

Willamette Valley Chapter 2009-2010 Competition Call for Entries

The Willamette Valley Chapter of the Society for Technical Communication invites you to submit your work for consideration in one or more of the following 2009-2010 Willamette Valley Chapter competitions:

- Technical Publications Competition
- Online Communication Competition
- Technical Art Competition

Entries that receive the level of Distinction (DTC) or Excellence in the WVC competitions are eligible to be forwarded (with the submitters' consent and additional entry fees) to the international STC competitions, where they will compete with entries from around the world.

All technical communicators—including students and non-STC members—are eligible to enter the WVC competitions. STC members who belong to chapters that are not holding competitions this year are also welcome to enter. You may submit your own work or submit entries on behalf of your coworkers (with their consent). All competition entries will be acknowledged and each submitter will receive a copy of each judge's evaluation of his or her entry.

Take advantage of this opportunity to have your work evaluated and recognized by members of the foremost professional organization in the Technical Communication industry. Even if your entry does not receive an award, you will receive valuable feedback that may give you new ideas and a wider perspective on your work. Having your entry receive a Merit, Excellence, or Distinguished designation is just icing on the cake!

How do I enter?

This Call for Entries packet contains competition rules and complete instructions on how to enter the 2009-2010 WVC competitions. Copies of the required entry forms are included at the end of this document. These forms can be filled out electronically and then printed, signed, and submitted, or you can print the forms and fill them out by hand.

The deadline for all three 2009-2010 WVC competitions is **Friday, October 30, 2009**. Entries must be **received** by this date. Please mail entries directly to:

Susan Kloster
c/o Mentor Graphics
8005 SW Boeckman Road
Wilsonville, OR 97070-7777

For more information, contact competition@stcwvc.org

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Overview of the Competitions

The Willamette Valley Chapter conducts separate competitions for Technical Publications, Online Communication, and Technical Art. The following general information applies to all three competitions.

Who is eligible?

All technical communicators—including students and non-STC members—are eligible to enter the Willamette Valley Chapter competitions. STC members who belong to chapters that are not holding competitions this year are also welcome to enter. Entrants may submit their own work or the work of one or more colleagues or subordinates (with the contributor's or contributors' consent).

What can be entered?

Entries in all categories must:

- Contain sufficient technical, scientific, medical, or similar content to qualify as technical communication.
- Have been produced or substantially revised within the 24 months preceding September 1, 2009.
- Have been originally prepared for and accepted for publication by a client, employer, or publisher.
- Be suitable for public display.

All entries are subject to the rules and restrictions described in "Entry Rules for All Competitions" (p. 3). For additional rules and requirements for each competition, including a description of the types of materials accepted in each, see "The Technical Publications Competition" (p. 4), "The Online Communication Competition" (p. 5), and "The Technical Art Competition" (p. 6).

Multilingual entries are eligible if one of the languages is English. Entries are judged only in English.

Note: The WVC reserves the right to refuse any entry. In the event that an entry must be refused, the entry fee and all copies of the entry will be returned to the submitter.

How are judges selected and assigned?

All technical communicators are eligible to serve as competition judges. Assignments are made based on each judge's professional experience and areas of expertise.

How are entries judged?

A panel of three veteran technical communicators evaluates each entry against criteria established by STC for the competition and category to which the entry was submitted. Entries are not judged against each other; every entry meeting the standards for an award level will receive the appropriate award. Each panel of judges must reach consensus on the award level for each entry it evaluates.

What awards are given?

Three levels of recognition are awarded in each competition category. These awards, in descending order, are:

- Distinguished Technical Communication (DTC)
- Excellence
- Merit

A separate panel of WVC judges may also select a Best of Show winner from the entries that receive the DTC designation.

How are entrants notified?

All correspondence regarding an entry will be sent to the individual who submits it, even if the entry has multiple contributors. Only one submitter can be specified per entry. The submitter does not have to be a contributor to the entry being submitted, but he/she is responsible for relaying competition information, evaluations, and awards to all contributors associated with the entry.

