



# 2023 IABC SILVER QUILL AWARDS

With 55 categories that align with IABC International's Gold Quill Awards, the 2023 Silver Quill Awards provide an opportunity for communication professionals from the IABC Heritage Region, Pacific Plains Region and Southern Region, to compete and be recognized for their communication excellence (and level up without having to rewrite their work plan).

Rather than being judged against one another, all entries are evaluated on their own merits using the same criteria as IABC's Global Blue Ribbon Panel.

## A few reasons why you should enter:

- Showcase your innovation, talent and strategic thinking
- Fine-tune your skills with expert feedback from senior professionals
- Gain peer recognition for your excellence in professional communications
- Enhance your personal reputation and gain credibility for your communication program
- Build your resume with a portfolio of work that opens doors to new opportunities

## ENTRY DEADLINES

- **Deadline:** Wednesday, Aug. 16, 2023 at 11:59 PM (PDT)
- **Late Deadline:** Wednesday, Aug. 23, 2023 at 11:59 PM (PDT)

## WHAT TO ENTER

- Enter work implemented, published, or broadcast between Jan. 1, 2022 and the day of submission.
- Entries may be large or small projects from in-house, non-profit, corporate, government, and educational departments, agencies, consultants, or sole practitioners.
- Multiple entries per entrant are welcome.

# ENTRY GUIDELINES

## CONTEST DETAILS

### ENTRY DEADLINES AND FEES

Entrant Category	Deadline	Late Deadline
	Wednesday, Aug. 16, 2023 at 11:59 p.m. (PDT)	Wednesday, Aug. 23, 2023 at 11:59 p.m. (PDT)
IABC Member	\$180	\$220
Non-member	\$235	\$305
Student	\$75	\$1100

### JOIN AND SAVE

If you're not an IABC member, save money and become a member today! It's easy – just visit <https://www.iabc.com/membership/> for more information on the benefits of IABC membership.

### CELEBRATE YOUR EXCELLENCE

Plan to attend IABC Silver Quill Awards Ceremony this fall, where award winners will be announced and celebrated virtually.

### THE RULES

- Work must have been implemented, published or broadcast between Jan. 1, 2022 and the day of submission. If you entered your work in 2021 or 2022 and it did not win an award, you may revise and re-enter your project as long as the work was implemented, published or broadcast between Jan. 1, 2020 and the day of submission. Entries that have won in previous years may not be resubmitted.
- You must upload your entry and pay the entry fee before the deadline. Full payment must be received for all entries you submit before or on the closing date to be eligible for judging.
- Work plans for Divisions 1, 2, 3 and 5 are limited to four pages using a font size no smaller than 10 points and margins no less than 0.5 inches. Plans must be submitted in PDF format. A work plan template is available to [download](#).
- Rather than submitting a work plan for Division 4 and 6, you will need to fill in the additional questions that will appear on the online entry form. You will find a preview of these questions in the "Four Steps to Entering" section of this call for entries.
- If you are a consultant and your work was done for a client, you must include a client permission letter for your entry, or it may be disqualified. A sample permission letter is available to [download](#).

### ENTRIES MAY BE DISQUALIFIED IF

- The work plan exceeds four pages.
- Any element of the project violates the [IABC Code of Ethics](#).
- It's obvious the entrant did not play a role in the project.
- The entry depends mainly on syndicated, borrowed, reprinted or stock material.
- The electronic files contain viruses, or disable or require disabling of any part of the computer system used during evaluation.
- Evaluators cannot view work samples using the instructions provided.

### STUDENT ENTRIES

- A student or group of students may enter work created while attending school full-time or part-time working towards a degree at a college, university or other educational institution.
- Entrants who were enrolled as a student, but have professional communication experience or are employed in the communication profession must submit their entry as a professional IABC member or non-member.
- Professors, lecturers, or advisers may not enter on behalf of a student.
- Student may enter work produced for educational courses, a club or volunteer association, an internship, or commercial and noncommercial activities, including work for an IABC chapter or region, is eligible for submission.
- If the entry was not fully implemented, please make note of this to the evaluators. It will not disadvantage your entry, however you must show how the program would have been evaluated, had it been implemented in practice.

# ENTRY PREPARATION RESOURCES

A great starting point is to review the “Four Steps to Entering” included in this call for entries. Since the Silver Quill Awards are aligned with IABC International’s Gold Quill Awards you may also visit the [resources page](#) at the Gold Quill Awards website where you will find:

- The “*Midas Touch Guide*” for each division – a detailed guide on how to craft your entry to best showcase your work.
- Award winning examples for each division.
- Score sheets for each division, so you can see exactly what the evaluators will be looking for.

