



AIR FORCE MEDIA CONTEST STANDARD OPERATING PROCEDURES JANUARY 1, 2011 - DECEMBER 31, 2011

The Air Force Media Contest is an Air Force Public Affairs competition for Air Force uniformed Airmen and Department of the Air Force civilian print, broadcast and photojournalism products, band products and social media initiatives. The annual contest is sponsored by the Secretary of the Air Force Office of Public Affairs (SAF/PA) and administered by Headquarters Air Force Public Affairs Agency (AFPAA) to stimulate and reward excellence and professionalism in Air Force print, photo and broadcast media. The 2011 contest is the 56th competition. Awards are presented to individuals and units for outstanding achievements in furthering Air Force communication objectives.

This standard operating procedure mirrors information for the annual Department of Defense (DoD) Thomas Jefferson Awards Program. The Thomas Jefferson Awards Program is a competition for Department of Defense, 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 and new media and command blogs. The Thomas Jefferson Awards Program Web site is at www.dinfos.dma.mil/events/tjweb/main.htm.

The Air Force Media Contest mirrors the Military Photographer of the Year (MILPHOG) and Military Videographer of the Year (MILVID) competitions but does not feed into them. Authorized contestants are encouraged to submit directly to DoD in these categories only. For additional information see www.dinfos.dma.mil/events/viap/index.asp.

The Air Force Media Contest neither corresponds to nor feeds into the Military Graphic Artist of the Year (MILGRAPH) competition. Authorized contestants are encouraged to submit directly to the DoD. For additional information see <http://www.dinfos.dma.mil/events/viap/index.asp>.

The Air Force Media Contest recognizes outstanding Air Force band recordings and work but does not feed into a comparable Thomas Jefferson Awards Program.

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, Air Force units and Department of the Air Force civilian employees (including radio and television affiliate stations, combat camera squadrons, production facilities, multimedia units, public affairs offices, etc.) performing public affairs functions under the guidance of 5040- and 5120-series Department of Defense Instructions, and 35-series Air Force Instructions are eligible to submit entries to the Air Force Media Contest through their respective major commands, field operating agencies and direct reporting units.

B. The Air Force Media Contest is open to all uniformed Airmen and Department of the Air Force civilians with public affairs specialty codes only (officers: 35PX and 35BX; enlisted: 3NXXX; civilians: 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. print journalists

may submit photos; broadcasters may submit stories, photographers may submit broadcast segments, etc.). See Eligibility paragraph D. for restrictions on Department of Defense civilians and units.

C. Contractors, foreign national employees and personnel assigned to the *Stars and Stripes* newspapers are not eligible to compete at the Air Force-level competition.

D. The Air Force will not judge civilian or unit awards from DMA, Joint/Unified Commands, Defense Agencies or Joint Task Forces. NOTE: Deployed broadcast networks (i.e. AFN Afghanistan and AFN Iraq) are not considered part of DMA. Unit awards at those locations will be judged through ACC.

E. 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 listed below:

1. Airmen assigned to EUCOM and AFRICOM submit through USAFE; Airmen in PACOM (including Alaska) submit through PACAF; Airmen in CENTCOM submit through ACC; Airmen in TRANSCOM submit through AMC; Airmen in SOCOM submit through Air Force Special Operations Command (AFSOC); Airmen in STRATCOM submit through Air Force Space Command (AFSPC); and non-DMA Airmen in NORTHCOM and SOUTHCOM submit through the Air Force Public Affairs Agency.

2. Airmen assigned to the Pentagon Channel or the DMA Air Force Production Directorate at Fort George G. Meade, Md., submit through DMA.

F. 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.

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

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

I. Entries for competition year 2011 must be authorized products prepared for public affairs purposes and produced, published or broadcast during the 2011 contest year. Entries must be received by the Air Force Public Affairs Agency by Jan. 31, 2012, and have previously been screened in a lower-level competition. The Air Force Media Contest does not accept direct entries.

J. 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.

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

L. Individual entries will be submitted through the Airman's unit of assignment as of Dec. 31, 2011, regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.

M. 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. Air Force Media Contest first-place winners in Print/Graphics/Web Categories 01, 02, 03, 04, 05, 09, 10, and 11; Broadcasting Categories 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32; Public Affairs Categories 35, 36, 38 and 39; and Social Media Categories 45 and 46 will be forwarded to compete in the DoD Thomas Jefferson Awards Program. Personnel will not submit directly to DoD in these categories. **Exception:** Television Feature Report (Category 28) may also be submitted directly to the MILVID Feature Story (FEM) category (*see Table 1*).

