

## 2010 Gold Pen Awards Categories

### 1.0 Communication Programs

1.1 Community Relations/Public Service Programs targeted at community audiences, including non-profit and volunteer organizations.

1.2 Special Events Any event that marks a significant occasion that supports the goals of an organization. Examples include an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event.

1.3 Public Affairs/Government Affairs Programs targeted at government bodies and government agencies.

1.4 Financial/Investor Relations Programs encompassing use of an annual report, Internet site, etc., to provide information and create awareness of an organization's financial offerings.

1.5 Media Relations Programs that used the news media as the main channel for reaching target audiences.

1.6 Crisis Communications Programs that educate, create awareness and/or provide a call to action to members of an organization.

1.7 Employee 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.

1.8 Marketing Communications Programs aimed at marketing products and/or services to an external audience. 1.9 Benefits Communications Programs targeted to employee or member audiences that deal with health and welfare, savings and pension, stocks and compensation.

2.0 Audio Visual Production Does not include radio or television commercials. Programs in this category use sound, video, film, slides, CDs or a combination of these elements and will be judged on production quality and execution.

2.1 Video Production: Internal Use Video

2.2 Video Production: External Use Video

2.3 Video News Releases

2.4 Multimedia Production: Non-computer

2.5 Multimedia Production: Computer Use

2.6 Slide Show (May include audiotape or written script, as appropriate, but slideshow must be in on DVD or CD).

3.0 Magazines, Newsletters, Newspapers This category includes internal or external publications in the indicated formats.

Submit two consecutive issues for comparison as one entry.

3.1 Magazine: Less than four colors

3.2 Magazine: four or more colors

3.3 Newsletter: less than four colors

3.4 Newsletter: four or more colors

3.5 Newspaper/Tabloid: less than four colors

3.6 Newspaper/Tabloid: four or more colors

4.0 Special Publications Print materials in any format designed to reach an audience on a one-time only basis.

4.1 Special Events Brochures/Print Materials

4.2 Sales Promotion Brochure/Print Materials

4.3 Recruiting Brochures/Print Materials

4.4 Other Publications: less than four colors

4.5 Other Publications: four or more colors

5.0 Graphic Design/Non-publication Submit the actual project if practical. For large or heavy items, submit an 8x10 color photo. For illustration entries, send a tear sheet as proof.

5.1 Posters

5.2 Corporate Logo

5.3 Product Mark

5.4 Illustration: B/W

5.5 Illustration: Color

5.6 Announcements/Invitations

6.0 Graphic Design/Publications Categories must include two consecutive issues for comparison as one entry.

6.1 Magazine: Less than four colors

6.2 Magazine: four or more colors

- 6.3 Newspaper/Tabloid: Less than four colors
- 6.4 Newspaper/Tabloid: four or more colors
- 6.5 Newsletter: Less than four colors
- 6.6 Newsletter: four or more colors
- 6.7 Annual Report: nonprofit, less than four colors
- 6.8 Annual Report, non-profit, four or more colors
- 6.9 Annual Report: for-profit, less than four colors
- 6.10 Annual Report: for-profit, four or more colors
- 6.11 Brochure: less than four colors
- 6.12 Brochure: four or more colors

7.0 Photography Submit only original published work used in a communication project and include a tear sheet or other evidence. If entry is part of a display, submit an 8x10 color photo of the entire display.

- 7.1 Photography: B/W
- 7.2 Photography: Color

8.0 Sales Promotion For point of purchase, submit the finished project if practical; otherwise submit an 8x10 color photo. Direct mail includes both single piece and multiple piece campaigns. For exhibit category, submit an 8x10 photo of the actual display.

- 8.1 Catalog: Less than 4 colors
- 8.2 Catalog: 4 or more colors
- 8.3 Sales Kits/Folders
- 8.4 Packaging
- 8.5 Point-of-Purchase Material
- 8.6 Direct Mail: Business to Business, two-dimensional
- 8.7 Direct Mail: Business to Business, three-dimensional
- 8.8 Direct Mail: Consumer, two-dimensional
- 8.9 Direct Mail: Consumer, three-dimensional
- 8.10 Convention/Trade Show Exhibit

#### 9.0 Print Advertising

For insert categories, submit finished insert and proof of publication. For print ads submit tear sheets. For campaigns, submit all versions used. For billboards, submit 8x10 color photos.

- 9.1 Business to Business: Pre-printed inserts
- 9.2 Consumer: pre-printed inserts
- 9.3 Business to Business: Single page
- 9.4 Business to Business: Multi-page
- 9.5 Consumer: Single page

- 9.6 Consumer: Multi-page
- 9.7 Business to Business: Campaign
- 9.8 Consumer: Campaign
- 9.9 Newspaper: B/W
- 9.10 Newspaper: Color
- 9.11 PSA: Any Media
- 9.12 Billboard: Single
- 9.13 Billboard: Campaign
- 9.14 Billboard: PSA

10.0 Broadcast Advertising Submit DVDs (television) or CDs with script and proof of broadcast.

- 10.1 Television: Local single spot, 30 sec. or less
- 10.2 Television: Local single spot, more than 30 seconds
- 10.3 Television: regional/national single spot, 30 seconds or less
- 10.4 Television: regional/national single spot, more than 30 seconds
- 10.5 Television: local campaign, any length
- 10.6 Television: regional/national campaign, any length
- 10.7 Television: PSA, single or campaign, any length
- 10.8 Radio: local single spot, 30 seconds or less
- 10.9 Radio: local single spot, more than 30 seconds
- 10.10 Radio: regional/national single spot, 30 seconds or less
- 10.11 Radio: Regional/national single spot, more than 30 seconds
- 10.12 Radio: Local Campaign, any length
- 10.13 Radio: Regional/national campaign, any length
- 10.14 Radio: PSA, single or campaign, any length

#### 11.0 Self Promotion

For both single pieces and entire campaigns. For campaigns, submit samples of all materials used.

- 11.1 Agency
- 11.2 Non-profit Organization
- 11.3 For-profit Organization

#### 12.0 Writing

Submit published entries; for speeches and scripts, submit actual document intended for delivery. For print news release, submit actual release on letterhead used. For ads and brochures, submit samples or tear sheets.

- 12.1 News Writing
- 12.2 Feature Writing

- 12.3 Editorial Writing
- 12.4 Technical Writing
- 12.5 Speeches
- 12.6 Scripts
- 12.7 News Release: print
- 12.8 News Release: video
- 12.9 Advertising Writing
- 12.10 Brochure Writing

### 13.0 Electronic and Interactive Communication

Computer-based projects produced and delivered electronically to convey information. Submit the entry in PDF format, CD or any self-running files on DVD/CD. Provide hard copies of up to 20 screens. For Web sites, provide URL. For intranets, provide video, hard copies or HTML and graphic files on a CD.

- 13.1 Electronic Newsletters
- 13.2 Electronic Annual Reports
- 13.3 Internet (Worldwide Web Sites)
- 13.4 Intranet (Internal Web) Sites
- 13.5 Interactive Communication Programs/Internet Audiences
- 13.6 Interactive Communications Programs/External Audiences
- 13.7 Interactive Presentations
- 13.8 Social Media (like YouTube.com), best use of social as part of a campaign or used for a campaign
- 13.9 Social Networking (such as Facebook.com, LinkedIn.com, or Twitter.com), best use of social networking as part of a campaign or used for a campaign

### 14.0 Most Improved

Any communication product or project - print, video, audiovisual or electronic - that has improved significantly over previous efforts is eligible. Submit a current and previous version for comparison.