

Communications Concepts, Inc. APEX 2009 Awards
7481 Huntsman Boulevard, #720
Springfield, VA 22153-1648

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www.ApexAwards.com



DEADLINE:
March 17, 2009

A quick and easy way to gain the recognition you deserve . . . (details inside)

122 AWARD CATEGORIES INCLUDING:

- Newsletters ■ Magazines ■ Web Sites
- Campaigns ■ Brochures ■ Covers
- Writing ■ Intranets ■ E-Mail Newsletters
- Design ■ Annual Reports ■ Graphics
- Blogs ■ Advertising ■ Photography
- Custom Publishing ■ Video ■ YouTube

SO MANY CHANCES TO WIN !! www.ApexAwards.com

The recognition your publications deserve!



- ✓ Grand Award winners receive attractive plaques commemorating their winning entries.
- ✓ Award of Excellence winners receive attractive certificates (suitable for framing) describing their winning entries.
- ✓ All APEX Award winners are listed in a special Awards Issue of *Writing That Works*.
- ✓ All APEX Award winners receive "APEX 2009 WINNER" Logo Repro Sheets to use in their own publications and Web sites.



CALL FOR ENTRIES

- ✓ *Would you like to gain the recognition and respect from management that your work deserves? Take a few minutes now. Enter APEX!*
- ✓ *Would you like distinguished communications experts to confirm what a good job you do producing publications? Enter APEX!*
- ✓ *Do you want to enter an Awards Competition without complex forms or lengthy written descriptions? Enter APEX!*

Dear Communicator:

A coveted award from APEX 2009 will distinguish your work and bring professional recognition from peers and supervisors. (APEX awards look good in your portfolio at Salary Review time, and on your resume, too!)

APEX is surprisingly quick and easy to enter

APEX entry forms are quick and easy to fill out. But there's one more great reason to make APEX 2009 your competition of choice -- a level playing field.

APEX entries are judged in comparison with those from organizations of a similar type and staff size.

We all appreciate money well spent when budgets are generous, but many previous APEX entrants with small staffs and budgets have won with big ideas.

Participation is a pat on the back for staff, customers and clients

Entering a staff member's (or client's) work in APEX will say more than thank you. Win or not, they'll appreciate your vote of confidence, and the nomination makes a great article for the company newsletter, Web site or blog!

Your chances to win are the best ever

More than 120 APEX AWARD categories (several new this year) offer numerous chances to enter -- and to win.

A handwritten signature in black ink that reads 'John De Lellis'.

John De Lellis
Editor and Publisher
Writing That Works
Communications Concepts, Inc.

The Twenty-First Annual Awards for Publication Excellence

Sponsored by the Editors of Writing That Works: The Business Communications Report
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Phone: 703/643-2200 Fax: 703/643-2329 E-mail: info@ApexAwards.com Web site: www.ApexAwards.com

Gain recognition and support for your best publications ...



How APEX 2009 works...

1. The Judging Process

APEX awards are based on excellence in graphic design, editorial content and overall communications effectiveness. Entries in specialized categories will be judged in their respective disciplines.

Entries will be judged in competition with others from similar kinds of organizations with similar publication staff sizes.

The Concepts editors and other consulting evaluators will judge APEX entries. They reserve the right to reassign entries, if necessary, to more appropriate categories.

The judges will present awards based on merit. In categories where entries are not at award-winning levels, the judges may decline to present awards. There is no restriction on the number of Grand Awards or Awards of Excellence that may be presented in a given category.

The judges' decisions are final.

2. Awards

APEX Grand Awards will be presented in each of 11 major categories to honor the outstanding work in those categories.

APEX Awards of Excellence will recognize exceptional entries in each of the 122 individual categories.

APEX award winners receive "APEX 2009 WINNER" logo repro stats to display in their own publications.

3. Winning Entries

One Grand Award plaque or Award of Excellence certificate will be presented for each winning entry.