B. The Air Force Media Contest mirrors the MILPHOG and MILVID competitions but does not feed into them. The winners of Photography, Broadcasting and Public Affairs entries for Categories 12, 13, 14, 15, 16, 17, 18, 19; 33, 34; 37, and 40 will NOT be forwarded to DoD by AFPAA. Uniformed Airmen are encouraged to submit directly to DoD in these categories only (*see Table 1*). For additional information see www.dinfos.dma.mil/events/viap/index.asp.

C. The Air Force Media Contest neither corresponds to nor feeds into the MILGRAPH competition. The winners of Categories 6, 7, 8 and 41 will NOT be forwarded to DoD by AFPAA. Airmen are encouraged to submit directly to the DoD. For additional information see www.dinfos.dma.mil/events/viap/index.asp.

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

E. 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.

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

G. No single product may be entered in more than one category. **Exception:** An individual category entry may be part of a submission for categories 35, 36, 37, 38, 39, 40 and 41.

H. Unit entries may be considered for contest categories 05, 09, 10, 25, 30, 31, 33 and 34 only. Categories 05, 33 and 34 can be submitted as an individual award if applicable (*see Table 1*).

I. Only one example of the product specified is required for all categories except 05, 11, 19, 35, 36, 37, 38, 39, 40, 41 and 46. Use a separate media file for each category entered.

J. Photographs (categories 11, 12, 13, 14, 15, 16, 17, 18, 19, 37 and 40 plus photographs 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 visual information 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.

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

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

M. AFPAA will forward winning Air Force-level products to the Thomas Jefferson Awards contest, but will not award an Air Force Media Contest award for the following: Print Category F: Outstanding Flagship Publication; Print Category G: Outstanding Flagship Website; and Broadcast Category S: Outstanding Flagship Television Program.

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

Type	AF Media Award Category	TJ Category	MILPHOG MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
Print/ Graphics/Web	1. News	I	-	N	N	N	Y
	2. Feature	J, K, L	-	N	N	N	Y
	3. Commentary	M	-	N	N	N	Y
	4. Sports	N	-	N	N	N	Y
	5. Series	O	-	N	Y/N Note 2	Y	Y
	6. Graphics Illustration	-	-	N	N	N	Y
	7. Graphics Animation	-	-	N	N	N	Y
	8. Graphics Layout & Design	-	-	N	N	N	Y
	9. Website	H	-	N	Y	N	Y
	10. Web-based Publication	E	-	N	Y	N	Y
	11. Photojournalism	P	-	N	N	Y Note 3	Y
Photography	12. Combat Documentation	-	COM	Y	N	N	N Note 4
	13. News	-	NEW	Y	N	N	N Note 4
	14. Feature	-	FEA	Y	N	N	N Note 4
	15. Sports	-	SPO	Y	N	N	N Note 4
	16. Portrait/Personality	-	POR	Y	N	N	N Note 4
	17. Illustrative	-	ILL	Y	N	N	N Note 4
	18. Pictorial	-	PIC	Y	N	N	N Note 4
	19. Picture Story	-	PST	Y	N	Y	N Note 4
Broadcasting	20. Radio Entertainment Program	A	-	N	N	N	Y

	21. Radio Spot Production	B	-	N	N	N	Y
	22. Radio News Report	C	-	N	N	N	Y
	23. Radio Feature Report	D	-	N	N	N	Y
	24. Radio Sports Report	E	-	N	N	N	Y
	25. Radio Newscast	F	-	N	Y	N	Y
	26. TV Spot Production	I	-	N	N	N	Y
	27. TV News Report	J	-	N	N	N	Y
	28. TV Feature Report	K	FEA	Y Note 5	N	N	Y
	29. TV Sports Report	L	-	N	N	N	Y
	30. Local TV Newscast	M	-	N	Y	N	Y
	31. Regional TV Newscast	N	-	N	Y	N	Y
	32. TV Newsbreak	O	-	N	N	N	Y
	33. Video Documentary	-	COM/DOC	Y	Y/N Note 2	N	N
	34. Video Field Production	-	FPR	Y	Y/N Note 2	N	N
Public Affairs	35. Outstanding New Writer (Print Media)	U	-	N	N Note 6	Y	Y
	36. Outstanding New Broadcaster	Q	-	N	N Note 6	Y	Y
	37. Outstanding New Photographer	-	-	N	N	Y	N
	38. AF Print Journalist of the Year	V	-	N	N Note 6	Y	Y
	39. AF Broadcast Journalist of the Year	R	-	N	N Note 6	Y	Y
	40. AF Photographer of the Year	-	MPY	Y	N	Y	N
	41. AF Graphic Artist of the Year	-	-	N	N	Y	N
Air Force Band	42. Outstanding Recording	-	-	N/A	Y	N	N
	43. Outstanding Recording of a Single Work	-	-	N/A	Y	N	N
	44. Outstanding Recording of an Original Work	-	-	N/A	Y	N	N
Social Media	45. Outstanding Initiative in New Media	S	-	N	Y	N	Y
	46. Outstanding Blog	T	-	N	Y	Y	Y

