



# National Guard Bureau 2012 Media Contest

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Army and Air National Guard Public Affairs

December 3, 2012

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## Standard Operating Procedure

NATIONAL GUARD BUREAU PUBLIC AFFAIRS MEDIA CONTEST  
STANDARD OPERATING PROCEDURE  
JAN. 1, 2012 THRU DEC. 31, 2012

The National Guard Bureau Media Contest recognizes Army National Guard and Air National Guard public affairs for outstanding achievement in furthering the objectives of the Department of Defense Internal Information Program.

The National Guard Bureau Media Contest is the only Department of Defense dual-service contest. The Army National Guard entries feed into the Army Keith L. Ware Public Affairs Competition and the Air National Guard entries feed into the Air Force Media Contest.

This SOP is written to provide general guidance to both Army and Air National Guard public affairs professionals. If any portion of the guidance applies to one service or the other, it will be clearly stated. PLEASE read the administrative notes thoroughly.

Please use 2012 Army Keith L. Ware SOP and 2012 Air Force Media Contest SOP for category and submission requirements, except submission date. DO NOT use their listed deadline dates.

**The National Guard Bureau deadline for entries is Jan. 10, 2013.**

Army: SGM Dawn Kilpatrick Memorial AUSA Scholarship open to National Guard and Reserve Soldiers. See pages 30-31 of KLV SOP for details.

Air Force: Print: Category 13 – Air Force Civilian Print Journalist of the Year  
Photography: Category 28 – Air Force Civilian Photographer of the Year  
Broadcasting: Category 44 – Air Force Civilian Broadcast Journalist of the Year  
Music: Category 50 – Outstanding Large Instrumental Composition/Arrangement  
Music: Category 51 – Outstanding Small Instrumental Composition/Arrangement  
Music: Category 52 – Outstanding Popular Song  
Music: Category 52 – Outstanding New Public Affairs Musician  
Music: Category 53 – Public Affairs Musician of the Year

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## **COMPETITION TIMELINE**

Jan. 1 - Dec. 31, 2013	Production dates for products entered in the 2012 contest
<b>Jan. 10, 2013</b>	<b><u>Submission DEADLINE</u></b>
Jan. 15 - 25, 2013	Entries judged
February 2013	Army Keith L. Ware Public Affairs Competition and Air Force Media Contest entries judged
March 2013	Army Keith L. Ware Public Affairs Competition and Air Force Media Contest top entries forwarded to the Department of Defense's Thomas Jefferson Competition
April 2013	Department of Defense Thomas Jefferson Competition announces winners
Spring/Summer 2013	National Guard Bureau Public Affairs Contest awards will be distributed to state public affairs offices

## ADMINISTRATIVE NOTES

A. The National Guard Bureau Media Contest POC:

Air Force Maj Gary Arasin  
Email: [gary.e.arasin.mil@mail.mil](mailto:gary.e.arasin.mil@mail.mil)  
DSN 327-2631 / Commercial (703) 607-2631

B. **DO NOT** submit directly to the Army Keith L. Ware Public Affairs Competition or the Air Force Media Contest. Your entries will be immediately disqualified.

C. Mandatory submission date for all entries to the National Guard bureau is **Jan. 10, 2013**.

D. All entries will be submitted electronically – publications, programs and news products will be submitted in “.pdf” format. All photo products will be submitted as in .jpeg format. Additionally, Army Guard members must adhere to the specific submission guidelines required by the Keith L. Ware competition. All broadcast products will be submitted in .mov format. Do **NOT** submit printed materials. Details are outlined in subsequent pages of this SOP.

E. To upload your entries, please see Submissions page of this SOP. If this SOP was emailed out, FTP instructions will be included.

If you found this SOP on the web page, the FTP upload instructions will not be included. Email the contest POC for FTP upload instructions. They cannot be posted to the contest web page.

F. Entry forms for both competitions are located in the Administrative Section of the [National Guard Bureau Media Contest web page](#).

G. All information regarding the contest – SOP, categories, important dates, etc. – can be found at the [National Guard Bureau Media Contest web page](#).

## GENERAL ELIGIBILITY

A. Public Affairs professionals who hold a current public affairs AFSC (3N0XX, 35PX, 35BX), MOS (46R, 46Q, 46Z, 46A) and civilian employees assigned to a military public affairs are eligible to submit entries. Army Guard members and civilians can only enter products into the Army Guard competition. Air Guard members and civilians can only enter products into the Air Guard competition.

B. Stringers with no affiliation to the command information products may only enter specific categories outlined under the categories section of this SOP. The stringer category serves to promote and recognize products submitted by those outside of a public affairs AFSC or MOS. Stringers can be both military members or civilians.

C. Public affairs professionals working on a joint staff can only enter the contest that represents their service. Joint staff members can submit a joint or opposite-service product, but it must still be submitted to the service of their affiliation.

D. Government contractor employees are not authorized to compete in any individual or unit print or broadcast category.

E. Print and broadcast products produced with the assistance of government contractor employees may be eligible for the print publication, web categories and broadcast categories. To be eligible, members must perform the majority of the substantive work with respect to the design and content of the product.

Example: A civilian enterprise newspaper is produced at a local civilian newspaper under contract to the government. The newspaper may be eligible for the competition if the majority of the design and content of that paper was produced by public affairs professionals. A memorandum certifying that the above conditions were met must accompany all civilian enterprise newspaper entries.

F. 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.

H. Entries for competition year 2011 must have been produced between Jan. 1, 2011 and Dec. 31, 2011. Each submitting unit or individual must submit entries as a single package.

