



AIR FORCE MEDIA CONTEST

STANDARD OPERATING PROCEDURES

JANUARY 1, 2012 - DECEMBER 31, 2012

The Air Force Media Contest is an Air Force Public Affairs competition for Active Duty, Air Force Reserve (AFR), and Air National Guard (ANG) uniformed Airmen and Department of the Air Force (DAF) civilian print (including Web and new media), graphics, photography, broadcast and music products. The annual contest is sponsored by the Secretary of the Air Force Office of Public Affairs (SAF/PA) and administered by the Air Force Public Affairs Agency (AFPAA) to stimulate and reward excellence and professionalism in Air Force print, graphics, photo, broadcast and music media and products. The 2012 contest is the 57th competition. Awards are presented to individuals and units for outstanding achievements in furthering Air Force and Department of Defense (DoD) communication objectives.

This Standard Operating Procedure (SOP) reflects contest criteria required to compete in the annual DoD Thomas Jefferson (TJ) Awards program. The TJ Awards program is a competition for DoD military and civilian print and broadcast products. The annual contest is sponsored by the Defense Media Activity (DMA) and the Office of the Assistant Secretary of Defense for Public Affairs (OASD/PA) to stimulate and reward excellence and professionalism in DoD print and broadcast media, including new media and command blogs.

Some categories in the Air Force Media Contest resemble the DoD Visual Information Awards Program (VIAP) Military Photographer of the Year (MILPHOG), Military Videographer of the Year (MILVID) and Military Graphic Artist of the Year (MILGRAPH) competitions, but do not feed into them. Authorized VIAP contestants are encouraged to submit directly to DoD in these categories only.

The Air Force Media Contest recognizes outstanding Air Force music recordings and work, but does not feed into a comparable DoD awards program.

Questions about the Air Force Media Contest should be sent to Global email address "AFPAA/HQ Media Competition" (afpaa.hq.mediacompetition@us.af.mil).

A list of Air Force Media Contest milestones is provided at Attachment 1.

I. Eligibility.

A. Active Duty, Air Force Reserve and Air National Guard uniformed Airmen, and Department of the Air Force (DAF) civilians in the public affairs career program at any skill level performing public affairs functions under the guidance of 5040- and 5120-series DoD Instructions (DoDIs) and 35-series Air Force Instructions (AFIs), are eligible to compete in the Air Force Media Contest through their respective major command (MAJCOM), field operating agency (FOA), direct reporting unit (DRU), or DoD Activity. Host nation employees performing an Air Force public affairs function may compete in all categories open to DAF civilians and commensurate with assigned position descriptions. No host nation employee winner(s) will be forwarded to the TJ Awards program in accordance with the TJ Awards program SOP.

B. The Air Force Media Contest is open to all uniformed Airmen with public affairs Air Force specialty codes (AFSC) only (officers: 35PX and 35BX; enlisted: 3N0XX, 3N1XX and 3N2XX), and civilians with occupational job series 10XX and graphics civilian series 1001, 1020 and 1084 only. Public Affairs uniformed Airmen in the grade E-6 and below are eligible to compete outside of their core specialty codes (e.g., photojournalists may submit photos, stories and broadcast segments; broadcasters may submit stories and photos; journalists may submit music recordings or music compositions; musicians in grades E-7 and below may submit stories, photos and broadcast segments, etc.). Public affairs civilians and host nation employees must compete in categories commensurate with their job series or position description. No host nation employee winner(s) will be forwarded to the TJ Awards program, in accordance with the TJ Awards program SOP. See “Eligibility” (paragraph E) for restrictions on DoD civilians and units.

C. Airmen previously awarded AFSC 3N0X1, Print Journalist, and 3N0X4, Photographic Journalist, who transitioned to Air Force specialty code 3N0X5, Photojournalist, established 31 October 2012, are not restricted from competing in any of the Air Force Media Contest categories (*see eligibility criteria I.A. and B. above*).

D. Contractors and personnel assigned to *Stars and Stripes* newspapers are not eligible to compete in the Air Force Media Contest.

E. The Air Force will not judge civilian or unit awards from the Defense Media Activity, Joint/Unified Commands, other Defense Agencies, or Joint Task Forces. NOTE: Deployed broadcast networks (i.e., American Forces Network Afghanistan) are not considered part of DMA. Unit awards at those locations will be judged through Air Combat Command (ACC).

F. Uniformed Airmen assigned to offices under the Secretary of Defense may compete in individual categories in the Air Force Media Contest through their corresponding geographic MAJCOM/FOA/DRU Public Affairs office listed below:

1. Airmen assigned to United States European Command (EUCOM) and United States African Command (AFRICOM) submit through U.S. Air Forces in Europe (USAFE); Airmen in United States Pacific Command (PACOM), including Alaska, submit through Pacific Air Forces (PACAF); Airmen in United States Central Command (CENTCOM) submit through ACC; Airmen in United States Transportation Command (TRANSCOM) submit through Air Mobility Command (AMC); Airmen in United States Special Operations Command (SOCOM) submit through Air Force Special Operations Command (AFSOC); Airmen in United States Strategic Command (STRATCOM) submit through Air Force Space Command (AFSPC); and non-DMA Airmen in United States Northern Command (NORTHCOM) and United States Southern Command (SOUTHCOM) submit through AFPAA.

2. Airmen assigned to DMA, DMA-Atlantic or DMA-Pacific submit through their appropriate headquarters or regional headquarters to DMA. DMA submits one product per qualified contest category to AFPAA.

G. MAJCOM, FOA and DRU headquarters personnel may compete if the majority of judges come from outside the headquarters. Airmen (active duty, AFR, ANG or civilian) may not be a judge if competing in any category.

H. Products produced with the assistance of government contractor employees are eligible; however, contractor employees will not be recognized individually for their contributions.

I. Personnel from sister services are not allowed to compete for individual Air Force Media Contest awards. These individuals should submit work to their service's competition.

J. Entries for the calendar year must be authorized products prepared for public affairs purposes and produced, published or broadcast during the 2012 calendar year. Entries must be received at AFPAA by Jan. 31, 2013, and been previously screened in a lower-level competition. The Air Force Media Contest does not accept direct entries.

K. The following products are not eligible for the program: Civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films.

L. Submitting units must ensure entries meet eligibility criteria and DoD and Air Force Instructions. Where a discrepancy arises, AFPAA will make the final determination.

M. Individual entries will be submitted through the Airman's unit of assignment as of Dec. 31, 2012, regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.

N. Duplicate entries of the same product may not be submitted by more than one organization. Duplicate entries of the same product may not be submitted to more than one service-level contest.

II. Entries.

A. Individual awards are for products created by a single person doing most of the work. Air Force Media Contest judges recognize that individuals do not always write, edit, publish, produce, design, compose, arrange or record alone. Still, the individual award categories will be for a single contributor.

B. Unit awards are for products created by more than one person, where the unit is acknowledged for the work, and from two to five significant contributors who will be recognized.

C. Where required, the publication date is the mandatory date/month/quarter that the product was published as an internal or external communication product.

D. Where required, the air date is the first date that the product was broadcast/cablecast to an internal audience.

E. Air Force Media Contest first-place winners in Web and Print Categories 01-13 and Broadcasting Categories 29-44 will be forwarded to compete in the DoD TJ Awards program. Only the first place uniformed entry in categories 11 and 42 and DAF civilians (no host nation employees) will be forwarded to the TJ Awards program, in accordance with the TJ Awards program criteria. Contest entrants will not submit directly to DoD in any of these categories. **Exception:** Television Feature Report (Category 37) may also be submitted directly to the MILVID Feature Story (FEM) category (*see Table 1, Note 5*).

