

Judges' comments, 2011 Keith L. Ware PA Competition

COMMAND

Categories, "*entries*": comments

FORSCOM

Print C, *Freedom Watch*: Very professional pub, strong writing well-edited and packaged.

Print C, *Freedom Watch*: Beautiful magazine with relevant content. One of the best I have seen in a while.

Print C, *Eye of the Falcon*: Good CI for the Soldiers - good use of contact from back home!

Print D, *Provider Times*: Interesting choice for the front page photo in the mandatory issue.

Print D, *Provider Times*: Too many pages are just text. People don't usually read that much.

Print D, *The Ivy Leaf*: Good use of photos in layouts.

Print F, *Fort Hood TV*: Good use of YouTube to communicate command messages.

Print F, *Fort Hood TV*: This is a good YouTube channel that is being used to send out broadcast products with the loss of public access cable venues. It's a good looking design and the stories are basic ones. Not sure if it rises to the level of an innovative use of the tool but it's a solid effort.

Print F, 101st Airborne Division (Air Assault): This is a solid new media program though heavily focused on Facebook with a bit of Twitter. They are using Facebook effectively and starting to use Twitter for its real time nature effectively as well. The CG's page is not being used effectively at all. He is posting events he attends but there is no interaction at all with his followers and no discussions about issues. It's sort of a "happy news" page at this point. LTG Frank Helmick has a great example of engagement on his as well as others. The fan count is low because it's just sort of a news feed more than anything else.

Print I, "District Governor gives guidance on security to Kandahar villagers": Good descriptive lead. Good quotes throughout the story. Watch punctuation. Let "Agha" tell his own story. Don't do it for him.

Print I, "District Governor gives guidance on security to Kandahar villagers": Good descriptive lead. Good quotes throughout the story. Watch punctuation. Let "Agha" tell his own story. Don't do it for him.

Print I, "Operation Tofan I gains intel, makes inroads": Lead is buried. Sentences too long & hard for readers to follow. Don't say "when asked" of the source. Just tell the readers what he said.

Print I, “Arctic Wolves help Afghans get back to way of life”: Overall a good story. Easy read. Watch punctuation.

Print I, “Arctic Wolves help Afghans get back to way of life”: Overall a good story. Easy read. Watch punctuation.

Print J, “Three days on the dividing line”: Very good coverage. Would have scored higher if not for the large number of commas and run-on sentences.

Print J, “Three days on the dividing line”: Good lead. Excellent conclusion. Good description. Good job.

Print J, “ERP provides tools to help military spouses...”: Long sentences and paragraphs are hard to read. Writer’s opinion has no place in story. Get attribution. Sound conclusion.

Print J, “ERP provides tools to help military spouses...”: Buried the lead.

Print J, “Training physicians to conduct sexual assault...”: Solid lead. Good quotes carry story from beginning to end.

Print K, “Putting the pieces back together”: I’m not certain if the story’s focus is mTBI as a condition, or Task Force Duke’s reconditioning center. Also, you’re in a combat environment. Writing at length about a person’s basketball injury is alienating to the reader when there are so many combat TBIs. It would have been better to leave Shahim out completely and focus on Mullins. Also, when transitioning from one speaker to the next, give the reader a signal. Twice in this story, the writer moves from quoting one person to immediately quoting a second person with no transition.

Print K, “Soldiers practice Pashto, protect the people”: Nicely done. With a few minor tweaks, I could see a version of this story running in Army Times or Stars and Stripes. Some tips: you set up the unit in the second paragraph, so you don’t need to repeat it for each speaker. Also, stay away from phrases such as “taken it upon themselves to learn” and “found himself invited.” They are learning, were invited. No need to overdo it. Overall, nice story.

Print K, “Reaching their Summit”: Well done. This story starts off great, but it takes a little too long to get to the point. It’s not until the sixth paragraph that we start talking about the wounded warriors climbing the mountain. Those details needed to go higher. It has a few minor grammatical mistakes, and a few structure issues, but it’s really a solid piece of journalism. Nice work.

Print L, “Afghan Police bring pride, self-reliance...”: The story reads a bit more like a feature on life in Maruf versus a feature on a main character – like Daru. Plus, there is quite a bit of text on a supporting character, Ashraf.

