

Presentation developed by



# WRITE TO WIN

## Mastering the Art of Awards Submissions Writing

Presented by IABC Nashville

Featuring IABC Southern Region, IABC Atlanta,  
Kansas City IABC, and IABC South Carolina



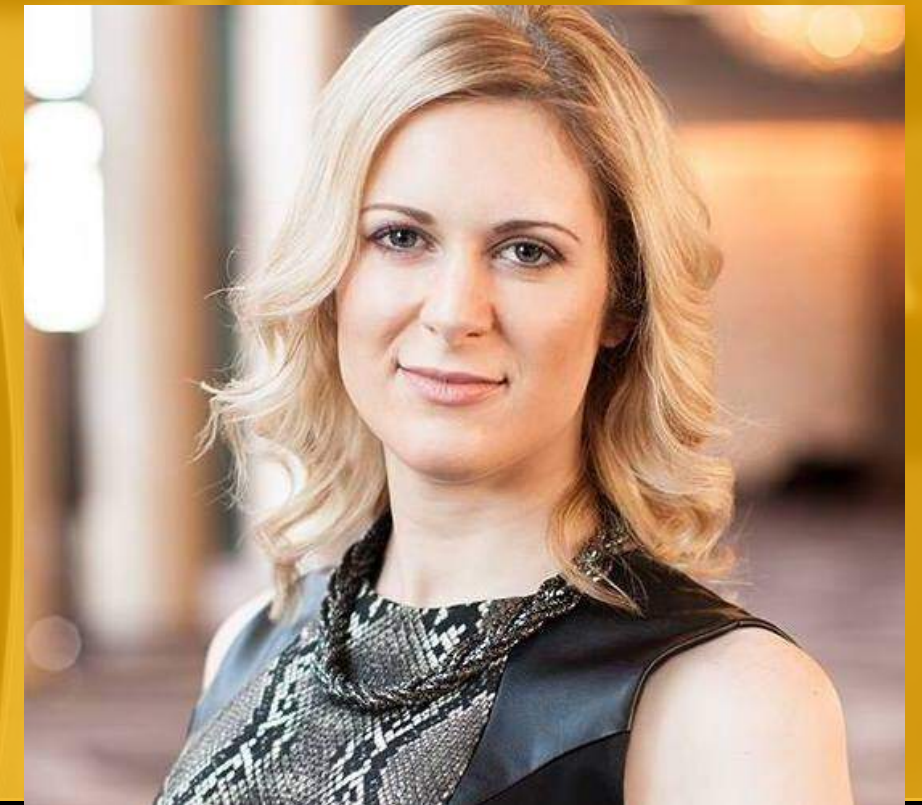
# Meet the Speakers

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## Panelists

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## Moderator + Presentation Developer



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### **ALISON SHUMAN**

VICE PRESIDENT, AWARDS  
IABC SOUTHERN REGION +  
VICE PRESIDENT, FINANCE  
IABC SOUTH CAROLINA

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VICE PRESIDENT,  
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### **MALIHA KHAN**

DIRECTOR, KC QUILL AWARDS  
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KANSAS CITY IABC

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### **KELLIE DAVIE, APR**

VICE PRESIDENT, AWARDS AND  
COMMUNICATIONS  
IABC NASHVILLE

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## Topics to Cover

- Benefits of Winning Awards
- Common Mistakes with Entries
- Roadmap to Winning
- IABC's Universal Seven-Point Scale
- Think Like a Judge
- Taking Local Awards to the Next Level
- Award Programs Go Virtual
- Audience Q&A

# What are the benefits of winning awards anyway?

Awards are more than just a trophy for display in the office. Recognition helps shape credibility and the bottom line for an organization.



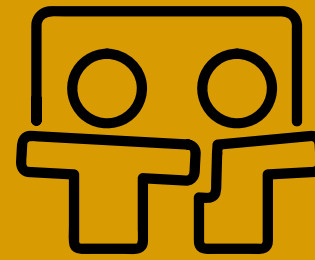
## 1. Elevates the status of your organization

Awards can raise credibility for an organization and increase visibility



## 2. Increases customer loyalty

Knowing your organization produces quality work or services increases customer loyalty and helps drive sales.



## 3. Motivates teams

Nothing motivates employees more than genuine recognition, and awards provide that opportunity for them to shine.



## 4. Sets a benchmark

A winning campaign not only helps an organization stand out against competitors, but also shapes industry standards.

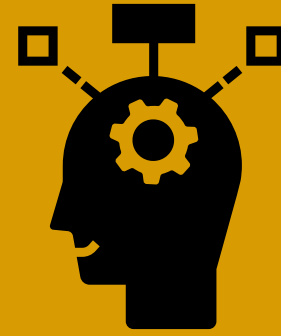


## 5. Attracts new audiences

Winning accolades not only helps your organization get noticed by customers, but also prospective employees.

# What are the benefits for you in your professional journey?

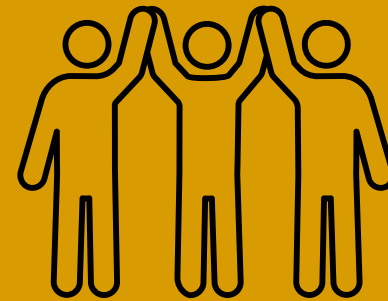
Sure, it's nice to get recognition for your organization, but award programs also provide invaluable benefits for entrants.



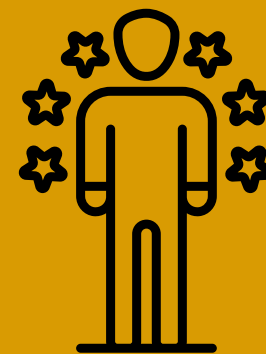
**1. Showcase your innovation, talent and strategic thinking.**



**2. Fine-tune your skills with expert feedback from senior professionals.**



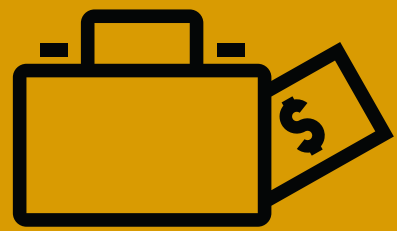
**3. Gain peer recognition for your excellence in professional communications.**



**4. Enhance your personal reputation and gain credibility for your communication program.**

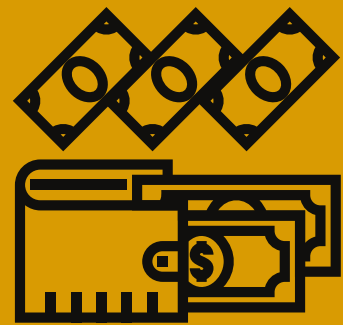


**5. Build your resume with a portfolio of work that opens doors to new opportunities.**



## 1. Your campaign has to have had a robust budget

Some of the most compelling awards submissions (especially for nonprofits and students) have been done on shoestring budgets.



## 2. Entry fees are too expensive and you have to pay for trophies

Many award programs offer discounts to nonprofits and students, as well as offer early bird entry discounts. Many of IABC's programs provide the winner with their first trophy for free.



## 3. Most awards are a "pay for play"

Legitimate awards programs are based on merit, not because someone is an advertiser or friends with a judge.



## 4. I don't fit the demographics of an "award winner"

Many of today's awards programs focus on Diversity & Inclusion and offer opportunities for young professionals, women, POC, and other minority groups to apply.



## 5. Putting an awards submission together is too time consuming and stressful

This can be true if you don't plan ahead. You can avoid the stress of award submissions by crafting a game plan for your entry.