## WHEN PREPARING YOUR WORK PLAN, ASK YOURSELF

- Does this work plan show how the project or program was strategically planned and implemented?
- Does it provide enough information for an evaluator (who may be from another country and/or not familiar with the campaign) to understand what took place?
- Does it show how the project or program helped the organization?
  
- Does it contain measurable objectives?
- Does it cover all of the important points and does it tell a compelling story?
- Could your plan be used to show others what works?

# JUDGING AND WINNING

## HOW ENTRIES ARE JUDGED

- Senior professionals with previous judging experience will review your entry and provide you with solid feedback.
- Silver Quill entries are judged online. Just as with paper entries, there is an expandable open space for judges’ comments, and our guidance to this year’s judges will cover the kind of information that is useful in each category.
- After the competition, you will receive feedback from the judges, regardless of whether your entry scores high enough to receive an IABC Silver Quill Award.
- Overall, an award-winning project is one that:
  - » Demonstrates strategic thinking by setting clear objectives in support of business goals and shows an understanding of the target audience.
  - » Contributes value and measurable benefits to the organization with strategically creative and effective communication.
  - » Measures the outcomes of the communication program to prove that it successfully achieved its stated goals.

## SCORING AND EVALUATION CRITERIA

- Evaluation is based on IABC’s Global Seven-Point Scale of Excellence for strategic planning and execution:
  - » **7 – Outstanding:** an extraordinary or insightful approach or result
  - » **6 – Significantly better than average:** demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results
  - » **5 – Better than average:** demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results
  - » **4 – Average:** competent approach or results, professionally sound, and appropriate
  - » **3 – Somewhat less than satisfactory:** several key elements that are critical to the strategy or execution are missing, incorrect, or underrepresented
  - » **2 – An inadequate approach or result:** a significant number of critical elements are missing
  - » **1 – Poor:** work that is wrong or inappropriate
  - » **0 – Incomplete:** work that completely neglects to include crucial information
- All marks start at four, which represents a fully competent approach to communication planning and execution. Work is graded up or down, depending on the content and execution of the project. Marks of zero, one, or seven are rare. Half points may be awarded.

## HOW DIVISION SCORES ARE WEIGHTED

- **Divisions 1, 2, 3 and 5 – Communication Management; Communication Research; Communication Training and Education; and COVID-19 Communications Management, Research and Training:** 50 percent of the score is based on the work plan and 50 percent of the score is based on the work sample(s).
- **Division 4 and 6 – Communication Skills and COVID-19 Communication Skills:** The score is based on the work sample’s creativity, professional execution, and alignment.

## ENTRY SCORE LEVELS FOR AWARDS

- **Award of Merit** – Any entry that scores between 5.00 and 5.49
- **Award of Excellence** – Any entry that scores 5.50 and above
- The best entry in each division will receive the **Best of Division Award**, and the best overall entry in the competition will also receive the **Best of Show Award**.

# QUESTIONS

Selecting the right category can be integral to your success. If you are unsure or need help with your entry, please contact us for assistance at [awards@iabcsonthern.com](mailto:awards@iabcsonthern.com).

# FOUR STEPS TO ENTERING

## STEP 1: CHOOSE YOUR CATEGORY

Choose from 55 categories in six divisions: Communication Management, Communication Research, Communication Training and Education, and Communication Skills, COVID-19 Communication Management, Research and Training, and COVID-19 Communication Skills.

- Be sure the category is appropriate for your entry. Categories help the judges assess whether the entry achieved its goals. Judges recognize that some entries fit in several categories and may permit latitude in such cases. However, if your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee will not be returned.
- You may enter multiple categories within one division or across divisions. While the same project, or parts of a project, may be submitted in different categories, you should create a distinct work plan for each entry. You may submit as many entries as you wish, but separate entry fees apply for each entry.

## STEP 2A (FOR DIVISIONS 1, 2, 3 OR 5 ENTRIES): WRITE YOUR WORK PLAN

The work plan describes your project's communication program, how it was developed, and what you intended to achieve. Create a tailored work plan for each entry.

