



2009 Crystal Awards Call for Entries

You do it every day. You write, you design, you report, you manage, you direct. You have found your distinct style of communication. The Toledo Professional Chapter of the Association for Women in Communications and Business of Communications (BoC) invite you to showcase the most distinctive work you did last year by entering the highly acclaimed Crystal Awards.

The Crystal Awards honor Northwest Ohio and Southeast Michigan communications professionals for excellence in:

photography

writing

tv/radio

design

collateral materials

advertising

public relations

industry self-promotion

digital media

**NOTE Date Change for Gala:
Tuesday, November 17
Time to be announced.**



**Business
of Communications**

Categories

A Photography

Submit entry in the appropriate subcategory (shown below). All photos entered must be at least 5" x 7" prints (mounted on black artboard). A tear sheet must accompany as evidence of use along with project's goals, objectives, budget and results. Judges will look for interesting visuals, good technical quality and appropriateness of use. Digital photographs are acceptable.

- A1 B&W or color single shot
- A2 B&W or color series
- A3 News/feature single shot
- A4 News/feature series

B Writing (News/PR)

Submit entries on 8 1/2" x 11" sheets, either as typewritten copy or as blocks of typeset copy attached to plain paper sheets. Also, send a tear sheet or other evidence of publication. Judges will evaluate writing quality and style, concept, organization and editing, along with project's goals, objectives, budget and results (if applicable).

- B1 Single news story
- B2 Single feature story
- B3 News series
- B4 Feature series
- B5 Investigative series
- B6 Newspaper special section
- B7 Opinion/editorial column
- B8 Non-opinion/informative column
- B9 Newsletter
- B10 Brochure (print or electronic)
- B11 Special purpose publication
- B12 Direct marketing campaign
- B13 Annual report/magazine

C TV/Radio

Submit CD or DVD as entry. Judges will review the objectives of each public affairs/public service documentary, news program or spot. In addition, they will evaluate quality of content, editing, script, soundtrack and photography, budget and project's results (if applicable).

- C1 TV breaking news story
- C2 TV feature story
- C3 TV investigative feature/series
- C4 TV documentary program
- C5 TV PSA
- C6 Radio PSA

D Design

Judges will review overall concept, typography, color, photography, design format and production quality. Judges will also take into consideration the project's goals, objectives, budget and results. All entries must be mounted on black artboard. Large entries may be bagged in an envelope, versus being mounted.

- D1 Logo design
 - A Corporate B Nonprofit
- D2 Stationery package
 - A Corporate B Nonprofit
- D3 Poster
 - Submit poster in mailing tube
- D4 Magazine
 - Submit 3 consecutive issues.
- D5 Direct mail campaign - B2C
- D6 Direct mail campaign - B2B
- D7 Special purpose publication 4-color+
 - A Corporate B Nonprofit
- D8 Special purpose publication, less than 4-color
 - A Corporate B Nonprofit
- D9 Annual report, 4-color+
 - A Corporate B Nonprofit
- D10 Annual report, less than 4-color
 - A Corporate B Nonprofit
- D11 Brochure, 4-color+
 - A Corporate B Nonprofit
- D12 Brochure, less than 4-color
 - A Corporate B Nonprofit
- D13 Newsletter, external (print or electronic)
- D14 Newsletter, internal (print or electronic)
- D15 Most improved newsletter/newspaper
 - Submit previous newsletter design with 2 issues of revamped newsletter.
 - A Corporate B Nonprofit
- D16 Internal print/digital communication (HR, training, resource materials)
- D17 DVD/CD Packaging (instructional videos, music, interactive, etc.)
- D18 Packaging (any product or promotional piece)
- D19 Sales kit/sales promotion material
- D20 Point of purchase display

E Collateral Materials

Judges will review the quality of the entire package - writing, design and print production. Please mount entries on black board. Large entries may be bagged in an envelope, versus being mounted.

- E1 Annual report
 - A Corporate B Nonprofit
- E2 Brochure, 4-color+
- E3 Brochure, less than 4-color
- E4 Special purpose publication
 - A Corporate B Nonprofit
- E5 Direct mail campaign
- E6 Newsletter (print or electronic)
- E7 Sales kit/promotion materials (print or electronic)

Categories

F

Advertising

Each print entry should be mounted separately on black artboard with tear sheets. Submit TV and radio entries on CD/DVD. TV and radio entries should be submitted separately in large envelope. Judges will consider content, editing, writing, graphics, photography and quality of final product. They will also assess the project's goals, objectives, budget and results (if applicable).

- F1 Single print ad
- F2 Print ad series
- F3 Local radio spot
 - A Corporate B Nonprofit
- F4 Local radio campaign
- F5 Local TV spot
 - A Corporate B Nonprofit
- F6 Local TV campaign
- F7 Regional/national spot
- F8 Mixed media campaign
 - Submit materials in binder with description of timeline and how materials were used.
 - A Corporate B Nonprofit
- F9 Direct Mail Campaign
 - Submit materials in binder with description of timeline and how materials were used.
 - A Corporate B Nonprofit
- F10 Outdoor/billboard
- F11 Vehicle graphic/mass transit
- F12 Banner advertising

G

Public Relations

This category combines both corporate and nonprofit public relations. Judges will review for quality of content, editing, writing, graphics, photography, printing and how effectively the entry achieved its stated objectives, goals and results within its budget. Please submit narrative describing purpose, implementation and results, along with supporting materials, packaged in binder. For campaigns, do the above plus add a detailed description of audience, objectives, timetables, creative strategy, budget and results. All entries must be in a binder. CDs/DVDs may be included with copies of releases, publications and event photos.