All entries will be acknowledged at the time of receipt. In late December, all submitters will receive a copy of the judges' evaluations of their entries and notification of any awards bestowed on their entries. An awards banquet will be held in the Portland, Oregon area in February 2009 to distribute awards and display winning entries.

What happens to entries after the competition?

Submissions to the WVC competitions cannot be returned. Entries that receive the DTC or Excellence designation will be forwarded (with the submitters' consent and additional entry fees) to the appropriate international competitions. All other entries will be donated to local educational programs or recycled after the February awards banquet.

DTC and Excellence winners who want their entries forwarded to the international competitions must return the required international competition entry forms and fees to WVC by January 15, 2010. The entry fee for each international competition entry is \$150.

What happens to entries that are forwarded to the international competition?

Entrants receiving awards in the international competitions will be notified before the STC annual conference, which takes place in May. At the conference, all winning entries will be displayed, and Best of Show awards will be presented. International competition entries are not returned.

Entry Rules for All Competitions

The following rules apply to the local 2009-2010 competitions sponsored by the Willamette Valley Chapter of the Society for Technical Communication. They are based on the instructions and guidelines for the international STC competitions, but in some cases may be more restrictive than the international guidelines. Because the chapter rules are equivalent to or more restrictive than the international rules, all entries that meet these requirements and receive an award of Distinguished Technical Communication or Excellence at the chapter level should qualify automatically for the international competition, although the international judges reserve the right to refuse any entry. (Submitting a DTC or Excellence entry to an international competition requires an additional entry fee.)

- All entries must contain sufficient technical, scientific, medical, or similar content to qualify as technical communication.
- All entries must have been produced or substantially revised within the 24 months preceding September 1, 2009.
- All entries must have been originally prepared for and accepted for publication by a client, employer, or publisher.
- All entries must be suitable for public display and perusal. Entries that contain classified or proprietary information or that violate copyright laws must not be submitted. It is the responsibility of the submitter, and not of the WVC or the STC, to determine that entries do not contain classified or proprietary information and that the holder of all copyrights has granted permission for submission of the entry.
- A single work may be entered in only one suite of local or regional competitions, although it may be entered in multiple competitions within a local or regional suite of competitions. For example, a manual may not be entered in a Willamette Valley Chapter competition and a Puget Sound Chapter competition, although it may be entered in two competitions sponsored by one of these chapters. Thus, the manual itself could be entered in the WVC's Technical Publications Competition and the cover of the manual could be entered in the WVC's Technical Art Competition. Work that has been entered in any previous STC competition is ineligible unless it has been substantially revised.
Note: If a work is submitted to multiple WVC competitions, the entrant must submit **to each competition** an entry fee, four copies of the work, and the appropriate forms.
- A single entry may be entered in only one category within a competition. For example, a piece of technical art may not be entered into both the Packaging Design and the Promotional Materials Design categories of the Technical Art Competition.
Note: In the WVC competitions, the Competition Manager may recategorize entries. Entries to the international competitions, however, will be judged in the categories to which they were submitted, even if other categories would be more appropriate.
- Multilingual entries are eligible if one of the languages is English. Entries are judged only in English.
- Within a single category, only one entry from the same contributors and the same parent organization may be submitted, except when the entries are on significantly different topics. Entries that substantially duplicate other entries are not eligible. (This rule does not necessarily eliminate online communication entries about the same product or topic on different hardware platforms.)
- **Duplicate entries are automatically disqualified.** The term "duplicate entries" includes entries that are entered in competitions in multiple years, entries that are submitted to multiple chapters, entries that are submitted to multiple categories within a competition, etc.
- Materials prepared for STC purposes are not eligible. Examples of these materials include STC Publications books; articles for *Intercom*, *Tieline*, and *Technical Communication*; and chapter and Special Interest Group (SIG) Web sites, brochures, and newsletters.
- Each entry can have only one designated submitter, who may or may not have contributed to the creation of the work being submitted. The submitter (often a manager in the contributors' organization) must certify that the entry represents the actual work of the contributors named on the Entry Submission Form and that the entry has been cleared for submission. The submitter must also certify that the copyright holder permits the submission of the entry.
Note: The submitter receives all official correspondence relating to the entry and is responsible for communicating with the contributors and distributing any awards.
- The WVC competition organizers reserve the right to refuse any entry. The judges of the international competitions also reserve the right to refuse any entry, even entries that were accepted by the WVC competitions. If an entry is refused, the corresponding entry fee will be refunded and all copies of the entry will be returned.
- Entries created by employees on official time are considered to be the property of the employing firm or agency, which may decide who will be credited. A person who performed substantive work on an entry entered by the employing firm or agency or by another person without credit to the first person has no ground for dispute with WVC or STC, but, with the permission of the copyright holder, may enter the same piece with credit to himself or herself. If either entry wins an award, the other entry will receive the same award.
- Entries must be received by **October 30, 2009**.