### List the following information at the top of your work plan:

- **ENTRANT:** This must be the name of one person who was principally responsible for the development, management and execution of the entry. The entrant's name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.
- **DIVISION/CATEGORY:** List the division/category that accurately reflects the work being entered (i.e., Division 1: Category 1 – Internal Communication).
- **ORGANIZATION:** The name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.
- **ENTRY TITLE:** Choose a title that effectively represents the work being entered.
- **TIME PERIOD:** Specify the time period when the communication project took place. *Only work implemented, published or broadcast between Jan. 1, 2022 and the day of submission is eligible. It must be work that has not already won a Silver Quill Award in the category being entered. If the entry is a multiyear campaign/program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in the same category in the previous year.*
- **PROJECT DESCRIPTION:** Briefly describe your entry in one or two sentences. If your submission wins an IABC Silver Quill Award, this summary may be used at the award presentation and in various communications.

### Organize your work plan with the following headings:

#### 1) BUSINESS NEED OR OPPORTUNITY

- » Explain the business and communication environment including specific challenges that have occurred.
- » Align the communication/research/training opportunity and the business need by explaining how the project helped the organization.
- » Use research to substantiate the need and inform the direction of the communication strategy.

#### 2) STAKEHOLDER ANALYSIS

- » Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues.
- » Include audience research that identifies characteristics, mind-sets, preferences and needs of the audience to provide insight to the strategy.
- » Discuss how relevant factors will influence the communication strategy and tactics.

#### 3) GOALS AND OBJECTIVES

- » Distinguish between objectives, tactics and an approach to the issue.
- » Align the communication goal and objectives with the business need.
- » Establish measurable, relevant objectives that are stated as communication outcomes.
- » Align objectives with the stakeholder analysis and the business need.
- » Ensure that objectives will produce an effect on the stated business needs.

#### 4) SOLUTION OVERVIEW

- » Demonstrate strategic thinking by clearly explaining how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media, and communication channels.
- » Demonstrate that the audience analysis was taken into account when developing key messages for each group identified.
- » Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline.
- » Demonstrate that the communication solution is aligned with the business needs.
- » Ensure your work plan refers to your work sample(s) and assists the evaluators in navigating through your entry and finding the samples that best illustrate your work.

#### 5) IMPLEMENTATION AND CHALLENGES

- » Provide a budget that seems reasonable given the organization and the scope of communication activities.
- » Demonstrate that time and other resources were effectively used.
- » Outline any challenges faced, and demonstrate that they were effectively managed.
- » Demonstrate consultation with stakeholders including presentation of the plan to management.
- » Provide evidence of direct involvement in the project by the entrant.

## 6) MEASUREMENT AND EVALUATION

- » Align measurement with valid objectives.
- » Demonstrate output-based results that measure increased volumes as an indicator of progress and/or outcome-based results that influence awareness, understanding, opinion, attitude, behaviors or business results.
- » Provide a thorough evaluation that supports the results.

## STEP 2B (FOR DIVISION 4 AND 6 ENTRIES): FILL IN THE ADDITIONAL QUESTIONS

You do not need to complete a detailed work plan for the Communication Skills division and COVID-19 Communication Skills division. Instead, you will need to complete the additional questions that appear on the online entry form which will be submitted along with your work sample(s). The form fields provided for answering the questions have character limits as stated below, so keep your answers concise.

### • THE COMMUNICATION SKILLS DIVISION AND COVID-19 COMMUNICATION SKILLS DIVISION ADDITIONAL ENTRY FORM QUESTIONS:

- » Describe your organization. (800-character limit, including spaces)
- » Describe the business need that led to this project being undertaken. (1,000-character limit, including spaces)
- » Who was (were) the audience(s) for this project? What do you know about them in relation to the communication opportunity? (1,000-character limit, including spaces)
- » What were the measurable objectives for the project? Please provide no more than three objectives, and describe how they are aligned with the business need. (1,000-character limit, including spaces)
- » What were the key messages for the project? Name not more than three messages. (1,000-character limit, including spaces)
- » Describe the resources (budget, time, others) available for the project and how effectively they were managed. (1,000-character limit, including spaces)
- » Provide a brief summary of how you used these insights (business need, audiences, objectives and key messages) to guide the development of your project. (1,500 character limit, including spaces)
- » How well were the measurable objectives met? Show the relationship between the objectives you set and the results you achieved. (1,000-character limit, including spaces)

## STEP 3: PREPARE YOUR WORK SAMPLE

Preparing a work sample is like preparing a portfolio.

- Work sample elements demonstrate skill in strategic planning and execution.
- When evaluators review your work sample, they will look at it as objectively as possible through the eyes of your stated intended audience(s) and take the overall strategy into account.

