



National Guard Bureau 2011 Media Contest

Army and Air National Guard Public Affairs

Standard Operating Procedure

(Published: Dec. 1, 2011)

NATIONAL GUARD BUREAU PUBLIC AFFAIRS MEDIA CONTEST
STANDARD OPERATING PROCEDURE
JAN 1, 2011 THROUGH DEC 31, 2011

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.

The 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.

All categories for both Army and Air National Guard reflect those which are listed below. There are new categories for both the Army and Air Force this year.

Army: Print: Category J – News Feature
 Print: Category K – Human Interest Feature Article
 Print: Category L – Personality Feature
 Photography: Category R – Picture Page
 Photography: Category S – Deployed Photograph

Air Force: Band: Category 42 – Outstanding Recording.
 Band: Category 43 – Outstanding Recording of a Single Work
 Band: Category 44 – Outstanding Recording of an Original Work
 Social Media: Category 45 – Outstanding Initiative in New Media
 Social Media: Category 46 – Outstanding Blog

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ADMINISTRATIVE NOTES

A. The National Guard Bureau Media Contest POC is:

Air National Guard Tech. Sgt. Leisa Grant
Email: mediacontest@ng.mil and/or leisa.l.grant@us.army.mil
DSN 327-2649 / Commercial (703) 607-2649

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. 15, 2012**.

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 email [Media Contest administrators](#) and/or [Tech. Sgt. Leisa Grant](#) for upload site, password and instructions. These cannot be posted to the public web site.

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](#).

COMPETITION TIMELINE

Jan. 1 - Dec. 31, 2011	Production dates for products entered in the 2011 contest.
Jan. 15, 2012	<u>Submission DEADLINE</u>
Jan. 20 - 25, 2012	Entries judged.
Jan. 31, 2012	Air National Guard top entries due at Air Force Media Contest. <i>*See note below</i>
Feb. 15, 2012	Army National Guard top entries due at the Army Keith L. Ware Public Affairs Competition. <i>*See note below</i>
March 2012	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 2012	Department of Defense Thomas Jefferson Competition announces winners.
May 2012	National Guard Bureau Public Affairs Competition awards will be distributed to state public affairs offices.

* This deadline is for the National Guard Bureau to submit entries to this contest. Do not confuse this deadline with NGB's Jan. 15, 2012 deadline.

GENERAL ELIGIBILITY

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

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.

Army National Guard Guidance

The National Guard Bureau Media Contest recognizes Soldiers and civilian employees for excellence in achieving the objectives of the Army National Guard.

This standard operating procedure aligns the National Guard contest as closely as possible with the Army Keith L. Ware Public Affairs Competition, which in turn, aligns with the Department of Defense Thomas Jefferson Awards Program. The competition includes the Army's Community Relations Awards program.

Competition dates: Materials submitted for the competition must have run, aired or posted between Jan. 1, 2011 and Dec. 31, 2011.

Note: The following eligibility information is from the 2011 Army KLV SOP.

I. Eligibility

- A. This year's competition recognizes work in 26 print, 22 broadcast and three Community Relations categories.
- B. The competition is designed for Career Management Field/Functional Area 46-series Soldiers and DA Public Affairs civilians. Stringers and broadcast volunteers may also enter in specified categories. All work must be published, broadcast or produced under the authority of Army Regulation 360-1, the Army Public Affairs Program, in order to compete. The only exception is content published under AR 25-30 in Soldiers Magazine, since it is produced for an Army audience and published under the direct supervision of the Army Chief of Public Affairs.
- C. All nominees – stringer categories excepted – must work in the PA career field through the end of the contest calendar year (Dec. 31, 2011). PA professionals, in turn, are not eligible to compete in stringer categories. Individuals may not submit in stringer and regular PA categories during the same contest year. Personnel who obtain formal PA credentials during the competition year compete as PA professionals in non-stringer categories.
- D. Soldiers must meet Army height and weight standards as outlined in AR 600-9 and reflect the Army Values in order to participate. Soldiers flagged at any point during the judging and presentation period are ineligible to receive awards.
- E. Members of other services and civilians serving in DOD or joint commands may not enter the KLV competition. DOD employees and unit broadcast products created by DMA personnel participate in the DMA, not the KLV, competition. Army personnel serving on staffs of unified and specified command publications as well as joint-service publications remain eligible for competition in all individual categories.
- F. Contractors may compete as part of production teams (as members of a newspaper staff, for instance) in unit categories but cannot compete in individual categories or

receive recognition through awards or certificates. Do not list them as “significant contributors” on entry forms. Contractors cannot compete in stringer categories.

G. Personnel assigned to Stars & Stripes are ineligible for the KLV competition. However, work produced in the contest year prior to or following a Stars & Stripes assignment remains eligible.

H. Personnel who transition during the contest year may submit work produced for a previous organization through their new command in individual categories. But each participant can submit through only one command or DRU.

I. Civilian enterprise guides and directories, yearbooks, cruise books and productions funded by non-appropriated funds are not eligible for entry in the print competition.

II. Entries and judging

A. Submissions

1. No entry can be submitted through two different commands.
2. Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through their respective commands, not FORSCOM or ARCENT. .

B. Judging and forwarding of entries

1. All applicants submit entries through their ASCC, ACOM or DRU POCs. Entries are judged within their commands, and winning entries move on to the DA level. *Only command POCs submit to DA.*
2. Entries must be authorized and produced for Command Information purposes, and published, broadcast or posted during the contest time period. No part of any product entered may be entered in subsequent KLV competitions.

