

Call for Entries

IABC / CHICAGO



QUILL  
AWARDS

### Applause and Fame Can Be Yours with a Bronze Quill Award

The Chicago/IABC Bronze Quill Award is the Oscar for professional business communicators. With a Bronze Quill Award, you'll be recognized for your hard work and stellar results. Your peers will honor you, your coworkers will be delighted and your friends and family will be thrilled.

Entry Deadline April 12, 2010

Be Heard<sup>®</sup>

# Be Recognized.

Sponsored by the Chicago Chapter of the International Association of Business Communicators (IABC), the Bronze Quill Award recognizes the best communication work from Chicago-area communicators. Take your best projects from 2009 (or ongoing campaigns) and enter them in one or more categories. IABC members from other chapters will judge your work. Win one of the Bronze Quill Awards and you will be recognized by your peers. The IABC Quill Awards are sponsored by a non-profit communication member organization, making it the most prestigious award you can earn for your work.

## Entering the 2010 IABC/ Chicago Bronze Quill Awards

### Entry Deadlines

- Early Bird: April 5
- Final: April 12

### Eligibility

Your work is eligible for entry if:

1. You submit your entry and pay the fees before the deadline – the early bird deadline has a lower fee.
2. Include work that was produced and measured in 2009. You may also submit work produced before 2009 if the work and/or measurement extended into 2009. Entries that won last year may not be submitted again.
3. Your work is a multi-year campaign/program and part of the project applied in 2009. However, only the 2009 Work Plan and samples will be judged.
4. You have written permission to submit your entry from clients if you are a consultant or agency.

5. You include both a Work Plan and samples that meet the criteria outlined below.
6. You conform to IABC's Code of Ethics <http://www.iabc.com/about/code.htm>

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## How to Enter

Take these steps to enter and carefully read the details about each step that follow:

**Step 1:** Decide which divisions and categories to enter – You have three divisions with a total of 27 categories from which to choose. You can enter your program in more than one division and in several categories as long as your entry meets the division and category criteria and you submit separate work plans.

**Step 2:** Follow the guidelines in writing your work plan. Be sure to include both a printed version and a copy on a CD or flash drive. If you enter more than one division or category, be sure to provide separate work plans for each entry and to tailor your entry to each division and category you enter.

**Step 3:** Prepare your work sample. It's the supporting material for your work plan.

**Step 4:** Look at this step as having two parts:

- Send your work plan and work sample to be received before the deadline.
- You have two options for completing the entry form and paying the fees. Our preference is that you go online at <http://guest.cvent.com/i.aspx?4W%2cM3%2c107eebf-b-eadd-44b0-af5d-27b00476e1d7>. You also have the option to complete the entry form located on the last page of this brochure and include the entry form with your check or credit card information with your work plan and work sample.

Be sure to enclose a stamped, self-addressed #10 envelope with your entry if you want a copy of the judging results. After you've entered, you will receive an email confirming that your entry was received.

## Step 1 CHOOSE A DIVISION AND CATEGORY

Although most of the categories are the same as previous years, the 2010 Bronze Quill Award now has three divisions and some changes in the categories to align with the IABC Gold Quill Award entry criteria. This makes it important to carefully read the division and category information before preparing your entry.

You can choose from 27 categories grouped in three divisions.

1. Division 1: Communication Management
2. Division 2: Communication Skills
3. Division 3: Communication Creative

The divisions and categories help the judges assess whether your entry achieved its goals. If the judges identify that your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee will not be returned. The judges recognize that some entries fit in several categories and may permit some latitude in such cases. Keep in mind that there are no limits to the number of awards in each category and that awards are not necessarily given in each category.

### Entering Your Project in Multiple Categories:

You may enter your project or parts of a project in different categories. However, you must create a distinct work plan for each entry (i.e., do not write one work plan and submit it to more than one category). A separate entry fee is needed for each entry.