- Some entrants simply provide the creative samples, and while that's okay, the work sample scoring is split into four sections, so take these into account when preparing yours:
  - » Stakeholder alignment and impact
  - » Alignment with objectives and strategy
  - » Professional execution
  - » Overall quality
- Judges will look for a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and creative samples.
- The work sample is scored separately from the work plan, but it's hard for a sample to get a high score if the plan didn't score well. The work sample should represent the full scope of your work. Make sure that the material in your work sample matches the material described in your work plan.

### How to select a representative sample of your work:

- Judges don't need to see every media clip, or a full research report (unless you are entering in the Communication Research division). Be selective: for larger communication programs, pick the examples (clips, photos, etc.) that best represent your entry, rather than including every item.
- Remember electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided. Also, keep in mind that large files are difficult to upload and download, so condense the file size as much as possible. The maximum file size for work sample files is two gigabytes and a maximum of five work sample files are allowed per entry.
- **FOR ENTRIES IN DIVISION 1, 2, 3 OR 5 CATEGORIES:** The work sample should include a sample of all project elements so that evaluators can review the material and determine how well it's aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of or a link to a website, PowerPoint presentations, scripts, publications or specific material referenced in your work plan.
- **FOR ENTRIES IN DIVISION 4 AND 5 CATEGORIES:** The work sample should include a copy of the product entered in the competition and any supporting information such as budgets, research, media plans, scripts, creative rationale, focus tests, and post campaign tracking information or other elements. Be sure to show individual pieces such as writing or photography samples in the context in which they were used, not just individually.
- **WORK SAMPLES SHOULD NOT BE RESTRICTED TO MERELY AN ELECTRONIC VERSION OF A PRINTED PIECE.** For example, in the case of graphic design submissions, you could include photos of the piece that illustrate intricate folds or other nuances that may be lost in an electronic format. *(Of course, you should also clearly demonstrate how any such special design features were a part of the creative solution in your work plan. Remember, your entry is not being judged solely on its artistic merit, but rather on its ability to successfully meet the stated business need or opportunity.)*

## How to represent your scope of work in various media:

- **VIDEO:** Submit your entry in either m4v, mp4 or wmv formats, no larger than two gigabytes each.
- **PUBLICATIONS (PRINT OR ELECTRONIC):** Submit three consecutive issues in PDF format as one entry. For semiannual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication (i.e., monthly, quarterly, semiannual) in your work plan.
- **NON-DIGITAL MEDIA:** For large and heavy items (i.e., displays, billboards, sculptures), upload color photographs with descriptions (in PDF format).
- **PHOTOGRAPHY:** Submit your entry in the context in which it was used. For print media, submit a PDF of the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards, or other cases where size is prohibitive, submit a digital photograph of the entire project and one close-up photo.
- **PROGRAMS AND CAMPAIGNS:** Submit a complete, concise entry. Enclose a representative electronic sample of multiple program elements, including digital photographs of outsized or bulky items.
- **WRITING SAMPLES:** Provide a tear sheet or other evidence of use. For recurring features or a recurring column (Category 25: Writing and Category 50: COVID-19 Writing), create PDFs for three different samples to support your single entry.

## • PAY FOR YOUR ENTRY USING A CREDIT CARD OR PAYPAL ACCOUNT THROUGH THE ONLINE ENTRY WEBSITE.

- » You should set up all of your entries and then click “checkout” when you are ready to make one payment for all your entries.
- » Click the “process” button to agree to be redirected to PayPal to pay by PayPal Express Checkout. You will have the option to pay with PayPal by logging in to your PayPal account or using a credit card as a guest.
- » After you have entered all of our payment information, click the “pay now” button to complete your payment and return to the Silver Quill Award website.
- » Once your payment has been processed, you will receive an email confirming your submission(s) and payment.

## STEP 4: UPLOAD YOUR ENTRY AND SUBMIT PAYMENT

You must upload, pay the registration fee in full, and submit all entries before or on the deadline in order for them to be eligible for evaluation.

- **SUBMIT YOUR ENTRIES ONLINE AT [HTTPS://BIT.LY/IABCSILVERQUILLAWARDS](https://bit.ly/IABCSilverQuillAwards).**
  - » You must first register for an account. The registered individual will automatically become the entrant for any entries submitted by that account.
  - » **If you are an IABC member, be sure to designate that as your “Entrant Type” and provide your IABC membership number when you register your account at the online entry website.**
  - » Fill out the online entry application form for each of your entries. Please note that there are four parts to the application:
    - IABC Code of Ethics Eligibility
    - Entrant and Entry Information
    - Confirmations and Uploads
  - » If your work sample content is available online, provide the URL (and screen shots of the website, if you desire) in a PDF document and upload it as your work sample. For any hyperlink you submit, the URL must be functioning for the judges to review your sample.
  - » After uploading your files, you will be able to review your entry for accuracy and make any necessary changes before submitting payment.
  - » Continue to submit any additional entries.

