programs that educate, create awareness and/or provide a call to action to members of an organization.

1.7 **Employee Communications**

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

1.8 **Marketing Communications**

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

1.9 **Benefits Communications**

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

2.0 Audio Visual Production

Does not include radio or television commercials. Programs in this category use sound, video, film, slides, CDs or a combination of these elements and will be judged on production quality and execution.

2.1 **Video Production: Internal Use Video**

2.2 **Video Production: External Use Video**

2.3 **Video News Releases**

2.4 **Multimedia Production: Non-computer**

2.5 **Multimedia Production: Computer Use**

2.6 **Slide Show** (May include audiotape or written script, as appropriate, but slideshow must be in on DVD or CD).

3.0 Magazines, Newsletters, Newspapers

This category includes internal or external publications in the indicated formats. Submit two consecutive issues for comparison as one entry.

3.1 Magazine: Less than four colors

3.2 Magazine: four or more colors

3.3 Newsletter: less than four colors

3.4 Newsletter: four or more colors

3.5 Newspaper/Tabloid: less than four colors

3.6 Newspaper/Tabloid: four or more colors

4.0 Special Publications

Print materials in any format designed to reach an audience on a one-time only basis.

4.1 Special Events Brochures/Print Materials

4.2 Sales Promotion Brochure/Print Materials

4.3 Recruiting Brochures/Print Materials

4.4 Other Publications: less than four colors

4.5 Other Publications: four or more colors

5.0 Graphic Design/Non-publication

Submit the actual project if practical. For large or heavy items, submit an 8x10 color photo. For illustration entries, send a tear sheet as proof.

5.1 Posters

5.2 Corporate Logo

5.3 Product Mark

5.4 Illustration: B/W

5.5 Illustration: Color

5.6 Announcements/Invitations

5.7 Other

6.0 Graphic Design/Publications

Categories must include two consecutive issues for comparison as one entry.

6.1 Magazine: Less than four colors

6.2 Magazine: four or more colors

6.3 Newspaper/Tabloid: Less than four colors

6.4 Newspaper/Tabloid: four or more colors

6.5 Newsletter: Less than four colors

6.6 Newsletter: four or more colors

6.7 Annual Report: nonprofit, less than four colors

6.8 Annual Report, non-profit, four or more colors

6.9 Annual Report: for-profit, less than four colors

6.10 Annual Report: for-profit, four or more colors

6.11 Brochure: less than four colors

6.12 Brochure: four or more colors

7.0 Photography

Submit only original published work used in a communication project and include a tear sheet or other evidence. If entry is part of a display, submit an 8x10 color photo of the entire display.

7.1 Photography: B/W

7.2 Photography: Color

8.0 Sales Promotion

For point of purchase, submit the finished project if practical; otherwise submit an 8x10 color photo. Direct mail includes both single piece and multiple piece campaigns. For exhibit category, submit an 8x10 photo of the actual display.

8.1 Catalog: Less than 4 colors

8.2 Catalog: 4 or more colors

8.3 Sales Kits/Folders

8.4 Packaging

8.5 Point-of-Purchase Material

8.6 Direct Mail: Business to Business, two-dimensional

8.7 Direct Mail: Business to Business, three-dimensional

8.8 Direct Mail: Consumer, two-dimensional

8.9 Direct Mail: Consumer, three-dimensional

8.10 Convention/Trade Show Exhibit

9.0 Print Advertising

For insert categories, submit finished insert and proof of publication. For print ads submit tear sheets. For campaigns, submit all versions used. For billboards, submit 8x10 color photos.

9.1 Business to Business: Pre-printed inserts

9.2 Consumer: pre-printed inserts

9.3 Business to Business: Single page

9.4 Business to Business: Multi-page

9.5 Consumer: Single page

9.6 Consumer: Multi-page

9.7 Business to Business: Campaign

9.8 Consumer: Campaign

9.9 Newspaper: B/W

9.10 Newspaper: Color

9.11 PSA: Any Media

9.12 Billboard: Single

9.13 Billboard: Campaign

9.14 Billboard: PSA

10.0 Broadcast Advertising

Submit DVDs (television) or CDs with script and proof of broadcast.