Award winners may order extra certificates (for themselves, staff, vendors or clients who worked on winning entries) for \$15 each. Winning entrants will receive order forms for additional certificates with their notifications.

All entrants will receive a list of winning entries in July.

4. Return of Materials

Do not send irreplaceable artwork or materials. **No entries will be returned.**

The Concepts editors may write about selected winning entries in *Writing That Works*, other Concepts publications and on our Web site, www.ApexAwards.com.

5. Entry Fees

\$69 per entry, *Writing That Works* subscribers.

\$89 per entry, non-subscribers.

Non-subscribers can get the lower APEX rate by subscribing to *Writing That Works* on the APEX Entry Form.

Entry fees **must** be prepaid and are non-refundable.

6. Concepts' Federal I.D.

Communications Concepts, Inc.

Federal I.D. # is 54-1453340.

Canada GST-exempt.

7. Entry Deadline

March 17, 2009 is the *postmark* entry deadline for mailed entries, and the *shipping* entry deadline when using UPS, FedEx and other parcel services.

Look who's won APEX awards...

*IMAGINATION... *Family and Youth Services Bureau, Department of Health and Human Services, JBS International, Inc.... *Isabelle Cohen-DeAngelis, Executive Editor, John Wiley & Sons, Inc.... *Debra Stratton, Publisher, Stratton Publishing & Marketing Inc.... *HOPE Health... *Steven Clark, Executive Editor, The Walt Disney Company... *Laura Jesberg, Marketing Special Projects Manager, American Paint Horse Association... *Jennifer Boyer, Associate Editor, The Humane Society of the United States... *Best Week Staff, A.M. Best Company... *Michael T. Powell, Creative Director, BNP Media... *Charles Schwab & Custom Solutions from SmartMoney... *Hammock Publishing... *Christina French, Publisher, and John McWilliams, Designer, MCM Communications, Inc.... *Debbie Eaton-Vaughn, Director of Campus Operations, McMurry Inc.... *McNeill Group, Inc.... *Nick Wright, Managing Partner, MacDUFF Group... *McKnight's Long-Term Care News... *Pierre Lavallee, Graphic Designer, Neograf Design... *Randy Yasenchak, Graphic Designer, Army Historical Foundation... *Brian Griffin, Marketing Director, Delnor Hospital... *Melissa Ferrari, Managing Editor, American Association of Motor Vehicle Administrators... *Wendy Schrupp, Communications Director and Editor, Professional Ski Instructors of America... *Jill Rafkin, Creative Art Director, Aon Consulting... *Kristin Dollase, Principal, Mercer... *Brenan Sharp, Art Director, and Eva Elliott, Designer, Publishing Group of America... *Endocrine Today, Editorial Staff, Slack Incorporated... *Marivyn Evans, Show Daily Editor, National Association of Realtors... *Mike Janes and Patti Koning, Sandia National Laboratories... *Office of Strategic Communications, Code T, NASA Dryden Flight Research Center... *Bryan Bennett, Web Communications Manager, Entergy Corporation... *Marketing & Creative Services, StayWell Custom Communications... *Dr. Constantine Papadakis, President, Drexel University... *Ann Cony and Bob Burns, Public Information Specialists, Sacramento Municipal Utility District... *Cathy Clement, Director of Philanthropy, Five Acres... *Carol Pilla, Editor, NJIT Office of University Communications... *Jill M. Ercolino, Assistant Director of Communications, Pennsylvania State Association of Township Supervisors... *Mary Cicitta, Director of Publications, Ramapo College of New Jersey... *Jill Mahnane, Marketing Manager, Charles Schwab & Co., Inc.... *Anson Lee, Director, Customer Experience Strategy, Karo Group Inc.... *Jennifer Seelman, Communications Manager, United Healthcare... *Verizon Wireless... *American Specialty Health... *Thomas Liehr, Vice President, Liehr Marketing Communications... *Technical Publications Group, Pella Corporation... *Lynn King, Director of Marketing & Communications, Leslie Miller, Senior Writer, and Anne Mitchell, Graphic Specialist, The American College of Radiology... *Richard K. Kolb, Editor, Veterans of Foreign Wars... *Bruce Swart, Art Director, The John Marshall Law School... *National Catholic Educational Association... *Terry Simzer, Manager