# DIVISIONS AND CATEGORIES

The IABC Silver Quill Awards are based on the parameters of IABC International's Gold Quill Awards. They are divided into six divisions and 55 categories. This year we are keeping the two divisions specific to COVID-19 communications to allow us to recognize your hard work this year in regards to COVID-19:

- Division 5: COVID-19 Communication Management, Research and Training
- Division 6: COVID-19 Communication Skills

You may enter more than one category with your entry; however, evaluators recommend that you tailor your entry to suit the specific requirements of each category. Plus, get double the recognition for your work by entering the normal quill category and the COVID-19 category.

## DIVISION 1 COMMUNICATION MANAGEMENT

The Communication Management Division covers projects, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, including public and private corporations, governments, non-governmental organizations, not-for-profit organizations, partnerships, cooperatives, and educational institutions. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation, and evaluation. Entries may include a wide range, mix and matrix of communication materials. A single tactical execution element that formed part of the communication program may also be entered in the Communication Skills Division.

### CATEGORY 1 INTERNAL COMMUNICATION

- Programs or strategies targeted at employee or member audiences
- Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management
- May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization
- Includes integrated campaigns

### CATEGORY 2 EMPLOYEE ENGAGEMENT

- Local, regional, national or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement
- Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels
- May include employee recognition and volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements in the organization

### CATEGORY 3 HUMAN RESOURCES AND BENEFITS COMMUNICATION

- Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

### CATEGORY 4 CHANGE COMMUNICATION

- Communication strategies that support organizational change
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 5 SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding and behaviors related to safety and security issues within an organization
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 6 LEADERSHIP COMMUNICATION

- Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver
- Strategies may include tool kits with speaking notes, videos, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

### CATEGORY 7 MARKETING, ADVERTISING AND BRAND COMMUNICATION

- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
- May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)
- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 8**

### **CUSTOMER RELATIONS**

- Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer
- Programs may influence reputation, brand awareness and loyalty, and market position
- May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements

## **CATEGORY 9**

### **MEDIA RELATIONS**

- Strategies or ongoing programs that use the news media (includes print, online and/or broadcast) as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action
- Should demonstrate the quality of media coverage and its impact on the organization – quantity of media stories alone is not considered a valid measurement in this category

## **CATEGORY 10**

### **COMMUNITY RELATIONS**

- A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served
- Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities
- Supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

## **CATEGORY 11**

### **GOVERNMENT RELATIONS AND PUBLIC AFFAIRS**

- Short- or long-term programs that influence the opinion or actions of government bodies or agencies
- May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

## **CATEGORY 12**

### **PUBLIC SECTOR/GOVERNMENTAL COMMUNICATION**

- Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

## **CATEGORY 13**

### **FINANCIAL COMMUNICATION AND INVESTOR RELATIONS**

- Entails strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties
- Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

## **CATEGORY 14**

### **ISSUES MANAGEMENT AND CRISIS COMMUNICATION**

- Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns
- Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 15**

### **CORPORATE SOCIAL RESPONSIBILITY**

- Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen
- May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales
- Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 16**

### **NONPROFIT SECTOR COMMUNICATION**

- Programs recognizing the particular challenges of the nonprofit sector which may include multiple internal or external audiences
- Promotes nonprofit organizations or causes
- May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 17**

### **DIVERSITY, EQUITY AND INCLUSION**

- Campaigns or programs of work aimed at building a culture of inclusion for an organization with internal or external stakeholders (or both)
- Entries must focus on the communication elements of diversity, equity and inclusion programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance diversity, equity and inclusion aims



## CATEGORY 18

### MULTICULTURAL COMMUNICATION

- Any strategy or program targeted at more than one internal and external audience with an emphasis on various languages and/or cultural inclusion.
- These programs align internal and external communication strategies, with highly targeted audience demographics and characteristics, demonstrate the full range of communication skills, and showcase multiple areas of expertise such as media relations, employee communication, marketing, branding, crisis management, communication research and measurement.