Notes:

1. See MILPHOG/MILVID/MILGRAPH rules submission requirements
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 highest uniformed entry will be forwarded to the Thomas Jefferson Awards Program

III. Air Force Media Award Categories.

A. Print/Graphics/Web Categories:

01: News Article. (Winner forwarded to Thomas Jefferson Print Category I)

02: Feature Article. (Winner forwarded to Thomas Jefferson Print Category J, K or L)

03: Commentary. (Winner forwarded to Thomas Jefferson Print Category M)

04: Sports Article. (Winner forwarded to Thomas Jefferson Print Category N)

05: Series: Two or more feature articles dealing with a common theme. (Winner forwarded to Thomas Jefferson Print Category O)

06: Graphics Illustration: Any freehand or electronic illustration supporting any Air Force mission. (This award does not correspond to any DoD-level award.)

07: Graphics Animation: Any animation product supporting any Air Force mission. (This award does not correspond to any DoD-level award.)

08: Graphics Layout/Design: Any design or layout product for print, electronic or web display supporting any Air Force mission. (This award does not correspond to any DoD-level award.)

09: Website: An organizational Internet or intranet site hosted on a DoD-authorized domain that presents news and information to a primarily internal audience. (Winner forwarded to Thomas Jefferson Print Category H)

10: 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 Thomas Jefferson Print Category E)

11: Photojournalism: Entries must include two or more photographs, captions and story by the same photojournalist. (Winner forwarded to Thomas Jefferson Print Category P)

B. Photography Categories:

12: Combat Documentation Photograph: Depicts the U.S. military's participation in a Joint or Service exercise, contingency operation or real world event. (Corresponds to MILPHOG category COM)

13: News Photograph: Scheduled or unscheduled news event. (Corresponds to MILPHOG category NEW)

14: 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)

15: Sports Photograph: Photograph of sports participation or of a sports-related activity. (Corresponds to MILPHOG category SPO)

16: Portrait/Personality Photograph: Picture that identifies and captures a subject's character. (Corresponds to MILPHOG category POR)

17: Illustrative Photography: Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics. (Corresponds to MILPHOG category ILL)

18: Pictorial Photograph: Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics. (Corresponds to MILPHOG category PIC)

19: Picture Story: Series of pictures that reveal a storyline or a single theme. (Corresponds to MILPHOG category PST)

C. Broadcasting Categories:

20: Radio Entertainment Program: Must be a special or regularly scheduled disc jockey program. (Winner forwarded to Thomas Jefferson Broadcast Category A)

21: Radio Spot Production. (Winner forwarded to Thomas Jefferson Broadcast Category B)

22: Radio News Report: Event/mission oriented story that would place at or near the top of the newscast. (Winner forwarded to Thomas Jefferson Broadcast Category C)

23: Radio Feature Report. (Winner forwarded to Thomas Jefferson Broadcast Category D)

24: Radio Sports Report: Story related to any sporting event with a military tie. (Winner forwarded to Thomas Jefferson Broadcast Category E)

25: Radio Newscast. (Winner forwarded to Thomas Jefferson Broadcast Category F)

26: Television Spot Production. (Winner forwarded to Thomas Jefferson Broadcast Cat. I)

27: Television News Report. (Winner forwarded to Thomas Jefferson Broadcast Category J)

28: Television Feature Report. (Winner forwarded to Thomas Jefferson Broadcast Cat. K)

29: Television Sports Report. (Winner forwarded to Thomas Jefferson Broadcast Category L)

30: Local Television Newscast. (Winner forwarded to Thomas Jefferson Broadcast Cat. M)