- G1 Special event/project
- G2 Press kit
- G3 Public relations campaign
- G4 Fundraising campaign, annual giving, capital campaigns and/or single fund raising event
- G5 Public service direct mail

H

Industry Self-Promo

Focus is on creative work promoting any agency, design studio, freelancer, graphic designer or interactive developer. Judges will review overall concept, typography, color, photography, design format and production quality. Additionally, the judges will also take into consideration the project's goals, objectives, budget and results. All entries must be mounted on black artboard. Large entries may be bagged.

- | | |
|-------------------------|--------------------------------------|
| H1 Collateral materials | H6 Outdoor/billboard vehicle graphic |
| H2 Stationery package | H7 Direct marketing |
| H3 Print advertising | H8 Specialty advertising |
| H4 Broadcast | H9 Pro bono work |
| H5 Interactive | |

I

Digital Media

Submit entries on CD/DVD and provide working URL, along with a synopsis which details rationale, goals, research, budget, marketing strategy, audience and results. Judges will visit the active website on or before Sept. 25, 2009.

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|--|--|
| I1 Corporate website, B2B <ul style="list-style-type: none">A under \$10,000B over \$10,000 | I6 Special purpose electronic publication (eblast, evite etc.) |
| I2 Corporate website, B2C <ul style="list-style-type: none">A under \$10,000B over \$10,000 | I7 Electronic campaigns |
| I3 Nonprofit website, <ul style="list-style-type: none">A under \$10,000B over \$10,000 | I8 Sales package |
| I4 Microsites | I9 Online video |
| I5 Networking Page | I10 Informational/training video |
| | I11 Special purpose interactive |

J

Student Media

Work may be submitted by students from internships, freelance, volunteer opportunities, or classes. Entries may include advertising, journalism, public relations, special events and visual communications.

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Best of Show

Judges will select one or two outstanding Best of Show awards from any category level submitted. We'll publicize your success online and in the local media.

Guidelines



1. All work must have been produced for use between August 1, 2008 and August 1, 2009. All entries must include a completed entry form and a check for all fees payable to **Business of Communications (BoC)**. Entries may also be PREPAID via PayPal by visiting awctoledo.org.
 2. All entries, print and video, must be in individual envelopes. Please mark the category name and number of your entry on the outside of your envelope.
 3. Entry fees are \$40 for the first entry and \$30 for each additional entry. You do not need to be a member of either organization to enter. The entry fee for students is \$25. (One check may cover multiple entries.)
 4. Entrants must deliver materials, completed entry form and check or proof of online payment, directly to the AWC/BoC desk at Healthways, 6629 W. Central, Toledo, 43617.
Entry drop-off times:
F 9/25/09 from 1 - 6:30 pm
Healthways
6629 W. Central, Toledo
No late entries will be accepted.
 5. You may enter as many times as you wish, in as many categories as you wish.
 6. All entries become the property of BoC. Please do not send irreplaceable material.
 7. All entries must have been printed in a newspaper or magazine, aired on radio or television, or used as part of an organization's PR, marketing or advertising program.
 8. Entries will be judged by communications professionals across the country. Judges and award chairs reserve the right to move entries into the appropriate category if deemed necessary.
 9. In each category, judges may present one Crystal Award of Excellence and two Awards of Merit. However, if judges deem no entry worthy of an award in any given category, no award will be given.
 10. Winners will be notified by mail.
 11. Winners will be honored at a gala awards celebration scheduled for:
Tuesday, November 17, 2009
at the McMaster Center
Toledo-Lucas County Public Library
Time: TBD
- Questions? Contact Crystal Co-chairs:
Angie Gall - 419/885-5100
angie.gall@healthways.com
Rebecca Booth - 419/855-3399
rbooth@rebeccaboothmarketinggoddess.com

Thanks

Event co-sponsors **Business of Communications (BoC)** and **AWC-Toledo** thank the following businesses and individuals for their generous donations of time, service and product:

Crystals Co-Chairs:
Angie Gall, Healthways
Rebecca Booth, Imagine That!

Layout: Rebecca Booth

Entries: Healthways

Gala: Toledo Lucas-County Public Library

Committee: Melanie Allen, Sauder Village; Lori Golaszewski, Borders; Maria Jadwisiak, Toledo-Lucas County Public Library; Sarah Skomedal, Healthways; Racheal Wallace, Healthways.

Entry Form



Please affix one copy of this form to each entry.

Category If applicable circle: A (Corporate) B (Nonprofit)

Title of entry _____

Person submitting entry _____
(List name as it should appear on award**)**

Company _____

email _____

Phone _____

Agency/Studio _____

Client _____

Project Budget* _____ Client's Marketing Budget* _____

Designer/Art Director _____

Writer _____

Photographer/Illustrator _____

Printer _____

Producer/Director _____

Reporter _____

Camera _____

Other _____

Please attach a separate sheet summarizing the project's goals, objectives and results to your entry.

***Judges assess work on budget and proven results.**

The completed entry form and proof of online payment or a check made out to **Business of Communications BoC** must accompany all entries. All entries must be submitted according to the directions listed under the category. Entries not submitted correctly may be disqualified. This completed package must be delivered to the AWC/BoC desk at Healthways, 6629 W. Central Ave., Toledo, Ohio 43617.

Entry drop-off time: Friday, September 25, 2009, 1-6:30 pm.

No late entries will be accepted.