C. Entry forms

1. Examples of correct entry forms and any other required supporting documents can be found on the [National Guard Bureau Media Contest web page](#).
2. All entries must use the official KLV entry form. Responsibility for any errors resulting from the use of improper or outdated forms rests with the individual or unit.

3. Names will appear on plaques and certificates as they appear on the entry forms. To avert errors, use the correct entry form, provide complete information, type out names and unit designations, and avoid organizational nicknames and acronyms.

4. DA contest facilitators will attempt to resolve administrative issues before disqualifying an entry. But ultimate responsibility rests with entrants, units and POCs. Address any issues as soon as possible. If DA representatives can't resolve an issue a week prior to judging, the entry faces almost certain disqualification.

D. Judging

1. Judges consist of distinguished CMF/FA 46 senior noncommissioned officers, officers and civilians in the Public Affairs career field, as well as civilian media professionals from private industry and academia, government employees and military retirees. Entries will be judged on overall professional excellence. Judges will score entries on a scale of one (lowest) through five (highest).

2. No ties are allowed; but judges may designate more than one honorable mention.

3. Judges may decide not to name a winner in a category if they decide no submission meets KLV standards for an award-winning entry.

4. Judges' decisions are reviewed by the Chief of Public Affairs, who retains discretion for final approval and authority for release of results and other contest information.

5. Judging criteria and DA grading sheets are also available on the KLV micro site at <http://www.army.mil/klw/>. Command POCs are encouraged to apply DA standards and judging criteria during their internal competitions.

COMMUNITY RELATIONS

The Community Relations Awards program recognizes outstanding achievements in the realm of Community Relations by Public Affairs professionals throughout the Army. All military and civilian participants in Army Public Affairs programs are eligible and encouraged to participate.

1. Submissions must include a KLV entry form and follow the procedures noted below.

Category A: Individual Achievement

1. Letter of endorsement from installation or major unit headquarters.
2. Table of contents.
3. Name, position and duty description of the individual being nominated.
4. Justification. In two pages or less, describe the individual's specific contributions to Army Community Relations efforts during Calendar Year 2011 (visit the competition Web site at <http://www.army.mil/klw/> to view judging criteria. Include accounts of the below items in your packet.
5. Research – describe the formal and informal research methods used to develop the program. Describe the research, planning, implementation and results in terms of stated short and long-term objectives for the project.
6. Planning – list objectives, tactics, techniques, procedures and results of the project, including information about budget and resources allocated. State strategic communication messages clearly.
7. Implementation – provide details on the execution of the program.
8. Evaluation – provide documentation of how the project contributed to the Army's Community Relations outreach objectives; document evidence of its success and achievement of stated project goals.
9. Recommendation from supervisor. Include the supervisor's e-mail address, telephone number and fax numbers.
10. Entries may also be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the program by name.

Category B: Program

1. Letter of endorsement from installation or major unit headquarters.

2. Table of contents.
3. Name and context of the program.
4. Research – describe the formal and informal research methods used to develop the program. Describe the research, planning, implementation and results in terms of stated short and long-term objectives for the project.
5. Planning – list objectives, tactics, techniques, procedures, and results of the project, including information about budget and resources allocated. State strategic communication messages clearly.
6. Implementation – provide details on the execution of the program.
7. Evaluation – provide documentation of how the program contributed to the Army’s Community Relations outreach objectives; document evidence of its success and achievement of stated program goals.
8. Recommendation from the program supervisor. Include the supervisor’s e-mail address, telephone number and fax number.
9. Entries may be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the program by name.

Category C: Special Event

1. Letter of endorsement from installation or major unit headquarters.
2. Table of contents.
3. Name and context of the event.
4. Research – describe the formal and informal research methods used to develop the event. Describe the research, planning, implementation and results in terms of stated short and long-term event objectives.
5. Planning – list event objectives, tactics, techniques, procedures and results, including information about budget and resources allocated. State strategic communication messages clearly.
6. Implementation – provide details on execution of the special event.
7. Evaluation – provide documentation of how the event contributed to the Army’s Community Relations outreach objectives; document evidence of its success and achievement of stated event goals.

8. Recommendation from the event supervisor. Include the supervisor's e-mail address, telephone number and fax number.

9. Entries may be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the event by name.

GENERAL PRINT SUBMISSION GUIDELINES:

These guidelines apply to the individual writing, photography, Outstanding New Writer and Journalist of the Year categories.

1. Submit all print entries as a .pdf file of the entire publication or the entire page on which the relevant article(s) and photo(s) appeared. Do not delete anything.
2. Articles must include bylines. Articles with dual bylines are not eligible. If no byline appeared for mechanical reasons (design or layout decisions made outside the organization, for example) submit a certificate of authenticity from the responsible PAO attesting to the authorship of the nominee.
3. All entries must have been published in Command Information outlets except where otherwise cited under the provisions of AR 360-1.
4. No product may be entered in more than one category, except for Categories V, W and X (JOY and “Outstanding New Journalist” categories).
5. Package all newspapers in a single .pdf document. Do **not** submit each page as a separate .pdf.