31: Regional Television Newscast. (Winner forwarded to Thomas Jefferson Broadcast Cat. N)

32: Television Newsbreak. (Winner forwarded to Thomas Jefferson Broadcast Category O)

33: Video Documentary: Production composed of primarily uncontrolled activities. (Corresponds to MILVID Categories COM and DOC)

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

D. Public Affairs Categories:

35: Outstanding New Writer. This award recognizes enlisted Airmen through the rank of technical sergeant working in print journalism for less than two years as certified by the submitting MAJCOM, FOA or DRU. (Winner forwarded to Thomas Jefferson Print Category U)

36: Outstanding New Broadcaster. This award recognizes enlisted Airmen through rank of technical sergeant working in broadcasting for less than two years as certified by the submitting broadcast detachment or combat camera unit. (Winner forwarded to the Thomas Jefferson Broadcast Category Q)

37: Outstanding New Photographer. This award recognizes enlisted Airmen through rank of technical sergeant working in photography for less than two years as certified by the submitting MAJCOM, FOA or DRU. (This award does not correspond to any DoD level award.)

38: Air Force Print Journalist of the Year. This award recognizes the 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 the Thomas Jefferson Print Category V)

39: Air Force Broadcast Journalist of the Year. This award recognizes the 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 the Thomas Jefferson Print Category R)

40: Air Force Photographer of the Year. This award recognizes the 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 the MILPHOG category MPY)

41: Air Force Graphics 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. (Civilian series 1001, 1020, and 1084 only)

E. Air Force Band Categories:

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

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

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

F. Social Media Categories:

45: Outstanding Initiative in New Media. This category recognizes outstanding contributions in the realm of new media – outreach through social media sites such as You Tube, Flickr and Facebook, and other efforts to deliver Air Force themes and messages through emerging 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 the Thomas Jefferson Print Category S)

46: Outstanding Blog. This category includes “Web logs,” or “blogs,” designed to communicate Air Force themes, messages and other relevant information to on-line audiences. (Winner forwarded to the Thomas Jefferson Print Category T)

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 e-mail 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 the disc*). 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 to protect them in shipping. **Exception:** A separate folder may be used for categories 35, 36, 37, 38, 39, 40 and 41. Do not attach nor enclose entry forms with the actual entry.

5. Send all product entries except Air Force Band products to:

(Via FedEx, UPS, etc.)
AFPAA/HQ Ste 7000
c/o SSgt Eric Donner
Attn: Air Force Media Contest
3515 S. General McMullen
San Antonio TX 78226-9853
(210) 396-1780

(Via U.S. Postal Service)
AFPAA/HQ Bldg 171
SSgt Eric Donner
Attn: Air Force Media Contest
2261 Hughes Ave., Ste 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 contributing the majority of the work (*see Table 1*). Select Award type.

5. Publication/Air Date: The publication/air date is the first date that the product was available to an internal 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 and server location.

7. List the names of contributors exactly as they should appear on the award certificate or plaque. List the branch of service of each contributor and the individual's e-mail address. The e-mail 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.

V. Packaging of Print/Graphics/Web Entries (Categories 01, 02, 03, 04, 05, 06, 07, 08, 09, 10 and 11).

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

1. Digital entries should be saved on a CD- or DVD-ROM. Organize the disc 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. 02 – Feature Article)
- c. Place the corresponding files in the correct sub-folder.

B. Specifications for Print/Graphics/Web Entries.

1. Specifications for categories 01, 02, 03 and 04:

- a. Entries in these categories must be the work of one individual.
- 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 Portable Document Format (.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.
- d. News article entries may be straight news or news features and sports article entries may be straight sports or sports features, but news and sports features should contain sufficient news elements to be competitive. News and sports features are not eligible for the Feature Article category.

2. Specifications for category 05:

a. 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.

b. Entries must follow the same specifications as entries in categories 01, 02, 03 and 04 above, except that units may submit entries to which more than one individual contributed, in which case it is a unit entry.

3. Specifications for Category 06:

a. Entries in this category must be the work of an individual.

b. Submit one example. No originals.

c. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, web or an electronic presentation. Entry must be submitted as a stand-alone .pdf or .jpg with a description of how it was used in a comprehensive product.

4. Specifications for Category 07:

a. Entries in this category must be the work of one individual.

b. Submit one example. No originals.

c. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, web, or an electronic presentation. Entry must only 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).