F. The Air Force Media Contest rules and guidelines are similar to the MILPHOG, MILVID and MILGRAPH competitions, but do not feed into them. The winners of Photography and Broadcasting entries for Categories 18-25 and 27, and 37, 43, 45 and 46, will not be forwarded to DoD by AFPAA. Uniformed Airmen are encouraged to submit directly to DoD in these categories only (*see Table 1, MILPHOG, MILVID column*). The MILGRAPH competition is not open to DoD civilians.

G. Entries must be authorized products published, posted, broadcast and/or recorded in one or more communication means available to an audience during the current competition year.

H. All entries must contribute to DoD communication objectives and meet the highest standards of production, execution and professional excellence. Products should support the Air Force or larger DoD missions.

I. MAJCOMs, FOAs, DRUs and DMA may submit only one entry per category.

J. No single product may be entered in more than one category **except** an individual category entry may be part of a submission for Print Categories 11, 12, and 13; Graphics Categories 16 and 17; Photography Categories 26, 27 and 28; Broadcast Categories 42, 43 and 44; and Music Categories 53 and 54.

K. Unit entries may be considered for Web and Print Categories 01, 02, 07, 09 and 10; and Broadcast Categories 34, 39, 40, 45 and 46 only. Print Category 07, and Broadcast Categories 45 and 46 can be submitted as an individual award if applicable (*see Table 1*).

L. Only one example of the product specified is required for all categories except Print Categories 07, 10, 11, 12 and 13; Graphics Category 17; Photography Categories 26, 27 and 28; Broadcast Categories 42, 43 and 44; and Music Recording Categories 53 and 54. Use a separate media file for each category entered.

M. Photographs (Categories 08 and 18-28, plus images as part of any other entry) must conform to all applicable DoD components and copyright law infringement guidelines. Photographs must have been produced for military purposes as part of official Public Affairs duties. Photos must conform to the ethical policies outlined in DoD Directive 5040.5 (strokes and text on photos are prohibited) and be approved for public release by an installation commander or public affairs officer. Any alteration of official imagery is strictly prohibited.

N. Each entry must be accompanied by a completed official entry form. Entries without an official entry form will not be considered (*see sample at Attachment 5*).

O. Entries will not be returned. Failure to follow submission guidelines may result in disqualification as determined by AFPAA.

P. The Air Force Media Contest does not have comparable categories for the following TJ Awards categories: Print Category F—Outstanding Flagship Publication; Print Category G—Outstanding Flagship Website; and Broadcast Category S—Outstanding Flagship Television Program.

III. Air Force Media Contest Award Categories and Corresponding DoD-level Awards.

A. Overview.

1. There are 54 Air Force Media Contest categories: Categories 01-13 are Web, print and new media; categories 14-17 are graphics; categories 18-28 are photography; categories 29-46 are broadcasting; and categories 47-54 are music.

2. As stated in paragraph II. E., Air Force Media Contest first-place winners in Web and Print Categories 01-13 and Broadcasting Categories 29-44 will be forwarded to compete in the DoD TJ Awards program. Only the first place uniformed entry in categories 11 and 42 and DAF civilians (no host nation employees) will be forwarded to the TJ Awards program in accordance with the TJ Awards program criteria. No products will be forwarded to the VIAP competition.

3. All contest categories and associated TJ Awards categories are shown in Table 1.

Table 1. Air Force Media Contest Award Categories and Corresponding DoD-level Awards

Type	AF Media Contest Award Category	TJ Category (P)rint (B)roadcast	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
Web/Print	01. Web-based Publication	(P) E	-	N	Y	N	Y
	02. Website	(P) H	-	N	Y	N	Y
	03. News Article	(P) I	-	N	N	N	Y
	04. Feature Article	(P) J, K, L	-	N	N	N	Y
	05. Commentary	(P) M	-	N	N	N	Y
	06. Sports Article	(P) N	-	N	N	N	Y
	07. Series	(P) O	-	N	Y/N Note 2	Y	Y
	08. Photojournalism	(P) P	-	N	N	N Note 3	Y
	09. Outstanding Initiative in New Media	(P) S	-	N	Y	N	Y
	10. Outstanding Blog	(P) T	-	N	Y	Y	Y
	11. Outstanding New Writer	(P) U	-	N	N Note 6	Y	Y
	12. AF Military Print Journalist of the Year	(P) V	-	N	N	Y	Y

Type	AF Media Contest Award Category	TJ Category (P)Print (B)roadcast	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required	
	13. AF Civilian Print Journalist of the Year	(P) W	-	N	N	Y	Y	
Graphics	14. Graphics Illustration	-	-	N	N	N	Y	
	15. Graphics Animation	-	-	N	N	N	Y	
	16. Graphics Layout & Design	-	-	N	N	N	Y	
	17. AF Graphic Artist of the Year	-	-	N	N	Y	N	
Photography	18. Documentation (Combat/Non-Combat)	-	COM (Combat Only)	Y	N	N	N Note 4	
	19. News	-	NEW	Y	N	N	N Note 4	
	20. Feature	-	FEA	Y	N	N	N Note 4	
	21. Sports	-	SPO	Y	N	N	N Note 4	
	22. Portrait/ Personality	-	POR	Y	N	N	N Note 4	
	23. Illustrative	-	ILL	Y	N	N	N Note 4	
	24. Pictorial	-	PIC	Y	N	N	N Note 4	
	25. Picture Story	-	PST	Y	N	N	N Note 4	
	26. Outstanding New Photographer	-	-	N	N	Y	N Note 4	
	27. AF Military Photographer/Year	-	MPY	Y	N	Y	N Note 4	
	28. AF Civilian Photographer/Year	-	-	N	N	Y	N Note 4	
	Broadcasting	29. Radio Entertainment Program	(B) A	-	N	N	N	Y
		30. Radio Spot Production	(B) B	-	N	N	N	Y
		31. Radio News Report	(B) C	-	N	N	N	Y
		32. Radio Feature Report	(B) D	-	N	N	N	Y
33. Radio Sports Report		(B) E	-	N	N	N	Y	
34. Radio Newscast		(B) F	-	N	Y	N	Y	
35. TV Spot Production		(B) I	-	N	N	N	Y	
36. TV News Report		(B) J	-	N	N	N	Y	
37. TV Feature Report		(B) K	FEM	Y Note 5	N	N	Y	
38. TV Sports Report		(B) L	-	N	N	N	Y	
39. Local TV Newscast		(B) M	-	N	Y	N	Y	
40. Regional TV Newscast		(B) N	-	N	Y	N	Y	
41. TV Newsbreak		(B) O	-	N	N	N	Y	

Type	AF Media Contest Award Category	TJ Category (P)Print (B)roadcast	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
	42. Outstanding New Broadcaster	(B) Q	-	N	N Note 6	Y	Y
	43. AF Military Broadcast Journalist of the Year	(B) R	MVY	N	N	Y	Y
	44. AF Civilian Broadcast Journalist of the Year	(B) S	-	N	N	Y	Y
	45. Video Documentary	-	COM/DOC	Y	Y/N Note 2	N	N
	46. Video Field Production	-	FPR	Y	Y/N Note 2	N	N
Music	47. Outstanding Recording	-	-	N/A	Y	N	N
	48. Outstanding Recording of a Single Work	-	-	N/A	Y	N	N
	49. Outstanding Recording of an Original Work	-	-	N/A	Y	N	N
	50. Outstanding Large Instrumental Composition/Arrangement	-	-	N/A	N Note 7	N	N
	51. Outstanding Small Instrumental Composition/Arrangement	-	-	N/A	N Note 7	N	N
	52. Outstanding Popular Song	-	-	N/A	N Note 7	N	N
	53. Outstanding New PA Musician	-	-	N/A	N	Y	N
	54. PA Musician of the Year	-	-	N/A	N	Y	N

Notes:

1. See Visual Information Awards Program (VIAP) rules submission requirements online
2. May be individual or unit award
3. Requires print story and associated photographs
4. Must be cleared for public release
5. Direct entry to MILVID only
6. Civilians may compete, but only the winning uniformed entry will be forwarded to the TJ Awards program
7. Majority of the work must be accomplished by the individual submitting the entry

B. Web and Print Categories. (Host nation employee winner(s) will not be forwarded to the TJ Awards program, in accordance with the TJ Awards program SOP).

