



2009 Palmetto Awards Call for Entries

If your communications work is nothing short of amazing, then enter your Natural Talent into the 2009 Palmetto Awards. We are looking for incredible communication cultivators who have planned, directed or created communications work worthy of a spot in this year's awards program.

You have planted the seeds and used your Natural Talent to deliver the right message using the right medium to the right audience. Now's your chance to show your peers, clients and employers that your Natural Talent has captivated your audience.

We are looking for all types of communication cultivators – big business, small entrepreneurs, public entities, non-profits and everyone in between. Writing, design, media relations, electronic media and special events are just a few categories for you to enter your locally grown Natural Talent.

As a Palmetto Award winner, you will receive:

- Announcement of your winning at our evening awards program
- An eye-catching award to proudly display
- Your name and company's name on IABC/South Carolina's Web site
- Permission to use the 2009 Palmetto Award winner logo
- Consideration for "Best of the Best" Award!

Entry Guidelines

ABOUT THE PALMETTO AWARDS

Palmetto Awards are presented annually by IABC/South Carolina to recognize excellence in communication within South Carolina. The Palmetto Awards program is open to all professional communicators in South Carolina, including IABC non-members. The 2009 Palmetto Award winners will be announced Thursday, November 5, 2009, at the Palmetto Awards ceremony.

Questions? Contact Palmetto Awards Chair, Amanda Wagasky, 803-936-4301 or palawards@iabc-sc.com.

Eligible Work: All entries must have been produced between July 1, 2008 and June 30, 2009. You do not need to be an IABC member to enter.

Submission: Submit two 3-ring binders for each entry. One binder is reviewed by our judges and the other is held for display at the Palmetto Awards program. Your entry will be disqualified if you do not submit two complete binders. Elements that do not fit in a binder should be captured on a photograph, CD-ROM, VHS videotape, DVD or other appropriate medium that can be inserted in the binder. Enclose these items in a plastic sleeve or other holder that will not fall out of your binder. Make sure to check the category you plan to enter to determine if there are any additional submission requirements.

Each binder must include the following:

- 2009 Palmetto Entry Form
- Work Sample
- Work Plan
- Payment (check or money order payable to IABC/South Carolina)

Each binder must be clearly labeled on the outside with the following information:

- Category Name
- Category Code (letter and number)
- Entry Title
- Entrant's Name
- Entrant's Company or Organization
- Client Name (if applicable)

Please send a one-paragraph summary of your entry (50 words or less), a JPEG image of you and/or the project team and a JPEG of the entry itself, to be used for the winning entries at the awards ceremony. Please submit on a CD along with your entry. Multiple entries from the same entrant may be included on one CD. However, please create a separate folder on the CD for each entry. Name each folder with your last name and the name of the entry, saving the appropriate summary, JPEG image and entry in the

folder. (Examples: Jones_Annual Report, Smith_Newsletter Redesign, Williams_50th Anniversary Celebration) Be sure to label your CD.

Multiple Entries: You may submit the same entry or parts of an entry in as many different categories as apply, but not more than once in the same category. Separate fees apply for each entry.

THE WORK PLAN

Each entry should include a work plan of up to three pages (minimum 10-point type) that summarizes how you developed, produced and evaluated your entry.

Your work plan is as important as your work sample and will count for half of your final judging score.

The work plan should include:

- Category Name
- Category Code (letter and number)
- Entry Title
- Entrant's Name
- Entrant's Company or Organization
- Client's Name (if applicable)

Work plan details should clearly outline:

1. **Problem or Opportunity:** What was the purpose of this effort? What need or opportunity did it address? How did the need or opportunity affect the organization? In other words: Why did you do what you did?
2. **Target Audience:** Describe your intended audience(s) and audience characteristics that caused you to select this solution over other available approaches.
3. **Goals and Objectives:** What measurable and/or specific objectives did you set for your project at the outset? Why did you choose the medium you used? In other words: How would you know if and when you succeeded?
4. **Project Implementation and Production:** Describe the chosen product/approach, its elements, schedules, budget, its limitations (such as scheduling), available resources, etc. How did you deal with any limits or challenges that could have affected the results? In other words: Tell us how you did what you did.
5. **Results and Evaluation:** What indicators did you use to measure each specific objective? What results were achieved? In other words: How successful were you?

No entries will be returned. If you attend the Palmetto Awards program, you can pick up the display copy of your entry. Judges will not be returning their copies.

Important Points to Remember:

- Submit a **DUPLICATE** of each entry submission. In other words, send us two of the same entry for each category you enter. No entries will be returned. If you attend the Palmetto Awards program, you can pick up the display copy of your entry. Judges will not be returning their copies.
- Submit the same entry or parts of an entry in as many different categories as apply, but not more than once in the same category. Separate fees apply for each entry.

Award Categories

A. COMMUNICATION MANAGEMENT

A1. Strategic Communication Program

Submission: For category A1, include elements that explain your communication process innovation, departmental organization, multi-audience or integrated communication, quality assurance or similar program that gives your organization an edge in strategic communication success.

A2. Issues Management or Crisis Communication Project

Submit applicable elements of your communication that take the judges through your plan, its implementation and its effect on the organization.

A3. Special Events

Submit applicable elements of your communication that take the judges through your special event, its implementation and its effect on the organization.