of Communications, Upper Canada District School Board... *Lori Block, Principal, and Mark Mathson, Senior Consultant, Buck Consultants... *Susan Hartnett and Sandra Janhke, Vice Presidents, Retirement Services, DWS Scudder... *Otter Tail Power Company... *Kristen Smolen, Product Training Manager, Lincoln Mercury... *The Vanguard Group, Inc.... *Marketing Department, High Concrete Group LLC... *Timothy Clave, Producer, Major Media, Inc.... *American Academy of Pediatrics... *Tina Hay, Editor, The Penn State... *Deborah Henry, Artist and Illustrator, and Dr. Donna Patterson, Associate Dean, Clarion University of Pennsylvania... *Mark Michaud, Senior Vice President, Arriad Custom Communications... *John Kidon, Creative Director, Davis & Company... *Linda J. Smith, Project Director, MHCC... *Matthew Brown, Editor, Nevada Magazine... *CAWOOD... *Paul V. Arnold, Editor, Reliable Plant Magazine... *Carole Sustak, Brand Manager, AAA... *Communications & Creative Services' Web Team, Colorado State University... *Bill Spencer, Naval Media Center... *Gabrielle Schang, Vice President, The Children's Health Fund... *Corporate Communications, SECO Energy... *ABS Graphics... *AstraZeneca Brand Corporate Affairs, Edelman... *BlackRock, Inc.... *Shelly Fowler, Vice President & Consultant, Clearwater Writing Inc.... *ESPN Communications, ESPN... *MS2 Employee Communications Team, Lockheed Martin... *Marilyn Barnett, President/CEO, MARS Advertising... *Marilyn Milne, Public Relations Services LLC... *Loyola University Health System... *Bonita Brodt, Director of Communications, Northwestern Memorial Hospital... *Barbara Evans, Internal Communications Manager, Wake Forest University Baptist Medical Center... *Documentation Team, Children's Hospital Boston... *CRM Magazine... *The Green Sheet, Inc.... *Hemispheres Magazine, Pace Communications... *Warren Miller, Editor, and Karen Kramer, Graphic Designer, The Louis Berger Group, Inc.... *Mike Rosenthal, Executive Editor, and Jennifer Barlow, Art Director, Veterinary Learning Systems... *M.H. Perry, Editor, KentLakes... *Richard Hart, Author, Verum Publishing... *Trade Show Executive magazine... *Boe Workman, CEO Communications Director, AARP... *Arthritis Today, Arthritis Foundation... *Kissairis Munoz, Military Officers Association of America... *Brad Pokorny, Editor, One Country, Baha'i International Community... *Margo A. Smith, M.D., Associate Editor, Physician, Washington Hospital Center... *Diane Montana, Creative Director, and Andrea Parker, Writer, Jackson National Life Insurance Company... *National Football League, H.O. Zimman, Inc.... *Anne Loftin Westin, Art Director, Pace Communications... *Jennifer Warren, Editor in Chief, Spafax Canada... *Audrey Perera, Editor, SPH Magazines Pte Ltd... *Marketing Division, NBT Bank... *Chris Gleason, Community & Media Services Manager, and Laurel Lynn Willoughby, Community Relations Specialist, Tacoma Public Utilities... *Jan Hilton, Art Director, Civil Engineering Magazine, American Society of Civil Engineers... *Trusteeship, The Magazine Group... *Susan I. Finkelstein, Assistant Director of Public Relations, University of Pennsylvania School of Veterinary Medicine... *Association of Fundraising Professionals... *Stephen Smith, Managing Editor, Costco Wholesale... *Marcie Lynn Avram, Associate Publisher, Rodale Custom Publishing... *Charlene Benson, Creative Director, Time Inc. Content Solutions... *Laura-Jo Boynton, Brand Manager, Marketing Communications, Timberlake Cabinetry... *Wax Custom Communications... *Brett Nation, Creative Director, Nation Design LLC... *Bob Black, Editor in Chief, American Society for Engineering Education... *Cathi Douglas and Howard Chang, University Communications & Marketing, Cal State Fullerton... *Jen Brumfield, Artist, Cleveland Metroparks... *Amy Hubbard, Editor, WGBH Educational Outreach... *Kim Yavorsky, Public Affairs Specialist, U.S. Department of Energy/National Energy Technology Laboratory... *Office of Communications, American College of Obstetricians and Gynecologists... *Alaska Park Science Team, National Park Service Alaska Region, and the Alaska Natural History Association...