# Myth busters.

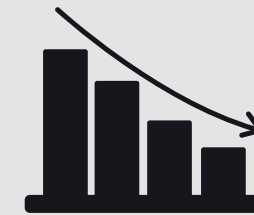
Some of the many misconceptions about submitting award entries.

# Common mistakes people make with award submissions.



## YOU DIDN'T GIVE YOURSELF ENOUGH TIME TO COMPLETE THE ENTRY.

Your chances of presenting a compelling entry diminish if you rushed through the process to make a submission deadline.



## YOU DIDN'T INCLUDE KEY DATA LIKE RESEARCH, MEASUREMENT, OR ANALYTICS.

Evidence matters and judges will knock off points if you do not provide them with critical data or explain the research process.

*Not enough data? No worries, your work might qualify for another category (i.e., IABC's Division 4 - Communication Skills).*



## YOUR WORK PLAN AND SAMPLES WERE NOT STRONG ENOUGH TO MAKE A GOOD CASE.

In your work plan, did you not only present the evidence, but also tell a compelling story? Were the work samples you submitted a high enough resolution for the judges to review?



## YOU MADE SOME CARELESS ERRORS.

Perhaps you rushed through your entry and didn't check for spelling and grammar, or maybe you left out a key requirement the judges are looking for. Either way, judges notice careless errors and may deduct points for them.



# Roadmap to winning

Use this guide to help you develop an entry plan and avoid common mistakes

1

Read and review the award rules and deadlines carefully.

2

Determine what business campaign would stand out in a specific category.

3

Outline the items you need to collect (i.e., research, analytics, creative assets, etc.)

4

Begin drafting your work plan and answers to entry questions.

5

Have a colleague review your work plan and give you feedback as if they were a judge.

6

Make sure all your work samples look great and meet entry criteria.

7

Submit your entry and celebrate your successes!



**IABC Kansas City: Communication Management  
Work Plan 2018-2019**

**Background**

In the face of declining membership in recent years, KC IABC sought to increase participation in chapter events and expand KC IABC's reputation as a premier local source of professional development, especially among young professionals, defined as those with less than 8 years of professional experience, and higher-level professionals with 20+ years of experience.

Our communications channels are the first avenues that Kansas City professionals (both members and nonmembers) learn of our events, therefore it was important to maintain a strong and consistent communications presence throughout 2018-2019.

KC IABC began more than 60 years ago as the Kansas City Industrial Editors and has been named IABC Chapter of the Year eight times. KC IABC has diverse membership representing the professions of corporate communications, marketing, public relations, design, videography and photography. Members work in communications for large and small businesses, agencies and non-profits. We also have several self-employed entrepreneurs in our ranks, as well as college students who are looking forward to a career in the field.

**Goals & Objectives**

Having a strategy to clearly communicate our message and events to members and nonmembers is critical to our success as an organization. Our events are well-attended by mid-level professionals, but we saw an opportunity to better engage young professionals and higher-level professionals.

In 2018-2019, our communications goals were:

1. Market professional development events to increase attendance
2. Increase chapter recognition and brand awareness
3. Launch a new and functional chapter website
4. Engage young professionals through chapter communications
5. Systemize communications processes to ensure consistent communication
6. Recruit a full communications committee

**Budget**

- **Design Tools:** We started using Canva to create marketing images at a cost of \$315/year for 2 users.
- **Social Media Management:** In October 2019, we created a Hootsuite account at a cost of \$29.99/month.
- **Email Marketing:** Our email marketing services through 2019 were provided in-kind by our sponsor Emfluence, a local digital marketing service provider.
- **Paid Advertising:** We allocated \$50 per month for social media advertising to increase our visibility and reach, especially around chapter events.
- **Website Hosting:** We started using Squarespace to host our new chapter website at a cost of \$216/year. We secured website development support in-kind from our sponsor Level Five.

**Example: KC/IABC's  
Chapter Management Awards (CMA)  
Work Plan - Award of Excellence Winner**

# How to format a winning entry for a organizational campaign

**Develop a format that tells the campaign's story in chronological order.** Here's an example of how it should be formatted:

1. Synopsis/Overview
2. Research (Quantitative or qualitative)
3. Planning process (Audience profile, goals, objectives, strategies, and tactics)
4. Implementation (Timeframe, budgets, assigned tasks)
5. Evaluation (metrics and key findings)
6. Conclusion: Your last opportunity to make a case to the judges

**Margins, bullet points, and tables are your friends.** Use these to format all the information you need to tell your story while staying within submission guidelines.

- Warning: Be careful not to make your font too small!

# How to format a winning quill entry for Division 1, 2 and 3

## Organize your work plan with the following headings:

1. Business need or opportunity (business and communication environment; challenges; research to substantiate the need and inform direction of the strategy)
2. Stakeholder analysis (audience characteristics and needs)
3. Goals and objectives (measurable objectives and tactics relevant to the outcome)
4. Solution overview (timeline; how business needs align with the strategic tactics; refer to your work samples to illustrate your work)
5. Implementation and challenges (budget, time and resources used; management of challenges; showcase your involvement)

2019 IABC Silver Quill Awards	
Work Plan	
Entrant: Jenny Dilco	Division/Category: Communication Management/Government Communications Programs
Organization: Austin Energy	Time period: April 2018 – April 2019
Entry title: "How will you say goodbye?" featuring StEVie, the EV-Loving I-Ree	Entrant's role: campaign team leader
Your team members (if applicable): Jennifer Herber, Cally Bien, Bobby Godsey, Amy Atchley, Athena Petropoulos, City of Austin ATXN team members Jonathan Uhl, Gena McKinley and Keith Reeves.	
Project description: Austin Energy, a City of Austin department, created a new campaign to help spread the word that the electric vehicle EVolution is here and now is the time to say goodbye to driving combustion engine vehicles.	

### THE BUSINESS NEED OR OPPORTUNITY

As a community-owned utility, Austin Energy's Customer Driven and Community Focused approach includes a commitment to the environment and quality of life for our community. Especially to lower carbon emissions and contribute to City of Austin carbon reduction goals. Austin Energy created a new campaign to help spread the word that the electric vehicle EVolution is here and now is the time to say goodbye to driving combustion engine vehicles. "How will you say goodbye?" is a question with multiple variations addressing electric vehicle education: "How will you say goodbye to gas? How will you say goodbye to the gas pump? How will you say goodbye to high maintenance? How will you say goodbye to wasting money on your car?" This informative yet playful theme carries through the videos which are central to the campaign, with personas answering the questions in different settings. Ultimately, Austin Energy wants to help members of the public consider the call to action, that they can "Drive Electric. Save with Austin Energy," when they own or lease a new or used electric car and charge for only \$4.17 per month through Austin Energy's Plug-in EVerywhere network. Additionally, customers can benefit from home charging station rebates. "Drive Electric. Save with Austin Energy," also promotes rebates for ebikes, scooters and motorcycles.

After learning about the tendencies of the target audience and their likelihood to engage in dynamic online content, the campaign leadership team performed an extensive analysis of the hybrid and electric vehicle video genre. Especially to capture the attention of an eclectic, keep-Austin-weird audience, the campaign introduced StEVie, the EV-Loving I-Ree, an iconic and memorable representative for EVs who is ready for an EVolution and wants everyone to drive electric. With a specially-titled Electric > Gas™ title, StEVie stars in videos, on social media, in ads, at local events and more. StEVie always has a harder for the safety of all involved. The humor in the videos accessibly connects audiences to EV education and helps viewers overcome obstacles to EV ownership. The videos were produced in collaboration with the City of Austin's ATXN team with city employees as producers, editors, actors and project managers, especially to keep the videos affordable (costing less than \$500) and to engage employees in a project to help tell the community about the benefits of driving electric.

