



2008 Bronze Beacon Entry Form – Page 1

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

Category Name, Number and Subcategory: _____

Entry Title: _____

Entrant's Name: _____

Entry Type (Professional or Student): _____

Company, Organization or School: _____

Address: _____

City, State, ZIP: _____

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

Total fees enclosed (refer to Early Bird and Final fees), payable to OCIABC: _____

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 the award (one name only):

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

Early Bird Entry Deadline

Wednesday, June 11, 2008 by 5 p.m.

Final Entry Deadline

Wednesday, July 2, 2008 by 5 p.m.

Where to Submit Entries

Mail: Debra Smiley, Mail Stop: DG-7, Bonneville Power Administration, P.O. Box 3621, Portland, OR 97208-3621

Deliver: Debra Smiley, Mail Stop: DG-7, Bonneville Power Administration, 905 N.E. 11th Ave., Portland, OR 97232

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Category Information

Categories have changed since the 2007 Bronze Beacon Awards. Please review carefully. Judges reserve the right to change the category or subcategory as designated by the entrant if they feel the entry is better suited to another category or subcategory.

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

1. Writing

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

2. External Publication

All elements of a publication are evaluated in this category.

One Color Publications

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

Two or More Color Publications

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

3. Internal Publication

All elements of a publication are evaluated in this category.

One Color Publications

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

Two or More Color Publications

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

4. Photography/Illustration

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

enhanced photo illustration – single illustration or series

5. Video/Multimedia/Electronic

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

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

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

6. Special Events – One Time Events

- a. Internal
- b. External

7. Communication Programs

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

8 Marketing Communication

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

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

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