Easy Entry Tips ...

1. Who should enter?

APEX is open to all corporate, nonprofit, agency and freelance communicators—including companies, small businesses, ad agencies, associations, government and public and private institutions.

2. What can I enter?

Materials produced from January 1, 2008 through March 2009 are eligible, even if they carry a later date.

Send just **one** check or credit card authorization for the total amount of all your entries.

3. How should I prepare my entries?

For each entry, enclose **one** sample of the publication. For periodicals, enclose the **single** best issue.

Attach a **separate** entry form (or photocopy) to the **top** of each entry, and paper clip or rubber band it to your entry. Do not staple.

For **Most Improved, Redesign** and **Rewrite** categories, enclose **one** sample of the old publication, project or article and **one** sample of the new publication, project or article. Label one as "**old**" (may be up to 4 years old—January 1, 2005 on) and the other as "**new**" (January 1, 2008 on).

Be sure to type or print your name **CLEARLY** and **EXACTLY** as you want it to read on a certificate, should you win an award. Neatness is important!!

For Campaign category entries, send a **compact** set of program elements. A folder or three-ring binder works well.

For **Writing Series** and **Regular Column & Department** entries, send one tearsheet for each article/column in the series.

Send article entries as **tearsheets**, rather than sending the entire publication.

FAQs about APEX 2009:
www.ApexAwards.com

4. How do you define publications?

Newsletters tend to be succinctly written, with short articles. Four to 16 pages is a typical length for newsletters, though some may be longer.

Magazines generally display more photography and illustration than newsletters and carry longer and more developed news stories, editorials and features. They are printed on matte, uncoated or coated paper.

Magpapers are tabloid-size periodicals that look like small newspapers. They may be printed on newsprint, matte, uncoated or coated paper.

Journals cover research and programs in professional fields. Many publish articles only after a peer review process.

"Custom-Published" refers to a publication customized to the specific needs of a client by an outside agency or firm. The outside agency produces the entire publication, including editorial, design and printing. Client staff participate by setting goals for, and evaluating progress of, the publication. Client staff also may provide content ideas, and in some cases, a limited amount of editorial content.

You may submit the same entry (or different entries) in as many categories as you wish.

5. What does it cost?

\$69 per entry for subscribers to *Writing That Works*.

\$89 per entry for non-subscribers. (Non-subscribers can get the lower APEX rate by subscribing to *Writing That Works* on the APEX Entry Form.)

An entry fee must be paid for each separate entry, including the same item entered in multiple categories.

Send **just one** check or credit card authorization for all of your entries.

Make checks payable to Communications Concepts, Inc. APEX 2009 Awards.

NOTE: If you pay by credit card, the amount may appear on your statement like this:

COMM CONCEPTS/APEX
or COMM CONCEPTS INC APEX

Or your credit card statement may just show our company name.

Communications Concepts, Inc.
Federal ID Number is 54-1453340. (Your Accounting Department may need this.)
Canada GST-exempt.

Communications Concepts, Inc. is a corporation. You are **not** required to obtain a 1099 tax form from us.

Payment **must** accompany entries. Please pay by check, VISA, MasterCard, or American Express. Concepts **cannot** bill you.

Payment **must** be made in U.S. funds, drawn on a U.S. bank.