PRINT MEDIA CATEGORIES

Category A: Metro-Format Newspaper (unit category) Otherwise known as “broadsheets.”
(*Additional guidance below*)

Category B: Tabloid-Format Newspapers (unit category) Newspapers smaller than metros and larger than newsletters. (*Additional guidance below*)

Category C: Magazine-Format Publication (unit category) Publications designed and bound like magazines. Entries must meet the following industry-standard requirements: smaller-than-tabloid size; single-theme photo or art cover; saddle-stitched (stapled through the center from the back and clinched in the fold); and a table of contents on the inside. (*Additional guidance below*)

Category D: Newsletter/Field Newspapers (unit category) This category recognizes units that publish newspapers under field conditions during operational and combat deployments. The headquarters presiding over the exercise or operation is the final authority on the entry forwarded to the DA. In the case of ongoing deployments, regional commands may evaluate as many rotational issues as they see fit in order to choose the best issue. Only one field newspaper in this category per regional command may be forwarded to the DA-level competition. Publications such as the special issues produced by Reserve Officer Training Corps units during Summer Camp and Army Reserve and National Guard publications produced during active duty training fall into this category. (*Additional guidance below*)

Additional specifications for Categories A, B, C and D:

1. Entrants must submit two publications, the issue published on or immediately prior to or just after **Feb. 11, 2011** and a second issue of the entrant’s choice. Any issue that ran in 2011 qualifies for the second choice. An electronic version of each entry must be submitted as a single .pdf file. Do not send hard copies.
2. Entrants also electronically submit a one-page internal information outline. This document must, at a minimum, describe audience demographics and strategies for providing pertinent information. The outline clarifies the purpose and scope of the publication. The information requirements for a recruiting battalion, for instance, differ greatly from the information needs of a maintenance depot manned primarily by DA civilians. See the KLV micro site at <http://www.army.mil/klw/> for an example.
3. Entries must be published under the provisions of AR 360-1 and conform to relevant policy guidance, masthead requirements and use of commercial copy, for example.
4. If the organization submitting an entry adheres to a local or special style guide or publication SOP, include it in the submission package. The document will serve only as a reference and will not be judged.
5. Publications belong to the sponsoring regional command, even when that deployment is over. Units deployed with a stated return date must submit that field publication to the

regional command they are or were supporting rather than their permanent regional command.

6. Submit a newspaper mission statement with the entry. This should not be a unit mission statement, but rather a dialogue written by the editor explaining information philosophy. See the KLV micro site at <http://www.army.mil/klw/> for an example.

Category E: Web-based Publication (unit category) An Internet or an intranet publication hosted on a military Internet domain (.mil) that presents news and information to a primarily internal audience.

1. Enter two issues. 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 or following Feb. 11, 2011. The second issue may be any edition posted during the program year. Electronic versions must be entered via FTP as .pdf files.

2. Entries must be an archival product, issue or edition – such as a newsletter, magazine or newspaper – designed natively for the web.

Category F: Outstanding Initiative in New Media (unit category) 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 the Army message 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.

1. Entries must include a background paper outlining how the new media initiative 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. 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, for example).

3. 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.

4. All submissions should support local command initiatives and Army communications.

5. Entries must represent official command or unit content. Personal social networking sites are ineligible.

Category G: Command Blog (unit category) This category includes “Web logs,” or “blogs,” designed to communicate Army themes, messages and other relevant information to on-line audiences.

1. Entries must include a background paper outlining how the blog 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. Entries must include three posts, each from a different month. The background paper should include URL/Web address for each site.
3. 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.
4. All submissions should support local command initiatives and Army communications.
5. Entries must represent official command or unit content. Personal blogs are ineligible.

Category H: Website (unit category) An organizational Internet or intranet site hosted on a DOD-authorized domain that presents news and information to a primarily internal audience.

1. Content for the website must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.
2. The website must conform to DoD, DMA and Service internal information, security review, and web instructions and regulations.
3. The website will be judged as it exists on the date the judging takes place.
4. Units must provide the publication URL and any necessary logon information. Simply provide links and any relevant admin information on the entry form. There’s no requirement or need to provide additional documents or files of any kind.

Category I: News Article (individual category) News article entries may be straight news or news features, but features should contain a strong news angle. *(Additional guidance below)*

Category J: News Feature Article (individual category) ****NEW For 2011**** News feature entries must include a relatively recent news peg and a focus maintained and supported in the lead, “nutgraph,” body and conclusion. *(Additional guidance below)*

Category K: Human Interest Feature Article (individual category) **NEW For 2011**

Human interest features must contain a lead, “nutgraph,” body and conclusion – but not a news peg. *(Additional guidance below)*

Category L: Personality Feature Article (individual category) **NEW For 2011**

Personality features must focus on one aspect of an individual – hobby, lifestyle, characteristic, etc. *(Additional guidance below)*

Category M: Commentary (individual category) This category includes editorials, opinion columns, and other materials built around observations and reflections. *(Additional guidance below)*

Category N: Sports Article (individual category) Sports articles may include straight news sports stories or sports features, but features should contain a strong news angle. *(Additional guidance below)* Entries must be PDF files of the page on which they were published.

Category O: Story Series (individual or unit category) Entries must include two or more feature or news analysis articles dealing with a common topic. The articles must be clearly identified in the original publication as parts of a defined series of articles that appeared sequentially in two or more editions of the publication. Entries follow the same specifications as provided for categories I through L, except that entries may also be submitted as a unit if more than one individual contributed to the series. Entrants must submit all stories in the series. *(Additional guidance below)*

Additional specifications for Categories I, J, K, L, M, N and O:

1. Submit a .pdf file of the entire page(s) the story ran.
2. Articles published in field newspapers may be submitted in individual categories. These individual entries are entered through their permanent regional command. For example, a National Guard Soldier contributing to a CENTCOM publication in Iraq or Afghanistan submits individual entries through the National Guard Bureau even if the unit entry went through CENTCOM.
3. Sports features are not eligible for Categories J, K and L (other features categories).