### STAKEHOLDER ANALYSIS

Leveraging historic charging station subscription and rebate participation data as well as an ESRI Tapestry data analysis, the campaign targets customers most likely to buy electric vehicles, focusing on Austin-area residents, ages 20's-40's who are busy, educated, informed purchasers; highly-connected to the latest technology and the web; socially and environmentally responsible; hard-working; driving one or more vehicles; who like music, like to have fun and want affordable transportation solutions. Given English (~48%) and Spanish (~35%) are the

StEVie also helped encourage people to say goodbye to gas during the end-of-the-year car buying season from October 3-December 31, 2018, with digital SEM ads running in tandem with video streaming ads targeted to local car buyers. Streaming ads continued through the end of January to capitalize on colder days enticing Central Texans to stay indoors. A short burst of public radio spots ran from December 17-30 to reinforce this message.

The spring 2019 campaign kicked off with three customer emails as well as a reprint of targeted digital video ad network placement, SEM ads and social media promotion running from April – June. Public television spots (KURU) include both 15 and 30 videos in 2019, with spots between April 8 and May 31, 2019. Public radio spots (KUT/RUTX) ran April 1 – mid-May 2019.

Additionally, as shown in the work sample photos, StEVie appeared at local, regional and national events as an honored guest, starting with Earth Day ATX at Huston-Tillotson University in April 2018 and including Austin Energy's launch of the innovative EVs for Schools program in November. Other events included: Austin Energy Cool House Tour, Energy Research Employee Development with ZPhyme, Austin Energy Smart Utility Summit, Austin City Council Community Meeting, Twinkies 21 Holiday Party, Fully-Charged Pre-Launch Event, Austin Energy Regional Science Festival, City of Austin Scooter and Bike Safety Training and the Energy Thought Summit. To wrap up StEVie's exciting first year of promoting EVs in Austin, StEVie participated in the program on stage at Earth Day ATX on April 27, 2019 alongside Austin Energy and City of Austin leadership to recognize local students who won Positive Futures Awards at the Austin Energy Regional Science Festival.

### IMPLEMENTATION AND CHALLENGES

In order to implement such concept and campaign, the campaign leadership team wanted to find a creative way to pitch the campaign to management. The internal briefing documents took second place to a surprise skit to achieve concept approval. Jenny Dilco, Bobby Godsey and Amy Atchley donned costumes and props while accompanying an oversized stuffed T-Rex to perform a series of video vignette ideas live before a management panel prior to moving into the video production phase. Once the management team envisioned the videos and approved the concept, the campaign leadership team worked to recruit internal actors, props and locations as much as possible to facilitate an affordable video shooting series, to the tune of less than \$500. Upper management participated in a campaign presentation prior to launch, to ensure all executives were aware of the new inflatable persona about to hit the streets to promote the Electric > Gas EVolution.

Other than successfully promoting such a concept internally, challenges included determining the best way for StEVie to communicate without sound and to ensure StEVie remained inflated when needed. Back up costumes and fars in addition to the determination that StEVie would communicate only through gestures and signs helped to support StEVie antics for the long-term. Timing was also a challenge as Jenny, Bobby and Amy worked closely with ATXN staff to get the videos ready to launch in time for Earth Day, which was a very ambitious timeframe in which to handle video production and approvals internally in a government environment after a January start.

### MEASUREMENT AND EVALUATION

Effectiveness of the campaign was tracked by measuring growth in charging station installations, Plug-in EVerywhere enrollments, the number of home charging and ebike rebates distributed and the number of electric vehicle purchased. Effectiveness was also measured by monitoring web traffic trends, measuring ad reach, tracking social media engagement and noting StEVie event appearances and invitations.

The campaign has received national attention for innovation in connecting the pursuit of electric vehicles with a dinosaur campaign icon as a fossil embracing this EVolution. StEVie's popular interactions with organizations and events have included ZPhyme, ChargePoint, Peak Load Management Alliance and the Energy Thought Summit. Plug-In America is recognizing the campaign this year via a newly-created Utility Award category.

prominent languages spoken in the Austin area, messaging included both languages to maximize reach to these audiences.

### GOALS AND OBJECTIVES

- Help the community learn more about electric vehicle ownership and charging infrastructure.
- Convey that EVs are affordable, fun and for EVeryone.
- Promote memorable campaign elements to enhance local understanding of the accessibility of charging stations in the Austin area and the related ease of charging/ownership/maintenance as well as potential cost savings to increase the number of electric vehicles on the road.
- Focus on digital media for the campaign to reduce carbon footprint of campaign itself.
- Encourage rebate participation and Plug-in EVerywhere charging network subscriptions.
- Drive traffic to the website and additional interest at outreach events.
- Encourage Plug-in EVerywhere™ subscriptions.
- Ultimately, contribute to reducing the number two cause of greenhouse gas emissions; combustion engines.

### THE SOLUTION OVERVIEW

Keeping in mind the online inclinations of our busy, educated, mobile and environmentally conscious audience, campaign planning included consideration of the need for quick, concise and catchy messaging as well as the need to minimize the footprint of the campaign itself. Information gleaned from extensive electric vehicle staff outreach also informed campaign content and messaging, as customers regularly need answers to frequently asked EV-related questions as a means of education and empowerment. The campaign leadership team performed an extensive analysis of the hybrid and electric vehicle video genre – and eventually to the inflatable dinosaur video genre – en route to confirming the final concept in alignment to our target audience.

Leveraging digital channels popular with target audiences, as opposed to traditional, paper-based channels, meant the campaign focused on sustainable, paid, earned and owned marketing and promotional channels. Digital ads included static display and video pre-roll advertising on desktop and mobile devices including targeted demographic, contextual and geotargeted ads as well as search engine marketing with keyword and search-based digital ads. Digital video ads also ran on Pandora. The videos are live on Austin Energy's YouTube channel and website. StEVie was also featured in the local City of Austin news show CityView, encouraging people to say goodbye to gas and charge for only \$4.17 a month through Austin Energy's Plug-in EVerywhere program. This was one of many fun StEVie moments featured in the multi-month series of promoted social media posts and ads with StEVie videos and photography of StEVie in iconic Austin locations running throughout the campaign with hashtags #evolution2019, #evolution2019 and #evolution2019. Radio underwriting spots ran on local public radio and television. The campaign was also promoted in the customer newsletter, in a new collateral piece and sent for outreach and in city communications outlets including City of Austin social media. (see work sample)

The campaign kicked off in time for Earth Day in April 2018, running in paid channels through the end of June as the social media campaign continued through August. Targeted display, video and SEM digital ad network ads ran from April 18 through June 30 and Pandora video ads ran for four weeks between late April and mid-May 2018.

By the end of FY2018 (October 2017-September 2018), Plug-in EVerywhere charging station membership enrollments had increased 22 percent over FY17, home charging station enrollments had increased 28 percent over FY17, E-BIKE (Bike) rebates had increased 13 percent over FY17, station host installations had increased 23 percent over FY17. Additionally, electric vehicle registrations (purchases/leases) in the area grew 41 percent year over year between FY17 and FY18, and 48 percent from the end of FY18 to the end of Q3 FY19, and 64 percent since the start of the campaign in April 2018. Further, by the end of Q3 FY19 (ending June 30), Plug-in EVerywhere charging station membership enrollments had already increased 29 percent over FY18 totals and home charging station rebates had already increased 31 percent over FY18 totals. Both of these represent higher increases than the percent increase between FY17 and FY18. All of this shows growth and traction in the electric vehicle market and demand in the Austin area.