Print L, “Afghan Police bring pride, self-reliance...”: Okay start, though the lead doesn’t draw me in. Basic structure is good, but without quotes from just the pair, though, it’s hard to see how they fit into the conflict’s big picture alongside US Soldiers. Are they typical? Uncommon? The pair comes across interestingly, but lack of further detail leaves it a little flat by the end. But – to tackle this subject in any way, especially with the assumed language barrier, was a good idea. From the CI perspective, a story like this is always valuable – anything that makes Soldiers think positively about the Afghanis who work alongside them is a good thing.

Print L, “Warrior’s Spotlight”: When a quote is used to close a feature, it must be strong. Reddington said, "He was a good father." Good opportunity for a follow-up question – what made him a good father?

Print L, “Warrior's Spotlight”: Good story, and avoided the mawkish melodrama that could easily have tripped up a story with this subject. Like other entries, would have improved dramatically with quotes and input from other sources.

Print L, “The elder of Bowri Tanah”: Good headline and lead. Good story overall. Try to incorporate more quotes and less story telling in future features. You do a good job with the narrative but quotes help bring the story to life.

Print L, “The elder of Bowri Tanah”: Cutline too long also does not stand out graphically from body copy.

Print M, “He was just a baby”: Powerful stuff. I'm sorry for your loss, but you did right by him here. From a mechanics perspective, watch the dashes and semicolons. The inevitable run-on sentences are distracting.

Print M, "He was just a baby”: Weak lead, poor word choice, cliches, awkward constructions.

Print M "He was just a baby”: Powerful and personal. It's an old story, but an important one to keep trying to tell and pass along. The "On Killing" quote was an important addition, as were the quotes from Porto. All of that raises the column from self-indulgence to something meaningful.

Print M, “On Veterans Day, Remembering the Sacrifice...”: Not naming the person who died was a mistake. A few details about him would have helped the reader put a human face to what is otherwise a conceptual discussion about wartime losses. As a result, we are left with a discussion of the writer and not a discussion of the lost Soldier. It would have been much more powerful if the writer had integrated the two a little more clearly. When commentary writers tackle personal subjects and experiences, they must open the door all the way.

Print M, “On Veterans Day, Remembering the Sacrifice...”: Cliches, malapropisms, mismatched dualisms, poor punctuation.

Print M, “On Veterans Day, Remembering the Sacrifice...”: Strongly written, and the Gladwell quote pulls it together with the outside voice that makes a big difference – it's not a huge addition, but enough to add an important level of gravitas. I'm not sure I agree with the conclusion, but I appreciate its honest passion.

Print M, “The whole picture”: This is a fine enough column, but I'm not sure what point the writer was trying to make. "Let me tell you about my job" is hardly worth this many column inches. In the end, I felt like it was a lengthy discussion designed to give the writer a little credibility with readers. I would have much preferred to hear about a particularly troubling photo shoot, or a discussion about how the Army decides which pictures to release to the public.

Print M, “The whole picture”: Strong lead, descriptive language, over-capitalization, some cliches.

Print N, “Air assault troop shows spirit in 2011 combatives”: This was the best story of the group. Good use of multiple sources, and a strong visual to open the story, which is key for sports.

Print N, “Air assault troop shows spirit in 2011 combatives”: Beautifully written, well sourced. A little more detail about the matches themselves, for the folks who were not there, would have been nice. Still, nice sports profile.

Print N, “41st Fires fighter gives it his all in, outside of cage”: Not bad, but lacked a compelling image to start the story. It's a violent sport, but that intensity was lacking here. Just too detached.

Print N, “41st Fires fighter gives it his all in, outside of cage”: 50+ word sentence.

Print N, “41st Fires fighter gives it his all in, outside of cage”: Nice story, but short on details of the event. The best sports writing offers a little play-by-play, to set the scene. Give the people who missed it a little action, don't just tell us they "gave it their all." Describe the event some. Regardless, good work.

Print N, “Fort Drum Soldiers earn coveted German badge”: Weak conclusion.

Print N, “Fort Drum Soldiers earn coveted German badge”: Does the job as far as information, but does not compel the reader. For sports stories, it's all about the images - this was a tiring, demanding day, but it doesn't come across. You could switch some words around and be describing a day at the office, which is not you want. Make it specific and detailed. Have fun with it!

Print O, “Task Force Arctic Wolves”: Good topic, mechanically solid, didn't draw reader into interest.

Print O, “Walk to West Point”: Poor establishment of concept, too few sources, weak imagery.