Category P: Photojournalism (individual category) Entries must include two or more photographs, captions and story by the same photojournalist – no dual credits. All elements are judged. No elements may be entered in another category (with the exception of JOY and Outstanding New Journalist categories). Do not send original photographs. Entries must be PDF files of the page on which they were published. *For NGB, please send jpegs in addition to the required PDFs for KLW.*

Category Q: Photograph (individual category) Entries may consist of a single photograph supporting a story or a stand-alone photo. Photos extracted from a picture page, double-truck, calendar or front-page teaser box are not eligible. Include cutlines and catchlines accompanying

the photograph; they're among the judging criteria. For NGB, please send jpegs in addition to the required PDFs for KLV. Entries must be PDF files of the page on which they were published. For NGB, please send jpegs in addition to the required PDFs for KLV.

Note: Military and civilian entrants compete separately in Categories I, J, K, L, M, N, O, P and Q. DA will recognize distinct slates of military and civilian winners in these categories. Army journalists are also encouraged to compete in the DOD Military Photographer of the Year competition under the Visual Information Awards Program. Contact the program manager at milphog@dinfos.osd.mil for more information. Consult the site at <http://events.dinfos.osd.mil/viap/> for rules and regulations concerning this program.

Category R: Picture Page (individual or unit category) **NEW For 2011** This new category includes “double trucks” as well as single photo pages running in print or electronic publications. Entries must consist of designed pages – a series of linked images accessed through a Web site doesn't qualify. Include all accompanying story text and outline information. Unit entries may include materials from two or more contributors. This category ends at DA level. Entries must be PDF files of the page on which they were published. For NGB, please send jpegs in addition to the required PDFs for KLV.

Category S: Deployed Photograph (individual category) **NEW For 2011** This new category consists of a single photograph supporting a story or a stand-alone photo taken “downrange” in support of a named overseas operation. Unit Public Affairs Representatives and unit stringers as well as PA personnel are eligible to compete in this category. The category ends at DA level. Entries must be PDF files of the page on which they were published. For NGB, please send jpegs in addition to the required PDFs for KLV.

Category T: Contribution by Stringer – Writing (individual category) Entries consist of one stringer story falling into any of the aforementioned writing categories.

Category U: Contribution by Stringer – Photojournalism (individual category) Entries must include two or more photographs, captions and story by the same stringer – no dual credits. All elements are judged. No elements may be entered in another category.

Category V: James P. Hunter Award for Outstanding New Writer (individual category) The James P. Hunter Award for Outstanding New Writer recognizes excellence in Army journalism among enlisted Soldiers with 24 months or fewer in CMF 46. This one-time award is named in honor of SSG James P. Hunter, who died as he covered a combat patrol while serving with the 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division in southern Afghanistan in 2010. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award. *(Additional guidance below)*

Note: Soldiers competing in Category V cannot compete in Category W during the same contest year.

Category W: Paul D. Savanuck Military Journalist of the Year (individual category) The Paul D. Savanuck Military Print Journalist of the Year award recognizes the Soldier-journalist

who best exemplifies excellence in Army print journalism. This one-time award is named in honor of SSG Paul D. Savanuck, who was killed in Vietnam in 1969 while serving with the Pacific Stars and Stripes. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award. (*Additional guidance below*)

Category X: Moss-Holland Civilian Journalist of the Year (individual category) The Moss-Holland Civilian Print Journalist of the Year award recognizes outstanding print journalism among Army Public Affairs civilians. The one-time award is named in honor of John Moss and Peggy Holland, civilian journalists who worked for the Oklahoma City Recruiting Battalion and died during the 1995 bombing of the Murrah Federal Office Building in Oklahoma City. Only Army civilians in the GS-12/YA-02 and below on Jan. 1, 2012 are eligible for this award. (*Additional guidance below*)

Additional specifications for Categories V, W and X

1. Competitors must be full-time practicing journalists contributing to a publication authorized under AR 360-1 through Dec. 31, 2011.
2. Individuals may win a journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.
3. Individuals must be nominated by their PAO. Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who do not meet these standards or are flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2011.
4. Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing in the case of Soldiers, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.
5. Each entry must include the following:
 - a. A letter of nomination with regional command endorsement (see a relevant example via the Keith L. Ware AKO link at <http://www.army.mil/klw/>)
 - b. An official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear Army Service Uniforms or “Class As”) unless deployed. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.
 - c. A one-page biography of the nominee written in third person, chronological order beginning with his or her current position and recent accomplishments.

d. Each entry must include five different examples of work by the nominee, including stories from at least three different writing categories. For example, a nomination packet might include two news stories, two features and one commentary.

e. Outstanding New Writer and JOY first-place winners receive trophies from OCPA during an appropriate ceremony typically but not always conducted during the year's keystone branch event. OCPA also recommends the winners for awards commensurate with their achievements.

GENERAL BROADCAST SUBMISSION GUIDELINES:

1. Submit entries in .mov, MP4 or Windows Media formats. Files cannot exceed 500 MB in size. Final submission guidance will be disseminated in January 2012.
2. No product may be entered in more than one category, except for Categories Q, R and S (BJOY and “Rising Star” categories).
3. The use of non-military facilities for production is authorized, provided eligible personnel conduct the production in accordance with Section III of this SOP.
4. Entrants must forward submissions through their appropriate ACOM, ASCC or DRU POCs for judging. DA does not accept direct submissions from subordinate units, installations or individuals.
5. FORSCOM, the National Guard Bureau and Reserve Command *may forward up to three entries* for Categories A-P and T-V, and two for Categories Q, R and S. All other Army commands forward one entry for all categories.
6. All entries that use commercial music must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. The same applies to commercially produced video and graphics.

