



## 2008 Bronze Beacon Entry Requirements

### Eligibility

Materials produced between April 1, 2007 and June 1, 2008 are eligible. Each entry must include a completed entry form, two copies of a Work Plan, two copies of your sample materials and a check for the appropriate entry fee. Work Plan and sample materials will not be returned.

### Early Bird Entry Fees

Entries received by 5 p.m. on Wed., June 11, 2008 are as follows:

IABC Members: \$50

Professionals/Non-Members: \$70

Students: \$25

Make checks payable to Oregon Columbia IABC

### Final Entry Fees

All entries received between 5 p.m. Wed., June 11, 2008 and 5 p.m. Wednesday, July 2, 2008 are as follows:

IABC Members: \$60

Professionals/Non-Members: \$80

Students: \$30

Make checks payable to Oregon Columbia IABC

### Where to Submit Entries

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

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

### Judging

Entries will be judged by members of other IABC chapters. Your Work Plan, along with your work samples will both be considered when determining a final score. A maximum of one Award of Excellence and two Awards of Merit may be given for each individual category. However, judges are not obligated to present awards in every category.

### Work Plan

Your entry must contain a detailed Work Plan, minimum 10-point font size, maximum of four pages. The Work Plan is a critical component of final judging and it should address the following:

*Goals and Objectives:* Describe the business goals and objectives of the communication project/product developed.

*Intended Audience:* Clearly define the intended audience for the project.

*Communication Planning:* Describe how the content, material and media selected supports the project goals and objectives.

*Budget:* Include the budget for the project and if the project was delivered within budget guidelines.

*Measurement/Results:* Describe the method used to measure the effectiveness of the project. Describe the intended results of the project and how well the goals and objectives were met, providing quantitative and qualitative results information.

**Notification**

Bronze Beacon Award winners will be notified in late July. The entrant's name, as written on the entry form, will be inscribed on the award (maximum of 50 characters). For example: John Jones, or John Jones and Sally Smith, or The XXX Company Marketing Team. If multiple participants were involved in creating the entry and each is to receive an individual award, information about ordering additional awards will be available after the Awards Banquet in August.

**Awards Banquet**

OCIABC will recognize winners at a special celebration at Kell's Irish Pub in downtown Portland on Wednesday, August 13, 2008. All entries and Bronze Beacon awards will be available for pick up at the event.

**Questions**

Please contact the OCIABC Vice President of Awards, Debra Smiley, [dlsmiley@bpa.gov](mailto:dlsmiley@bpa.gov), (503) 230-3084.