## CATEGORY 19

### CLIMATE CHANGE

#### AND SUSTAINABILITY COMMUNICATION

- Communication campaigns, programs or strategies aiming at engaging different audiences in climate change and solutions. These might include programs focused on changing climate and energy-related behaviors, consumer choices, social and cultural norms, communication patterns, and activism.
- Communication campaigns, programs or strategies focused on sustainability from a holistic perspective of environmental stewardship, social responsibility and good governance. [Environmental Social and Governance (ESG)]
- The entries may focus on multiple internal and/or external audiences and demonstrate the use of innovative communications and strategies to support positive actions and social change.
- Entries will demonstrate the power of well researched, planned and executed communication programs to build awareness and promote positive social action, to achieve a positive impact on crucial issues such as sustainability, environmental stewardship, and climate change.

## DIVISION 2

### COMMUNICATION RESEARCH

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional. A clear understanding of why the research was needed demonstrates its strategic value to an organization.

## CATEGORY 20

### COMMUNICATION RESEARCH

- Formative research conducted during the initial stages of the strategic communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for internal communication programs
- May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

## DIVISION 3

### COMMUNICATION TRAINING AND EDUCATION

This division recognizes the mentorship and education role of consultants and communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

Entries in this division must demonstrate:

- alignment of learning outcomes to goals and objectives;
- alignment of assessments to specific learning outcomes;
- theories and practices of educational excellence; and
- impact outside the classroom.

## CATEGORY 21

### COMMUNICATION TRAINING AND EDUCATION

- Training or educational programs delivered to an internal or external audience that help to improve their communication competencies
  - » For internal audiences, this may include supervisor/ manager/leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines
  - » For external audiences, this may include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

## DIVISION 4

### COMMUNICATION SKILLS

The Communication Skills Division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results tied to objectives.

#### CATEGORY 22

##### SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special or experiential event for an internal or external audience
  - » For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement
  - » For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events

#### CATEGORY 23

##### DIGITAL COMMUNICATIONS

- Computer-based communication vehicles defined as the end product produced for internal or external audiences, and rely on a digital communication channel for delivery.
- May include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material
- Generally one-way communication that offers published content online.
- Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

#### CATEGORY 24

##### AUDIO/VISUAL

- Communication vehicles produced for internal or external audiences using sound, images, video, apps, film, slides, CDs or a combination of these elements
- May include webinars, video, audio, podcasts, PowerPoint or other presentations, infographics, and interactive content and film
- Does not include advertising commercials or websites

#### CATEGORY 25

##### SOCIAL MEDIA

- Engages internal and external audiences in conversation through social media
- Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online
- May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn, Facebook, Instagram and Snapchat, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, enterprise social networks

such as Yammer, Stack and Jive, and virtual networking platforms

#### CATEGORY 26

##### PUBLICATIONS

- Publications produced for internal or external audiences in all formats, including hard copy, electronic and online
- May include magazines, blogs, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, and similar material

#### CATEGORY 27

##### WRITING

This category includes writing in both print and electronic formats:

##### JOURNALISM

- Material in which the news media is the primary communication channel
- May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories

##### CORPORATE WRITING

- Material written primarily for use by an organization to inform or educate employees or external stakeholders
- May include recurring features or columns, magazines, newsletters, internal or special publications, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports

##### PROMOTIONAL WRITING

- Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view, to perform an action, or to purchase goods or services
- May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the web

##### NONPROFIT WRITING

- Material written to promote nonprofit organizations, including IABC regional and chapter events

##### SPECIAL PROJECTS WRITING

- Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

#### CATEGORY 28

##### CREATIVE DESIGN

- Communication projects where design is central to the effectiveness of the vehicle.
- May include cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs.
- Work may appear in book and magazine covers, posters, organizational identity (logo), product labels and packaging, direct marketing, 3D materials and illustrations.

## **DIVISION 5**

### **COVID-19 COMMUNICATION MANAGEMENT, RESEARCH AND TRAINING**

The COVID-19 Communication Management, Research and Training Division covers projects, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, including public and private corporations, governments, non-governmental organizations, not-for-profit organizations, partnerships, cooperatives, and educational institutions. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation, and evaluation. Entries may include a wide range, mix and matrix of communication materials. A single tactical execution element that formed part of the communication program may also be entered in the COVID-19 Communication Skills division.