C. Audio submissions

1. Audio entries can be submitted via FTP.
2. Files may be created which either conform to the “Red Book” standard or contain digital media files for software playback. Digital media files should be .MP3 (not less than approximately 128 kbps).
3. Each audio entry must include the following elements, in order:
 - a. Audio slug. The audio slug includes the title of the entry, the name of the primary contributor, the target audience and total run time of the entry.
 - b. Two seconds of silence.
 - c. The entry.

D. Video submissions

1. Audio will be mixed down for all entries.
2. Each entry must have the following elements in order:

- a. A 10-second slate, including the lead and tag for Categories J–L.
- b. Two seconds of black.
- c. The entry.

3. Entries should be “as aired” versions including required fonts and graphics. Add font information to the 10-second lead/tag slate for products in which the information no longer appears.

4. Media files must be saved using Quicktime and an Avid codec (DV) where possible. Quicktime’s “Animation” preset is an acceptable alternative. Frame size should be kept at the broadcast standard (720 x 480). QuickTime with H.264 compression is preferred, but not required.

5. Television News Report, Television Feature Report and Television Sports Report (Categories J, K and L) entries should be “as aired” copies that include downstream fonts and graphics when possible.

E. Judging standards

Entries must meet the highest standards of production, execution and professional excellence, while contributing to the Command Information objectives of the Army. Entries will be judged for their technical excellence, creativity, originality and overall support of Army and Command Information themes and objectives.

A. All entries will be judged on professional excellence, originality and support of internal information themes and objectives.

B. Broadcast judges will adhere to the following standards and use five criteria to select winning entries in all categories, except the Command Information Campaign, Outstanding New Broadcaster and Broadcast Journalist of the Year categories, which have a sixth criterion:

1. Internal Information/Value to Viewer: Does the information apply to the audience? Is the message important for the audience to hear?
2. Script/Message Effectiveness: Is it well written? Is the message clear?
3. Technical Quality: Are the video, audio, levels, lighting and editing well done?
4. Voice/Diction/Camera Presence: How well do the announcers or newscasters interpret the script and clearly enunciate? How well do the announcers present themselves?
5. Creativity: Is the presentation original? How effectively do the various elements work together?
6. Diversity (categories M, N and O): Does the nominated individual have the ability to perform well in all aspects of broadcasting, such as writing, editing, announcing, producing and directing? Does Command Information Campaign submission include a variety of products for the campaign?

C. Print judges will use several criteria to select winning entries in the 20 print categories:

1. Categories A, B, C, D, O, Q and R
 - a. Content
 - b. Professional excellence
 - c. Support of internal information objectives
 - d. Design
 - e. Overall value to reader

2. Categories E, F, G, H, I, M, P, S and T
 - a. Lead
 - b. Transitions
 - c. Body
 - d. Conclusion
 - e. Mechanics (grammar, etc.)
 - f. Overall value to reader

3. Categories J, K and N
 - a. Composition
 - b. Impact
 - c. Story telling
 - d. Caption/outline

4. Category L
 - a. Composition/design
 - b. Impact

BROADCAST CATEGORIES

Category A: Radio Entertainment Program (individual category)

1. A special or regularly scheduled disc jockey program.
2. Entry will be telescoped to the disc-jockey's voice and only those elements that are unique to the program (air-checks), eliminating pre-produced spots, and non-local elements.
3. Entry must be less than 15 minutes in total length.

Category B: Radio Spot Production (individual category)

1. Enter one 30 second spot, identifying the target audience.
2. Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation, for instance).

Category C: Radio News Report (individual category)

1. A news story on an event or mission, typically run at or near the top of the newscast.
2. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.
3. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Radio Features Report (individual category)

1. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.
2. Do not include the anchor's lead-in/tag on the medium with the story.

Category E: Radio Sports Report (individual category)

1. A news story related to any recreational, competitive sporting event with a military tie. This includes stories about competitive athletic events but not stories about physical fitness training and ceremonies associated with sporting events. A story about an intra-mural base softball game or combatives tournament qualifies, for instance, while a story about innovative PT techniques does not.

2. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

3. Do not include the anchor's lead-in/tag on the medium with the story.

Category F: Radio Newscast (unit category)

1. Telescope out any non-news elements.
2. Telescope out any product not provided by a military source.

Category G: Radio Information Program (unit category)

1. An information based program covering a specific theme with a total air/run time of 5:00 minutes or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel, and "how to" programs, documentaries and features. This is not a newscast category.
2. If the program exceeds 15:00 minutes in total air/run time, telescope the submission to a 15 minute representative sample of the entire program.
3. Telescope out any product not provided by a military source.

Category H: Television Information Program (unit category)

1. An information-based program covering a specific theme with a total air/run time of 5:00 minutes or longer. Examples include Commander's Call, Leadership Forum magazine programs, travel, and "how to" programs, documentaries and features. This is not a newscast category.
2. Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program should be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end program should be telescoped to include the open, anchor leads/tags, and close. Documentary and feature pieces must be limited to 30 minutes or less.
3. Telescope out any product not provided by a military source.