01: Web-based Publication. Must be a product, issue or edition, such as a newsletter, magazine or newspaper designed solely for the Web that can be archived (winner forwarded to TJ Awards Print Category E).

02: Website. An organizational Internet or Intranet site hosted on a DoD-authorized domain (.mil/.gov) that presents news and information to the public or internal audience (winner forwarded to TJ Awards Print Category H).

03: News Article. Entries must be straight news with a clear news peg (winner forwarded to TJ Awards Print Category I).

04: Feature Article. Feature articles may be news, human interest or personality features. The winning feature article will be forwarded to TJ Awards Print Category J, K or L.

05: Commentary. (Winner forwarded to TJ Awards Print Category M).

06: Sports Article. (Winner forwarded to TJ Awards Print Category N).

07: Series. Two or more feature articles dealing with a common theme (winner forwarded to TJ Awards Print Category O).

08: Photojournalism. Entries must include two or more photographs, captions and a story by the same photojournalist (winner forwarded to TJ Awards Print Category P).

09: Outstanding Initiative in New Media. This category recognizes outstanding contributions in the realm of new media using social media sites such as YouTube, Flickr, and Facebook, and other efforts to deliver Air Force/DoD themes and messages through social media technology. Examples include launching a new community initiative via YouTube, starting a commander's blog, or using social networking sites such as Flickr and Facebook to achieve communication objectives (winner forwarded to TJ Awards Print Category S).

10: Outstanding Blog. This category includes "Web logs," or "blogs," designed to communicate Air Force themes, messages and other relevant information to online audiences (winner forwarded to TJ Awards Print Category T).

11: Outstanding New Writer. This award recognizes an enlisted Airman through the rank of technical sergeant working in public affairs or civilian working within their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU (winning uniformed entry forwarded to TJ Awards Print Category U).

12: Air Force Military Print Journalist of the Year. This award recognizes the military journalist through the rank of technical sergeant who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories (winner forwarded to TJ Awards Print Category V).

13: Air Force Civilian Print Journalist of the Year. This award recognizes the civilian journalist working within their job series who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories (DAF civilian winner forwarded to TJ Awards Print Category W).

C. Graphics Categories.

14: Graphics Illustration. Any freehand or electronic illustration supporting any Air Force mission (no corresponding civilian DoD-level award).

15: Graphics Animation. Any animation product supporting any Air Force mission (no corresponding civilian DoD-level award).

16: Graphics Layout & Design. Any design or layout product for print, electronic or Web display supporting any Air Force mission (no corresponding civilian DoD-level award).

17: Air Force Graphic Artist of the Year. This award recognizes the graphic artist who exemplifies the highest standards of military graphic arts as shown by graphics imagery across a spectrum of categories. Competitors must come from the civilian job series 1001, 1020 and 1084 only (no corresponding civilian DoD-level award).

D. Photography Categories.

18: Documentation (Combat or Non-Combat) Photograph. Combat documentation depicts the U.S. military's participation in a joint or service exercise, contingency operation or real-world event. Non-combat documentation depicts any aspect of the military mission that does not qualify as Combat Documentation (combat documentation only corresponds to MILPHOG Category COM).

19: News Photograph. Scheduled or unscheduled news event (corresponds to MILPHOG Category NEW).

20: Feature Photograph. Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence (corresponds to MILPHOG Category FEA).

21: Sports Photograph. Photograph of sports participation or of a sports-related activity (corresponds to MILPHOG Category SPO).

22: Portrait/Personality Photograph. Picture that identifies and captures a subject's character (corresponds to MILPHOG Category POR).

23: Illustrative Photography. Photograph produced to illustrate a preconceived theme, concept or idea and does not include text or graphics (corresponds to MILPHOG Category ILL).

24: Pictorial Photograph. Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics (corresponds to MILPHOG Category PIC).

25: Picture Story. Series of pictures that reveal a storyline or a single theme (corresponds to MILPHOG Category PST).

26: Outstanding New Photographer. This award recognizes an enlisted Airman through the rank of technical sergeant working in public affairs, or civilian working within their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU (no corresponding DoD-level award).

27: Air Force Military Photographer of the Year. This award recognizes the military photographer through the rank of technical sergeant who exemplifies the highest standards of military photography as shown by still imagery across a spectrum of categories (corresponds to MILPHOG Category MPY).

28. Air Force Civilian Photographer of the Year. This award recognizes the civilian photographer working within his or her job series who exemplifies the highest standards of military photography as shown by still imagery across a spectrum of categories (no corresponding DoD-level award).

E. Broadcasting Categories. *(Host nation employee winner(s) will not be forwarded to the TJ Awards program, in accordance with the TJ Awards program SOP. See Section VIII for “Packaging of Broadcasting Entries”).*

29: Radio Entertainment Program. (Winner forwarded to TJ Awards Broadcast Category A).

30: Radio Spot Production. (Winner forwarded to TJ Awards Broadcast Category B).

31: Radio News Report. (Winner forwarded to TJ Awards Broadcast Category C).

32: Radio Feature Report. (Winner forwarded to TJ Awards Broadcast Category D).

33: Radio Sports Report. (Winner forwarded to TJ Awards Broadcast Category E).

34: Radio Newscast. (Winner forwarded to TJ Awards Broadcast Category F).

35: Television Spot Production. (Winner forwarded to TJ Awards Broadcast Category I).

36: Television News Report. (Winner forwarded to TJ Awards Broadcast Category J).

37: Television Feature Report. (Winner forwarded to TJ Awards Broadcast Category K).

38: Television Sports Report. (Winner forwarded to TJ Awards Broadcast Category L).

39: Local Television Newscast. (Winner forwarded to TJ Awards Broadcast Category M).

40: Regional Television Newscast. (Winner forwarded to TJ Awards Broadcast Category N).

41: Television Newsbreak. (Winner forwarded to TJ Awards Broadcast Category O).

42: Outstanding New Broadcaster. This award recognizes an enlisted Airman through the rank of technical sergeant working in public affairs, or civilian working within their job series for 24 months or less as certified by the submitting MAJCOM, FOA or DRU (winning uniformed entry forwarded to TJ Awards Broadcast Category Q).

43: Air Force Military Broadcast Journalist of the Year. This award recognizes the military journalist through the rank of technical sergeant whose products represent the highest standards of military broadcasting while communicating command information to the internal audience (winner forwarded to TJ Awards Broadcast Category R).

44: Air Force Civilian Broadcast Journalist of the Year. This award recognizes the civilian journalist working within his or her job series whose products represent the highest standards of military broadcasting while communicating command information to the internal audience (DAF civilian winner forwarded to TJ Awards Broadcast Category S).

45: Video Documentary (Combat and Non-Combat). Production composed of primarily uncontrolled activities (corresponds to MILVID Categories COM and DOC).

46: Video Field Production. Production based on a preconceived concept or idea that depicts any aspect of the military mission (corresponds to MILVID Category FPR).

F. Music Categories.

47: Outstanding Recording. (This award does not correspond to any DoD-level award).

48: Outstanding Recording of a Single Work. (This award does not correspond to any DoD-level award).

49: Outstanding Recording of an Original Work. (This award does not correspond to any DoD-level award).

50: Outstanding Large Instrumental Composition/Arrangement. (This award does not correspond to any DoD-level award).

51: Outstanding Small Instrumental Composition/Arrangement. (This award does not correspond to any DoD-level award).

52: Outstanding Popular Song. (This award does not correspond to any DoD-level award).

