



ENTRY FORM

Category Number and Letter _____

Entry Title _____

Entrant Name _____

Organization or School _____

Address _____

Phone _____

Fax _____ IABC Member: Yes No

Email _____ Student: Yes No

Only one name will be inscribed on the award, but information on ordering duplicate awards will be distributed to all winners. Name as it should appear on award (one name): _____

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

2009 CATEGORY INFORMATION

CATEGORIES HAVE CHANGED! Please review carefully. Note: Judges reserve the right to change the category or subcategory an entrant has designated if they feel the entry is better suited to another category or subcategory.

Please mark with an "X" the category number and letter.

1. Communication Programs

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

2. Special Event – One Time Events

- a. Internal
- b. External

3. Emerging Technologies

Submit on DVD or CD-ROM

- a. Webcast/Blog/Podcast

4. Video/Multimedia/Electronic Program

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

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

- a. External video
- b. Internal video
- c. Intranet Website (submit color hard copies of key pages)
- d. Internet Website (submit color hard copies of key pages)
- e. PowerPoint Presentation

5. Marketing Communication

- a. Print
- b. Direct mail
- c. Radio spot
- d. Television commercial (Submit on CD-Rom (Mac and PC), or DVD. Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software. Summarize your CD-ROM, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your project statement.

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

6. Internal Publication

All elements of a publication are evaluated in this category. Publications entered in this category must be produced at least three times a year. Submit three issues (need not be consecutive).

ONE COLOR (BLACK OR OTHER):

- a. Magazine
- b. Newspaper, newsletter, tabloid or magapaper

TWO OR MORE COLORS:

- c. Magazine
- d. Newspaper, newsletter, tabloid or magapaper

7. External Publication

All elements of a publication are evaluated in this category. Publications entered in this category must be produced at least three times a year. Submit three issues (need not be consecutive).

ONE COLOR (BLACK OR OTHER):

- a. Magazine
- b. Newspaper, newsletter, tabloid or magapaper

TWO OR MORE COLORS:

- c. Magazine
- d. Newspaper, newsletter, tabloid or magapaper

8. Special Print Communication – design and content

All elements of a publication are evaluated in this category. This category is for publications that do not meet the frequency criteria of categories 6 or 7.

- a. Internal/external annual report (one color- black OR other)
- b. Internal/external annual report (two or more colors)
- c. Brochure (one color- black OR other)
- d. Brochure (two or more colors)
- e. Other: calendar, poster, invitation, bill stuffer, postcard, etc. (one color- black OR other)
- f. Other: calendar, poster, invitation, bill stuffer, postcard, etc. (two or more colors)

9. Publication Design

Only visual elements and overall design are evaluated in this category.

ONE COLOR (BLACK OR OTHER):

- a. Magazine
- b. Newspaper, newsletter, tabloid or magapaper
- c. Annual report, brochure, direct mail or special-purpose publication

TWO OR MORE COLORS:

- d. Magazine
- e. Newspaper, newsletter, tabloid or magapaper
- f. Annual report, brochure, direct mail or special-purpose publication

10. Writing

- a. News release
- b. Publication writing (including newsletters, brochures, direct mail and ad copy)
- c. Speech writing/Script writing
- d. Opinion/Bylined article
- e. Writing portfolio (submit three samples to show range or experience, i.e., newswriting, features, etc.)

11. Photography/Illustration

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

EARLY BIRD DEADLINE:
FRIDAY, FEBRUARY 20, 4:30 P.M.

DEADLINE:
FRIDAY, FEBRUARY 27, 4:30 P.M.

Mail or deliver completed entries to:

Kris Tanahara
c/o Stryker Weiner & Yokota Public Relations, Inc.
737 Bishop Street, Suite 2860
Mauka Tower
Honolulu, HI 96813