## Entry Categories for Division 1: Communication Management

The Communication Management division covers projects, programs and campaigns that are 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 evaluation. Entries may include a combination of communication materials.

**Note:** Individual elements of a communication program, such as brochures, web sites and newsletters can also be entered in Division 2: Communication Skills or Division 3: Communication Creative.

### Category 1 – Government Relations

Programs targeted at government bodies and government agencies.

### Category 2 – Community Relations

Programs targeted at community audiences, including non-profit and volunteer organizations.

### Category 3 – Customer Relations

Programs targeted at customer audiences, including customer relationship management and customer research.

### Category 4 – International Communication

Programs targeted at international audiences, including multinational consumers and international organizations.

### Category 5 – Media Relations

Programs that used the news media as the main channel to reach target audiences.

### Category 6 – Multi-Audience Communication

Programs targeted at more than one internal and/or external audience.

### Category 7 – Marketing Communication

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

### Category 8 – Issues Management and Crisis Communication

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

### Category 9 – Employee/Member Communication

Programs targeted at employee or member audiences. This category 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 10 – 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.

**“Recognition is the greatest  
motivator.”**

*Gerard C. Eakedale*

## Category 11 – Strategic Communication Processes

This category is for 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. This category also includes training programs that enhance communication within an organization or among key audiences.

## Category 12 – Brand Communication

This category includes strategies for new brands and for repositioning existing brands. Winners in this category 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 13 – Special Events – Internal or External

This category 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 would be eligible.

## Category 14 – Social Responsibility

Programs targeted at communities, governments or funding agencies. Programs in this category address sustainable development or other economic, social or environmental issues. They include programs for international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and indigenous and heritage protection.

## Category 15 – Multilingual Communication

Programs targeted at bilingual and/or multilingual audiences, including non-native-language speakers.

## Category 16 – Electronic and Digital Communication

These programs are computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. These tools include electronic newsletters, electronic annual reports, web sites and intranet sites. This category includes predominantly one-way electronic communication: published content that audiences access online. Please carefully consider whether your program fits this category.

## Category 17 – Social Media (new)

These programs encompass a quickly evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices are intended to engage an audience (whether internal or external) in conversation rather than for broadcasting information in one direction.

**“People may take a job  
for more money,  
but they often leave it  
for more recognition.”**

*Bob Nelson*

## Entry Categories for Division 2: Communication Skills

The Communication Skills division includes communication products (publications, advertising, web sites, 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.

**Note:** An individual communication product may also be entered as part of an overall program in Division 1: Communication Management.

### Category 18 – Electronic and Digital Communication

This category includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. This includes predominantly one-way electronic communication: published content that audiences access online. This would include:

- Electronic newsletters
- Electronic annual reports
- Web sites
- Intranet sites

### Category 19 – Audiovisual

Programs in this category use sound, video, film, slides, CDs or a combination of these elements. This includes projects such as:

- Video programs/overall productions
- Audio-only programs
- Slide-and-sound programs
- Films

### Category 20 – Publications

This category includes internal or external publications in all formats except electronic. Examples include:

- Magazines (one color or more)
- Newspapers
- Magapapers/tabloids
- Newsletters
- Annual reports
- Special publications

### Category 21 – Writing

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

- Personality profiles
- Recurring features or columns
- Stand-alone features
- Editorials
- Advertorials
- Interpretive/expository articles
- News articles
- Speeches
- Scripts
- News releases
- Sales promotion and marketing
- Technical writing
- Writing for online distribution

## Entry Categories for Division 3: Communication Creative

The Communication Creative division includes projects that showcase creative talent and design that also perform communication functions. Redesign projects are also included in this division. Entrants must demonstrate innovation, creativity, strategic alignment with an organization's business goals and effective visual communication.

**Note:** An individual communication product may also be entered as part of an overall program in Division 1: Communication Management.