5. Specifications for Category 08:

a. Entries in this category must be the work of an individual.

b. Submit one example. No originals.

c. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, web or an electronic presentation. Entry must only be submitted as a stand-alone .pdf or .jpg with a description of how it was used in a comprehensive product.

6. Specifications for Category 09:

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, installation and unit websites.

b. The website must conform to AFI 35-113 (internal information), AFI 35-102 (security review) and AFI 35-107 (Web).

c. The website will be judged as it exists on the date the judging takes place. Provide website URL and any login information.

7. Specifications for Category 10:

a. Enter two issues.

b. For the 2011 competition year, the mandatory issue date is Feb. 11, 2011. If no issue was published on that date, enter the issue published immediately prior to Feb. 11, 2011. 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.

d. Must submit electronic versions in Portable Document Format (.pdf)

8. Specifications for Category 11:

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

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

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

d. Submit a Portable Document Format (.pdf) copy of the publication or webpage on which it appeared.

e. Submit one example, no originals.

VI. Packaging of Photography Entries (12, 13, 14, 15, 16, 17, 18 and 19).

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

1. Digital entries should be saved onto a CD or DVD-ROM in the JPEG format with a quality level of 10 (quality level of 8 if the scale is 0 to 10). The organization of the disk 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. 13 – News Photograph)

c. Place the corresponding file (multiple files for Category 19) 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 from all captions.

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 the 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: “An F-14B Tomcat from Fighter Squadron 102 (VF-102) soars in the skies over Iraq, Jan. 30, 2011. VF-102 is attached to the nuclear powered aircraft carrier USS George Washington (CVN 73), which is currently conducting operations in the Persian Gulf during a six-month deployment in support of Operation Southern Watch.”

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 C3.) Special care should be taken to ensure that entrants are inserting 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:

i. Document Title: Enter the Visual Information Record Identification Number (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.

ii. Author: Enter the entrant’s Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).

iii. Author’s Title: Enter the entrant’s Home Unit

iv. Description: Enter the caption information. Do not include your byline/credit or VIRIN.

v. Description Writer: Leave this field blank.

vi. Keywords: Single word entries. Leave this blank under normal circumstances. When images show multi-Service subjects, please note the Services shown as individual keywords.

vii. Copyright Status: Leave this field blank.

viii. Copyright Notice: Leave this field blank.

ix. Copyright Info URL: Leave this field blank.

b. Categories:

i. 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.

ii. Supplemental Categories: Enter the entrant's Home Unit E-mail and Phone Number. Normally this field would contain Classification and Classification Authority information as well. All images submitted must be unclassified. DO NOT submit images that contain FOUO, Confidential, Secret or higher classifications.

c. IPTC Image:

i. Date Created: Enter the date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.

ii. Intellectual Genre: Leave this field blank.

iii. IPTC Scene: Leave this field blank.

iv. City: Enter the base or locale of the shoot.

v. State/Province: Enter the state or province of the shoot. Use two-letter codes.

vi. 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.

vii. ISO Country Code: Leave this field blank.

d. Origin:

i. Credit: Enter the unit the entrant was temporarily assigned to during the shoot (must be on official orders). If not assigned, leave blank.

ii. 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).

iii. 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.

iv. Instructions: Enter the Name and Rank of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).

v. Reference: Enter the Major Command of the unit portrayed. Either spell out the command of the unit portrayed (European Command) or use the correct acronym (EUCOM).

vi. Urgency: Leave marked as None

Table 2. IPTC Headers Reference Chart.

Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
CS3 - Document Title CS2 - IPTC Status/Title CS1 - Document Title PS7 -Title	VIRIN	VIRIN	Title
CS3 - Author CS2 - IPTC Contact/Creator CS1 - Author PS7 - Author	PH Rank & Name	PH Rank/Name	Author
CS3 – Author’s Title CS2 -IPTC Contact/Creators 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 - Cat PS7 - Category	Service Shown	Service Shown	Category

CS3 – Supplemental Categories CS2 – Categories/Supplemental Categories CS1 - Supplemental Categories PS7 - Supplemental Categories	Supplemental Category	E-mail/phone	Supplemental Categories
Photoshop	SCC MediaGrid	Photo Mechanic	Nikon View
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/Prov.	State/Prov	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	Credit
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 12, 13, 14, 15, 16, 17 and 18:

a. Image should be 10 inches at the largest dimension at a resolution no higher than 300ppi.

b. Save the image as a JPEG with quality level of 10 (quality level of 8 if the scale is 0 to 10).

c. Ensure that the .jpg extension is placed on the end of the file.

d. All files entered must have a VIRIN assigned as follows: YYMMDD-F-ZZ999-XXX:

i. (YYMMDD): Date the entry was acquired or originated, in year, month, and date format.

ii. (F): F=Uniformed member or civilian employee of the Air Force

iii. (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 VI 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 (CAC) is required for registration via the above-mentioned website.

iv. (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 Location block) if photo was published on a public website.