10.1 Television: Local single spot, 30 sec. or less

10.2 Television: Local single spot, more than 30 seconds

10.3 Television: regional/national single spot, 30 seconds or less

10.4 Television: regional/national single spot, more than 30 seconds

10.5 Television: local campaign, any length

10.6 Television: regional/national campaign, any length

10.7 Television: PSA, single or campaign, any length

10.8 Radio: local single spot, 30 seconds or less

10.9 Radio: local single spot, more than 30 seconds

10.10 Radio: regional/national single spot, 30 seconds or less

10.11 Radio: Regional/national single spot, more than 30 seconds

10.12 Radio: Local Campaign, any length

10.13 Radio: Regional/national campaign, any length

10.14 Radio: PSA, single or campaign, any length

11.0 Self Promotion

For both single pieces and entire campaigns. For campaigns, submit samples of all materials used.

11.1 Agency

11.2 Non-profit Organization

11.3 For-profit Organization

12.0 Writing

Submit published entries; for speeches and scripts, submit actual document intended for delivery. For print news release, submit actual release on letterhead used. For ads and brochures, submit samples or tear sheets.

12.1 News Writing

12.2 Feature Writing

12.3 Editorial Writing

12.4 Technical Writing

12.5 Speeches

12.6 Scripts

12.7 News Release: print

12.8 News Release: video

12.9 Advertising Writing

12.10 Brochure Writing

13.0 Electronic and Interactive Communication

Computer-based projects produced and delivered electronically to convey information. Submit the entry in PDF format, CD or any self-running files on DVD/CD. Provide hard copies of up to 20 screens. For Web sites, provide URL. For intranets, provide video, hard copies or HTML and graphic files on a CD.

13.1 *Electronic Newsletters*

13.2 *Electronic Annual Reports*

13.3 *Internet (Worldwide Web Sites)*

13.4 *Intranet (Internal Web) Sites*

13.5 *Interactive Communication Programs/Internet Audiences*

13.6 *Interactive Communications Programs/External Audiences*

13.7 *Interactive Presentations*

13.8 *Other*

14.0 Most Improved

Any communication product or project - print, video, audiovisual or electronic - that has improved significantly over previous efforts is eligible. Submit a current and previous version for comparison.

**Thank you for entering the IABC Nashville 2009 Gold Pen Awards!
Following is your entry form: one entry form per submission.**

Questions?

Contact Award Co-Chairs

**Sharon Harper / Sharon.harper@cat.com
Julie Davis / Julie.davis@crackerbarrel.com**



2009 Gold Pen Awards Entry Form

Use this form as a master and make copies for each entry. Please type or write legibly.

Entry category _____ Entry Number _____

Title of entry _____

Entrant's name (to appear on award):

Company

Address

Phone _____ Fax _____ Email _____

Client's name (if applicable)

Duplicate award* needed? Yes No How many? _____
(Gold Pen trophies cost approximately \$45 for each additional award. Contact Sharon Harper by **September 28** to order additional trophies after the ceremony.)

Are you an IABC Nashville member? Yes No
If joining now, have you included or paid the membership fee? Yes No N/A

Check the entry fee that applies to you:

Deadline/Fee	Member	Non-member	Student
June 29 (early bird)	<input type="checkbox"/> \$45	<input type="checkbox"/> \$55	<input type="checkbox"/> \$15
July 15 DUE DATE	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$20
July 20 (late fees)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	<input type="checkbox"/> \$40

- Check is enclosed for total amount of \$_____ for _____ entries
(Payable to IABC Nashville)
- E-mail a receipt

Mail or deliver entries, along with this form and fees, no later than **5 p.m. Monday, July 15** to Sharon Harper, Caterpillar Financial, 2120 West End Ave, Nashville, TN 37203

- Please check one of the following:
- I do **not** want my entry returned
 - I will pick up my entry at the awards program (only 1 of 2 entries will be returned)
 - I am enclosing postage-paid packaging for return of my entry