53: Outstanding New Public Affairs Musician. This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grades E-6 and below performing Air Force public affairs musician duties for 24 months or less as certified by the submitting unit. This award does not correspond to any DoD-level award.

54: Public Affairs Musician of the Year. This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grades E-7 and below performing with an Air Force Band. This award does not correspond to any DoD-level award.

IV. General Packaging Guidelines.

A. Guidelines.

1. Each MAJCOM, FOA and DRU must submit digital entries as a single package, shipped to arrive by deadline milestones outlined in Attachment 1. No extensions will be granted.

2. Each entry must contain a digital transmittal letter with the submission. The letter must list each category and indicate the title of the entry for that category, the run time (if applicable), and the organization that entered it. Write “no entry” next to any category not entered. The transmittal letter must also identify the name, phone number and email address of the unit point of contact (*see Attachment 2*).

3. Digital entries are required. Submitting organizations are encouraged to package multiple categories on as few CD- or DVD-ROMs as possible (*see Attachment 3 for an example of how to organize discs*). Label disc(s) by submitting organization, disc number(s) and total number of discs (i.e., PACAF Public Affairs Disc 1 of 3).

4. Enclose all entries in a single folder. **Exception:** A separate folder may be used for Categories 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 and 54. Do not attach or enclose entry forms with the actual entry.

5. Send all product entries to:

(Via FedEx, UPS, etc.)
AFPAA/HQ Suite 7000
Attn: Air Force Media Contest
3515 S. General McMullen Ave.
San Antonio, TX 78226-9853
(210) 395-8348 (DSN 969)

(Via U.S. Postal Service)
AFPAA/HQ Bldg. 171
Attn: Air Force Media Contest
2261 Hughes Ave., Suite 157
Lackland AFB, TX 78236-9853

B. Entry Forms.

1. Submit a digital copy of the entry form for each category entered (*see Attachment 5*).
2. Fill in all applicable blanks on the entry form.
3. Select the service of the individual or submitting unit.
4. Type of award: Individual awards are for products created by a single person doing most of the work. Unit awards are for products created by more than one person where no one person

contributes the majority of the work (*see Table 1*). All entries must indicate whether they are individual or unit awards.

5. **Publication/Air Date:** The publication/air date is the first date that the product was available to an audience. List at least the month and year of airing.

6. **Location:** List the location where the product first appeared or aired. Include the station name and location, if applicable (e.g., AFN Tokyo, Yokota AB, Japan). If the program aired on a military Web page, provide the active Web address.

7. List the names of significant contributors exactly as they should appear on the award certificate or plaque. List the branch of service of each significant contributor and the individual's email address. The email address will not be on the award certificate.

8. List the unit/duty station exactly as it should appear on the unit's award. It must appear on all entry forms.

9. The official entry forms must be used. Entry forms must be typed and filled out completely. Entries without completed forms will be disqualified (*see Attachment 5*).

V. Packaging of Web and Print Entries (Categories 01-13).

A. General Guidelines (*see attachments for an example of a formatted entry*).

1. Digital entries should be saved on CD- or DVD-ROM. Organize the disc(s) as follows:
 - a. A folder for the organization (i.e., ACC Public Affairs).
 - b. A sub-folder for each category the organization is entering (i.e., 04–Feature Article).
 - c. Place the corresponding files in the correct sub-folder.
 - d. Where stated, digital entries will be submitted in Portable Document Format (PDF).

B. Specifications for Web and Print Entries (Categories 01-08 and 11-13) and **New Media Entries** (Categories 09 and 10).

1. Specifications for Category 01:
 - a. Enter two issues.
 - b. For the 2012 competition year, the mandatory issue date will be posted on the DINFOS website (<http://www.dinfos.dma.mil/events/tjweb/main.htm>) during the last calendar week of November 2012. If no issue was published on the mandatory issue date, enter the issue published closest to that date. The second issue may be any edition posted during the program year.

c. Must be a product, issue or edition such as a newsletter, magazine or newspaper designed solely for the Web that can be archived. If a URL/Web address exists for the entry, it should be included with the submission.

d. Must submit electronic versions in PDF form.

2. Specifications for Category 02:

a. Content for the website must be provided by Air Force Public Affairs practitioners with overall management of the site and release authority residing within the organization. This includes MAJCOM/FOA/DRU, installation and unit websites.

b. The website must conform to AFI 35-113, *Internal Information*; AFI 35-102, *Security and Policy Review Process*; AFI 35-107, *Public Web Communications* and applicable DoD instructions and federal law governing Internet-based Capabilities (e.g., Section 508 compliance). The URL/Web address should be included with the submission. The website must be open to the public, with no login requirements, to qualify for the Air Force Media Contest.

c. The website will be judged as it exists on the date judging takes place.

3. Specifications for Categories 03-06:

a. Entries in these categories must be the work of one person.

b. Submit a letter of authenticity from the responsible public affairs officer for an entry that was published without a byline.

c. Submit only one entry per category. For each entry, submit a PDF file of the webpage on which the entry appeared in its entirety. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication. If a URL/Web address exists for the entry, it should be included with the submission.

d. News article entries must be straight news with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, where and when” of the news peg.

e. News feature article entries must include a relatively recent news peg and have a focus that is maintained and supported in the lead, nutgraph, body and conclusion.

f. Human interest feature articles must not have a news peg, but must contain a lead, nutgraph, body and conclusion.

g. Personality feature article entries must focus on one aspect of an individual (hobby, lifestyle, characteristic, etc.).

h. Sports article entries may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive. Sports features are not eligible for the Feature Article categories.

4. Specifications for Category 07:

a. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication. If a URL/Web address exists for the entry, it should be included with the submission.

b. Entries must follow the same specifications as entries in Categories 03-06 above, except that units may submit entries to which more than one individual contributed, in which case it is a unit entry.

5. Specifications for Category 08:

a. Entry must include two or more photographs, captions and a story by the same photojournalist.

b. Story and photos must have been published. All elements will be judged.

c. No elements may be entered in any other category.

d. Submit a PDF copy of the publication or Web page on which it appeared. If a URL/Web address exists for the entry, it should be included with the submission.

e. Submit one example. No originals.

6. Specifications for Categories 09 and 10:

a. General Specifications for Categories 09 and 10:

1). Entries for Categories 09 and 10 must include a background paper outlining how the social media accomplished local installation strategic objectives. Ideally, entries should include short- and long-term objectives, target audiences or communities and, if applicable, how the new media effort dovetailed with traditional media outreach. The background paper should also include the URL or Web address for the product.

2). All entries (as applicable) must be viewable via URL addresses. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address to be judged. Content posted and subsequently removed does not qualify.

3). All submissions should support local command initiatives and Public Affairs communication objectives.

4). Entries must represent official command or unit content.

b. Specifications for Category 09: Criteria include launching a new community initiative via YouTube, starting a commander's blog, or using social networking sites such as Flickr and Facebook to achieve communication objectives. Describe specific content available on the site. Example: If submitting a successfully produced Facebook "fan" page, note what content was offered on the site—videos, photos, particular messages—and, if applicable, how the community responded (tags, links and page messages). Personal social networking sites are ineligible.

c. Specifications for Category 10: This category includes "Web logs," or "blogs," designed to communicate Air Force themes, messages and other relevant information to online audiences. Entries must include three posts, each from a different month. Personal blogs are ineligible.

7. Specifications for Categories 11, 12 and 13:

a. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*see Attachment 4*).

b. Entries must include five writing examples by the same individual. Entries must include at least one example from three of the five individual print journalism categories (03-08).

c. Submit a certificate of authenticity from the responsible PAO for articles that were published without a byline.

d. Submit digital copies of all stories from the Web pages on which they appeared (tear sheets) in PDF format. If a URL/Web address exists for the entry, it should be included with the submission.

e. Enlisted Airmen through the rank of technical sergeant working in public affairs and DAF Public Affairs civilians working in their job series for 24 months or less may enter Category 11. The winning uniformed entry will be forwarded to the TJ Awards in accordance with the TJ Awards competition rules.

f. Enlisted Airmen through the rank of technical sergeant working in public affairs, and DAF Public Affairs civilians currently working in their job series, may enter Categories 12 and 13, respectively. The winner in each category will be forwarded to the corresponding TJ Awards category.