Print P, “OP-160 best view in Afghanistan”: Solid work, keep it up.

Print P, “OP-160 best view in Afghanistan”: Good story, and good start on the photos. I think individually each photo was neat, but it didn't really add up to the best package as far as this competition. You have a good eye, and I think the next step is to find some creative angles and different perspectives to shoot from. The photos were good ideas, but a little basic. Just like with writing, photography takes imagination, and I've seen versions of your shots before. Just work some unique ideas into your shooting plan, and your future entries will be much stronger.

Print P, “District Governor confronts challenges...”: Some good portraits in there.

Print P, “District Governor confronts challenges...”: Nice work, and a really strong package, both in words and pictures. I think there's a real value in telling a story about the Afghans that our Soldiers work beside, and you've really brought them to life in a personal, compelling way. While I'm not normally a fan of “posed” shots, I think they work because you've got a good mix. The two last shots aren't the best, but you've taken advantage of natural color, and in a couple images I like that you gave some thought to a different shooting angle. It makes a big difference. Of the military entries, this was the best for me.

Print Q, “Sneak Peek”: Engaging and effectively tells a story; caption is competent.

Print Q, “Chinook Porch”: Soft focus, following CH-47 too distant.

Print Q, “Massive cake cut at III Corps Headquarters”: Poor reproduction values, faces indistinct, caption generic.

Print R, “Fort Bliss joins community for El Paso Celebration”: Tree shot is "snapshot" quality; stilted language: Catholic monks singing "holiday" songs; isn't Pledge of Allegiance capitalized?

Print R, "Fort Bliss joins community for El Paso Celebration": Layout is disjointed and poorly designed, not enough variety in photos (angles, POVs).

Print R, "New headquarters, new location, old friend": Basic competency; too "CG centric;" photos boring, photo of Costello weak.

Print R, "New headquarters, new location, old friend": Gimmicky layout, all photos too similar.

Print R, "Remembering 9/11": Good photo stories have a variety of POVs, sizes and angles; plus layout is gaudy.

Print R, "Remembering 9/11": No dominant shots, captions missed opportunity to say something beside who's speaking, weak lead.

Print T, "Aviation Soldiers provide humanitarian aid...": Somewhat vague, disjointed, lead is impenetrable.

Print V, Scar: Strong fundamentals, story telling and imagery. Could get a little informal and colloquial-watch that.

Print V, Scar: Truly outstanding.

Print V, Scar: SPC Scar is an outstanding Soldier with a lot of talent. He is a real standout in this competition, his unit and the U.S. Army. He gets my vote as the winner of this year's competition.

Print V, Hallock: Imagery could get weak on tough stories-people!

Print V, Hallock: Clearly a top-notch public affairs Soldier.

Print W, Gaylord: Wide story spectrum, good, but can on too long.

Print W, Hale: Selection of stories a little thin; writes tight, though.

Print W, Kibler: Good storyteller. Lucky to be in Afghanistan w/particular units. For crisp writing with atmosphere and impact, Kibler has the edge on the field. She probably benefitted greatly from being almost embedded with a front-line outfit in Afghanistan during a period of intense operation. But give her credit for knowing instinctively what to do with the material. Ernie Pyle likely would have approved.

Broadcast A, "Candy the Intern in the Afternoon": There's no local command information of substance during the program hour. What is the traditional format for the program hour? Is it Korean hip-hop or does the program depend upon the personal taste of the show host? Korean hip-hop isn't one of the 60+ radio formats followed by the Arbitron corporation of the top formats in the United States. This extraordinarily narrow focused musical format severely limits the applicability of the format to the local listening audience. The show host is energetic and engaging. Add some command information and a musical format that will draw a large segment of the population to the service and there's potential for something much bigger to happen at Fort Hood.

Broadcast B, "Father's Day Greetings": Superb use of kids, well scripted, very cute. Use of children that can speak well captures the listener immediately and it is directly tied to the issue: father's day. The

script is very clever and you can believe the kids are actually holding a meeting. Great use of nat sound, and good editing/production making it seem like a real meeting.

Broadcast B, "Father's Day Greetings" Cute spot. Works to get Fathers Day greetings to deployed Soldiers.

Broadcast B, "Thanksgiving Classic": Informative and creative.

Broadcast B, "Thanksgiving Classic" Turkey sounds, heavy metal music, golf balls rolling into cup, clapping....distracting mishmash of sound effects. Stick with one theme and make it flow. Just because you can stick a bunch of effect into a product doesn't mean you should. Be selective for the best effect.