The Technical Publications Competition

The Technical Publications Competition accepts only hardcopy (physical media) entries. Printouts of PDF files that are intended for electronic distribution are accepted.

Note: Please do not submit PDF documents electronically to the WVC Technical Publications Competition; they will not be accepted. Instead, submit four printed and bound copies of your PDF publication. Use a simple, but sturdy, binding, such as a three-ring binder or report folder. If the publication includes color that impacts how it is used, submit color copies so that the judges can evaluate the document appropriately.

The following four key aspects of each Technical Publications entry are evaluated: writing, graphics, copyediting, and overall integration. Each entry is judged in the context of its original purpose and audience, as identified by the submitter.

The Technical Publications Competition accepts materials in the following eighteen categories:

- P1 Reports.** Includes **annual reports** and **technical reports**. **Annual Reports** are publications that summarize the activities or financial position of corporations, government agencies, or nonprofit community organizations. "Annual Reports" includes reports that comply with the regulations of government agencies, such as the U.S. Securities and Exchange Commission, as well as reports of unregulated, nonprofit organizations. **Technical Reports** report on scientific or technical efforts, usually aimed at the professional community or a contracting agency.
- P2 Books.** Includes bound, printed matter usually sold to the public through a bookseller. For this competition, a book is defined as a lengthy document covering one technical subject that is intended for sale to the public.
- P3 Reference Materials.** Includes **training materials, documentation sets, all manuals, quick reference guides, and organizational manuals**. **Training materials** include student guides, tutorials, workbooks, and instructor guides, or sets of these pieces. **Documentation sets** are intended to be a single unit, and are typically packaged together. Examples include, but are not limited to, software documentation sets, multivolume reference materials. **Manuals** include: Software Guides, Hardware/Software Combination Guides, Computer Hardware Guide, and Non-computer Equipment Guides. **Quick reference guides** provide ready reference to features and functions about a product or service. **Organizational manuals** include, but are not limited to employee manuals, policy and procedure manuals, and style guides.
- P4 Periodicals.** Includes **magazines, newsletters, and scholarly and professional journals**. Three consecutive issues of periodicals must be submitted. **Magazines** appear as serial publications that are covered and bound. Magazines have features and regular columns in an established format that people recognize. Advertising may or may not be included. They are controlled by identifiable publishers or owners and served by editorial staff. Magazines can contain news and information about an organization, technology, industry, or scientific field. They can serve either an internal, external, special interest, or general public audience. **Newsletters** are regularly scheduled publications with brief articles and a flexible format. They generally have lower budgets and fewer pages than magazines, and may or may not have photographs and illustrations. Newsletters are generally about a company's employees or products, and they may be intended for an internal or external audience. Their primary purpose is to deliver information that, at the same time, will interest the reader and promote the interests of the sponsor. **Scholarly/professional journals** appear as serial publications that are covered and bound, with features and regular columns in established formats that people recognize. Advertising may or may not be included. They are controlled by identifiable publishers and served by editorial staff. Writing style may tend to be relatively formal, and design creativity may be limited, in keeping with standards defined by expectations of the profession. **Journals** are usually targeted to a limited and specialized audience and typically contain information about research and developments in a particular discipline or profession.
- P5 Articles.** Includes **scholarly articles, professional articles, and trade or news articles**. **Scholarly/professional articles** are single articles appearing in academic or professional journals or in a scholarly book as an original contribution of knowledge. **Trade/news articles** are single articles appearing in trade journals or general interest periodicals and are not original contributions of knowledge.
- P6 Technical Marketing Support.** Includes **informational materials** and **promotional materials**. **Informational materials** are designed to attract potential buyers while providing information about a technical or scientific subject, product, service, or organization. The materials must persuade the audience favorably toward the subject or sponsor. Visual design, including production, is very important. So, too, is editing, because errors are very obvious. **Promotional materials** market a technical product, service, or organization. They include advertisements, flyers, brochures, catalogs, and other presales literature. The materials must persuade the audience to some action, using integrated text and figures. Visual design, including production, is very important. So, too, is editing, because errors are very obvious.

