


2010 ENTRY GUIDELINES



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Presented by *Vital Speeches of the Day*, the prestigious monthly collection of speeches, the **Cicero Speechwriting Awards** recognize the work—the sweat and the blood and the magic—that goes into making the speeches that help leaders achieve prominence in all sectors of business, politics and society.

So if you write speeches, for yourself or for others to deliver, **this is the awards program for you.**

Send in any speech—**send in every speech**—that you're proud of having written, delivered or both.

Our **entry categories** encompass all the industries, topics and occasions that bring people together for a speech.

In addition to a winner's certificate, Cicero-winning speeches are included in a broadly publicized book of winners and lauded in a special presentation at

the Building and Protecting Reputation 2010 conference in Phoenix in February ... a Cicero Speechwriting Award will showcase your work as a superior example of contemporary oratory, and it will recognize you, the writer, as a standout in your field.

Our judges very much look forward to seeing your submissions.

Best of luck!

ENTRIES MUST BE SUBMITTED BY JANUARY 15, 2010 But **enter** today.

VITAL
SPEECHES
— OF THE DAY —


MCMURRY

2010 CATEGORIES

Gold, Silver, Bronze and Honorable Mention awards will be granted in each category, with the exception of the Grand category. For the Grand Award, only one entry will be selected as very best speech of the year.

Speeches can be entered in one or more categories. There is a separate entry fee for each category entered. The Grand category is considered a separate category, and there is a fee for this category as well. For complete category information, click [here](#).

BEST-WRITTEN SPEECH BY ORGANIZATION TYPE

The winners in this section are those that exemplify a great speech within one of the listed Organization Type categories (001-015). The speech does not have to be written about a particular topic; it needs to have been written by or for a person in a particular organization or industry. For example, if you are submitting a speech on teamwork, given by a high school principal, and you want your speech to be judged against other speeches by people in the academic field, you would submit your entry in category 001.

001 Educators

(e.g. college presidents, high school principals, superintendents)

002 Agriculture

003 Associations

(e.g. American Medical Association, National Association of Manufacturers, American Bar Association)

004 Banking and Financial Services

005 Commerce and Retail

(including e-commerce)

006 Energy

(including public utilities)

007 Government

(including elected officials)

008 Manufacturing and Production

(including computer hardware/software, food)

009 Media

(e.g. publishing, broadcasting, online)

010 Nonprofit

(e.g. charities, foundations)

011 Pharmaceutical

012 Public Policy Institute

(e.g. think tanks, NGOs)

013 Service Industry

(excluding financial services—e.g. restaurants, hotels, airlines)

014 Telecommunications

015 Transportation

(e.g. municipal transit authorities, rail)

BEST-WRITTEN SPEECH ON A TOPIC

The winners in this section are those that exemplify a great speech within one of the listed Topic categories (016-023). For example, if you are submitting a speech on leadership, and you want your speech to be judged against other speeches on this topic (management), you would submit your entry in category 022.

016 Controversial "Hot Button" topics

(e.g. gay marriage, immigration, abortion)

017 Diversity

018 Education

019 Environment and Corporate Social Responsibility

020 Economics

(e.g. globalization, finance, banking)

021 Healthcare

022 Leadership and Management

(e.g. leadership, corporate governance, corporate social responsibility)

023 Public Policy

BEST-WRITTEN SPEECH BY SPECIAL OCCASION

The winners in this section are those that exemplify a great speech for one of the following Special Occasions categories (024-027). There is no requirement as to speaker or topic. For example, if the CEO of a company presents a speech on achievement at a Commencement Address, you would submit it in category 024.

024 Commencement Address

025 Congressional Testimony

026 Campaign Speech

027 Award Acceptance

GRAND AWARD

The Grand Cicero Speechwriting award evaluates every aspect of your speech. Winning in this category announces to your peers, colleagues and competitors that your speech excels over all others in the industry. To be a winner in this category, your speech must be the best overall against all other speeches. It will not be judged by industry type or topic. There is a separate entry fee for this category.

028 Grand

JUDGES

DAVID MURRAY

David Murray is editor of *Vital Speeches of the Day* and *Vital Speeches International*. Formerly editor of *Speechwriter's Newsletter* and chair of Ragan Communications' annual Speechwriters Conference, Murray has covered speechwriting and executive communication for nearly two decades. Murray edits the weekly e-newsletter **Executive Communication Report**, and writes and speaks widely on business communication.

TOM ROSSHIRT

Tom Rosshirt has spent more than fifteen years working as a communications director, press secretary and speechwriter at the highest levels of business, government and philanthropy. Before he and his partners founded the writing and communications strategy firm West Wing Writers, Rosshirt served in the Clinton White House as a foreign policy speechwriter for the President. Before that, he served as foreign policy spokesman for Vice President Al Gore.

JERRY TARVER

Jerry Tarver is professor emeritus at the University of Richmond, where he was head of the speech department. He has conducted hundreds of seminars, teaching many thousands of communication professionals how to write speeches. He's author of *The Speechwriter's Manual*, published by Ragan Communications.

DANA RUBIN

Dana Rubin is an award-winning former journalist and speechwriter who has written speeches for leaders at the highest levels of business, government, philanthropy, and higher education. Five years ago she founded the New York Speechwriter's Roundtable, a forum for professional speechwriters to come together, share professional tips, and hear high-level speakers about speechwriting and communications.

PETE WEISSMAN

An award-winning speechwriter and public speaker, Pete Weissman spent more than a dozen years helping leaders in the White House and United States Senate and writing for the CEO/Chairman of The Coca-Cola Company. In 2009, he launched his own firm, Pete Weissman Communications, which establishes clients as Thought Leaders and helps corporations, foundations and associations achieve their business goals through creative and successful communications.