

BRONZE BEACON AWARDS



2014 Beacon Entry Form

Please type or print clearly. All communications regarding the entry and awards will be sent to the contact listed here.

Category Name, Number and Subcategory: _____

Entry Title: _____

Entrant's Name: _____

Entry Type (Professional or Student): _____

Company, Organization or School: _____

Address: _____

City, State, ZIP: _____

Contact's Telephone: _____ Fax: _____ E-mail: _____

Total fees enclosed (refer to fees on website), **payable to OCIABC**

Name(s) will be inscribed on the award, but information on ordering duplicate awards will be distributed to all winners. Name(s) as it should appear on the award: 50 characters or less

Organization name as it should appear on award (one name only):

Deadlines and Details

- IABC member fee: \$75
- Non-member fee : \$95
- Student fee: \$30
- Early-bird fee: \$45 members; \$65 non-members

Entries are due by 5 p.m. PDT on Friday, May 9, 2014.

Early-bird entries are due by 5 p.m. May 2 and qualify for a reduced fee.

No entries can be accepted after 5 p.m. on May 9.

Where to Submit Entries

Email: Chris Wain, cwain@lhs.org

Mail: IABC Oregon-Columbia, PO Box 9206, Portland, OR 97204

Drop-off location: 1919 NW Lovejoy St. Portland, OR 97209, Attn: Chris Wain

2014 Beacon Award Entry Form – Category Information

Judges reserve the right to change the category or subcategory as designated by the entrant if they feel the entry is better suited to another category or subcategory.

Locate the appropriate category for your entry and place an “X” in the appropriate subcategory box.

1. Writing

- a. News (including news features)
- b. Feature (including personality or in-depth profiles)
- c. News Release
- d. Promotional writing (including ad copy, direct mail and brochures)
- e. Speech writing/Script writing
- f. Writing portfolio (submit three samples to show range or experience, i.e., news writing, features, etc.)
- g. Opinion/Bylined article
- h. Business or technical writing (report, white paper, technical documentation, etc.)

2. External Publication

All elements of a publication are evaluated in this category.

One Color Publications

- a. Magazine
- b. Newspaper, newsletter or tabloid
- c. Special Purpose: annual report, brochure, direct mail, etc.

Two or More Color Publications

- d. Magazine
- e. Newspaper, newsletter or tabloid
- f. Special Purpose: annual report, brochure, direct mail, etc.

3. Internal Publication

All elements of a publication are evaluated in this category.

One Color Publications

- a. Magazine
- b. Newspaper, newsletter or tabloid
- c. Other: special purpose publications, brochures, etc.

Two or More Color Publications

- d. Magazine
- e. Newspaper, newsletter or tabloid
- f. Other: special purpose publications, brochures, etc.

4. Photography/Illustration

- a. Black and white photo or color photo – single photo or series
- b. Hand drawn or computer generated illustration or enhanced photo illustration – single illustration or series

5. Video/Multimedia/Electronic

Submit entries regardless of format on CD ROM (PC and Mac) or DVD. Electronic and interactive work samples should be viewable on Windows and Mac equipment and/or software. Summarize your CD-ROM, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your Work Plan.

NOTE: Electronic entries will be disqualified if judges cannot view or install work samples using instructions provided by entrant.

- a. External video
- b. Internal video
- c. Intranet Web site (submit color hard copies of key pages)
- d. Internet Web site (submit color hard copies of key pages)
- e. Power Point presentation
- f. Social Media
- g. Webcast/Blog/Podcast (submit CD ROM or DVD -Mac and PC)

6. Special Events – One Time Events

- a. Internal
- b. External

7. Communication Programs

- a. External one time program
- b. External ongoing program
- c. Internal one time program
- d. Internal ongoing program
- e. Benefits/investor/shareholder communications

8 Marketing Communication

(Submit electronic entries on CD ROM (Mac and PC) or DVD) Electronic and interactive work samples should be viewable on Windows and Mac equipment and/or software. Summarize your CD-ROM, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your Work Plan.

NOTE: Electronic entries will be disqualified if judges cannot view or install work samples using instructions provided by entrant.

- a. Print
- b. Direct mail
- c. Radio spot
- d. Television
- e. External Web (submit color hard copies of key pages)
- f. Webcast/Blog/Podcast
- g. Social Media

2014 Beacon Awards Entry Requirements

Eligibility

Materials completed between May 1, 2013 and May 1, 2014 are eligible. Each entry must include a completed entry form, two copies of a work plan, two copies of your sample materials and a check for the appropriate entry fee. Work plan and sample materials will not be returned.

Work Plan

Your entry must contain a detailed work plan, using a minimum 10-point type size and maximum of four pages. The work plan is a critical component of final judging and it should address the following:

Need/Opportunity: Describe the need or opportunity your communication project addressed. Clearly define the issues the organization faced, and outline any impact on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings that support your analysis of the need or opportunity.

Goals and Objectives: Describe the business goals and objectives of the communication project/product developed. Goals should be aligned with your organization's future needs. Objectives should be realistic and measurable, and should examine outcomes such as quantity, quality, time, cost, percentages, or other criteria. These measures are often financial, but not always. If your measurements are not financial, be sure to note this in your description.

Intended Audience: Clearly define the intended audience for the project. Did you have primary and/or secondary audiences? What was the audience mindset? What key audience characteristics did you take into account when developing your solution?

Solution Overview: Outline your project's solution and the logic that supported it. Tell us why you did what you did. The solution should demonstrate your thinking, imagination, and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify key messages. Present the tactics and communication vehicles you used. Identify your role in the project and your level of involvement and responsibility.

Implementation and Challenges: Describe any limitations or challenges you faced when communicating or implementing your ideas. Discuss time frames. Judges look for flexibility and a capacity for solving problems and negotiating solutions. Note any special circumstances and discuss how they were addressed.

Budget: Include the budget for the project and if the project was delivered within budget guidelines.

Measurement/Results: Describe the method used to measure the effectiveness of the project. Describe the intended results of the project and how well the goals and objectives were met, providing quantitative and qualitative results information. Every result should be linked to one or more objectives. Results must be valuable, thorough, and convincing. Measurements should demonstrate outcomes, not outputs. For example, if your media relations campaign was designed to support a product rollout, you should measure bottom-line figures on sales targets or qualified sales leads, rather than just the number of clips and impressions or advertising value equivalents. If your challenge was to improve employees' understanding of an issue, you must show that their knowledge increased as a result of the communication plan you implemented.

Notification

Beacon Award winners will be notified on or before June 1. The entrant's name, as written on the entry form, will be inscribed on the award (maximum of 50 characters). For example: John Jones, or John Jones and Sally Smith, or The XXX Company Marketing Team. Instructions for ordering additional awards will be available after the awards event in June.

Awards Event

OCIABC will recognize winners at a special celebration in June 2014. Entries and Beacon Awards will be available for pick up at the event.

Questions

Please contact OCIABC member Chris Wain

email: cwain@lhs.org

phone: 503-415-5409