Subscribe to *Writing That Works* (on entry form) and save \$20.00 for each of your APEX entries!

Too much mail to read? Let *Writing That Works* help make your job easier, give your writing and editing an edge and keep you current on style matters, Web writing, online publishing and print.

Writing That Works, published six times a year by Communications Concepts, Inc., is the authoritative newsletter on practical writing and communications for business. It offers expert advice on writing, editing, proofreading, style, usage, graphics, and Web and online publishing.

Writing That Works covers newsletters, brochures, correspondence, direct mail, Web pages, annual reports, directories, advertising and sales collateral, press releases, media kits, e-mail and multimedia.

You'll also receive reports on key communications conferences and summaries of *WTW* surveys.

~~\$119.00~~ **\$95**

Writing that Works
The Business Communications Report

APEX entries point to communications trends

July 19, No. 78 JULY/AUGUST 2008

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also the corporate's environmental and social performance. One of the company's goals is to be the "cleanest power generator in America—one that substitutes in clean and renewable gas energy resources in as many ways as possible." Every efficiency, costal restoration, contributing to a

What others say about *Writing That Works*...

"I will give your publication my highest recommendation. It's outstanding...and leaves the competition far behind."

Joan Detz, speech coach and author, Doylestown, Pennsylvania.

"The business writer's best friend..."

Ray Martel, Director of Language Services, University of Ottawa, Ontario, Canada.

"As long as I'm writing, this subscription will remain at the top of my list and immune from possible cancellation." Elayne Cree, Cree Communications, Simsbury, Connecticut.

"A terrific quick-read publication to help you sharpen your writing, editing and publishing skills."

Tom Purney, Director, Advertising and Promotion, KVVU Broadcasting Corp., Henderson, Nevada.

To subscribe, and get the lower APEX entry rate, check off item 5 on the entry form

Choose your **APEX 2009** categories! Many chances to win!

Newsletters

1. Print (*entire issue—content & design*)
2. Web & Electronic (*entire issue*)
3. E-Mail (*entire issue*)
4. Custom-Published (*entire issue*)
5. Writing (*entire issue*)
6. Design & Layout (*entire issue*)
7. 1–2 Person-Produced (*one or two people write most copy, edit and lay out*)
8. New (*January 1, 2008 on*)
9. Most Improved (*send one “before” [1/1/05 on] and one “after” [1/1/08 on] issue*)

Magazines & Journals

10. Print (*entire issue—up to 32 pages plus cover*)
11. Print (*entire issue—over 32 pages plus cover*)
12. Web & Electronic
13. Custom-Published
14. Writing (*entire issue*)
15. Design & Layout (*entire issue*)
16. 1–2 Person-Produced
17. New
18. Most Improved

Magapapers & Newspapers

19. Print (*entire issue—content & design*)
20. Custom-Published
21. Writing (*entire issue*)
22. Design & Layout (*entire issue*)
23. 1–2 Person-Produced
24. Most Improved

Annual Reports

25. Print (*up to 32 pages plus cover*)
26. Print (*over 32 pages plus cover*)
27. Web & Electronic
28. Writing
29. Design & Layout
30. 1–2 Person-Produced
31. Most Improved

Brochures, Manuals & Reports

32. Education & Training
33. Advertising & Marketing
34. PR, Public Information & Public Service
35. Media Kits
36. Corporate Capability & Identity Materials
37. Product & Software Materials
38. Employee & Benefit Materials
39. Membership & Customer Materials
40. Financial & Investment Materials
41. Health & Medical Materials
42. Meeting & Event Materials (*including conferences*)
43. Catalogs, Directories & Guides
44. Books & eBooks
45. Special Purpose (*including special reports*)
46. Most Improved

Electronic & Video Publications

47. Education & Training
48. Advertising & Marketing
49. PR, Public Information & Public Service

50. Web & Electronic Publications
51. Multimedia & Interactive
52. PowerPoint Presentations
53. YouTube Videos
54. Blogs, Forums & Wikis
55. Special Purpose