#### **CATEGORY 29**

##### **INTERNAL COVID-19 COMMUNICATION**

- COVID programs or strategies targeted at employee or member audiences
- Includes programs that create awareness of COVID and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management
- May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization
- Includes integrated campaigns

#### **CATEGORY 30**

##### **COVID-19 EMPLOYEE ENGAGEMENT**

- Local, regional, national or international programs or strategies that profile the role of strategic COVID-19 communication as a driver in improving employee engagement or safety
- Entries must focus on the COVID-19 communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels
- May include COVID-19 employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements in the organization

#### **CATEGORY 31**

##### **COVID-19 HUMAN RESOURCES AND BENEFITS COMMUNICATION**

- Programs or strategies targeted at internal audiences that relate to COVID-19 communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

#### **CATEGORY 32**

##### **COVID-19 CHANGE COMMUNICATION**

- COVID-19 communication strategies that support organizational change
- May be directed at internal or external audiences, or integrated campaigns

#### **CATEGORY 33**

##### **COVID-19 SAFETY COMMUNICATION**

- Programs or strategies that focus on improving COVID-19 awareness, understanding and behaviors related to safety and security issues within an organization
- May be directed at internal or external audiences, or integrated campaigns

#### **CATEGORY 34**

##### **COVID-19 LEADERSHIP COMMUNICATION**

- Programs or strategies that help leaders become more effective COVID-19 communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use COVID-19 communication as a business driver
- Strategies may include tool kits with speaking notes, videos, games or other tools that help leaders communicate a specific COVID-19 topic, and special publications with information and support for COVID-19 leadership communication

#### **CATEGORY 35**

##### **COVID-19 MARKETING, ADVERTISING AND BRAND COMMUNICATION**

- May include various COVID-19 activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
- May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)
- COVID-19 strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and service
- May be directed at internal or external audiences, or integrated campaigns

#### **CATEGORY 36**

##### **COVID-19 CUSTOMER RELATIONS**

- Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer during COVID-19
- COVID-19 programs may influence reputation, brand awareness and loyalty, and market position
- May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements

## **CATEGORY 37**

### **COVID-19 MEDIA RELATIONS**

- Strategies or ongoing COVID-19 programs that use the news media (includes print, online and broadcast) as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action
- Should demonstrate the quality of COVID-19 media coverage and its impact on the organization – quantity of media stories alone is not considered a valid measurement in this category

## **CATEGORY 38**

### **COVID-19 COMMUNITY RELATIONS**

- A one-time or an ongoing program that enhances stakeholder understanding of COVID-19 issues affecting business operations within the community served
- Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities
- Supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

## **CATEGORY 39**

### **COVID-19 GOVERNMENT RELATIONS AND PUBLIC AFFAIRS**

- Short- or long-term COVID-19 programs that influence the opinion or actions of government bodies or agencies
- May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

## **CATEGORY 40**

### **COVID-19 PUBLIC SECTOR/GOVERNMENTAL COMMUNICATION**

- COVID-19 programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

## **CATEGORY 41**

### **COVID-19 FINANCIAL COMMUNICATION AND INVESTOR RELATIONS**

- Entails COVID-19 strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties
- Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

## **CATEGORY 42**

### **COVID-19 ISSUES MANAGEMENT AND CRISIS COMMUNICATION**

- Programs targeted at external and/or internal audiences that address COVID-19 trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, public policy or environmental concerns
- Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 43**

### **COVID-19 CORPORATE SOCIAL RESPONSIBILITY**

- COVID-19 programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen
- May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales
- Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 44**

### **COVID-19 NONPROFIT SECTOR COMMUNICATION**

- Programs recognizing the particular COVID-19 challenges of the nonprofit sector which may include multiple internal or external audiences
- Promotes nonprofit organizations or causes
- May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all
- May be directed at internal or external audiences, or integrated campaigns

## **CATEGORY 45**

### **COVID-19 DIVERSITY, EQUITY AND INCLUSION**

- COVID-19 campaigns or programs of work aimed at building a culture of inclusion for an organization with internal or external stakeholders (or both)
- Entries must focus on the COVID-19 communication elements of diversity, equity and inclusion programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance diversity, equity and inclusion aims

## CATEGORY 46

### COVID-19 MULTICULTURAL COMMUNICATION

- Any COVID-19 strategy or program targeted at more than one internal and external audience with an emphasis on various languages and/or cultural inclusion.
- These COVID-19 programs align internal and external communication strategies, with highly targeted audience demographics and characteristics, demonstrate the full range of communication skills, and showcase multiple areas of expertise such as media relations, employee communication, marketing, branding, crisis management, communication research and measurement.

