



2013 IABC Detroit's Renaissance Awards Categories & Descriptions

DIVISION 1 – COMMUNICATION MANAGEMENT

The Communication Management division covers strategic communication programs, projects or campaigns guided by a communication strategy. Entrants must demonstrate how their project applied a full range of planning and management skills including: research, analysis, strategy, tactical implementation and outcome-based evaluation. Individual pieces that are part of these programs may be entered in the appropriate categories under Communication Skills or Communication Creative.

Category 1: Community Relations

Programs targeted at community audiences, including nonprofit and volunteer organizations, that seek to win the support or cooperation, or improve relations with people or organizations in which the sponsoring organization has an interest, need or opportunity.

Category 2: Government Relations

Programs targeted at government bodies and government agencies that are specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state or federal government levels so that the entity funding the program benefits.

Category 3: Employee/Member Communications

Programs targeted at employee or member audiences. Includes programs that create awareness and influence opinion or behavioral change, and those focused on management communication, ethics, morale, internal culture or change management.

Category 4: Human Resources and Benefits Communication

Programs targeted at employee or member audiences that deal with health and welfare, savings and pension, stocks and compensation, or recruitment and retention.

Category 5: Brand Communication

Includes strategies for new brands and for repositioning brands. Entrants must demonstrate the research used to shape brand changes. Programs include brand architectures, changes to corporate identities and design solutions that address the challenges of brand communication.

Category 6: Strategic Communication Process

Programs that develop new strategic approaches to communication within an organization. They may include brand and culture audits, strategic messaging, employee and market research, competitive benchmarking and audience analysis. Also includes training programs that enhance communication within an organization or among key audiences.

Category 7: Issues Management and Crisis Communication

Programs targeted at an internal or external audience that address trends, issues and/or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy, or environmental concerns.

Category 8: Marketing Communication

Programs aimed at marketing products and/or services to an external audience.

Category 9: Media Relations

Programs that used the news media as the main channel for reaching target audiences and to accomplish a specific strategic goal.

Category 10: Multi-Audience Communication

Programs targeted at more than one internal or external audience in a seamless, comprehensive campaign.

Category 11: Special Events – Internal or External (Budget \$5,000 or more)

Includes any event that marks a significant occasion that supports the goals of an organization. For example, an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event. You must submit budget information for the project as well as audience size.

Category 12: Small Budget Special Events – Internal or External (Budget less than \$5,000)

Events demonstrating excellence in planning with limited resources. Outline resources used and the results. You must submit budget information for the project as well as audience size.

Category 13: Electronic and Digital Communication

These programs are computer-based communication projects produced for internal or external audiences that use electronic production and/or delivery tools. These tools include electronic newsletters, electronic annual reports, websites, intranet sites and applications. Includes predominately one-way electronic communication – published content that audiences access online.

Category 14: Social Media

Programs that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices are intended to engage an audience (internal or external) in conversation, rather than broadcast information in one direction. May include, but not limited to:

- Conversation-enabled publishing platforms (blogs, podcasts, etc.)
- Social networks (LinkedIn, Facebook, MySpace, etc.)
- Democratized content networks (Digg, wikis, message boards, etc.)
- Presence networks/microblogging (Twitter, Jaiku, etc.)
- Content-sharing sites (YouTube, Flickr, Del.icio.us, etc.)
- Virtual networking platforms (Second Life, etc.)

DIVISION 2: COMMUNICATION SKILLS

The Communication Skills division includes communication products (publications, advertising, websites, newsletters, etc.) that showcase technical skills such as editing, writing and design. In addition to overall excellence, entrants must demonstrate creativity, measurable results and strategic alignment with their organization’s business goals. Individual pieces may be part of complete programs entered under Communication Management.

Category 15: Writing

This category encompasses original material written for a particular communication project.

- 15A: News Articles**
- 15B: Press Releases**
- 15C: Feature Writing**
- 15D: Speech Writing**
- 15E: Technical Writing**
- 15F: Script Writing**
- 15G: Sales Promotion and Marketing**
- 15H: Editorial/Columns/Advertorials**
- 15I: Writing for Online Distribution**

Category 16 - Publications:

This includes internal or external publications in all formats including electronic.

- 16A: Newsletters/Newspapers**
- 16B: Magazines**
- 16C: Annual Reports**
- 16D: Special Publications**
- 16E: Brochures and Flyers**

Category 17: Electronic and Digital Communication

This category includes computer-based communication projects designed and produced for internal or external audiences that use electronic production and/or delivery tools. Includes *predominately* one-way electronic communication – published content that audiences access online.