VI. Packaging of Graphics Entries (Categories 14-17).

A. General Guidelines

1. Entries in this category must be the work of an individual.
2. Submit one example. No originals.

B. Specifications for Graphics Entries (Categories 14-17).

1. Specifications for Category 14:

- a. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation.
- b. Entry must be submitted as a stand-alone PDF or JPEG with a description of how it was used in a comprehensive product.
- c. If a URL/Web address exists for the entry, it should be included with the submission.

2. Specifications for Category 15:

- a. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation.
- b. Entry must be submitted as a stand-alone (for file types follow submission guidelines for broadcast entries, with a description of how it was used in a comprehensive product).
- c. If a URL/Web address exists for the entry, it should be included with the submission.

3. Specifications for Category 16:

- a. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation.
- b. Entry must be submitted as a stand-alone PDF or JPEG with a description of how it was used in a comprehensive product.
- c. If a URL/Web address exists for the entry, it should be included with the submission.

4. Specifications for Category 17:

- a. Only individuals in a civilian series 1001, 1020 or 1084 position may enter.
- b. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*see Attachment 4.*)
- c. Entries must include five graphic art examples by the same individual. Entries must include at least one example from two of the three individual graphics categories (14-16).
- d. Prepare graphics entries in accordance with Section VII.

VII. Packaging of Photography Entries (Categories 18-28).

A. General Guidelines (*see attachments for an example of a formatted entry*).

1. Digital entries should be saved to a CD- or DVD-ROM in JPEG format with a quality level of 10 (quality level of 8 if the scale is 0 to 10). The organization of the disc should be as follows:
 - a. A folder for the organization (i.e., USAFE Public Affairs).
 - b. A sub-folder for each category the organization is entering (i.e., 19–News Photograph).
 - c. Place the corresponding file (multiple files for Category 25) in the correct sub-folder.
2. Color or black and white entries are acceptable in all categories.
3. **DO NOT** include a credit line or any other information that might identify the entrant. **This information must be entered into the applicable International Press Telecommunications Council (IPTC) field.**
4. All pictures will contain captions with the Visual Information Record Identification Number (VIRIN) removed.

B. Captions.

1. Captions should be written as prescribed below:
 - a. Action. The first sentence of the caption describes the action in the photo, in present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank and unit of assignment (do not include hometowns).
 - b. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.
 - c. **DO NOT** include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used.
 - d. An example of a proper caption: “Air Force Honor Guard members carry the remains of Col. Wendell Keller of Fargo, N.D., and Capt. Virgil K. Meroney of Fayetteville, Ark., Oct. 18, 2012, at Ronald Reagan National Airport in Washington, D.C. Keller and Meroney were the crew of an F-4D Phantom II aircraft that went down March 1, 1969, while carrying out a nighttime strike mission in Khammouan province, Laos.”

C. Electronic Image Specifications.

1. All caption and entry information for JPEG file submissions are to be entered into the IPTC header fields of each file as follows; caption sheets are not required:

- a. Use the FILE INFO command of Adobe Photoshop and Nikon View.
- b. Use the captioning capabilities of SCC MediaGrid.
- c. Use the information button of Photo Mechanic.

2. Descriptions of the different fields that need to be filled out are listed below. (This instruction lists the various sections to be filled out as they appear in Adobe Photoshop CS3.) Special care should be taken to ensure that entrants insert requested information into the correct fields, as field names differ between applications (see Table 2 for IPTC Headers Reference Chart for other Photoshop versions, SCC MediaGrid, Photo Mechanic and Nikon View).

a. Description.

1). Document Title: Enter the VIRIN. NOTE: For Picture Story entries, only the composite image is required to have a VIRIN. Individual components of the layout do not need to have a VIRIN. See below for further information.

2). Author: Enter the entrant's name, rank and service (e.g., John A. Smith, TSgt, USAF).

3). Author's Title: Enter the entrant's home unit.

4). Description: Enter the caption information. Do not include byline/credit or VIRIN.

5). Description Writer: Leave this field blank.

6). Keywords: Single word entries. Leave this blank under normal circumstances. When images show multi-service subjects, please note the services shown as individual keywords.

7). Copyright Status: Leave this field blank.

8). Copyright Notice: Leave this field blank.

9). Copyright Info URL: Leave this field blank.

b. Categories.

1). Category: Normally, this field would contain a code for the service branch of the subjects of the image. For the purposes of this competition, enter the three-character category MILPHOG code found in Table 1.

2). Supplemental Categories: Enter the entrant's home unit email and phone number. Normally, this field would contain Classification and Classification Authority information. All

images submitted must be unclassified. DO NOT submit images that contain FOUO, Confidential, Secret or higher classifications.

c. IPTC Image.

- 1). Date Created: Enter the date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
- 2). Intellectual Genre: Leave this field blank.
- 3). IPTC Scene: Leave this field blank.
- 4). City: Enter the base or locale of the shoot.
- 5). State/Province: Enter the state or province of the shoot. Use two-letter codes.
- 6). Country: Enter the country or area of the shoot. Use three-letter code. For ocean areas enter the area (i.e., IOR (Indian Ocean Region)); for aerials, use either the country code for the country being flown over or the ocean area code for the ocean being flown over.
- 7). ISO Country Code: Leave this field blank.

d. Origin.

- 1). Credit: Enter the unit the entrant was temporarily assigned to during the shoot (must be on official orders). If not assigned, leave blank.
- 2). Source: Enter the media used to create the entry, either Digital, Film, Drawn or Multiple is entered here (do not enter the film type or format).
- 3). Headline: Normally, this field would contain the name of the operation or exercise. For the purposes of this competition, this field will contain the title of the entry as designated by the entrant.
- 4). Instructions: Enter the name and rank of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).
- 5). Reference: Enter the MAJCOM of the unit portrayed. Either spell out the command of the unit portrayed (European Command) or use the correct acronym (EUCOM).
- 6). Urgency: Leave marked as “None.”

Table 2. IPTC Headers Reference Chart

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS -- Document Title	VIRIN	VIRIN	Title
CS2 -- IPTC Status/Title			
CS1 -- Document Title			
PS7 -- Title			

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS3 -- Author CS2 -- IPTC Contact/Creator CS1 -- Author PS7 -- Author	PH Rank/Name	PH Rank/Name	Author
CS3 -- Author's Title CS2 -- IPTC Contact/Creator Job Title CS1 -- Not Used PS7 -- Author's Position	PH Home Unit	PH Home Unit	Author's Position
CS3 -- Description CS2 -- IPTC Content/Description CS1 -- Description PS7 -- Caption	Caption	Caption	Caption
CS3 -- Description Writer CS2 -- IPTC Content/Description Writer CS1 -- Description Writer PS7 -- Caption Writer	Caption Editor	Caption Editor	Caption Writer
CS3 -- Keywords CS2 -- IPTC Content/Keywords CS1 -- Keywords PS7 -- Keyword	Keywords	Keywords	Keywords
CS3 -- Category CS2 -- Categories/Category CS1 -- Category PS7 -- Category	Service Shown	Service Shown	Category
CS3 -- Supplemental Categories CS2 -- Categories/Supplemental Categories CS1 -- Supplemental Categories PS7 -- Supplemental Categories	Supplemental Category	Email/phone	Supplemental Categories
CS3 -- Date Created CS2 -- IPTC Image/Date Created CS1 -- Date Created PS7 -- Date Created	Date Shot	Not Used	Date Created
CS3 -- City CS2 -- IPTC Image/City CS1 -- City PS7 -- City	Base/Locale	Base/Locale	City
CS3 -- State/Province CS2 -- IPTC Image/State/Province CS1 -- State/Province PS7 -- State/Province	State/Province	State/Province	State/Province
CS3 -- Country CS2 -- IPTC Image/Country CS1 -- Country PS7 -- Country	Country/Area	Country/Area	Country
CS3 -- Credit CS2 -- IPTC Status/Provider CS1 -- Credit PS7 -- Credit	PH TDY Unit	PH TDY Unit	Credit