For the Spring 2018 campaign, the digital display ads garnered 422,051 impressions, 248 clicks, 0.06% CTR with SEM ads at 18,108 impressions, and 385 clicks, easily exceeding benchmarks with a 2.13% CTR. The pre-roll video ads generated 299,778 impressions and 1,026 clicks, exceeding the benchmark by 31 percent with a 0.34% CTR. Pre-roll ads also enjoyed a 73% video completion rate while Pandora ads garnered 209,458 impressions with a 0.34% CTR. Radio spots garnered 309,600 gross impressions and 171,000 people reached. For the FY19 component of the campaign, SEM ads have garnered 26,304 impressions, 570 clicks and a 2.17% CTR. The streaming video months garnered 477,466 video impressions, a 95.6% video completion rate and broadcast 3,855 hours of our videos watched on prominent devices such as the Roku, Amazon Fire Stick, Google Chromecast, Apple TV and Samsung mobile. For the winter and spring FY19 components of the campaign, radio spots reached more than 562,000 people with more than 1.1 million gross impressions.

The Spring/Summer 2018 social media campaign included 104 posts with more than 250,000 campaign impressions. Facebook posts enjoyed a 3.45% CTR, more than tripling the benchmark. Facebook and Twitter posts generated more than 36,700 video views in that timeframe. The FY19 component of the campaign has included more than 230 posts with more than 996,800 impressions, a Facebook CTR of 6% and more than 111,000 video views. In the lifetime of the campaign, the videos have been viewed more than 157,000 times between the Austin Energy website, YouTube pages and social media channels.

Campaign emails were delivered in March 2019 to more than 276,000 customers with varying degrees of targeting. As anticipated, the email for EV drivers enjoyed a high open rate of 28% and a CTR of 8.85%, exceeding benchmarks on both fronts. A larger group of customers inclined to drive EVs based on demographic and historical information garnered a 15% open rate and a 1% CTR while the broadest customer email group had a 10% open rate and 0.62% CTR.

The new campaign landing page had 3,321 page views with 1,430 new users between the launch in April 2018 and September 30, the end of FY18 and the first wave of the campaign. Average time on page was 2:35, indicating visitors lingering to watch more than one video. The campaign actively directed viewers to pluginaustin.com to increase exposure to Austin Energy electric vehicle content. In the previous three quarters before the launch of the campaign, the site had 31,206 page views and 8,286 new users. In the first three quarters of the campaign, traffic leaped to 59,446 page views and 15,607 new users. Since the start of the campaign in April 2018, the site section

has incorporated an inflatable dino into their recently spotted in major brands like Bank of America of StEVie.

Example: Austin Energy  
2019 Silver Quill Work Plan  
Award of Excellence and Best of Division Winner

# How to format a winning quill entry for Division 4

Prepare responses for the additional questions asked on the entry form in place of a work plan submission:

1. Describe your organization and project.
2. Why was the project undertaken?
3. Who was the audience for the project? What do you know about the audience?
4. List up to three key measurable objectives for the project. How well did the project meet the objectives?
5. List up to three key messages for the project.
6. Describe the resources (budget, time, etc.) available for the project and how effectively they were managed.

Write concisely because you may be limited on the number of characters you can use for your responses.

Entry: 075

Powergrams magazine March-April, May-June, July-August 2019

#### Page: Entrant and Entry Information

#### Division and Category Selection

Division 4: Communication Skills > Category 26: Publications

#### Entry Title

Powergrams magazine March-April, May-June, July-August 2019

#### Description of Project/Summary

Powergrams is the 99-year-old official employee publication of Alabama Power Company. It is in the fourth year of its revival as a magazine, following three decades when it was printed as a small weekly or biweekly. The newsletter period followed 62 years of Powergrams being printed as a monthly magazine. The current rendition is published every other month and mailed to all 6,600 employees, 6,000 retirees, general subscribers, elected officials and media. Powergrams is fully produced by Alabama Power Public Relations employees as a sideline to their normal duties, with some photography contributed by contractors. All content is conceived by editor Chuck Chandler. All stories are written by employees, primarily by the editor, Donna Cope, Carla Davis and Gilbert Nicholson. All layout and graphics are handled by Jay Parker. The editor, writers and three PR managers proof and make revision recommendations for each issue. The primary goal of each Powergrams is to inform readers of issues important to them about the company. Crucial considerations for each are safety, education, diversity, retirees, volunteers, honors and community support. Up through the July-August issue, Powergrams has highlighted in the continuing feature "Our Town" 22 small Alabama cities where the company has (or has had) local business offices. Powergrams issues are often requested in bulk by chambers of commerce and community groups, and stories are frequently republished in newspapers or online.

#### From Date

3/1/2019

#### To Date

8/31/2019

#### Language of Entry

English

#### Project Audience

The primary audience of Powergrams is the 6,600 employees and 5,500 retirees. We know quite a bit about the employees through the "Family Portrait" graphic information we include in each January magazine. Human Resources provides the detailed annual statistics covering almost every demographic, from top job titles, to male vs. female representation, to years of service, to gender, to age ranges to union or nonunion. We are informed any time a retiree passes away. Most other subscribers are media, elected officials and electric utilities. Copies are available to the public at Corporate HQ.

#### Project Objectives

1) To boost communities where APC has local business offices through "Our Town," which highlighted Talladega, Clanton and Thomasville in successive issues.

After publication of the March issue, the Talladega City Clerk received permission to republish the story and photos on the city of Talladega website. She sought and received 300 copies of the magazine to distribute. The executive director of the Clanton County Chamber of Commerce, headquartered in Clanton, put Our Town on their website and received 300 copies to distribute. Thomasville's mayor requested all remaining available copies.

#### Project Key Messages

The key messages of Powergrams magazines have remained essentially the same throughout a century of publication: inform and inspire. The March issue opens with the heroics of three employees and moves quickly to the 20-year waterway cleanup campaign success. This is typical. Each issue notes the volunteer work of APSO and Energizers members. Every issue highlights employee honors, education efforts and community involvement. Safety is a frequent topic. Every issue gives a thumbs up to employees who've done something special. And every issue includes the most recent deaths and retirements.

#### Project Resources

There is no annual budget for the vast majority of the production of Powergrams, only printing costs of \$23,000 for about 14,000 copies every other month. All stories are written, many photos taken, graphics created, layout produced and issues proofed by Public Relations employees who have many other responsibilities beyond the magazine. Most stories take writers four or five hours from the interviews to turning in their completed document. The proofers each spend 90 minutes to two hours. The editor and art director require the largest time commitment, at about 60 and 100 hours, respectively.

#### Work Sample(s)

Attach your work sample(s) here. Your work sample(s) can only be submitted in PDF, PNG, JPG, GIF, MP4, WMV, or MOV formats up to a total of 2GB. If you would like to post your files on a microsite or have any other online material reviewed by the evaluators, you may provide a PDF document that includes the appropriate URL address and a short description of the link. Please make sure that any URLs you submit are live and easily accessible by evaluators at the time of evaluation (15 August -1 October 2019). NOTE: Please attach video or audio files as separate files - do not embed within PDF files.