Category I: Television Spot Production (individual category)

1. One 30-60 second spot.
2. Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation, for instance).

Category J: Television News Report (individual category)

1. An event or mission-oriented news story that would run at or near the top of a newscast. The report must be produced in no more than two working days.
2. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.
3. Do not include the anchor's lead-in/tag on the medium with the story.

Category K: Television Feature Report (individual category)

1. A feature typically goes into greater depth and includes a human interest angle; story production is not limited to two working days.
2. The story must be 5:00 minutes or less in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.
4. Do not include the anchor's lead-in/tag on the medium with the story.

Category L: Television Sports Report (individual category)

1. A news story related to any recreational, competitive sporting event with a military tie. This includes stories about competitive athletic events but not stories about physical fitness training and ceremonies associated with sporting events. A story about an intra-mural base softball game or "combatives" tournament qualifies, for instance, while a story about innovative PT techniques does not.
2. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.
3. Do not include the anchor's lead-in/tag on the medium with the story.

Category M: Local Television Newscast (unit category)

1. An affiliate or installation newscast that targets a local audience.
2. Telescope out any product not provided by a military source.
3. The newscast must be at least 2:00 minutes in length.

Category N: Regional Television Newscast (unit category)

1. Entries must be regional (Afghanistan or Iraq, for example) or network in scope, and appropriate to their regional audience.
2. Telescope out any product not provided by a military source.
3. Newscast must be at least 2:00 minutes in length.

Category O: Television Newsbreak (individual category)

1. A stand-alone news or information element between 60 and 120 seconds in length.
2. Telescope out any product not provided by a military source.

Category P: Command Information Campaign (unit category)

1. Entries must include a completed CI Plan entry form (See Appendix B: Entry Forms).
2. Entries consist of no more than 10 minutes of products supporting a specific local or regional Command Information campaign. Entries must reflect local capabilities: stations with television, radio, print and Web capabilities, for instance, should include campaign materials from all these media. Stations with only print and Web capabilities will necessarily send materials limited to those media.
3. Entries must include a two-page documentation package consisting of:
 - a. A background paper that identifies the individual or organization requesting the campaign, the campaign's internal information objective(s), the target audience, a summary of actions taken to meet campaign objectives, and a summary of the campaign's results. Include information on any other communication efforts undertaken in conjunction or cooperation with the campaign, such as those by a garrison Public Affairs, Chaplain's or Equal Opportunity office. Include the campaign start and end date (if applicable) on the history sheet.
 - b. A broadcast/print and air/publication history sheet that includes both a list of elements produced for the campaign (spots, stories, electronic media products and special programs, for instance) and a brief air and publication history summary. Use two pages if necessary.
4. At least half of the campaign must have occurred during the contest year, though it may have started or concluded in another year. A safety campaign initiated in December of 2009 and progressing through the spring of 2010 is eligible; an education campaign launched in the fall of 2009 and ending in February 2010 is not.
5. Separate broadcast products with approximately three seconds of black. Do not include any other slates between examples.

6. Each broadcast submission must include a run sheet indicating title, length and type of product (spot, news, promo, etc.) for each example.

7. Each print product must include a history sheet outlining the title and type of product (news story, feature, commentary, etc.) for each example. The history sheet should explain the value of the product to the campaign and the reason for its selection.

Note: This is an exclusively broadcast category in the DOD level competition. KLV judges may recommend another entry represent the Army during the DOD competition if its broadcast content clearly surpasses that of the first place winner.

Category Q: John T. Anderson Military Broadcast Journalist of the Year (individual category) MSG John T. Anderson was captured while serving as noncommissioned officer-in-charge of an American Forces Radio and Television Service station at Hue, Vietnam. He was held as a prisoner of war from February 1968 to March 1973. He retired in August of that year after 26 years of active-duty service. MSG Anderson died April 1, 1988. This one-time award recognizes the CMF 46 Soldier who best exemplifies excellence in Army broadcasting.

Category R: Civilian Broadcast Journalist of the Year (individual category) This one-time award recognizes the Army civilian broadcaster (GS-12/YA02 and below) who best exemplifies excellence in military broadcast journalism.

Category S: “Rising Star” Award for Outstanding New Broadcaster (individual category) This one-time award recognizes excellence in Army broadcasting among enlisted Soldiers with 24 months or fewer in CMF 46. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award.

Additional specifications for Categories Q, R and S:

1. Competitors must be full-time practicing broadcast journalists contributing to products authorized under AR 360-1 through Dec. 31, 2011.
2. Materials submitted in support of nominees must have been produced and aired during the contest year. The play date marks the first day the product aired.
3. Individuals may win a journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.
4. Individuals must be nominated by their Public Affairs officer. Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who do not meet these standards or are flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2011.
5. Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing in the case of Soldiers, moral and ethical character,

and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.

6. Each entry must include the following:

a. A letter of nomination with regional command endorsement (see a relevant example via the Keith L. Ware AKO link at <http://www.army.mil/klw/>)

b. An official digital photo, head and waist-up, in .jpg format. Soldiers must wear dress uniforms (Army Service Uniforms or “Class As”) unless deployed. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.

c. A one-page biography of the nominee written in third person, chronological order beginning with his or her current position and recent accomplishments.

7. Entrants should submit the widest possible range of products and select materials that best represent their writing skills, voicing ability, and videography and editing skills, as well as their ability to host and produce programs.

8. Total entry run time must not exceed 10:00 minutes and must include three seconds of silence between examples. Do not include any other slates between examples. Include all audio and video products to be judged on the same tape. All scripts, leads and tags used in producing and airing the entry must be included in submission packet.