## ENTRIES

*Note: Additional entry requirements for individual services are listed in the beginning of each service specific section.*

A. Entries must be authorized products prepared for internal information purposes and produced, published and broadcast during the current program year.

B. All entries must contribute to Armed Forces internal information objectives and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DOD personnel and families succeed in their jobs and missions.

C. No individual may enter the Keith L. Ware Public Affairs Competition or Air Force Media Contest directly.

D. No single product may be entered in more than one category, except when entered in an individual category and as part of a submission for the Print or Broadcast Journalist of the Year, Outstanding New Writer, Outstanding New Broadcaster or the Command Information Campaign categories.

E. ONLY one entry per category per person is allowed to be submitted. Units can only submit one product per category. Categories are designated either individual or unit so this eliminates the possibility of a person or persons entering multiple products into a single category.

## SUBMISSION GUIDELINES

### I. FTP SITE ACCESS

FTP Site: [2012 NGB Media Contest FTP Upload Site](http://ftp.dvidshub.net/2012_NGB_Media_Contest_FTP_Upload_Site)

If above does not work:

<ftp://ftp.dvidshub.net/NGB/NGB%20Media%20Contests/NGB%20Media%20Contest%202012/>

(You may have to cut and paste URL into your browser)

Username: DVIDSFTP

Password: generic

A. Select the appropriate service folder once you have opened up the NGB Media Contest FTP folder. You may be prompted to enter the password multiple times throughout this process. It is the same as listed above each time.

1. For Windows Explorer users: Click the Page options in the upper right section of your window. Select Open FTP Site in Windows Explorer
2. For Mac users: Go to <http://fetchsoftworks.com/fetch/> and follow instructions on downloading software to enable you to access the FTP site.

B. The file folders' content corresponds with the individual service guidelines and categories. For example, the Air Force lists their photography categories under its own category group PHOTGRAPHY, whereas the Army lists photography, blogs, social media, etc., under one single category group called PRINT MEDIA.

C. There are not any state folders. Do NOT create any. This year, entries will be dropped into folders. Your individual or unit entries will fall under a category group name.

Example: For Army Guard, the "Command Blog" (specific category) will be placed in the PRINT MEDIA (category group) folder.

### II. ENTRY SUBMISSION – FOLDERS

1. Every entry will have its own folder as it will house your entry, entry form and all other required documents.
2. Label your folder in the following manner:

**Service-CategoryGroup-CategoryNumber** (Do NOT use ALL CAPS)

Example 1: The 112th MPAD, of the Wisconsin ARNG, would submit their unit's Web-based Publication in a folder titled:

**ARNG-PrintMedia-E-WI-112MPAD** National Guard Bureau Media Contest FTP Guidance

Example2: Staff Sgt. Awesome, of the Pennsylvania ANG, would submit her Local Television Newscast in a folder titled:

**ANG-Broadcast-30-PA-Awesome**

Example 3: Spc. Intrepid, of the Washington ARNG, would submit his package for the James P. Hunter Award for Outstanding New Writer award in a folder titled:  
**ARNG-PrintMedia-V-WA-Intrepid**

3. Inside your individual entry folder, label your actual entry in the same manner.
4. Your entry form and all other documents should be labeled in the same manner as your entry folder and entry itself.

Example of what the 112th MPAD's folder might look like once submitted:

1. ARNG-PrintMedia-E-WI-112MPAD (Folder)
  - a. ARNG-PrintMedia-E-WI-112MPAD-FebIssue.pdf (Entry)
  - b. ARNG-PrintMedia-E-WI-112MPAD-MayIssue.pdf (Entry)
  - c. ARNG-PrintMedia-E-WI-112MPAD-EntryForm.pdf (Entry Form)

2012 Media Contest SOP:

Email: Maj Gary Arasin at: [gary.e.arasin.mil@mail.mil](mailto:gary.e.arasin.mil@mail.mil)

Phone: 703-607-2631 / DSN 327-2631

*Disclaimer: Receipt of entry submission does not mean it will be reviewed for accuracy, proper formatting, inclusion of all mandatory items, etc. This is the responsibility of the individual and his/her supervisor or reviewer before submission. To avoid any submission issues, please review your category specifications and ask for clarification or further guidance if you are unsure, sooner than later.*

## AWARDS

A. Awards may be made for all or most categories.

B. No award will be made if the judges deem that no entry meets program standards or minimum points. This means, single entry categories will not necessarily equate to an automatic win. Also, for categories in which there are three or more entries this does not guarantee that three entries will be placed.

C. There are two types of awards: individual and unit (*applies mostly to Army*)

D. First place winners receive plaques. Units that place first will receive one plaque. Certificates are awarded to second and third place entries when applicable.

E. Unit awards are used to recognize a production effort involving more than one contributor. Unit awards will not be awarded to individuals and individual awards will not be awarded to units. If you are the only one who worked on a unit category submission, you must still list your unit as the recipient of the award and yourself as a significant contributor.

F. Army National Guard personnel cannot be listed as significant contributors to Air National Guard categories and programs. Air National Guard personnel cannot be listed as significant contributors to Army National Guard categories and programs.

F. If errors are made on the part of the individual who or unit that entered, it will be replaced at the expense of that individual/unit. If the errors are due to contest administrator, replacement awards will be replaced at no expense to individual/unit.

G. Awards are expected to be mailed out to state public affairs offices upon completion. A bidding process must first take place, then the submission of award information, then the production. Due to these variables, the distribution of awards may be delayed without notice.

**END OF NGB MEDIA CONTEST SOP**