#### Work Sample 1

[Download File](#)

#### Work Sample 2

[Download File](#)

#### Work Sample 3

[Download File](#)

#### Work Sample 4

No File Uploaded

#### Work Sample 5

No File Uploaded

#### Organization Name

Alabama Power Company

#### Entrant First Name

Chuck

#### Entrant Last Name

Chandler

#### Page: Confirmations and Uploads

#### Is this entry submitted on behalf of a client or another organization?

No

#### Classification

Corporate Communications Department (For profit organizations)

#### Sample Confidentiality

No

#### Project Description

Alabama Power was founded in 1906. It provides power to more than 1.48 million residential and business customers throughout the lower two-thirds of Alabama. The company generates about 12,000 megawatts via 14 dams, five steam plants, three cogeneration facilities and one nuclear plant. It employs about 6,600 workers and has about 5,500 retirees. Mark Crosswhite became CEO in 2014. The corporate headquarters is in Birmingham and the company has 46 local business offices statewide.

Powergrams magazine was founded in 1920. It was a monthly publication for 82 years, a weekly or biweekly newsletter the next 33 years and a bimonthly magazine beginning in 2016. The magazine was brought back by popular demand, with the current focus on promoting employees, retirees and community involvement.

#### Reason for Project

Powergrams magazine continues to be the primary source of information for employees and retirees, as repeatedly documented by surveys as recent as 2017 and going back to 2006. The magazine is also a key resource for two-thirds majority. The primary reasons for the publication are well as retirees and volunteers in their communities. Powergrams information and boost "Our Towns."

Example: Alabama Power Company  
2019 Silver Quill Entry  
Award of Excellence and Best of Show Winner

# How to format a winning entry for an individual

Develop a format that tells a dynamic story of the nominee. Here's an example of how it should be formatted:

1. Introduction of the individual
2. Position within the organization and job responsibilities
3. Examples of significant contributions to the organization and industry
4. Professional affiliations and community service
5. Conclusion: Your last opportunity to make a case as to why the nominee deserves recognition.

**Other considerations:** Depending on the award, you might need to include the following:

- Quotes and testimonials from key stakeholders
- A fun or unique fact (i.e. competes in the Iron Man Triathlon, etc.)

**Greater Nashville Hospitality Association**  
Stars of the Industry Awards

**Award:** Greater Nashville Hospitality Achievement Awards  
Young Professional Emerging Leader of the Year

**Nominee:** Kellie Keyes  
Marketing Manager, Omni Nashville Hotel  
Age: 27

Kellie Keyes joined Omni Hotels & Resorts as part of the opening team for the Omni Nashville Hotel. Keyes oversees all marketing and communication operations for the property and works closely with the media and corporate office. Her responsibilities include media buying, media relations, community outreach, digital initiatives and outlet and brand promotions. Keyes also serves as the hotel's official art curator and gives public tours of the property's robust art collection. She was recently nominated as a finalist in the Hospitality & Tourism category for the Nashville Area Chamber of Commerce and YP Nashville's 2015 Nashville Emerging Leader Awards.

**Professional Affiliations and Community Service**

Tennessee Hospitality & Tourism Association  
Member via Omni Nashville Hotel  
September 2013 – Present

- Recipient of the 2015 American Hotel & Lodging Association's Gold Star Public Relations Award for "Best Special Event" – Omni Nashville Hotel's Ribbon Cutting Celebration
- Recipient of the 2014 Tennessee Hospitality & Tourism Association's Gold Star Public Relations Award for "Best Special Event" – Omni Nashville Hotel's Ribbon Cutting Celebration

Public Relations Society of America (PRSA)  
Member and Professional Advisor  
2010 – Present

- Member, PRSA Travel & Tourism Section
- Member, PRSA Nashville
- Professional Advisor, PRSSA Lipscomb University
- Volunteer and Sponsor, PRSSA Sammie Lynn Puett Chapter (University of Tennessee)
- Currently working towards my Accreditation in Public Relations (APR)

Girl Scouts of Middle Tennessee  
Board of Directors  
2015-Present

- Two-year term on the Board of Directors for the Girl Scouts of Middle Tennessee
- Member of the Development Advisory Committee for fundraising and sponsorship activities

Junior League of Nashville  
Admissions Chair-Elect and Mentoring Committee  
2013-Present

- Work with VP of Membership on recruitment strategies for gaining more members
- Connect new/provisional members with seasoned members through the Junior League of Nashville's Mentoring Committee to help guide them through the organization

Abe's Garden Alzheimer's & Memory Care Center  
Marketing Committee  
2015-Present

- Serve as an advisor on the marketing committee for the upcoming Abe's Garden Alzheimer's & Memory Care Center at Park Manor Senior Living Center
- Assist Park Manor staff with marketing and public relations campaigns to raise awareness and generate fundraising for its new state-of-the-art Alzheimer's care center

**Noteworthy Achievements**

Keyes has gained a broad spectrum of lifestyle and tourism branding throughout her career. Before starting her tenure with Omni Hotels & Resorts, she serviced a variety travel and tourism brands including Food Network, Travel Channel, Blackberry Farm and Wildemess of the Smokies. One of her greatest career achievements was producing the Omni Nashville Hotel's award-winning Ribbon Cutting Celebration. On September 30, 2013 over 1,000 attendees celebrated the opening of the Omni Nashville Hotel with live music, culinary offerings and motivational speeches from Governor Bill Haslam and Mayor Karl Dean that paid tribute to the rich culture of Music City. Producing a large-scale event like this required over three months of research and planning to determine elements that showcased the Omni Hotels & Resorts brand, while embracing Nashville's local color.

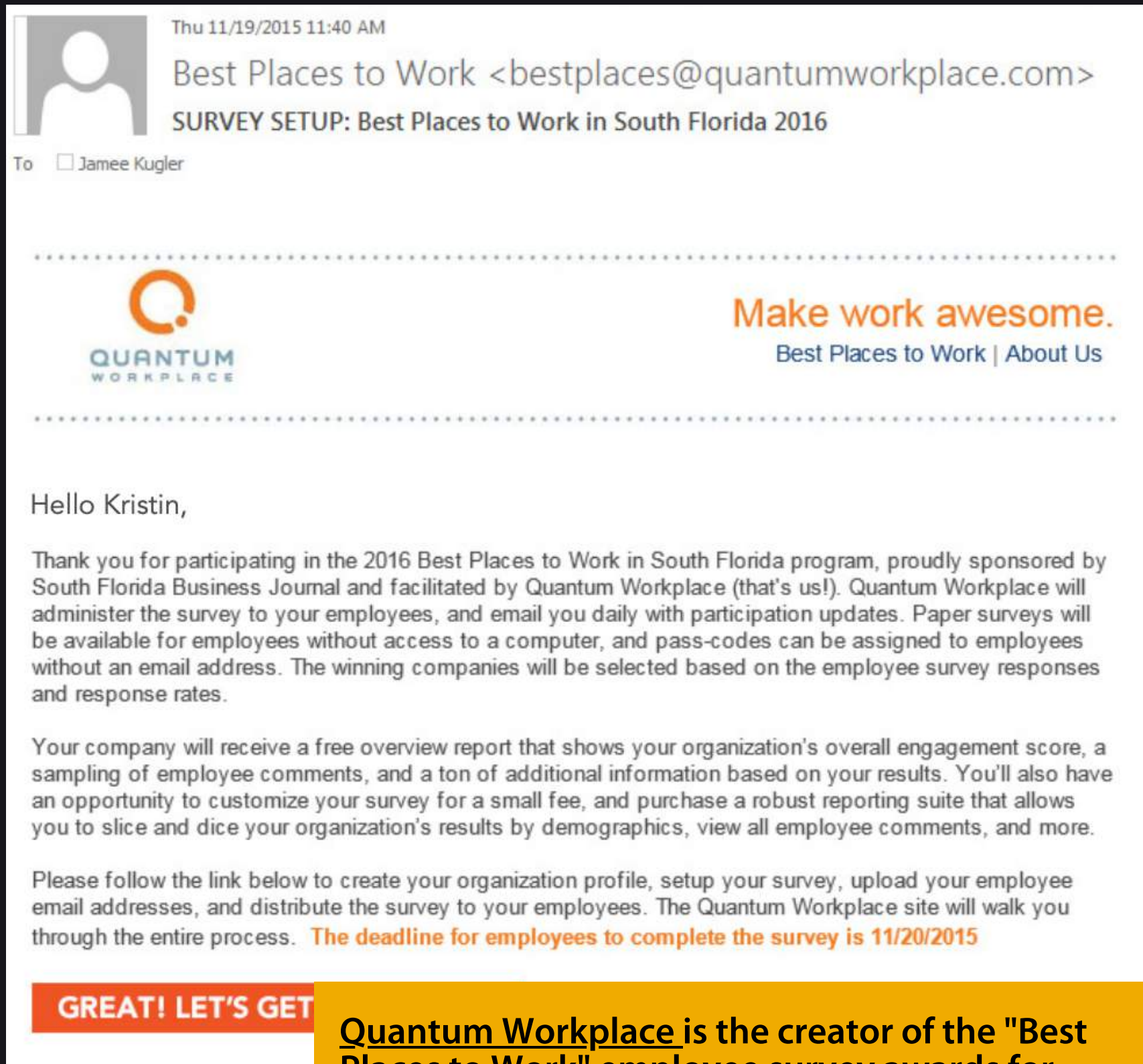
The event was a great success, producing over 176 press hits and 173 million impressions including in the Associated Press, The Huffington Post and USA Today. The event won the Gold Star Public Relations Award for best "One-Time Special Event" with the American Hotel & Lodging Association and the Tennessee Hospitality & Tourism Association's.