The Online Communication Competition

The Online Communication Competition accepts entries that depend on an electronic medium for delivery. Entries must be primarily intended for viewing on a computer or similar device. Acceptable entries include computer-based training, online documentation, help systems, online demonstration programs, simple text-retrieval systems, multimedia information systems, and Web pages. The Online Communication Competition is **not** limited to online documents that support computer products. Entries can include online encyclopedias, road maps, foreign language instruction, medical handbooks, and more.

The WVC Online Communication Competition accepts entries that run on PC, Macintosh, or Web platforms. Entries that run on other platforms or require special equipment can be accepted only if the submitters make prior arrangements to provide judges with access to any special hardware or software required to view the entries. Submitters may not demonstrate the entries. An entry's platform is not a consideration in determining an entry's category or award level. For other special requirements and instructions for online entries, see "Special Rules for Online Entries" (p. 8).

Each online communication entry is judged in the context of the entry's original purpose and audience, as identified by the submitter. Judges evaluate the content, structure, and design of each entry and determine awards based on the individual entry's strengths and weaknesses and how well it fulfills its stated purpose.

The Online Communication Competition accepts materials in the following four categories:

O1 Help. Online information that has a primary purpose of providing immediate assistance to individuals while they use a product. It provides information appropriate to a task on an as-needed or as-requested basis. This category includes but is not limited to general help, procedural help, cue cards, examples, performance support, and integrated user assistance.

O2 Promotional. This category includes two types of entries:

- Interactive online information that has a primary purpose of demonstrating or describing the main features of a product or product line with user interaction or feedback. This type of online material motivates people to buy or use a product, or informs them of the features or benefits of products. Besides demonstrations of products, this category also includes guided tours and marketing material designed for dynamic user interaction.
- Static, non-interactive online information that has a primary purpose of describing or defining the main features of a product or product line. This type of online material motivates people to buy or use a product, or informs them of the features or benefits of products. This category includes but is not limited to online brochures, catalogs, and marketing materials that are designed to remain static. Most corporate Web pages belong in this category.

O3 Tutorials/Training. Online information that has a primary purpose of teaching the techniques for using the main features and capabilities of a product, or of assisting in the process of teaching. This category includes but is not limited to computer-based training applications, tutorials, online lesson books, and training aids.

O4 Reference. This category includes two types of entries:

- Online information that has a primary purpose of defining or explaining things like structure, results, words, problems, or parameters. These documents are typically published in a reference work format, similar to a dictionary or encyclopedia. This category includes but is not limited to online dictionaries, glossaries, function or object descriptions, data structure definitions, encyclopedias, and directories.
- Online information that has a primary purpose of assisting the user to complete a set of tasks or solve a set of problems. This category includes troubleshooting tools, wizards or wizard-like task completion tools, quick start guides, and automated support tools.

Notes: The Online Communication Competition does not accept "flat" PDF files. Although these files are distributed electronically, they are not highly interactive and they do not take advantage of online functionality (beyond providing simple hyperlinked cross references). For this reason, the Online Communication Competition has eliminated the Books category. Entries in this category in previous years have been primarily Adobe Acrobat PDF files that were distributed in this format as a cost-saving measure. These entries were basically hardcopy documents that were distributed electronically and were meant to be printed by users. Accordingly, PDF book files are now accepted only in the Technical Publications Competition. See "The Technical Publications Competition" (p. 4) for information about submitting PDF entries.