### Category 22 – Publication Design

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

- Magazines (one color or more)
- Newspapers
- Magazines/tabloids
- Newsletters
- Annual reports
- Brochures and leaflets
- E-newsletters

### Category 23 – Other Graphic Design

This category is for projects that involve creating an organizational brand identity or other graphic project where design is the primary communication function. This includes cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations, special signs, etc. that appear in:

- Book and magazine covers
- Posters
- Organizational identity materials (logos, etc.)
- Product labels and packaging
- Direct marketing (direct mailings, branded gifts, etc.)
- 3-D materials (T-shirts, etc.)
- Illustrations

### Category 24 – Interactive Media Design

Design of electronic and interactive media elements refers to interactive products that are used with a computer. These include:

- Web site design
- Intranet site design
- CDs or DVDs
- E-cards, banner ads, buttons, pop-ups, etc.

### Category 25 – Outdoor/3-D

These products are intended for the general public and must be located outdoors. This includes:

- Billboards
- Murals and public sculpture
- Outdoor and transport posters (for use at bus shelters, airport terminals, “wrapped” buildings and cars, etc.)
- Decorations, neon signs, awnings, street furniture, etc.

### Category 26 – Photography

Original photographs created or commissioned for a particular communication project. This includes:

- Single photos
- Photo essays

### Category 27 – Advertising (Conventional Media)

Entries in this category demonstrate creative and innovative use of traditional advertising media. This includes:

- Film/TV
- Radio
- Print

## Step 2

### COMPLETE A WORK PLAN

Your work plan is a summary of your communication strategy and explains its implementation and outcome. It is the most important component of your entry. Be sure to follow these general instructions for all three division work plans to avoid disqualification.

#### General Instructions for Completing Work Plans

You can enter your program in several divisions or categories if it meets the criteria. If you enter your program in more than one division or category, be sure to create a tailored work plan for each entry. Do not write one work plan and submit it to more than one category.

**Note:** View examples of winning work plans from 2009 by going to <http://chicago.iabc.com/> to view 2009 winning entries. You can also view winning Gold Quill Award entries by going to [www.iabc.com/awards/gq](http://www.iabc.com/awards/gq).

The maximum length of your work plan varies by division:

- 4 pages for Division 1: Communication Management
- 3 pages for Division 2: Communication Skills
- 2 pages for Division 3: Communication Creative

Work plans must:

- Be typed.
- Be on 8.5" x 11" paper.
- Use single column format with margins no less than 1/2 inch, top, bottom and sides.
- Be submitted in hard copy and on a CD or flash drive labeled with the entry title and entrant's name and organization.

Begin your work plan by entering the following information at the top of your 2-, 3- or 4-page work plan and not on a separate page:

- Entrant's name
- Organization name. Include the name of your client\*, if applicable.
- Entry category (category numbers and descriptions as described earlier)
- Title of your entry
- Time period of project
- Brief description (two sentences we can print when describing your entry)

**\*Client Permission Needed:** You must provide written permission from your client to avoid disqualification. You can attach a letter or email from your client granting permission to enter the work for an award. You should specify if the work is proprietary and is not available for viewing by anyone other than the judges.

### Preparing Work Plans for Division 1: Communication Management and Division 2: Communication Skills

**Note:** To avoid disqualification, keep your work plan to no more than four pages for Division 1: Communication Management and no more than three pages for Division 2: Communication Skills.

Be sure to follow the general instructions described above and to include these six headings in your work plan:

## 1. Need/Opportunity

What business need or opportunity did your program address? How did this need or opportunity affect program organization and planning? How did you determine the need—research, directive, corporate mandate, etc? Highlight any formal or informal research findings that support your analysis of the need or opportunity. Describe your role in the development (research/planning) of the need/opportunity.

## 2. Intended Audience(s)

Who were your program's intended audiences? Which characteristics of the primary audience (e.g., demographics) were factors in developing your solutions? What research did you use in assessing your intended audience(s)?