Another greatest achievement was when she secured a partnership between the Omni Nashville Hotel and Warner Music Nashville during CMA Fest to produce "Warner Sound Sessions." This interactive experience connected guests and country music fans with their favorite Warner Nashville recording artists, all within the comfort of our hotel. Award-winning country artist Hunter Hayes hosted his VIP meet-and-greet party with fans at our coffee shop, Bongo Java. Warner Artists Big Smo, Gloriana, and The Railers gave exclusive fan interviews at our signature restaurant, Bob's Steak & Chop House. Brett Eldredge, Ashley Monroe, Charlie Worsham, Dan + Shay, and Janna Kramer gave free acoustic performances at Omni's retail store, Five and TENN. The partnership was a great success that garnered national coverage and exposed CMA Fans to the Omni brand.

**Conclusion**

We hope the judges will consider Kellie as a candidate for the 2015 Greater Nashville Hospitality Achievement Awards in the Young Professional Emerging Leader category. She has passion for hospitality and tourism, and does her best to promote our city every day. She has great experience and has become a trailblazer in the company and community—opening the largest luxury hotel in the city, and built the marketing department from the ground up. She believes in the hallmark of stewardship within and outside of her profession through mentoring programs, volunteering and a commitment to wellness.

**Example: A winning entry with the Tennessee Hospitality & Tourism Association for an emerging leader award**



**Quantum Workplace is the creator of the "Best Places to Work" employee survey awards for many regional business journals.**

# How to format a winning entry for a "best places to work" campaign

Partner with your human resources department on a strategy. Here's are some things to consider:

1. Develop an internal communications strategy to promote the survey with employees.
  - a. Company newsletters, email reminders, flyers, company intranet sites
2. Make surveys readily available to employees in specific ways that make sense.
  - a. Paper surveys in break rooms or cafeterias
  - b. Email links to employees that work at computers
3. Have supervisors and leadership verbally mention surveys in stand-up meetings and company-wide meetings.

Survey responses should be genuine reflections of the organization. Think about the timing of this survey going out to employees. If your organization is going through challenges, it might not be the best time to apply.

- Warning: You do not want employees to go on Glassdoor or other social media sites saying they were "forced" to give perfect scores for a "best places to work" award. That could come back to haunt your organization.

# Make your work samples stand out

You want to showcase the your best work with high-resolution collateral, images and videos. The more aesthetically pleasing, the better.



StEVie the EV-Loving T-Rex wants EVeryone to drive electric and say goodbye to gas.

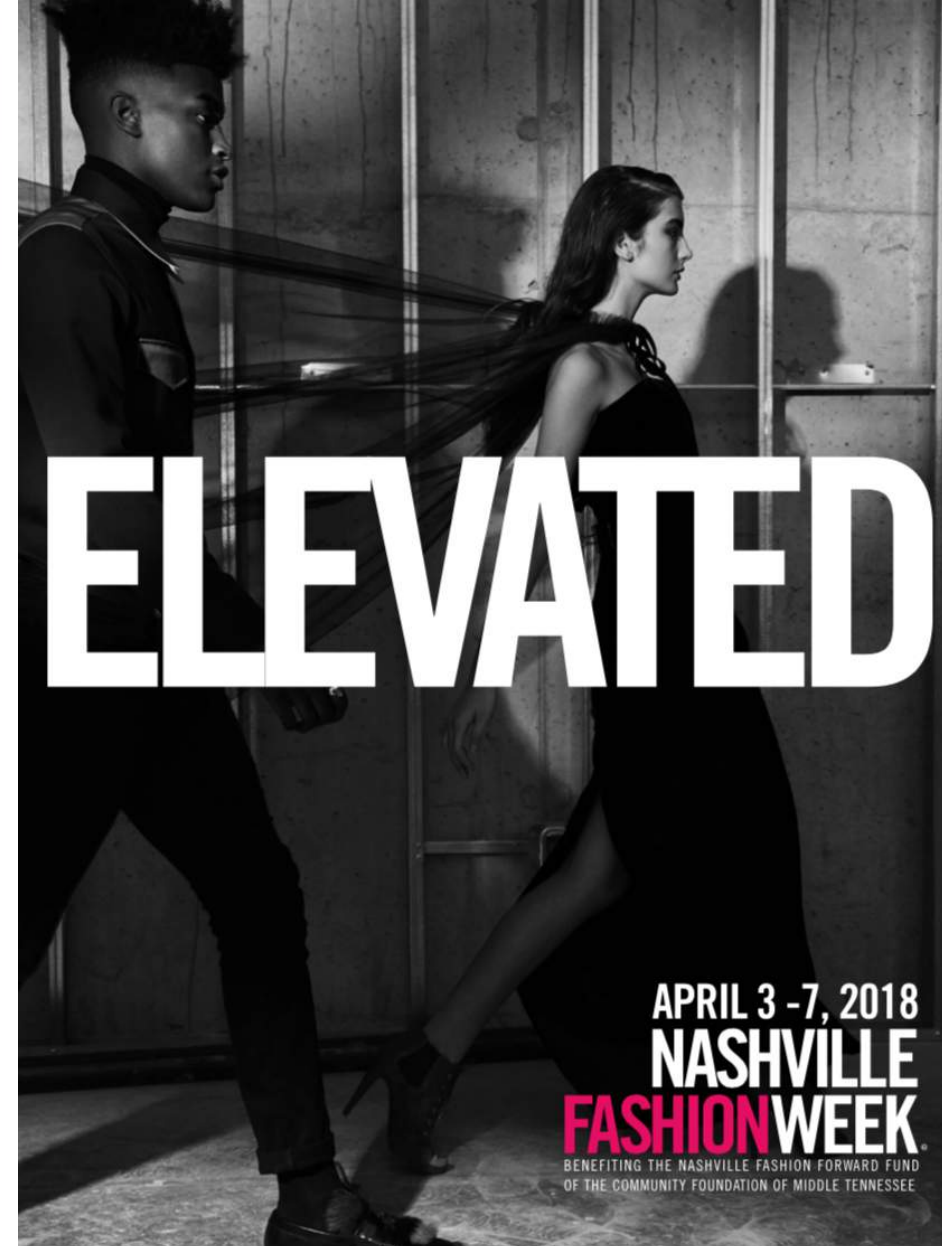
## How will you say goodbye to gas?