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS3 -- Source CS2 -- IPTC Status/Source CS1 -- Source PS7 -- Source	Image Source	Image Source	Source
CS3 -- Headline CS2 -- IPTC Content/Headline CS1 -- Headline PS7 -- Headline	Operation/Exercise Name	Operation/Exercise Name	Headline
PS6 -- Instructions CS2 -- IPTC Status/Instructions CS1 -- Instructions PS7 -- Instructions	Public Release Instructions	Public Release Instructions	Instructions
CS3 -- Reference CS2 -- IPTC Status/Job Identifier CS1 -- Transmission Reference PS7 -- Transmission Reference	Command Shown	Command Shown	Transmission Reference

D. Specifications for Photography Entries.

1. Specifications for Categories 18-24:

- a. Image should be 10 inches at the largest dimension at a resolution no higher than 300 ppi.
- b. Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
- c. Ensure the “.jpg” extension is placed on the end of the file.
- d. All files entered must have a VIRIN assigned as follows: **YYMMDD-X-ZZ999-XXX**.

1). **(YYMMDD)**: Date the entry was acquired or originated, in year/month/date format.

2). **(X)**: F=Uniformed member or civilian employee of the Air Force.
Z=Uniformed member of the National Guard.

3). **(ZZ999)**: The VISION ID—which replaced the previously used last four and first initial of the last name—is used as a component of the VIRIN. The VISION ID is assigned to each Visual Information professional. To obtain a VISION ID, the photographer must register via the VI Professional website at <https://vipro.defenseimagery.mil>. A VISION ID should be assigned to new photographers upon entry to the Defense Information School. Should the photographer require the assignment of a VISION ID, a DoD Common Access Card is required for registration via the above-mentioned website.

4). **(XXX)**: Unit number in sequential order for work created on the date specified. No two entries created on the same day should have the same values in this field.

e. Put website address on the entry form (in the Location block) if photo was published on a public website.

2. Specifications for Category 25:

a. Each Picture Story submitted will consist of the following:

1). A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72 ppi. Do not submit the composite layout in high resolution.

2). Individual images used in the layout should be 10 inches at the largest dimension at a resolution no higher than 300 ppi.

3). **Every file** of the Picture Story will have all of the IPTC information, including a caption, filled out as outlined above. The same caption and title can be used for each image.

b. File naming convention required for Picture Stories:

1). Each file name will begin with PS#, where # is the number of the Picture Story.

2). Entrant's assigned VISION ID (examples below show "ZZ999") followed by a dash.

3). For the composite image itself, enter a "C." For the individual photographs, place a number identifying the location the image appears in the composite image starting with "01" on the left side counting images as they proceed down and to the right.

4). The ".jpg" file extension.

5). Each Picture Story entry should follow this example:

PS01ZZ999-C.jpg (Composite Image)

PS01ZZ999-01.jpg (Components of the Composite Image)

PS01ZZ999-02.jpg

PS01ZZ999-03.jpg

PS01ZZ999-04.jpg

PS01ZZ999-05.jpg

3. Specifications for Categories 26-28:

a. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*see Attachment 4*).

b. Entries must include five photography examples by the same individual. Entries must include at least one example from three of the eight individual photography categories (18-25).

c. Prepare photographs in accordance with Section VI.

d. Enlisted Airmen through the rank of technical sergeant working in public affairs, and DAF PA civilians working within their job series for 24 months or less, may enter Category 26.

e. Military journalists should enter Category 27, and DAF PA civilian photographers should enter Category 28.

VIII. Packaging of Broadcasting Entries (Categories 29-46).

A. General Guidelines (*see attachments for an example of a formatted entry*).

1. MAJCOMs, FOAs, DRUs and DMA may submit only one entry per broadcasting category.
2. All entries must be identified with an audio slug (radio) or video slate (TV).
3. The following information must be included on radio slugs:
 - a. Entry title.
 - b. Submitting organization.
 - c. Run time.
4. The following information must be included on TV slates:
 - a. Entry category.
 - b. Entry title.
 - c. Run time.
 - d. Submitting organization.
 - e. Primary contributor.
5. All entries in Categories 42-44 should be included on one medium. Include an initial slug/slate only. Do not slug/slate between products on the media.
6. Music segments must be telescoped to 10 seconds or less.
7. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union and record company and synchronization rights.

B. Radio (Audio) Entries (Categories 29-34).

1. Audio entries must be on compact disc. Compact discs may be created to conform to the “Red Book” standard, or contain digital media files for software playback. Digital media files should be in MP3 format (not less than approximately 128 kbps). Organize the disc as follows:

- a. A folder for the organization (i.e., PACAF).
- b. A sub-folder for each category the organization is entering (i.e., 30—Radio Spot).
- c. Place the corresponding files in the correct sub-folder.

2. Each radio entry must have the following elements in order:

- a. An audio slug.
- b. Two seconds of silence.
- c. The entry.

3. For Categories 42-44, submit entire entry as an audio entry only if all media submitted is audio only. Otherwise, submit all entries as a video entry as outlined below. There must be three seconds of silence between each audio product (whether submitted as an all-audio or all-video entry). Do not include any further slugs between examples.

C. Specifications for Radio (Audio) Entries (Categories 29-34).

1. Specifications for Category 29:

- a. Entry must be a special or regularly scheduled disc jockey program.
- b. Entry must be telescoped to the disc jockey’s voice and only those elements unique to the program (air-check), eliminating pre-produced spots and non-local elements.
- c. Entry may be 15 minutes or less in total length.

2. Specifications for Category 30: Entries must be one spot of 30 or 60 seconds in length. Identify your target audience.

3. Specifications for Category 31:

- a. Story is event/mission-oriented and would place at or near the top of a newscast.
- b. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.
- c. Do not include the anchor’s lead-in/tag on the medium with the story.

4. Specifications for Category 32:

- a. Story must be 5 minutes or less in length.
- b. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.
- c. Do not include the anchor's lead-in/tag on the media with the story.

5. Specifications for Category 33:

- a. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.
- b. Do not include the anchor's lead-in/tag on the media with the story.

6. Specifications for Category 34: Telescope out all non-news elements and products not provided by a military source.

D. Television and Video Entries (Categories 35-41, 45 and 46).

1. Video entries must be sent on DVD. Entries must have mixed audio tracks.
2. Entries must be sent in two formats: Quicktime H.264 and Windows Media Video (WMV) 9 Advanced. Video files can be Standard Definition or High Definition. SD should be 720x480 widescreen or standard. HD cannot exceed 1280x720.
 - a. For Quicktime H.264, chose a "medium" video compression quality. Audio can be MP3, WAV or AAC with "Lossless" or "Uncompressed" quality. (Instructions are available on the Air Force Public Affairs Community of Practice).
 - b. For Windows, use Windows Media Video 9 Advanced codec. Choose a variable bit rate with "medium" compression. Audio must be a "Lossless" or "Uncompressed" quality.
3. Organize the disc as follows (*see Attachment 3*):
 - a. A folder for the organization (i.e., USAFE).
 - b. A sub-folder for each category entering (i.e., 41–Television Newsbreak).
 - c. Place the corresponding files in the correct sub-folder.
4. Each entry must have the following elements in order:
 - a. A video slate lasting 10 seconds.

- b. Five seconds of black.
- c. The entry.