Highly interactive PDFs that include linked tutorials, supporting Web sites, interactive forms, and other dynamic or interactive features may be eligible for the Online Communication Competition if they meet the format and purpose defined in existing Online Communication Competition categories.

The Technical Art Competition

The Technical Art Competition accepts both physical media and online entries. Physical media entries include products that are mounted for viewing or are included in a book, brochure, or other paper-based publication. Online entries include art that appears in products that depend on an electronic medium for delivery.

Physical media entries to the Technical Art Competition should be quality reproductions. Original artwork will not be accepted. Entries requiring mounting should be on standard-sized foam core or mat board. If such entries are not mounted, they will not be accepted and will not be returned.

Online technical art entries must be integrated into a viewer application and must not be dependent on the design package used to create them. For example, a piece of art included in a help file or HTML page is acceptable; a file saved from a design or graphics application (for example, an .ai file from Adobe Illustrator or a .vsd file from Microsoft Visio) is not acceptable. For other special requirements and instructions for online Technical Art Competition entries, see "Special Rules for Online Entries" (p. 8).

Technical art is judged on how well it visually communicates a technical message. Judges evaluate the visual appeal, technical execution, and presentation of each entry.

The Technical Art Competition accepts materials in the following seventeen categories:

A1 Mechanical illustration, line & tone.

Line illustrations are composed entirely of lines, dots, and solid areas and may be color or black and white. Mechanical illustrations require precise depiction of the subject, including the proportions or relationships of objects depicted or represented, and the subject matter is not open to interpretation. Entries may include exploded views, cutaways, orthographic or isometric projections, schematics, diagrams, graphs, charts, and tables. Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.

Tonal illustrations are composed of shading that graduates from one color (or shade of gray) to another and may be color or black and white. Mechanical illustrations provide precise description of the subject, including the positions or relationships of objects depicted or represented. The illustrations may include exploded views, cutaways, orthographic or isometric projections, schematics, diagrams, graphs, charts, and tables. Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.

A2 Interpretative illustration, line & tone. Line

illustrations are composed entirely of lines, dots, and solid areas and may be color or black and white. While the subject of an interpretive illustration entry is technical in nature, the intended use of the artwork permits artistic interpretation of features or physical arrangements. The image may include illustrative views depicting arrangement or general configuration, cartoons, and conceptual visualizations (as in technical proposals). Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use. **Tonal illustrations** are composed of continuous tones that graduate from one color (or shade of gray) to another and may be color or black and white. While the subject of an interpretive illustration entry is technical in nature, the intended use of the artwork permits artistic interpretation of features or physical arrangement. The image may include illustrative views depicting arrangement or general configuration, cartoons, and conceptual visualizations (as in technical proposals).

Physical media entries must be mounted. Each copy of the entry must be accompanied by a sample of the illustration's publication or an example of its use.

A3 Photography. Photographic entries contain technical content that demonstrates mastery of light and the medium (whether film or digital). Photographs may contain innovative lighting, multiple exposures, or other effects and may be black and white or color. Physical media entries must be mounted. Do not mount entries larger than 11 x 17. Roll up entry and send in a tube.

A4 Manual/Book Design & Cover Design. Manual/book design includes books on technical subjects and user and reference manuals designed for technical products, services, or organizations. The design should support the flow of information and make it easy for readers to locate and identify specific information. The judges will evaluate the design of the publication and the presentation of content. Writing style, grammar, usage, etc. are not judged in this category. **Cover design** includes published covers, software product splash screens, and World Wide Web home pages. Design considers integration and placement of visual images and accompanying text. Covers must be mounted; front and back views are preferred.

A5 Annual Report Design. Annual reports summarize the activities or financial position of a corporation, governmental agency, or nonprofit organization. The design should support the focus and projected image of the entity and present financial and technical information in a visual manner.

A6 Catalog Design. Entries in this category are intended to deliver information about technical products and services. Catalogs should be designed to be visually appealing and to present large amounts of data in a readable format. They should also provide information on ordering the products or services they describe or illustrate.