The electric vehicle EVolution is here! With an EV, you can say goodbye to gas forEVer. Driving an electric vehicle is easy:

- **EASY TO USE** – plug into a regular outlet at home or use a charging station for a faster charge.
- **EASY TO MAINTAIN** – enjoy more time and money in your pocket since EVs require less maintenance and have fewer moving parts.
- **EASY TO CHARGE** – charge for only \$4.17 a month at any of the 700+ local Austin Energy charging ports powered by 100% renewable Texas wind energy.
- **EASY TO DRIVE** – choose whether to lease, buy or even get a used EV and find the performance you want in a car.

Electric vehicles are fun to drive and can save you money while helping the environment. Now is the time to drive electric and save with Austin Energy.

Learn how Austin is going electric and watch StEVie at [pluginaustin.com](http://pluginaustin.com)



APRIL 3 -7, 2018  
**NASHVILLE FASHION WEEK**  
BENEFITING THE NASHVILLE FASHION FORWARD FUND OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE

Free Money to Make Money Union Flier: self-mailer

**Schneider Electric**  
200 N. Marlingale Road,  
Suite 1000  
Schaumburg, IL 60173

Details inside

Free money? Yes!  
Enroll in WESOP April 16 - May 6



FREE money to make money!

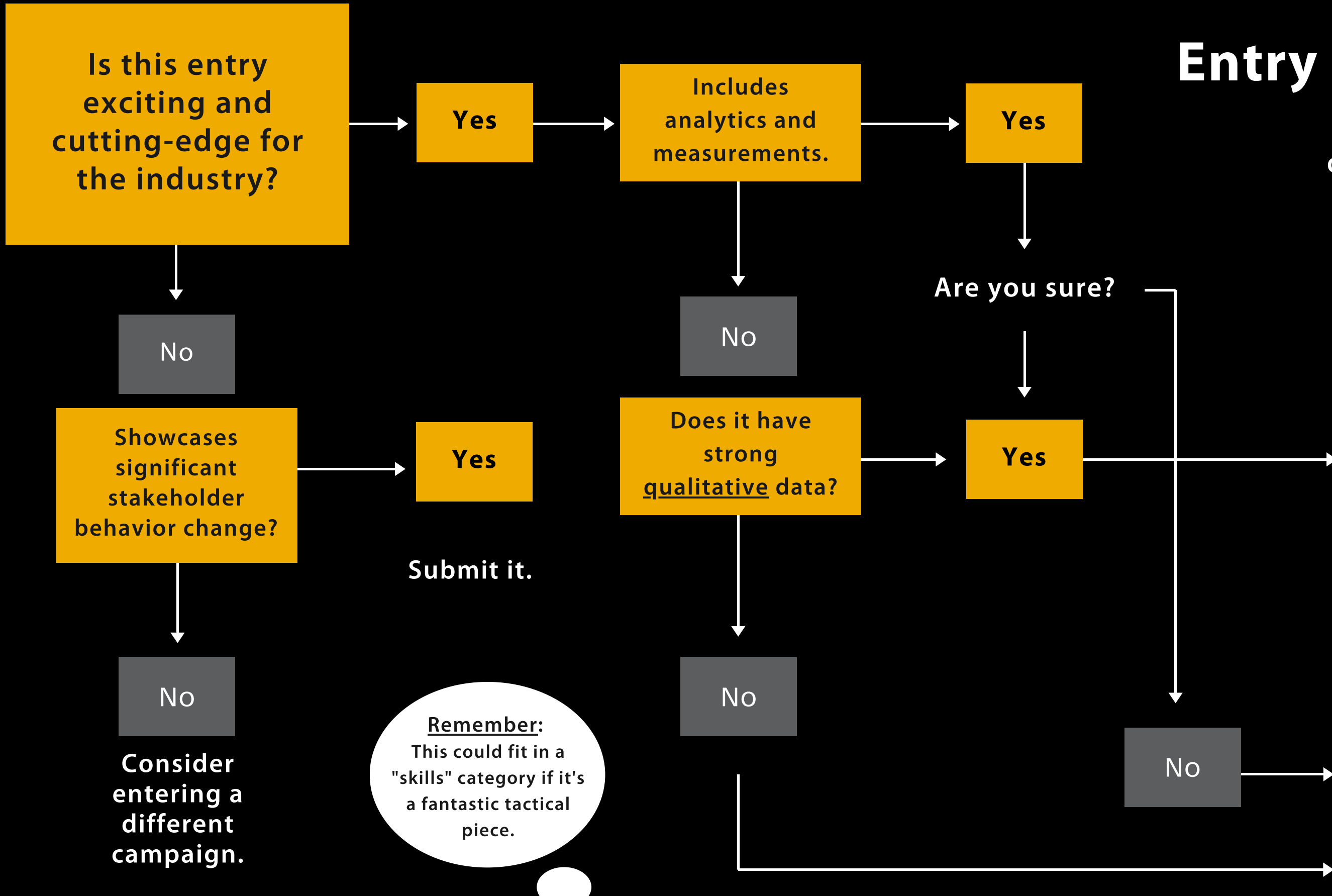
2019 Worldwide Employee Share Ownership Plan



# Hitachi Vantara On the Move

Presentation developed by  
**KEYCOM**





**Remember:**  
This could fit in a "skills" category if it's a fantastic tactical piece.

# Entry Decision Buddy

Use this guide with a colleague to determine if your entry tells a strong enough story for submission.

What are you waiting for? Submit your entry!

Your entry might not tell a strong enough story to merit an award. Consider entering a different campaign or collect more data.

# Using IABC's Global Seven-point Scale of Excellence to evaluate your submission plan.

When outlining your submission plan, use the Seven-Point Scale of Excellence to gage how each section of your entry measures up.

Scores of "outstanding" and "poor" are very rare to receive, so don't worry too much about being perfect or totally bombing an entry.

<b>7</b>	<b>OUTSTANDING</b>	An extraordinary or insightful approach or result.
<b>6</b>	<b>SIGNIFICANTLY BETTER THAN AVERAGE</b>	Demonstrates an innovative, strategic approach; takes all elements into account and delivers significant results.
<b>5</b>	<b>BETTER THAN AVERAGE</b>	Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results.
<b>4</b>	<b>AVERAGE</b>	Competent approach or results, professionally sound and appropriate.
<b>3</b>	<b>SOMEWHAT LESS THAN SATISFACTORY</b>	Several key elements that are critical to the strategy or execution are missing, incorrect or under-represented.
<b>2</b>	<b>AN INADEQUATE APPROACH OR RESULT</b>	A significant number of critical elements are missing.
<b>1</b>	<b>POOR</b>	Work that is wrong or inappropriate.



# Judges' Pet Peeves

Seasoned judges share their thoughts on what annoys them the most with entries they review.