Judging: For category A1, judges will look for evidence of repeatable processes that contribute to communication success. For categories A1-3, judges will evaluate how well:

- Your plan identifies the communication need and its effect on the organization
- You identify the critical characteristics of your audience to tailor your communication
- Your plan defines and measures goals and objectives
- You executed plan tactics (communication efforts)
- You measured the success of your goals and objectives

B. INTERNAL COMMUNICATIONS PROGRAMS

B1. Employee Communication (other than benefits)

B2. Benefits Communication

Include elements that explain or show how your communication supported your plan and describe its effect on the organization.

Judging: Judges will evaluate how well:

- Your plan identifies the communication need and its effect on the organization
- You identify the critical characteristics of your audience to tailor your communication
- Your plan defines and measures goals and objectives
- You executed plan tactics (communication efforts)
- You measured the success of your goals and objectives

C. EXTERNAL COMMUNICATIONS PROGRAMS

C1. Marketing Communication or Customer/Member Relations

C2. Media Relations

C3. Investor Relations

C4. Governmental Relations

C5. Community Relations

Include elements that explain or show how your communication supported your plan and describe its effect on the organization.

Judging: Judges will evaluate how well:

- Your plan identifies the communication need and its effect on the organization
- You identify the critical characteristics of your audience to tailor your communication
- Your plan defines and measures goals and objectives
- You executed plan tactics (communication efforts)
- You measured the success of your goals and objectives

D. ONLINE AND ELECTRONIC COMMUNICATIONS

D1. Internet/Intranet

D2. Online Publications/Electronic (E-mail) Newsletter

D3. Audio or Video Communication

D4. One-time Electronic Communication (PDF file, Web page, etc.)

Submission: For categories D1-4, submit your web address or an Acrobat PDF file on CD-ROM with a comprehensive selection of web pages or digital publications. For D3, submit a VHS videotape, standard cassette audiotape, CD or DVD. Judges are not responsible if Web sites are not accessible or digital files are not readable, nor are they responsible for non-functioning submissions or equipment incompatibility. (Be sure to provide viewing criteria, such as preferred browser, screen size, etc.) For lengthy submissions, provide an edited version or overview of 10 minutes or less.

Judging: Judges will look for effective writing integrated with design or visuals appropriate for the medium and the audience, creative and innovative approaches in communicating with the target audience, and documented measurement of objectives.

E. PRINT COMMUNICATIONS

E1. Magazine

E2. Newsletter/Newspaper

E3. Annual Report

E4. Special Publication, Handbook, Brochures, One-time Publications

Submission: Submit three consecutive issues as one entry for E1-2, as long as all were published between July 1, 2008 and June 30, 2009. If fewer than three were published, you may enter two consecutive issues, explaining the situation to the judges. If fewer than two were published, do not enter in E1 or E2; enter in E4.

Judging: Judges will look for appropriateness of print piece to the communication need, effective writing that is appropriate for the medium, and creative and innovative design that supports the messages, as well as documented measurement of objectives.

F. WRITING

- F1. News or Interpretive
- F2. Feature or Human Interest
- F3. Speech or Script
- F4. Technical Writing

Submission: Submit a tear sheet, readable screenshot or typed copy, plus information clarifying where the piece appeared.

Judging: Judges will look for effective writing for the medium as well as appropriate style and correctness of language, but will not assess the design or visuals unless you specify in a special note to the judges to consider that as part of the effectiveness of the writing of the communication piece. Judges will evaluate message effectiveness considering the audience and documented measurement of objectives.

G. DESIGN

- G1. Periodicals (Magazine, Newsletter, Newspaper)
- G2. Annual Report or One-time Publication
- G3. Promotional or Campaign Material/Brochures
- G4. Illustration, Logo, Photography, Posters or Displays
- G5. Web site

Submission: Submit three consecutive issues as one entry for G1, as long as all were published between July 1, 2008 and June 30, 2009. If fewer than three were published, you may enter two consecutive issues, explaining the situation to the judges. If fewer than two were published, do not enter in G1; enter in G2. For projects larger than will fit in a binder, please submit high-quality photographs of your entry or digital files in an Acrobat PDF file on CD-ROM. For G5, submit your Web address or an Acrobat PDF file on CD-ROM with a comprehensive selection of Web pages. Judges are not responsible if Web sites are not accessible or digital files are not readable; specify viewing guidelines if appropriate (browser preference, screen size, etc.).

Judging: Judges will look for appropriateness of digital communication to the communication need, effective design appropriate for the medium, creative and innovative visuals with their own intended message, or that support the messages of the total communication project, and documented measurement of objectives.

Student Palmetto Award Entries

The Student Palmetto Award competition recognizes excellence in communication at the undergraduate and graduate school level. Entries are judged against the work of peers by IABC senior communicators. Judges evaluate students' critical thinking and tactical skills in identifying a communication need, creating and implementing a solution, and assessing results. Entrants will receive an evaluation of their submission.

- Entries should be original work by a student.
- You must have been a full-time student at a college, university, or other educational institution, or a part-time student working towards a degree, during the time the entry was created.
- Entries submitted should be those performed in a student capacity, not that of a professional.
- Extensive communication experience or employment may disqualify you even if you were enrolled as a student.
- Entries created for coursework (receiving a grade or requisite work) are acceptable only if the work was applied outside the classroom.
- Entries must be in accord with IABC's Code of Ethics.
- The Student Palmetto Awards are meant to recognize the work of those about to enter the field on a professional level. For those with professional experience, please enter as a professional. If you have questions about your status, contact Amanda Wagasky at 803-936-4301 or palawards@iabc-sc.com.
- Students must also follow the guidelines to submit their work.



Entry Deadlines:

- **Early Bird:** Sept. 4
- **Late Bloomer:** Sept. 11