A7 Magazine Design. This category includes regularly scheduled publications in a magazine format with a feature treatment, including photographs and art, about an organization, technology, industry, or scientific field. Magazines may be intended for an internal or external audience, a special-interest audience, or the general public. Submit three consecutive issues as a single entry. Entries in this category are judged on their design, rather than on their content.

A8 Promotional Poster Design and Informational Poster Design. **Promotional posters** support or market an employee campaign, a technical product, an organization, or an event. The Entry Description should include information about the poster's intended use. Physical entries must be mounted. **Informational poster design** includes posters that communicate educational (as opposed to marketing) information about a technical or scientific subject, service, or organization. The poster may be intended for a technical audience or the general public. The Description of the Competition Entry should include information on how and where the poster was used. Physical entries must be mounted.

A9 Packaging Design. This category includes packaging for hardware, software, multimedia, end-user merchandise, and boxes containing two or more manuals. If the package is intended to contain software, the software media itself should not be submitted with the entry.

A10 Promotional Materials Design & Informational Materials Design. **Promotional materials** include flyers, advertisements, product data sheets, single-unit promotional handouts, and multiple-page publications that market a technical product, service, or organization. Corporate and program identity materials (folders, stationery, logos, etc.) are acceptable if they communicate technical information or images. Entries in this category are judged on their design, rather than on their content. **Information materials design** includes multiple-page publications that provide information to the general public or a particular audience about a technical or scientific subject, product, service, or organization. Publications include newsletters, technical reports, proceedings, and organizational manuals. Entries in this category are judged on their design, rather than on their content.

A11 Quick Reference Design. This category includes materials that provide concise reference to essential features of a technical product, service, or subject. This includes graphical devices, data reference tools, and other job aids. Entries in this category are judged on their design, rather than on their content.

A12 Display. This category includes large-scale presentations such as trade show booths, exhibits, and billboards. Because the size and space requirements for displays makes submission of original displays impractical, photographs, illustrations, and other representative material is accepted in lieu of actual displays. The presentational material is not judged in or of itself, but is used to provide information about the display. Presentation material must be appropriately mounted or bound. A description of the actual display must be provided.

Special Rules for Online Entries (Technical Art and Online Communication Competitions only)

The Technical Art Competition and the Online Communication Competition accept electronic entries that run on PC, Macintosh, or Web platforms. Entries that run on other platforms can only be accepted if prior arrangements are made for the submitter to supply any special hardware and software required for judges to view an entry. All PC and Macintosh entries must be submitted on CD-ROM or DVD. Please include four separate CDs or DVDs containing your entry and specify on each disk (and on your Description of the Competition Entry) whether the disks are platform-specific and, if so, what platform is required to view their contents.

If an online entry contains any compressed files, they must be self-extracting. All online entries must be free of viruses and install quickly and correctly. Entrants are not permitted to demonstrate their online entries for the judges.

For Web entries, the appropriate URL(s) and any required login information must be provided on the Description of the Competition Entry. Web entries will be viewed using Microsoft Internet Explorer 6.x or Firefox 2.0 or later and will be judged as they exist on the day of judging. The day of judging for a specific entry may be any day after the entry deadline.

For all online entries, please provide the following information on the Description of the Competition Entry:

- The intended purpose and audience of the entry
- The tools used to develop the entry
- Instructions for installing and viewing the entry (including any platform, hardware, or software requirements)
- Any other information relevant to evaluating the entry

The standard **minimum** specifications of the equipment that will be available to judges for viewing entries are:

- 1 GHz Pentium IV processor (or equivalent) running Windows XP, or the approximate Macintosh equivalent running Mac OS X
- 1024 x 768 color monitor
- CD-ROM and DVD drives
- Sound card and speakers

The following standard software will also be available:

- Adobe Acrobat Reader 7.x or later
- Microsoft Internet Explorer 6.x or later or Firefox 2.0 or later
- Windows Media Player 6.4 or later

Note: Please notify the WVC Competition Manager at competition@stcwvc.org by **October 30, 2009** if you anticipate submitting an online entry that:

- Must be viewed on a Mac (specify the exact OS version required)
- Cannot be viewed on Windows XP
- Requires installation of software other than Adobe Acrobat Reader 7.x, Microsoft Internet Explorer 6.x, Firefox 2.x, or Windows Media Player 6.4. (If the WVC agrees to accommodate your entry, you may need to submit up to four copies of any nonstandard software required to view the entry.)