5. There must be three seconds of silence between each product for Categories 42-44. Do not include any further slates between examples.

6. Television News Report, Television Feature Report and Television Sports Report (Categories 36-38) entries should be “as aired” copies that include downstream fonts and graphics, if possible.

E. Specifications for Television and Video Entries.

1. Specifications for Category 35: Entries must be one spot of 30 or 60 seconds or less in length. Identify target audience.

2. Specifications for Category 36:

a. Entries must be a mission-oriented news story or event that would place at or near the top of the newscast.

b. Do not include the anchor’s studio story lead-in/tag on the tape.

c. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.

d. If story font information is not on the entry, include it on the lead-in/tag sheet.

3. Specifications for Category 37:

a. Stories must be 5 minutes or less in length.

b. Do not include the anchor’s studio story lead-in/tag on the tape.

c. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.

d. If story font information is not on the entry, include it on the lead-in/tag sheet.

4. Specifications for Category 38:

a. Story is related to any sporting event with a military tie-in.

b. Do not include the anchor’s studio story lead-in/tag on the tape.

c. Story lead-ins/tags must be typed on a separate sheet. Write the category, title and name of the contributor on the sheet.

d. If story font information is not on the entry, include it on the lead-in/tag sheet.

5. Specifications for Category 39:

a. Must be longer than two minutes in length and target a local audience.

b. Telescope out all products not provided by a military source.

6. Specifications for Category 40:

a. Must be at least two minutes in length, be regional or network-wide in scope and target a regional audience.

b. Telescope out all products not provided by a military source.

7. Specifications for Category 41:

a. Must be a stand-alone programming element between 61 and 120 seconds in length.

b. Must be a self-contained news, feature or sports story or an anchored mini-newscast.

c. If entry is a story packaged in a donut, the donut must be included on the entry.

d. Spots of 60-second length are not eligible.

e. Telescope out all product not provided by a military source.

8. Specifications for Categories 42-44:

a. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.

b. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (see *Attachment 4*).

c. Entrants assigned to full-service outlets may enter radio and television products.

d. Total time for entries must not exceed 15 minutes.

e. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.

f. Entries must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first air date and location aired. Attach run sheet to the entry form. Audio and video entries should be submitted on a single disc.

g. Enlisted Airmen through the rank of technical sergeant working in public affairs, and DAF PA civilians working within their job series for 24 months or less, may enter Category 42. Military journalists should enter Category 43, and DAF PA civilian broadcast journalists should enter Category 44. The uniformed winner in Category 42 and the winners in Categories 43 and 44 will be forwarded to the corresponding TJ Awards category.

9. Specifications for Category 45:

a. Combat Documentary: Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage that depicts the U.S. military in connection with a joint or service contingency operation, or real-world, combat-oriented event.

b. Documentary: Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage, that depicts any aspect(s) of the military mission that do(es) not meet the Combat Documentary criteria.

10. Specifications for Category 46: Submit a field production put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the producer. Entries are typically scripted or storyboarded before shooting.

IX. Packaging of Music Recordings Entries.

A. General Guidelines.

1. Music Categories 47-54 will be centrally reviewed by the AFPAA Band Support Division for outstanding recording, outstanding recording of a single work, outstanding recording of an original work, outstanding large instrumental composition/arrangement, outstanding small instrumental composition/arrangement, outstanding popular song, outstanding new Public Affairs musician, and Public Affairs musician of the year.

2. Entries in Categories 47-54 should be submitted by the individual's unit of assignment as of Dec. 31, 2012.

B. Specifications for Music Recordings Entries.

1. Specifications for Categories 47-54:

a. Entries must have been produced during the contest calendar year. Score sheets are not required.

b. Additional product submission guidelines will be provided by the SAF/PA Chief of Music and the AFPAA Band Support Division.

c. Audio entries must be on compact disc. Compact discs must contain digital media files for software playback. Digital media files should be in standard CD Audio (.cda) or MP3 format, not less than approximately 128 Kbps.

d. Submit four copies of the CD with the recording(s) directly to the AFPAA Band Support Division (addresses below):

(Via FedEx, UPS, etc.)
AFPAA/HQ Suite 7000
Attn: Air Force Media Contest
3515 S. General McMullen Ave.
San Antonio, TX 78226-9853
(210) 395-1804 or 8348 (DSN 969)

(Via U.S. Postal Service)
AFPAA/HQ Bldg. 171
Attn: Air Force Media Contest
2261 Hughes Ave., Suite 157
Lackland AFB, TX 78236-9853

X. Judging.

A. MAJCOM, FOA, DRU and the DMA Air Force Production Directorate staffs (and entries within their geographic region as outlined above) will select the best single entry in each category for submission to the Air Force Media Contest. Entries must arrive at AFPAA no later than Jan. 31, 2013.

B. All entries will be judged by at least three judges in the areas of professional excellence, originality and support of internal information themes and objectives.

C. Judges will adhere to the following criteria to select the winning entries of Web Categories 01 and 02:

1. Content.
2. Professional excellence.
3. Support of internal information objectives.
4. Design.
5. Overall value to the reader.

D. Judges will adhere to the following criteria to select winning entries of Print Categories 03-08, 11, 12, 13, 42, 43 and 44:

1. Lead.
2. Transition.

3. Body.
4. Conclusion.
5. Mechanics (grammar, etc.).
6. Overall value to the reader.

Note: Print judges should evaluate photos in Category 8 using photography criteria below, and how well the photos and print story work together to tell the story.

E. Judges will adhere to the following criteria to select the winning entries of New Media Categories 9 and 10:

1. Content.
2. Professional excellence.
3. Support of command initiatives and communication objectives.
4. Overall value to the reader.

F. Judges will adhere to the following criteria to select the winning entry of Graphics Categories 14-17:

1. Composition/design.
2. Impact/effect on communication goals.
3. Technical proficiency.
4. Appropriate use of medium.
5. Originality.

G. Judges will adhere to the following criteria to select winning entries in Photography Categories 18-28:

1. Composition.
2. Impact.
3. Storytelling.
4. Caption/cutline.

H. Judges will adhere to the following criteria to select winning entries in Broadcasting Categories 29-41 and 45-46:

1. Value to the audience.
2. Script/message effectiveness.
3. Creativity.
4. Technical quality.
5. Voice/diction/camera presence.

I. Judging of Music Categories 47-54 will be coordinated and arranged by the AFPAA Band Support Division and the SAF/PA Chief of Music.

XI. Awards.

- A. Awards may be earned in all 54 categories.
- B. No award will be earned in categories where judges deem that no entry met program standards.
- C. There are two types of awards: Individual and Unit.
- D. Winners will receive plaques.
- E. Unit awards are used to recognize production efforts involving more than one contributor. A plaque will be awarded to a unit that wins a category. Certificates of achievement will be awarded to the individual contributors. Significant contributors are limited to five.
- F. Second- and third-place finishers will receive certificates of achievement.
- G. Air Force Recognition Ribbon: First-place winners in Categories 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53, and 54 are eligible to wear the Air Force Recognition Ribbon in accordance with AFIs 36-2803 and 36-2805. Only one award of the Recognition Ribbon is allowed per individual per contest year.

XII. After Action.

- A. SAF/PA will provide a list of the winners to the field.
- B. AFPAA will:
 1. Prepare all letters, certificates and plaques and forward them to winning units for awarding.
 2. Provide judges' comments and summary remarks to submitting MAJCOMs for their use and dissemination.