9. Each entry must include a run sheet indicating the nominee’s name, contribution to the segment (writer, producer, reporter, etc.), run time, first play date and location played (see the entry form in Appendix A for an example). Enclose the run sheet with the entry form.

10. “Rising Star” and BOY first-place winners receive trophies from the OCPA during an appropriate ceremony typically but not always conducted during the year’s keystone branch event. OCPA also recommends the winners for awards commensurate with their achievements.

Category T: Deployed Television News Report (Individual category)

1. A news story about an event/mission and is produced in no more than one day. The story can be no more than 2:00 minutes in length.

2. Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions “downrange.”

3. Story lead-ins/tags must be included either on the entry form or on a separate sheet

of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information does not appear in the entry, include it on the lead-in/tag sheet.

4. Do not include the anchor's lead-in/tag on the medium with the story.

Category U: Deployed Television Feature Report (individual category)

1. A feature story typically goes into greater in-depth and includes a strong human interest angle; story production is not limited to one day. The story must be 2:00 to 5:00 minutes in length.

2. Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions "downrange."

3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information does not appear in the entry, include it on the lead-in/tag sheet.

4. Do not include the anchor's lead-in/tag on the medium with the story.

Category V: Deployed "B-Roll" Package (individual category)

1. A "B-Roll" package for a "downrange" event or mission produced in 5:00 hours or less; the package must include a proposed script.

2. Must be a separate "stand-alone" package created for purpose of export to external media for independent production, not a stripped-down version of a full story

3. The package must be 5:00 or less in length, with individual video clips typically ranging from :05 to :07 seconds in length. Judges will consider environmental conditions as they appraise footage; but clips should be well-composed, steady and compelling.

4. Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions "downrange."

5. Include package information on the entry form or a separate sheet of paper. The information should describe the mission, its circumstances, its location and its significance to tactical and strategic theater objectives.

Note: Categories T, U and V end at DA level

END OF ARMY NATIONAL GUARD GUIDANCE

Air National Guard Guidance

The Air Force Media Contest is an Air Force Public Affairs competition for Air Force military Airmen and Department of the Air Force civilian print, photo and broadcast journalism products. 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 Defense Media Activity (DMA) 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 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. 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>.

Note: The following eligibility information is from the 2011 Air Force SOP.

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.

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

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.

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.

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.

PRINT/GRAPHICS CATEGORIES

01: News Article.

02: Feature Article.

03: Commentary.

04: Sports Article.

Specifications for categories 01, 02, 03 and 04:

1. Entries in these categories must be the work of one individual.
2. Submit a letter of authenticity from the responsible public affairs officer for an entry that was published without a byline.
3. 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.
4. 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.

05: Series: Two or more feature articles dealing with a common theme.

Specifications for category 05:

1. 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.
2. 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.

06: Graphics Illustration: Any freehand or electronic illustration supporting any Air Force mission.

Specifications for Category 06:

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

2. Submit one example. No originals.

3. 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.

07: Graphics Animation: Any animation product supporting any Air Force mission.

Specifications for Category 07:

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

2. Submit one example. No originals.

3. 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).

08: Graphics Layout/Design: Any design or layout product for print, electronic or web display supporting any Air Force mission.

Specifications for Category 08:

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

2. Submit one example. No originals.

3. 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.

09: Website: An organizational Internet or intranet site hosted on a DoD-authorized domain that presents news and information to a primarily internal audience.

Specifications for Category 09:

1. 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.

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

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

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.

Specifications for Category 10:

1. Enter two issues.

2. 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.

3. Must be a product, issue or edition such as a newsletter, magazine or newspaper designed solely for the Web that can be archived.

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

11: Photojournalism: Entries must include two or more photographs, captions and story by the same photojournalist.

Specifications for Category 11:

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

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

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

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

5. Submit one example, no originals.

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.

13: News Photograph: Scheduled or unscheduled news event.

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.

15: Sports Photograph: Photograph of sports participation or of a sports-related activity.

16: Portrait/Personality Photograph: Picture that identifies and captures a subject's character.

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

18: Pictorial Photograph: Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.

Specifications for Categories 12, 13, 14, 15, 16, 17 and 18:

1. Image should be 10 inches at the largest dimension at a resolution no higher than 300ppi.
2. Save the image as a JPEG with quality level of 10 (quality level of 8 if the scale is 0 to 10).
3. Ensure that the .jpg extension is placed on the end of the file.
4. All files entered must have a VIRIN assigned as follows: YYMMDD-F-ZZ999-XXX:
5. Vision ID: 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.

Example: For the 25th photo taken by Tech. Sgt. Leisa Grant on July 1, 2011, the VIRIN would be: 110701-Z-JQ613-025

6. To obtain a vision ID the photographer must register via the VI Professional website (<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.

ALL photos entered must have a Vision ID. Photos without a VIRIN and/Vision ID will not be judged.

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

19: Picture Story: Series of pictures that reveal a storyline or a single theme.

Specifications for Category 19:

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

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

2. File Naming for Picture Stories:

- a. Each file name will begin with PS#, where # is the number of the Picture Story
- b. Entrant's assigned VISION ID (examples below show "ZZ999")
- c. A dash, then,
- d. 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.
- e. The ".jpg" file extension.
- f. 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

Additional Photography Guidance:

1. 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 IPTC field.**

4. All photos 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.

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 below for Header 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 above.