Notice Regarding Credit for Entries

The goal of the WVC and STC competitions is to give credit and recognition to individuals rather than departments or organizations; hence, STC prefers that individuals be named as contributors. However, because collaborative teams often produce works of technical communication, it is acceptable to cite a department or organization as a contributor.

Entries created by employees on official time are considered to be the property of the employing firm or agency, which may decide who will be credited. A person who performed substantive work on an entry entered by the employing firm or agency or by another person without credit to the first person has no ground for dispute with WVC or STC, but, with the permission of the copyright holder, may enter the same piece with credit to himself or herself. If either entry wins an award, the other entry will receive the same award.

Instructions for Preparing and Submitting Entries

1. Review the "Entry Rules for All Competitions" (p. 3) and the specific requirements for the competition(s) you want to enter.
2. Fill out the Description of the Competition Entry located at the end of this Call for Entries packet. Begin by providing the entry title exactly as it should appear on any awards the entry might receive. This title should match the title (if any) that appears on or within the actual work.
3. Select the check box for the appropriate competition (Technical Publications, Technical Art, or Online Communication) and indicate to which category of the competition you are submitting the entry. (See the category descriptions provided on pages 4-6 of this packet to identify the competition category that best fits your entry.)

Notes: If you are submitting an entry to multiple competitions, separate Entry Submission Forms, Descriptions of the Competition Entries, and entry fees must be submitted for each competition. You must also submit four copies of the entry to each competition.

Some categories have special requirements (for example, illustrations must be mounted). Please read the specific category and competition instructions carefully.

4. If applicable, enter the page count or number of pieces for your entry.
5. For online entries, provide the additional information requested.
6. On the second page of the Description of the Competition Entry, enter the entry title and competition category again. These should match the first page exactly.
7. Provide the requested information on the remainder of the Description of the Competition Entry, taking care to stay within the character limits for each field. Be certain to explain the intended audience and original purpose of the entry. You may also note any unusual conditions (such as an extremely tight deadline or a very limited budget) under which your entry was produced. If you wish to disclaim responsibility for a portion of the entry, or draw the judges' attention to some aspect of the entry, you may do so, although judges are not obligated to consider this information when evaluating your entry.

Notes: If your entry is a printout of a PDF document that is intended to be distributed electronically, be sure to note this on the Description of the Competition Entry.

Do not include the submitter or contributor names anywhere on either page of the Description of the Competition Entry.

8. On the Entry Submission Form, enter the entry title and competition category exactly as you did on the Description of the Competition Entry.
9. Enter the contributors' names exactly as they should appear on any awards the entry might receive, and indicate whether each contributor is a WVC member, a member of another STC chapter, a student member, or a non-member. If you, the

submitter, are also a contributor, list your name in the both the Submitter and Contributor sections. List no more than three contributors.

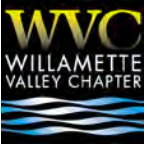
Note: The STC prefers that individuals be named as contributors. However, because collaborative teams often produce works of technical communication, it is acceptable to cite a department or organization as a contributor. Only the contributors listed on the Entry Submission Form will receive awards. If your entry was created by more than three individuals and receives an award, you can order additional certificates and plaques, at your expense, at a later time.

10. Enter the name and contact information of the submitter. All correspondence regarding an entry is sent to the submitter identified on the Entry Submission Form, who is responsible for relaying information to the contributors. The submitter is also responsible for determining that an entry does not contain classified or proprietary information and that the holder of all copyrights has granted permission for submission of the entry.
11. Certify your entry by reading the information at the bottom of the Entry Submission Form and signing and dating the form.
12. Make three copies of the completed and signed Entry Submission Form and seven copies of the two-page Description of the Competition Entry.
13. Attach one copy of the Description of the Competition Entry to each of four copies of the work you are submitting. **Do not attach the Entry Submission Form to any of the entries.**
14. Staple one of the three remaining copies of the Description of the Competition Entry to each of the three copies of the Entry Submission Form. Save one of these stapled packets for your records and attach the other two packets to your entry fee check, which should be made out to **STCWVC**. The fee for each entry is determined by the STC membership status (or student status) of the contributors who created the entry, according to the following schedule (lowest rate applies):