## 3. Goals and Objectives

What were your communication goals (i.e., what was your project designed to accomplish)? Choose one or two key goals to describe in detail. How did your goals relate to your organization's future needs (or larger organizational strategies)? What specific objectives did you target? Objectives should be realistic and measurable. Try to express your objectives in terms of quantity, quality, time, cost, percentages or other criteria. Be sure to describe how you were measuring your goals and objectives in these terms. If your measurements are not financial, be sure to note this in your summary.

## 4. Solution Overview

Outline your project's solution and the logic that supported it. What was your solution and why did you develop it? Tell us why you did what you did. Your description should outline your thought process and approach to solving a problem. Discuss how you involved stakeholders in developing the solution. Identify your key messages as well as the tactics and

communication vehicles you used. Identify your role in the project and your level of involvement and responsibility.

## 5. Implementation and Challenges

State your project budget. It does not matter if the budget was small. Show that you made efficient use of money. Discuss time frames. Describe any limitations or challenges that you faced when communicating and implementing your ideas. Note that judges are asking for flexibility and a capacity to resolve problems and negotiate solutions. Note any special circumstances and discuss how they were addressed.

## 6. Measurement/Evaluation of Outcomes

How did you measure program results? Every result should be linked to one or more objectives. Your results must be shown to be valuable, thorough and convincing. Measurement should demonstrate outcomes, not outputs.

For example, if your media relations campaign was designed to support a product roll-out, you should measure bottom-line figures about sales targets or the number of qualified sales leads, rather than measuring the number of clips and impressions, or advertising value equivalent.

If your challenge was to improve employees' understanding of an issue, you must show that their knowledge increased as a result of the communication plan you implemented.

Submit both a hard copy and an electronic copy on CD or flash drive of your work plan.

## Preparing Work Plans for Division 3: Communication Creative

**Note:** To avoid disqualification, keep your work plan for Division 3: Communication Creative to no more than two pages.

Be sure to follow the general instructions for preparing work plans as described above and include these six headings in your work plan:

### 1. Project summary

Give an overview of your project. What business need or opportunity did your solution address?

### 2. Intended audience(s)

Identify your primary and other audiences. Describe the key characteristics (needs, preferences, demographics, etc.) that you took into account when developing your solution. Describe any research you did on your audience.

### 3. Objectives

What were your project's creative objectives? What outcome did you target? How did your creative objectives address your organization's business need or opportunity?

### 4. Key messages/theme

What messages or themes were most critical to convey? State your key messages or themes.

### 5. Creative rationale

Summarize the creative solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrates insight and imagination. Identify your role in the project and your level of involvement and responsibility.

### 6. Results

In what way did you achieve your project's objectives? How did your creative solution address the business need or opportunity? Demonstrate the effectiveness of your solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss your budget, resources and time frames, and show efficient use of each.

Submit both a hard copy and an electronic copy on CD or flash drive of your work plan.

**“Don't worry when you are not recognized, but strive to be worthy of recognition.”**

*Abraham Lincoln*

## STEP 3

### PREPARE A WORK SAMPLE

The work sample is the supporting material for your work plan. It can include DVDs, publications, design work, writing samples, photographs, web site screen shots, computer programs, etc. You may also include products such as scripts, an executive summary of the research results, the media buy, etc. Your work sample should represent the scope of your work.

#### Tips for Preparing Work Samples

- Organize and condense your work to be a representative overview of your project.
- Do not submit a binder, folder or envelope that is more than one inch thick.
- You can include bulky items (such as video tapes or books) separately from the binder, but be sure they are labeled with your entry identification.
- As a final check, ask yourself if the work sample captures your attention, is relevant, meaningful and memorable and if it portrays the solution you describe in your work plan.

The work sample can be either electronic or a hard copy, and is the physical example of your communication project—for example, a newsletter, podcast or web site. Please send the highest-quality samples you can afford.

No samples can be returned. If the materials are proprietary, please indicate this clearly on the outside of your binder. Your materials will then be shredded after judging.