## CATEGORY 47

### COVID-19 COMMUNICATION RESEARCH

- Entries in this category recognize the importance of COVID-19 research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional
- Formative research conducted during the initial stages of the strategic COVID-19 communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization operates, aligns best practices against organizational needs, or informs strategic direction for internal communication programs
- May include stakeholder analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

## CATEGORY 48

### COVID-19 COMMUNICATION TRAINING AND EDUCATION

- Entries in this category must demonstrate alignment of learning outcomes to COVID-19 goals and objectives, alignment to specific learning outcomes, theories and practices of educational excellence, and impact outside the classroom
- Training or educational programs delivered to an internal or external audience that help to improve their COVID-19 communication competencies
  - » For internal audiences, this may include supervisor/manager/leader training in COVID-19 communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines
  - » For external audiences, this may include COVID-19 presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

## DIVISION 6

### COVID-19 COMMUNICATION SKILLS

The COVID-19 Communication Skills Division includes marketing and communication elements that showcase COVID-19 technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results tied to objectives.

## CATEGORY 49

### COVID-19 SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special or experiential COVID-19 event for an internal or external audience
  - » For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement
  - » For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events

## CATEGORY 50

### COVID-19 DIGITAL COMMUNICATIONS

- Computer-based COVID-19 communication vehicles defined as the end product produced for internal or external audiences, and rely on a digital communication channel for delivery.
- May include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material
- Generally one-way COVID-19 communication that offers published content online.
- Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

## CATEGORY 51

### COVID-19 AUDIO/VISUAL

- COVID-19 communication vehicles produced for internal or external audiences using sound, images, video, apps, film, slides, CDs or a combination of these elements
- May include webinars, video, audio, podcasts, PowerPoint or other presentations, infographics, and interactive content and film
- Does not include advertising commercials or websites

## CATEGORY 52

### COVID-19 SOCIAL MEDIA

- Engages internal and external audiences in COVID-19 conversation through social media
- Use of social media to engages internal and external audiences to inform of COVID-19 health risks and/or safety precautions
- Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online related to COVID-19
- May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn, Facebook, Instagram and Snapchat, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, enterprise social networks such as Yammer, Stack and Jive, and virtual networking platforms

## CATEGORY 53

### COVID-19 PUBLICATIONS

- COVID-19 publications produced for internal or external audiences in all formats, including hard copy, electronic and online
- May include magazines, blogs, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, and similar material

## CATEGORY 54

### COVID-19 WRITING

This category includes writing in both print and electronic formats:

#### JOURNALISM

- COVID-19 material in which the news media is the primary communication channel
- May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories

#### CORPORATE WRITING

- COVID-19 material written primarily for use by an organization to inform or educate employees or external stakeholders
- May include recurring features or columns, magazines, newsletters, internal or special publications, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internet, internal publications, technical writing, and annual and special reports

#### PROMOTIONAL WRITING

- COVID-19 material written to persuade customers, consumers, employees or stakeholders to adopt a point of view, perform an action, or to purchase goods or services
- May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the web

#### NONPROFIT WRITING

- COVID-19 material written to promote nonprofit organizations, including IABC regional and chapter events

#### SPECIAL PROJECTS WRITING

- COVID-19 educational material, scripts for theatrical use, and other writing projects not covered above

## CATEGORY 55

### COVID-19 CREATIVE DESIGN

- COVID-19 communication projects where design is central to the effectiveness of the vehicle.
- May include cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs.
- Work may appear in book and magazine covers, posters, organizational identity (logo), product labels and packaging, direct marketing, 3D materials and illustrations



2023 IABC  
**SILVER**  
**QUILL**  
AWARDS

# COVID-19 CATEGORIES

We are keeping the two divisions specific to COVID-19 communications, so we can recognize your hard work this year in regards to COVID-19:

- Division 5: COVID-19 Communication Management, Research and Training
- Division 6: COVID-19 Communication Skills

Get double the recognition for your work by entering the normal quill category and the COVID-19 category.

## COVID-19 communications may include:

- Infographics promoting hand hygiene or how to wear a face mask
- Social media campaigns promoting hand cleaning and/or face mask requirements
- Communication plans for how to transition to work from home and return to work
- External communications sharing how employees are being protected or how the company is giving back during these challenging times
- Communication plans for virtual meetings
- New websites or subsites providing COVID-19 updates
- Research to gauge what employees will need as they return to work and communication plans to help them return successfully
- Workplace signage and strategies to ensure social distancing and cleaning requirements of employees as they return to work
- Employee notices for mandatory daily health screenings

## Make Plans to Celebrate with Us

We will recognize all of the Silver Quill Award winners this fall during the virtual awards ceremony. This is your chance to let your communication work shine and receive the recognition you deserve. We hope you will enter and join us for the awards ceremony even if you do not win or enter.