All contributors are students	\$35
At least one contributor belongs to the Willamette Valley or Mid-Valley STC Chapter	\$75
At least one contributor is an STC member	\$100
No contributors belong to STC (any chapter)	\$125

Note: One of the Entry Submission Forms submitted should be the signed original. The second may be a copy. You may submit one check for multiple entries.

15. Send the four entries with attached Descriptions of the Competition Entry, the two Entry Submission Form/Description of the Competition Entry packets, and your entry fee payment to: Susan Kloster, c/o Mentor Graphics, 8005 SW Boeckman Road, Wilsonville, OR 97070-7777. **Entries must be received by Friday, October 30, 2009.**



NOTE: If you've already filled out the PDF version (STC Annual Competition Entry Forms.pdf), you don't need to fill out this Word version.

Entry title:
(max. 110 characters)

Select the competition type and category appropriate for this entry:

Technical Publications

Category:

Page count:

Technical Art

Category:

Number of pieces:

Online Communication

Category:

Chapter use only		
Category no.	Entry no.	Award
International use only		
Category no.	Entry no.	Award

For online entries in the Technical Art competition and for all entries in the Online Communication competition, complete the appropriate lines in the following section.

Medium of submission

CD-ROM DVD Internet

Entry uses sound

Yes No

Operating system(s) on which the entry can run

Mac Windows 2000/XP

Windows Vista Other

Any OS in the "Other" classification requires special arrangements. For details, see the General Instructions.

Software requirement(s)

Adobe Acrobat 6.0 Adobe Reader 8.0 Flash Player 9.0

Real Player 10.5 Shockwave 10.0 Windows Media Player 9.0

Other

Monitor requirements

Resolution: 800 x 600 1024 x 768 Other

Color depth: 16-bit (65.5k) 24-bit (16.8M) Other

Tools used to create the entry

URL of entry, if appropriate

login ID

password

Preferred browser

Firefox 2.0 IE 6.0 No preference

Detailed instructions for installing the entry

Limit: 600 characters, or about 7.5 lines of solid text

Entry title:

Technical Publication

Technical Art

Online Communication

Additional information about this entry

Target audience

Limit: 250 characters

Purpose of the entry

Limit: 500 characters

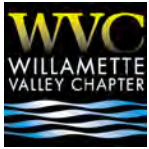
Other information

Limit: 2800 characters

Some examples of the type of information that you might include here:

- Was the entry used in-house, was it for a client, or was it for resale?
- Was it produced on a limited budget or in a short time?
- Does it follow a corporate style or layout?
- Are there aspects of the entry for which you disclaim responsibility?
- Was it created in a language other than U.S. English?

The judges may take some, none, or all of these factors into consideration when making their evaluation, at their discretion.



Entry title:

Technical Publication

Technical Art

Online Communication

Contributors to this entry

STC membership status

Submitter's contact info (for any further correspondence)

* indicates required information

*Name

Company (if applicable)

Street address (P.O. box number not acceptable)

City; state/province; and zipcode/postal code
Country

*E-mail:

*Phone numbers, including area codes

Work:

Evening:

Fax:

Chapter use only		
Category no.	Entry no.	Award
International use only		
Category no.	Entry no.	Award

Certification I understand that neither STC nor any person associated with the international, local, or regional competitions can be held responsible for loss or damage to the entry and that entries cannot be returned. I also certify that:

- The contributors named on this form are major contributors to this entry.
- The entry contains no classified information, and any proprietary information in the entry may be revealed.
- The holder of the copyright has given permission to submit this entry in the competition.
- The entry has not been submitted to any other STC competition at the local or regional level, or to more than one category within a competition at the international level. **(Duplicate entries are disqualified.)**

Submitter's signature:

23 September 2009