### Preparing Your Binder

#### Tips for Preparing your Binder:

- Use a binder no larger than one inch in ring diameter (not the spine width).
- Pages to not exceed 8 ½" x 11" in size.
- Package bulky work samples (video, book or 3-D items) separately with your work sample and clearly mark these with your entry information.
- Use tabs to separate and label the different sections of your entry (i.e., entry form, work plan, work sample) and be sure all sections are clearly identified.
- Avoid paper clips and rubber bands.
- Three-hole punched materials are preferred over plastic sleeves.
- Label the binder with the name of your entry.

You may use a folder or envelope instead of a binder if they are no more than one inch thick.

#### Additional Information about Your Work Samples

- Be sure electronic and interactive work samples can be viewed on a PC. We can't always guarantee that a Mac will be available during the judging.
- Provide URL addresses for web site entries; and be sure to provide passwords and other information for accessing protected web sites.
- For large or heavy items, send a photograph.

## Packaging Magazines, Newspapers, Magapapers, Tabloids, and Newsletters

- In general, magapapers and tabloids are 11" x 17" on coated or high-quality paper while newspapers are on newsprint.
- In general, newsletters are smaller in dimension than newspapers or magapapers and have fewer pages. Submit three consecutive issues as one entry.
- Indicate the frequency of publication (weekly, monthly, quarterly, semi-annually, annually) in your summary.
- For semi-annual publications, submit both issues.
- For annual publications, submit one issue.

## Photography

Describe the context in which photographs were used. For print media, submit the spread or story in which the photograph appeared. For photos used in displays or bulletin boards or other cases where size is prohibitive, send an 8" x10" photo of the entire project and one close-up.

## Writing categories

Submit a tear sheet or other evidence of use during the year.

## DVDs

Submit programs in a standard format.

**“The recognition and support of those around you is nurturing.”**

*Rosemarie Rossetti*

## Step 4

### SEND YOUR ENTRY AND PAY YOUR FEES

Submit your work plan and work samples to IABC/Chicago offices, but pay your entry fees online at <http://guest.cvent.com/i.aspx?4W%2cM3%2c107eebf-eadd-44b0-af5d-27b00476e1d7>. Alternatively, you can include the printed entry form and a check or credit card information for fee payment with your shipped entry. Submit your entry by April 5, 2010 for the Early Bird discount or by the final deadline of April 12, 2010 to:

Bronze Quill Awards  
IABC/Chicago  
6211 North Campbell  
Chicago, IL 60659-2807

Entries received after April 12 will be disqualified.

Use a form of traceable delivery if you want confirmation of receipt. IABC/Chicago is not responsible for late or misdirected mail.

Before you send in your materials, review this checklist:

- Your work plan and work samples are shipped to be delivered before the deadline.
- You have submitted the correct fees online.
- Your work plan does not exceed the length requirement (there are different requirements for each of the three divisions).
- Your binder does not exceed the one inch ring-diameter size limit.
- You submitted only one entry within the same category.
- You submitted different work plans for each category that you entered the same program.
- You included a self-addressed and stamped envelope for returning judging forms on your entries.

And, be sure your entry package is complete by including:

- A hard copy of the entry form.
- A hard copy of the work plan and any supporting materials.
- An electronic copy of your work plan on CD or flash drive.
- Work samples in a binder that does not exceed the width requirements (if applicable).
- Permission from client to enter program materials (if applicable).
- A check covering your entry fees if you did not pay online.

## Entry Fees

**Members:** \$75 for Early Bird deadline; \$95 otherwise.

**Non-Members:** \$95 for Early Bird deadline; \$115 otherwise.

## For More Information

The awards section under About IABC on the web site (<http://chicago.iabc.com/about-iabc/awards/>) has additional information including:

- FAQs
- “Winning Entry Tips”
- Samples of work plans
- Copies of judging forms

If you have questions or need additional information, contact Ken Groh at 847-334-0955, [kgroh@GrohComm.com](mailto:kgroh@GrohComm.com).