"Using limited or insufficient statistical data. Why even enter if you can't share the research or evaluation metrics?"

"Using too much industry and marketing jargon that is hard to understand."

"Don't overwrite. A picture or graphic can often communicate the same as several paragraphs, and is more memorable."

"Not being clear on the category you are entering. I have seen same campaign across more than one category with no change in submission."

"Award entries need to pop and in my view that is about taking the 'less is more' approach."

"Having difficulty reading or reviewing work samples because a font was too small or a video was too low-res."

"Claiming work as yours that was done but not being clear on contribution. Too many times the same campaign is claimed by more than one agency."

"Using generic words like 'the best campaign' or 'the most effective strategy' without supporting data."

# ✓ Think Like a Judge

Before submitting for an award, use this checklist to gage the strength of the entry.

	INTRODUCTION	RESEARCH	PLANNING & IMPLEMENTATION	EVALUATION & CONCLUSION	WORK SAMPLES
Does this <u>clearly</u> meet the judging criteria?					
Is this <u>measurable</u> , or can it be tied back to data/analytics?					
Does this showcase <u>behavior change</u> with key stakeholders?					
Is the work truly <u>outstanding</u> ? Does it demonstrate strong communications processes?					
Is this <u>attractive to read</u> ? (i.e., grammatically correct, not too wordy, sharp work samples)?					

# Resources for more ideas, inspirations and formatting tips



International Association  
of Business Communicators

- [The Midas Touch](#): An in-depth guide on award submissions.
- [Gold Quill Entrant Resources Page](#)
- [Going for Gold Webinar](#)
- [Award-Winning Case Studies](#): Gold Quill Winners
- [Chapter Management Awards \(CMAs\)](#): Leader Centre
- [IABC Academy](#): Gold Quill Awards Evaluator Training



- [Global Public Relations & Communications Awards](#)
- PR Programs Supreme Winner: [Bayer Ambition 2015 Campaign](#)
- Academic Case Studies Winner: [University of Notre Dame](#)
- Global Alliance COMM PRIX Awards Entry Examples:
  - [Argyle: Communicating Public Electrical Safety: 2013 Ice Storm](#)
  - [COMM PRIX Work Plan – AER Launch](#)



INSTITUTE FOR  
PUBLIC RELATIONS  
The science beneath the art of public relations™

- [IPR Lifetime Achievement Awards](#)
  - The Alexander Hamilton Medal, The Jack Felton Gold Medal, and The Pathfinder Award
- [Industry Awards](#) and [Student Awards](#): Different recognition programs IPR partners with on research-based awards.
- [Past Award Programs](#)

## PRNEWS

- [PRNEWS Awards](#)
  - Platinum PR Awards + [Submission Guidelines](#)
  - PR People Awards/Top Women in PR Awards
  - Top Places to Work
  - [Social Media Awards](#)
  - [Digital Awards](#)

# Take it to the Next Level

There are many benefits to starting at the local level and working your way up to bigger awards programs

## Local Programs

(i.e., Golden Flame Awards, KC Quills, Palmetto Awards, + Music City Gold Pen Awards)

- An excellent way to see how your work compares with immediate competitors
- You can use the judges' feedback to improve your entry for the next level.
- You're more likely to have your team attend the celebration since it's local.
- Proceeds from local awards programs go immediately toward the organization hosting to continue its mission.

## Regional Programs

(i.e., IABC Southern Region Silver Quill Awards)

- Regional programs are a great way to preview what other professionals in other states/provinces are doing.
- You can use the judges' feedback to improve your entry for the national/international levels.
- Regional programs are an excellent way for you and your brand to get audience recognition wider than the local level.
- Winning at the regional level enforces the strength of the entry.

## National + International Programs

(i.e., IABC Gold Quill Awards)

- Placing at the national or international level signifies that your campaign is "best in class."
- Winning campaigns at this level are often used for industry case studies, ensuring that your campaign lives on after the awards program is over.
- Audience exposure at the national and international levels is priceless.
- Winning campaigns at this level help to advance the profession.

# Awards in the time of COVID and why you should still submit entries.

Although there might not be as many in-person awards celebrations this year, there are many reasons you should still be submitting award submissions, regardless of the pandemic.



- 1. Many Submission fees are discounted this year**  
Because many awards programs are going digital this year, many entry fees are being dramatically discounted.



- 2. Virtual awards celebrations = more people noticing you and your work**  
Not only do virtual awards celebrations offer more accessibility for viewership, but live on after airing.



- 3. Showcases resilience of you and your brand**  
Now is a critical time to showcase your organization's strength during a time of challenge and uncertainty. Let others see how your brand overcomes adversity with an award-winning campaign.



- 4. Awards are a business and resume builder**  
A winning campaign not only helps an organization stand out, but can help you stand out as a candidate when looking for a new job or promotion.



- 5. Your hard work **DESERVES** the recognition**  
You worked hard this past year, and just because the format has changed, doesn't mean that you should discount submitting for an award. Go for it!

# Key Takeaways

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- There are more benefits than setbacks in entering a submission for an award.
- Common mistakes are usually rooted in not planning ahead or making careless errors.
- Giving yourself enough time to develop your award submission will make a big difference.
- Be sure to read the judging criteria carefully.
- Entries should be strategic:
  - Addresses a problem/opportunity
  - Includes measurement and research
  - Showcases stakeholder behavior changes
  - Doesn't beat around the bush
- Entries need to pop and be aesthetically pleasing.
- Have a colleague review your entry as if they were a judge.
- Use free resources out there on award writing.
- Even though award celebrations are going digital this year, you should still go for it!
- Don't give up!

# INTERNATIONAL



Website: [gq.iabc.com](http://gq.iabc.com)

Contact: [recognition@iabc.com](mailto:recognition@iabc.com)

Entries for 2021 to open this fall

# REGIONAL



Website: [iabcsouthern.com/silverquill](http://iabcsouthern.com/silverquill)

Final Deadline is Monday, September 21

## IABC Southern Region Leadership Awards

Website: [iabcsouthern.com/leadership-awards](http://iabcsouthern.com/leadership-awards)

Final Deadline is Saturday, August 15

Contact: Alison Shuman, [awards@iabcsouthern.com](mailto:awards@iabcsouthern.com)

# LOCAL PROGRAMS



## KC QUILLS

Website: [kciabc.com/quills](http://kciabc.com/quills)

Contact: [kciabcchapter@gmail.com](mailto:kciabcchapter@gmail.com)

Entries for 2020 are closed



## ATLANTA GOLDEN FLAME AWARDS

Website: [atlanta.iabc.com/2020-golden-flames](http://atlanta.iabc.com/2020-golden-flames)

Contact: Eric Berrios, [goldenflames@iabcatl.com](mailto:goldenflames@iabcatl.com)

Final Deadline is Friday, August 7



## IABC/SC PALMETTO AWARDS

Website: [sc.iabc.com/palmetto-awards](http://sc.iabc.com/palmetto-awards)

Contact: Emily Eckert, [e.eckert94@gmail.com](mailto:e.eckert94@gmail.com)

Entries for 2020 opening soon



## MUSIC CITY GOLD PEN AWARDS

Website: [nashville.iabc.com/category/awards](http://nashville.iabc.com/category/awards)

Contact: Kellie Davie, [kdavie@keycompr.com](mailto:kdavie@keycompr.com)

Final Deadline is Friday, August 21

Presentation developed by  
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**IA BC** International Association  
of Business Communicators  
Nashville



# Audience Q&A





Presentation developed by



**THANK YOU!**