Web & Intranet Sites

56. Web Sites (*entire site*)
57. Intranet Sites (*entire site*)
58. Home Pages
59. Individual Web Pages & Sections
60. Site Content & Writing
61. Site Design & Illustration
62. 1–2 Person-Produced (*one or two people write most copy, edit and lay out the site*)
63. New
64. Most Improved

Campaigns, Programs & Plans

65. Education & Training
66. Advertising & Marketing
67. PR, Public Information & Public Service
68. Employee & Benefit Communications
69. Membership & Customer Communications
70. Financial & Investment
71. Health & Medical
72. Meeting & Event (*including conferences*)
73. Government Agency Communications
74. Total Publication Programs (*send representative samples of the range of your publications*)
75. Special Purpose

Writing

76. Education & Training
77. Advertising & Marketing
78. PR, Public Information & Public Service
79. Media Kits & News Releases
80. Web Writing
81. Feature Writing
82. Feature Series (*series of feature articles*)
83. How-to Writing
84. How-to Series (*series of how-to articles*)
85. News Writing
86. News Series (*series of news articles*)
87. Interviews & Personal Profiles
88. Regular Departments & Columns
89. Editorial & Advocacy Writing (*including letters to the editor*)
90. Financial & Investment Writing
91. Health & Medical Writing
92. Speech & Script Writing
93. Technical Writing (*including tutorials, help files and FAQs*)
94. Scientific & Environmental Writing
95. Climate Change Writing
96. Energy Efficiency Writing
97. Writing Series (*series of articles*)
98. Special Purpose (*incl. reports and manuals*)
99. Best Rewrites (*send before and after*)

Design & Illustration

100. Design & Layout
101. Illustration & Typography
102. Infographics
103. Covers
104. Spreads
105. Photography (*single photographs, photo illustrations & photo spreads*)
106. Corporate Identity & Graphic Standards Materials (*including logos and stationery*)
107. Print Ads & Advertisements
108. Packaging & Forms Design
109. Exhibits, Displays & Signage
110. Calendars, Posters & Certificates
111. Best Redesigns (*send before & after*)

One-of-a-Kind Publications

112. Print
113. Web & Electronic
114. Custom-Published
115. Health & Medical Publications
116. Crisis & Emergency Communications
117. Government (*city, county, state, national and international*)
118. Scientific & Environmental (*including “green” topics*)
119. Climate Change
120. Energy Efficiency
121. Public Service
122. Charitable

Ways to send electronic and video publications

■ **As URLs.** If your publication or file is accessible on the Web, type or **clearly (!)** print the URL on the entry form.

■ As PDFs.

1. Mail a printed copy of your PDF with your entry form, *or*
2. Write the URL address for your **PDF, Word, PowerPoint, QuickTime** or **Windows Media** file, on your entry form, (e.g. www.apexawards.com/apex_broch.pdf) *,or*
3. Mail your PDF or other electronic file on a **CD or DVD**. PDFs work best, but Word, PowerPoint, QuickTime and Windows Media files are acceptable.

■ As Videos.

1. Send DVDs or videotapes (1/2" VHS), *or*
2. Write the URL address for your video on your entry form.

■ **As Hard copy.** Printouts/screen shots are always welcome.

Web site and Intranet entries

1. **Type or clearly** print your site's URL (e.g., www.apexawards.com) on the entry form.

2. **Attach a screen shot or printout of your Web or intranet site's home page** (so we'll make sure we've accessed the right site).

NOTE: If you're entering an *individual Web page or section*, attach a printout or screenshot of the individual page or the first page of the section.

No online access to your site? Send a PDF of your site, or hard copy printouts/screenshots of your home page and **representative** sub-pages.

For **Most Improved** Web and intranet sites, provide the URL for your **new** site, and send representative printouts/screenshots (or a PDF) of your **old** site.

☛ **Entries must be postmarked no later than March 17, 2009.**