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 aerals 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

e. Table below: Use this table to determine how to populate fields based on which software/version you have

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

Type	AF Media Award Category	TJ Category	MILPHO G MILVID Category	Submit Direct to DoD (Note 1)	Unit Entry	Multiple Examples Required	Published or Aired Required
Print/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/DO C	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 Category)	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
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. Command 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

BROADCASTING CATEGORIES

20: Radio Entertainment Program: Must be a special or regularly scheduled disc jockey program.

Specifications for Category 20:

1. Entry must be a special or regularly scheduled disc jockey program
2. 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.
3. Entry may be 15 minutes or less in total length.

21: Radio Spot Production.

Specification for Category 21:

1. Entries must be one spot of 30 or 60 seconds in length. Identify your target audience.

22: Radio News Report: Event/mission oriented story that would place at or near the top of the newscast.

Specifications for Category 22:

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

23: Radio Feature Report.

Specifications for Category 23:

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

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

Specification for Category 24:

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

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

Specification for Category 25:

1. Telescope out all non-news elements and products not provided by a military source.

C. Video Entries (Categories 26, 27, 28, 29, 30, 31, 32, 33, 34 and (likely) 36 and 39)

1. 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.
2. Each entry must have a video slate lasting 10 seconds.
3. There must be 5 seconds of black
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.

26: Television Spot Production.

Specification for Category 26:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Entries must be one spot of 30 or 60 seconds or less in length. Enter target audience.

27: Television News Report.

Specifications for Category 27:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Entries must be a mission oriented news story or event that would place at or near the top of the newscast.
2. Do not include the anchor's studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

28: Television Feature Report.

Specifications for Category 28:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Stories must be 5 minutes or less in length.
2. Do not include the anchor's studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

29: Television Sports Report.

Specification for Category 29:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Story is related to any sporting event with a military tie-in.
2. Do not include the anchor's studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.

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

30: Local Television Newscast.

Specification for Category 30:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Must be longer than two minutes in length and target a local audience.
2. Telescope out all products not provided by a military source.

31: Regional Television Newscast.

Specifications for Category 31:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Must be at least two minutes in length, be regional or network-wide in scope, and target regional audience.
2. Telescope out all products not provided by a military source.

32: Television Newsbreak.

Specifications for Category 32:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Must be a stand-alone programming element between 60 and 120 seconds in length.
2. Must be a self-contained news, feature or sports story or an anchored mini-newscast
3. If entry is a story packaged in a donut, the donut must be included on the entry
4. 60-second spots are not eligible
5. Telescope out all product not provided by a military source.

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

Specifications for Category 33:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage.

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)

Specifications for Category 34:

(Important note: Please review and comply with media file instructions listed after Category 25)

1. 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.

PACKAGING OF RADIO, TELEVISION AND VIDEO ENTRIES:

A. General Guidelines

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 submitted electronically and contain digital media files for software playback. Digital media files should be in .MP3 format (not less than approximately 128 kbps).

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.

PUBLIC AFFAIRS CATEGORIES

Note: 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.

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. *(Specifications for this category listed under Category 38 below)*

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. *(Specifications for this category listed under Category 39 below)*

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. *(Specifications for this category listed under Category 40 below)*

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.

Specifications for Categories 35 and 38:

1. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format.
2. 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).
3. Submit a certificate of authenticity from the responsible PAO for articles that were published without a byline.
4. Submit digital copies of all stories from the web pages on which they appeared (tear sheets) in Portable Document Format (.pdf).
5. 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.

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.

Specifications for Categories 36 and 39:

1. 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.
2. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format.
3. Entrants assigned to full-service outlets may enter radio and television products.
4. Total time for entries must not exceed 15 minutes.
5. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
6. 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.
7. 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.

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.

Specifications for Categories 37 and 40:

1. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format.
2. 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).
3. Prepare photographs in accordance with Section VI.

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.

Specifications for Category 41:

1. Only individuals in a civilian series 1001, 1020 or 1084 position may enter.
2. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format.
3. 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).
4. Prepare graphics entries in accordance with Section VI.

AIR FORCE BAND CATEGORIES

42: Outstanding Recording. ****NEW CATEGORY FOR 2011**** (This award does not correspond to any DoD-level award.)

43: Outstanding Recording of a Single Work. ****NEW CATEGORY FOR 2011**** (This award does not correspond to any DoD-level award.)

44: Outstanding Recording of an Original Work. ****NEW CATEGORY FOR 2011**** (This award does not correspond to any DoD-level award.)

Specifications for Categories 42, 43 and 44:

1. Entries must have been produced during the contest calendar year. Score sheets are not required.
2. Audio entries should be submitted digitally, not on Compact discs. NGB will package top entries according to Air Force Media Contest standards, which requires them to be placed on Compact discs. 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 kbps.

SOCIAL MEDIA CATEGORIES

45: Outstanding Initiative in New Media. ****NEW CATEGORY FOR 2011**** 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)

Specifications for Category 45:

1. 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).
2. Personal social networking sites are ineligible.

46: Outstanding Blog. ****NEW CATEGORY FOR 2011**** 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)

Specifications for Category 46:

1. This category includes “Web logs,” or “blogs,” designed to communicate Air Force themes, messages and other relevant information to online audiences.
2. Entries must include three posts, each from a different month. The background paper should include the URL/Web address for each site.
3. Personal blogs are ineligible.

SOCIAL MEDIA 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.

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/PA band officials to 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

- c. Story telling
- d. Caption/cutline

END OF AIR NATIONAL GUARD GUIDANCE

Media Contest 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