Attachment 1

Target Dates: 2012 Air Force Media Contest / Thomas Jefferson Awards

2012

December AFPAA selects judges for Air Force Media Contest
December 31 Contest period ends

2013

January DRU/FOA/MAJCOM judging
January 31 Deadline for contest submission to AFPAA
February 6-20 Entries judged
March 8 Winners announced
March 15 Deadline for AFPAA to submit winning Air Force entries to TJ Awards program
March 22 AF Media Contest judges' comments sent to field/posted on the PA CoP
April 9-12 TJ Awards judged
April 19 Air Force plaques and certificates distributed to field
April 19 DINFOS announces TJ Award winners
April 19-26 TJ Awards program feedback/judges' comments posted online
May 10 Department of Defense Communicators of Excellence Award Ceremony

Attachment 2

Letter of Transmittal (Example)

DATE

1. (Name of Unit) submits the following for consideration in the 2012 Air Force Media Contest.

Category 01: bloodlines monthly.pdf (www.basename.af.mil/media/undead/june2011)
Category 02: www.basename.af.mil
Category 03: "Vampires attack a Forks High School teen"
Category 04: No entry
Category 05: No entry
Category 06: "Vampires and werewolves both key team members"
Category 07: No entry
Category 08: No entry
Category 09: No entry
Category 10: No entry
Category 11: SrA Jacob Black
Category 12: No entry
Category 13: No entry
Category 14: No entry
Category 15: No entry
Category 16: No entry
Category 17: No entry
Category 18: YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 19: YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 20: No entry
Category 21: YYMMDD-F-ZZ999-XXX (VIRIN format)
Category 22: No entry
Category 23: No entry
Category 24: No entry
Category 25: PS01ZZZ99-C.jpg; PS01ZZZ99-1.jpg; PS01ZZZ99-2.jpg; PS01ZZZ99-3.jpg;
PS01ZZZ99-4.jpg; PS01ZZZ99-5.jpg; PS01ZZZ99-6.jpg
Category 26: No entry
Category 27: No entry
Category 28: No entry
Category 29: No entry
Category 30: "Anger Management for Werewolves" (RT :30)
Category 31: "Local teen saves vampire from suicide attempt" (RT :42)
Category 32: No entry
Category 33: No entry
Category 34: No entry
Category 35: "Be safe—a vampire is not a guardian angel" (RT :30)
Category 36: No entry
Category 37: No entry
Category 38: "Werewolf-vampire faceoff" (RT 15:00)
Category 39: No entry
Category 40: No entry

Attachment 2 (Cont'd)

Category 41: No entry
Category 42: SSgt Edward Cullen (RT: 13:15)
Category 43: No entry
Category 44: No entry
Category 45: No entry
Category 46: No entry
Category 47: No entry
Category 48: No entry
Category 49: No entry
Category 50: No entry
Category 51: No entry
Category 52: No entry
Category 53: No entry
Category 54: No entry

2. (Name of POC) is the point of contact for these entries. (He/she) can be reached at (DSN phone number) and (email address).

//SIGNED//
(Unit CC, Det Supt., or Wing PA chief)
(Signature Block)

Attachment 3

File Tree (Example)

- 📁 USAFE Public Affairs
 - 📄 USAFE Letter of Transmittal.doc
 - 📁 01 – Web-based Publication
 - 📄 Bloodlines Monthly.pdf
 - 📄 USAFE Category 01 Entry Form.pdf
 - 📁 02 – Website
 - 📄 USAFE Category 02 Entry Form.pdf
 - 📁 03 – News Article
 - 📄 USAFE Category 03 Entry Form.pdf
 - 📄 Vampires attack a Forks High School teen.pdf
 - 📁 06 – Sports Article
 - 📄 USAFE Category 06 Entry Form.pdf
 - 📄 Vampires and werewolves both key team members.pdf
 - 📁 11 – Outstanding New Writer
 - 📄 SrA Jacob Black Biography.doc
 - 📄 SrA Jacob Black Example 1-Sports.pdf
 - 📄 SrA Jacob Black Example 2-News.pdf
 - 📄 SrA Jacob Black Example 3-Commentary.pdf
 - 📄 SrA Jacob Black Example 4-News.pdf
 - 📄 SrA Jacob Black Example 5-Feature.pdf
 - 📄 SrA Jacob Black Nomination.pdf
 - 📄 SrA Jacob Black Photograph.jpg
 - 📄 USAFE Category 11 Entry Form.pdf
 - 📁 18 – Documentation (Combat or Non-Combat) Photograph
 - 📄 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 18 Entry Form.pdf
 - 📁 19 – News Photograph
 - 📄 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 19 Entry Form.pdf
 - 📁 21 – Sports Photograph
 - 📄 YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 21 Entry Form.pdf
 - 📁 25 – Picture Story
 - 📄 PS01ZZ999-1.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-2.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-3.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-4.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-5.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-6.jpg (sample Picture Story format)
 - 📄 PS01ZZ999-C.jpg (sample Picture Story format)

Attachment 3 (Cont'd)

-  USAFE Category 25 Entry Form.pdf
- 30 – Radio Spot
 -  Anger management for werewolves.mp3
 -  USAFE Category 30 Entry Form.pdf
- 31 – Radio News Report
 -  Local teen saves vampire from suicide attempt.mp3
 -  USAFE Category 31 Entry Form.pdf
 -  USAFE Category 31 Lead Sheet.doc
- 35 – Television Spot Production
 -  Be safe—a vampire is not a guardian angel.mov
 -  USAFE Category 35 Entry Form.pdf
- 38 – Television Sports Report
 -  USAFE Category 38 Entry Form.pdf
 -  Werewolf-vampire faceoff.mov
- 42 – Outstanding New Broadcaster
 -  SSgt Edward Cullen Biography.doc
 -  SSgt Edward Cullen Entry.mov
 -  SSgt Edward Cullen Nomination.pdf
 -  SSgt Edward Cullen Photograph.jpg
 -  USAFE Category 43 Entry Form.pdf
 -  USAFE Category 43 Run Sheet.doc

Attachment 4

(Date)

MEMORANDUM FOR Air Force Public Affairs Agency

ATTN: Air Force Media Contest

SUBJECT: Nomination Letter for (Name of the Award (Categories 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 and 54 only))

1. (Rank/courtesy title, full name, job title, and unit) is the (MAJCOM/FOA/DRU) nominee for (Name of the Award (Categories 11, 12, 13, 17, 26, 27, 28, 42, 43, 44, 53 and 54 only)) award.
2. A copy of (nominee's) biography and official photograph are enclosed.
3. List of additional contributors (if applicable): Name, rank, position.
4. Contact information. Unit Name and complete mailing address, DSN & commercial phone numbers and fax numbers (spell out acronyms).
5. Qualifications.

//SIGNED//
FULL NAME
Rank, Service
Job Title

2 Encl.
Biography
Official Photograph

Attachment 5

DEPARTMENT OF THE AIR FORCE
AIR FORCE MEDIA CONTEST PROGRAM
SAMPLE ENTRY FORM (Do Not Use)

(Official Version Available in Awards Folder on the PA CoP and from HQ AFPAA)

Service Submitting Entry:
Medium:
Type of Award:
Category:
Entry Title:
Publication/Air Date: Location:

UNIT POC: Rank, Name, Branch of Service, Position Title (PAO, Editor, Station Manger), Email Address, DSN & Commercial Phone Numbers, and Commander's Name.

SUBMITTING UNIT: Unit Name and complete Mailing Address, DSN & Commercial Phone and Fax Numbers. (Please spell out all acronyms).

Provide the following information as it should appear on the plaque or award certificate. (Identify individuals by rank, name, branch of service, and e-mail address. (Email will not be on the award.))

PLAQUE SHOULD BE ISSUED TO: (Enter an individual's name for Individual Awards only).

Gender:

SIGNIFICANT CONTRIBUTORS: (Only allowed for Unit Awards)

1. Gender:
2. Gender:
3. Gender:
4. Gender:
5. Gender:

UNIT/DUTY SECTION:

POC SIGNATURE BLOCK & DIGITAL SIGNATURE:

Signed form cannot be modified. (Requires Acrobat Reader 8.0 or higher)

THIS SAMPLE FORM CANNOT BE DIGITALLY SIGNED