2. Specifications for Category 19:

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

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

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

iii. **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 for Picture Stories:

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

ii. Entrant's assigned VISION ID (examples below show "ZZ999")

iii. A dash, then,

iv. 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.

v. The “.jpg” file extension.

vi. Here is an example of how each Picture Story entry should appear:

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

VII. Packaging of Broadcasting Entries.

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

1. MAJCOMs, FOAs and DRUs 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 36 and 39 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 20, 21, 22, 23, 24 and 25).

1. Audio entries must be on compact disc. Compact discs may be created which either 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. 19 – 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 36 and 39, only submit as an audio entry if all media submitted is audio only. Otherwise, submit as a video entry as outlined below. There must be three seconds of silence between each audio product. Do not include any further slugs between examples.

C. Specifications for Radio (Audio) Entries.

1. Specifications for Category 20:

- 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 that are 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. Specification for Category 21: Entries must be one spot of 30 or 60 seconds in length. Identify your target audience.

3. Specifications for Category 22:

- 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. Specification for Category 23:

- 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. Specification for Category 24:

- a. Story must have a military tie.
- 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.

6. Specification for Category 25: Telescope out all non-news elements and products not provided by a military source.

D. Television and Video Entries (Categories 26, 27, 28, 29, 30, 31, 32, 33, 34).

1. Video entries must be sent on DVD. Entries **must** have mixed audio tracks.
2. Media files must be saved using Quicktime with H.264 compression. (Instructions are available on the Air Force Public Affairs Community of Practice.) Frame size must be kept at the broadcast standard 720 x 480. 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. 30 – Television Newsbreak)
 - c. Place the corresponding files in the correct sub-folder.
3. Each entry must have the following elements in order:
 - a. A video slate lasting 10 seconds.
 - b. Five seconds of black.
 - c. The entry.
4. There must be three seconds of silence between each product for categories 36 and 39. Do not include any further slates between examples.
5. Television News Report, Television Feature Report and Television Sports Report (categories 27, 28 and 29) entries should be "as aired" copies that include downstream fonts and graphics, if possible.

E. Specifications for Television and Video.

1. Specification for Category 26: Entries must be one spot of 30 or 60 seconds or less in length. Enter target audience.

2. Specifications for Category 27:

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 28:

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. Specification for Category 29:

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. Specification for Category 30:

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 31:

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 32:

a. Must be a stand-alone programming element between 60 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. 60-second spots are not eligible

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

8. Specifications for Category 33: Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage.

9. Specifications for Category 34: 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.

VIII. Packaging of Public Affairs Entries.

A. General Guidelines: Entries in categories 35, 36, 37, 38, 39, 40 and 41 should be submitted by the individual's unit of assignment as of Dec. 31, 2011.

B. Specifications for Public Affairs Entries.

1. Specifications for Categories 35 and 38:

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 (01, 02, 03, 04 and 05).

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 Portable Document Format (.pdf).

e. Department of the Air Force civilians may enter, but will not be forwarded to the Thomas Jefferson awards program. If a civilian wins this award, the top uniformed scorer may (at the discretion of the judges) be forwarded to the Thomas Jefferson competition.

2. Specifications for Categories 36 and 39:

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 airdate, and location aired. Attach run sheet to the entry form. Audio and video entries should be submitted on a single disc.

g. Department of the Air Force civilians may enter, but will not be forwarded to the Thomas Jefferson Awards Program. If a civilian wins this award, the top uniformed scorer may (at the discretion of the judges) be forwarded to the Thomas Jefferson Awards competition.

3. Specifications for Categories 37 and 40:

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 (12, 13, 14, 15, 16, 17, 18 and 19).

c. Prepare photographs in accordance with Section VI.

4. Specifications for Category 41:

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 (06, 07 and 08).

d. Prepare graphics entries in accordance with Section VI.