## How Entries Are Judged

Entries are judged quantitatively using the parameters outlined in each category description. Communication professionals from

other IABC Chapters, who meet specific criteria for experience in various communication capacities, will judge your entry based on a judging worksheet. A copy of the judging worksheet is available at <http://chicago.iabc.com/about-iabc/awards/>.

- Entries in Division 1: Communication Management are judged by the extent to which they demonstrate the full range of strategic communication management, including planning, management, measurement, and evaluation, which accounts for 50 percent of the total score. The other 50 percent is based on the quality of the work sample that supports, or proves, the success of the communication plan.
- Entries in Division 2: Communication Skills and Division 3: Communication Creative are judged by the extent to which they demonstrate quality of the tactical component of a strategic communication project. The work plan accounts for 40 percent of the total score and the work sample accounts for the remaining 60 percent of the score.

Elements of award-winning entries include:

- Clear objectives supporting business/organizational goals and that demonstrate clear understanding of target audiences;
- Creative and effective communication strategies and activities that bring value and benefits to an organization; and
- Measurement of the outcome of the communication program against the stated objectives/goals.

### What Winning Means

IABC/Chicago has two Bronze Quill Award levels: The Award of Excellence and the Award of Merit. After judges have completed the worksheets on your entry, your total points will determine if you win an award and which one. If you win an award, you will receive an award with up to two names engraved on it (as you specify on the entry form). You can order duplicate awards for your team members and clients separately. Awards are not necessarily given in each category.

### Awards Ceremony

Your award will be presented to you at an awards ceremony scheduled for June. Watch for more information about the awards ceremony. Winning entrants receive one ticket to the awards ceremony. You can purchase additional tickets.

**“There are two things people want more than sex and money— recognition and praise.”**

*Mary Kay Ash*

Special thanks to AK Designs for designing the Call for Entries



GRAPHIC AND WEB DESIGN

ANNALYNN.KELLER@GMAIL.COM

## IABC/Chicago Quill Award Competition General Entry Form

Entrant's Name:	
Organization:	
Client name (if applicable):	
Address:	City/State/Zip:
Phone:	Fax:
Email:	
Are you an IABC member?      YES      NO      If yes, membership number:	
Title of entry:	
Entry division:	Category number:
What name(s) do you want on the award if your entry wins? <i>Up to two names will fit on the Bronze Quill Award. If more than two names are provided, only the first two will be printed.</i>	
#1:	#2:
Did you win a Gold or Silver Quill Award for this entry?      YES      NO <i>If yes, we will make a note of it during our awards presentation</i>	
How many entries are you sending in total?	Total fee submitted:
<b>Entering is Easier than Ever! Two payment options: 1) Via mail 2) Online (fill out the entire entry form online and pay with your credit card at <a href="http://chicago.iabc.com">http://chicago.iabc.com</a>)</b>	
IABC Members: \$75 Early Bird, \$95 Regular	Non-Members: \$95 Early Bird, \$115 Regular
You may send one check covering all your entries fees. Payment must be paid online or accompany entry (entries). Circle payment method below.	
CHECK (payable to IABC/Chicago)	CREDIT CARD

# ENTRY FORM

If paying by credit card, please complete information below:			
Visa	Mastercard	Discover	American Express
Account number:		Expiration date:	
<b>Submit your work sample</b>			
Ship one copy of your entry form, two copies of work plan and work sample to: IABC/Chicago Bronze Quill Awards 6211 North Campbell Ave. Chicago, IL 60659-2807			
<b>All entries must be received (not postmarked) by 5 p.m. April 5 to qualify for the Early Bird discount or by 5 p.m. April 12 to avoid disqualification. No exceptions.</b> If submitting more than one entry, please print additional copies of this form. This form is posted on <a href="http://chicago.iabc.com/about-iabc/awards/">http://chicago.iabc.com/about-iabc/awards/</a> .			