- 17A: Websites**
- 17B: Intranet sites**
- 17C: Podcasts**
- 17D: Blogs**

Category 18: Social Network/New Media

This category includes computer-based communication projects designed and produced for internal or external audiences that use electronic production and/or delivery tools. Includes predominately two-way electronic communication. Social networking and new media include: blogs, Facebook, Twitter, YouTube, etc.

Category 19: Audiovisual

Programs in this category use sound, video, film, slides, CDs or a combination of these elements.

- 19A: Video programs/presentations**
- 19B: Audio-only** programs/presentations
- 19C: Slide and sound** programs/presentations

DIVISION 3: COMMUNICATION CREATIVE

The Communication Creative division includes projects that showcase how overall design and visual elements perform communicative functions. Entrants must demonstrate innovation, creativity, strategic alignment with an organization’s business goals and effective visual communication. Individual pieces may be part of complete programs entered under Communication Management.

Category 20: Design in Publications

This category is for design of internal or external publications in all formats including electronic.

- 20A: Newsletters/Newspapers**
- 20B: Magazines**
- 20C: Annual Reports**
- 20D: Special Publications**
- 20E: Brochures and Flyers**

Category 21: Other Graphic Design

Print and electronic projects where design is the primary communication function: organizational brand identity, illustrations, drawings/cartoons, collages, displays, bulletin boards, invitations, special signs, posters, product labels and packaging, evites, ecards, etc.

Category 22: Design in Electronic and Digital Communication

This category includes computer-based communication projects designed and produced for internal or external audiences that use electronic production and/or delivery tools.

- 22A: Website design**
- 22B: Intranet site design**
- 22C: Interactive/Electronic Presentations**
- 22D: Social Media**

Category 23: Advertising

Entries in this category demonstrate creativity and innovation in traditional advertising or electronic advertising including banner ads, pop-ups, video ads, etc.

- 23A: Print Advertising**
- 23B: Radio Advertising**
- 23C: TV Advertising**
- 23D: Direct Mail/Direct Response**
- 23E: Electronic Advertising**

Category 24: Visual Communications

Entries in this category use visual communication to present a story or idea.

- 24A: Photography**
- 24B: Video Productions**

SPECIAL AWARDS

Student Achievement Award

Recognizes outstanding work completed by an undergraduate communications student from the southeastern Michigan area. The winning student will receive a check for \$250. The Award will be presented at the Renaissance Awards Program.

Entry must be the original work from a student done for a class, service organization or as a volunteer. More than half of the project must have been completed between March 2012 and March 2013. It can include:

- a communication internship project
- class coursework or project
- a communication related campus activity

Entry must include a work plan, 500 words or less, with the following information:

- an overview of the assignment
- the methods/approach used to accomplish the assignment
- the results and what was learned from completing the assignment

Accompanying each entry must be a brief statement from the professor/instructor, volunteer group leader or person to whom the entrant reported during the internship verifying that the entry meets the award criteria.

For more information contact Andrea Kenski, Franco Public Relations Group at akenski@earthlink.net. There is no entry fee. **Deadline is March 22, 2013.**

Communicator of the Year

Honors outstanding contributions to the field of communications. You do not have to be a member of IABC to submit a nomination or to be nominated. Because this is the Detroit Chapter's highest recognition, it is a requirement that the recipient accepts the award in person at IABC Detroit's Renaissance Awards Program on June 27, 2013.

Candidates are judged by past honorees on their achievements in the following categories:

- Excellence in professional achievements
- Excellence in leadership roles
- Excellence in striving to improve the communications field
- Excellence in developing or advancing the communications process in a company or organization
- Excellence in encouraging professionalism and integrity
- Excellence displayed through a creative communications approach either professionally or in personal (civic or charitable) interests
- Excellence in civic or charitable involvement

Nominations must include the following information:

- Name of nominator
- Contact phone number
- E-mail address
- Name of nominee
- Title and affiliation (resume is preferred)
- Written biography. Resume is acceptable but narrative biography is preferred. Complete career history is required. This award cannot be made in recognition of a nominee's current position.
- A complete and concise description of achievements in all of the above categories. Rating point system gives equal weight to all categories. Failure to include information in all categories will limit the candidate's chances of becoming a finalist.

COTY questions should be directed to: Marty Habalewsky, APR, Communicator of the Year Chair, at mhabalewsky@yahoo.com, note "COTY" in the subject line. Nomination materials should be submitted no later than **March 22, 2013** to the same location as Renaissance Award entries: Burke Video, 2877 Daley, Troy, MI 48083. Please clearly indicate COTY nomination on the materials.