IX. Packaging of Air Force Band Entries.

A. General Guidelines.

1. Air Force Band categories 42, 43 and 44 will be centrally reviewed by SAF/PAY for outstanding recording, outstanding recording of a single work and outstanding recording of an original work.
2. Entries in categories 42, 43 and 44 should be submitted by the individual's unit of assignment as of Dec. 31, 2011.

B. Specifications for Air Force Band Entries.

1. Specifications for Categories 42, 43 and 44 (NEW):
 - a. Entries must have been produced during the contest calendar year. Score sheets are not required.
 - b. 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 Moving Picture Experts Group Layer-3 Audio (.MP3) format not less than approximately 128 bps.
 - c. Submit four copies of the CD with the recording(s) directly to Lt. Col. Daniel Price, Chief of Music, SAF/PAY.
 - d. Mail entries to: Air Force Media Contest
c/o Lt. Col. Daniel Price
8626B Hartz Dr., SW
Joint Base Anacostia-Bolling
Washington DC, 20032

X. Packaging of Social Media Entries.

A. General Guidelines.

1. Entries 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 in order 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 Social Media Entries.

1. Specifications for Category 45 (NEW):

a. Describe specific content available on that 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).

b. Personal social networking sites are ineligible.

2. Specifications for Category 46 (NEW):

a. This category includes “Web logs,” or “blogs,” designed to communicate Air Force themes, messages and other relevant information to online audiences.

b. Entries must include three posts, each from a different month. The background paper should include the URL/Web address for each site.

c. Personal blogs are ineligible.

XI. Judging.

A. MAJCOM, FOA, DRU and the DMA Air Force Production Directorate at Fort Meade 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.

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. Print judges will adhere to the following criteria to select winning entries of print categories 01, 02, 03, 04, 05 and 11:

1. Lead

2. Transition

3. Body

4. Conclusion

5. Mechanics (grammar, etc.)

6. Overall value to reader

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

D. Graphics judges will adhere to the following criteria to select the winning entry of Graphics categories 06, 07, 08 and 41:

1. Composition/Design
2. Impact/Effect on Communications Goals
3. Technical Proficiency
4. Appropriate Use of Medium
5. Originality

E. Print judges will adhere to the following criteria to select the winning entries of Web categories 09 and 10:

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

F. Photography judges will adhere to the following criteria to select winning entries in categories 12, 13, 14, 15, 16, 17, 18 and 19:

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

G. Broadcasting judges will adhere to the following criteria to select winning entries in categories 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34:

1. Value to Audience
2. Script/Message Effectiveness
3. Creativity
4. Technical Quality
5. Voice/Diction/Camera Presence

H. Judging of Public Affairs categories (35, 36, 37, 38, 39, 40 and 41) should use the corresponding criteria above as well as overall diversity: Does the nominated individual have the ability to perform well in all aspects of the career field?

I. Judging of Band categories (42, 43 and 44). SAF/PAY band officials will determine judging criteria.

J. Social media judges will adhere to the following criteria to select the winning entries of categories 45 and 46:

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

XII. Awards.

A. Awards may be earned in all 46 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 35-40 of the Air Force Media Contest are eligible to wear the Air Force Recognition Ribbon, in accordance with Air Force Instructions 36-2803 and 36-2805. Only one award of the Recognition Ribbon is allowed per individual per contest year.

XIII. 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: 2011 Air Force Media Contest / Thomas Jefferson Awards

2011

December	AFPAA selects judges for Air Force Media Contest
December 31	Program year ends

2012

January	DRU/FOA/MAJCOM judging
January 31	Deadline for submission of entries to AFPAA
February 6 - 17	Entries judged
March 7	Announcement of winners
March 16	Deadline for submission of Air Force entries to DINFOS Awards program
March 23	Judges' comments sent to field
March 30	Air Force plaques and certificates distributed to field
April 10-13	TJ Awards judged
April 19	DINFOS announces winners
April 19-26	Program feedback/judges' comments posted online
May 11	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 2011 Air Force Media Contest.

- Category 01: "Vampires attack a Forks High School teen"
- Category 02: No entry
- Category 03: No entry
- Category 04: "Vampires and werewolves both key team members"
- Category 05: No entry
- Category 06: No entry
- Category 07: No entry
- Category 08: No entry
- Category 09: www.basename.af.mil
- Category 10: bloodlines monthly.pdf (www.basename.af.mil/media/undead/june2011)
- Category 11: No entry
- Category 12: YMMDD-F-ZZ999-XXX (VIRIN format)
- Category 13: YMMDD-F-ZZ999-XXX (VIRIN format)
- Category 14: No entry
- Category 15: No entry
- Category 16: No entry
- Category 17: No entry
- Category 18: No entry
- Category 19: PS01ZZZ99-C.jpg; PS01ZZZ99-1.jpg; PS01ZZZ99-2.jpg; PS01ZZZ99-3.jpg; PS01ZZZ99-4.jpg; PS01ZZZ99-5.jpg; PS01ZZZ99-6.jpg
- Category 20: No entry
- Category 21: "Anger Management for Werewolves" (RT :30)
- Category 22: "Local teen saves vampire from suicide attempt" (RT :42)
- Category 23: No entry
- Category 24: No entry
- Category 25: No entry
- Category 26: "Be safe—a vampire is not a guardian angel" (RT :30)
- Category 27: No entry
- Category 28: No entry
- Category 29: "Werewolf-vampire faceoff" (RT 15:00)
- Category 30: No entry
- Category 31: No entry
- Category 32: No entry
- Category 33: No entry
- Category 34: No entry
- Category 35: SrA Jacob Black
- Category 36: SSgt Edward Cullen (RT: 13:15)
- Category 37: No entry
- Category 38: No entry
- Category 39: No entry
- Category 40: No entry
- Category 41: No entry
- Category 42: No entry
- Category 43: No entry
- Category 44: No entry
- Category 45: No entry
- Category 46: No entry

Attachment 2 (Cont'd)

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

//SIGNED//
(Unit CC or Det Superintendent or Wing PA chief)
(Signature Block)

Attachment 3

File Tree (Example)

- 📁 USAFE Public Affairs
 - 📄 USAFE Letter of Transmittal.doc
 - 📁 01 – News Article
 - 📄 USAFE Category 01 Entry Form.pdf
 - 📄 Vampires attack a Forks High School teen.pdf
 - 📁 03 – Commentary
 - 📄 USAFE Category 03 Entry Form.pdf
 - 📄 Vampires and werewolves both key team members.pdf
 - 📁 09 – Website
 - 📄 USAFE Category 09 Entry Form.pdf
 - 📁 10 – Web-based Publication
 - 📄 Bloodlines Monthly.pdf
 - 📄 USAFE Category 10 Entry Form.pdf
 - 📁 12 – Combat Documentation Photograph
 - 🖼️ YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 12 Entry Form.pdf
 - 📁 14 – Feature Photograph
 - 🖼️ YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 14 Entry Form.pdf
 - 📁 15 – Sports Photograph
 - 🖼️ YYMMDD-F-ZZ999-XXX.jpg (VIRIN format)
 - 📄 USAFE Category 15 Entry Form.pdf
 - 📁 19 – 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)
 - 📄 USAFE Category 19 Entry Form.pdf
 - 📁 21 – Radio Spot
 - 🎵 Anger management for werewolves.mp3
 - 📄 USAFE Category 21 Entry Form.pdf
 - 📁 22 – Radio News Report
 - 🎵 Local teen saves vampire from suicide attempt.mp3
 - 📄 USAFE Category 22 Entry Form.pdf
 - 📄 USAFE Category 22 Lead Sheet.doc

Attachment 3 (Cont'd)

- 26 – Television Spot Production
 -  Be safe—a vampire is not a guardian angel.mov
 -  USAFE Category 26 Entry Form.pdf
- 33 – Video Documentary
 -  USAFE Category 33 Entry Form.pdf
 -  Werewolf-vampire faceoff.mov
- 35 – 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 35 Entry Form.pdf
- 39 – Air Force Broadcast Journalist of the Year
 -  SSgt Edward Cullen Biography.doc
 -  SSgt Edward Cullen Entry.mov
 -  SSgt Edward Cullen Nomination.pdf
 -  SSgt Edward Cullen Photograph.jpg
 -  USAFE Category 39 Entry Form.pdf
 -  USAFE Category 39 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 35, 36, 37, 38, 39, 40 and 41) only)

1. (Rank/courtesy title Full name, job title and unit,) is the (DRU/FOA/MAJCOM) nominee for (Name of the Award (Categories 35, 36, 37, 38, 39, 40 and 41) only) award.
2. List of additional contributors if applicable: Name, rank, position.
3. Contact information. Unit Name and complete Mailing Address, DSN & Commercial Phone #s and Fax #s (Please spell out acronyms)
4. 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), E-Mail 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. (E-mail 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