Broadcast B, "Thanksgiving Classic" Music overrides the voice. The sound effects seemed forced.

Broadcast B, "Phantom Warrior Lanes": Very talented child as lead. Well scripted, clear message to audience to use the bowling alley, very nicely done.

Broadcast B, "Phantom Warrior Lanes" Good spot. Gets the message across.

Broadcast C, "Training saves life of Soldier after grenade blast": The reporter does a good job reciting the facts of the attack with soundbites of the 1LT to add color to the story. I feel it would've been more powerful had she had an opportunity to interview the LT's fellow platoon mates.

Broadcast C, "Afghan Criminal Investigation Training": Great job weaving natural sound into the story as it really brings the story alive. The scripting was tightly focused and each element added to the next. It was good to hear the experience of the American and Australian officers as well as the Afghan participant.

Broadcast C, "Afghan Criminal Investigation Training": Nice use of natural sound and multiple sources.

Broadcast C, "Special Forces emergency medicine in Kandahar": The reporter does a nice job including natural sound of the scene into the story which helps bring it alive. The reporter tried to tell two stories in one; the Green Beret Medics and the GOA efforts to aid injured civilians. While connected, picking one angle and fully exploiting it allows the reporter to tightly focus on the story and tell it thoroughly and effectively. Well done example of journalism on the front lines.

Broadcast C, "Special Forces emergency medicine in Kandahar": Voice needs more energy, dynamism. Good natural sound.

Broadcast D, "Waves 4 Water": Very informative. Even though it was a little long, it kept my attention.

Broadcast D, "ANP and Australian mentors build partnerships": Good story. Nothing jumped out to me though.

Broadcast D, "Afghan National Police secure remote Kandahar": Good story. Shows the working relationship with the ANP.

Broadcast D, "Waves 4 Water": Underwater photography a plus.

Broadcast D, "Waves 4 Water": Compelling, elicited emotion.

Broadcast D, "ANP and Australian mentors build partnerships": Good use of natural sound.

Broadcast D, "Afghan National Police secure remote Kandahar": I liked how the translations were done.

Broadcast E, "Fort Hood Spotlight: Blue bonnet Fun Run": This production really put the people involved in the event right into the report rather than reporting the event with people as supporting material. That made the impact and the value to the audience far better--the audience will relate to the people instead of just the information.

Broadcast G, "Fort Hood Spotlight: Celebration of Love": excellent, up-beat and positive.

Broadcast G, "Fort Hood Spotlight: Celebration of Love": No consistency with the using of rank, first and last names of people featured. Not a big fan of saying we'll be back after these messages. People tune out.

Broadcast G, "Fort Hood Spotlight: Celebration of Love": Some individuals interviewed for the report weren't identified so the listener doesn't have a clear understanding of whom they're listening to or what their role is during the event. The radio report seemed to lack direction. The information was present throughout the report but it went from bikes to toys to food to community and back again. I'm not sure the reporter had a clear understanding of how to get from concept to completion. The reporter did a great job of refreshing the audience of the central theme of the report coming back from each commercial break. This report could've been stronger had the reporter established a central character(s) and interviewed them before, during and after the event to get their perceptions. This would've allowed the audience to establish an emotional connection with the central character(s) and experience the event through them. The supporting cast, volunteers, leaders, contributors, should've been used to add clarity and reinforce the core message of giving.

Broadcast I, "Net Zero CSM Coleman": Nicely done. Hire that SGM as a professional spokesperson. His delivery was spot on. Good graphics, following the SGM along the landfill, cut to trash that reinforced the message points and again, strong performance by the SGM.

Broadcast I, "JTF-Civil Support Sensitivity Command Message": No sound at the beginning of the story; good delivery by SPC Odem, good messages with reinforcing video. Short and to the point.

Broadcast J, "ANP First Aid Training": Needs to be lit better.

Broadcast K, "Military Portrait Artist": Interesting script writing, but need variety in tracking. Well shot.

Broadcast K, "Military Portrait Artist": Inspiring story – visually very well done – audio needs to be addressed.

Broadcast K, "Walking Away From the Past": Excellent inspiring story that many can relate to – good use of variety of camera shots to visually tell the story & good use of NAT sound.

Broadcast K, "A Sergeant's Passion": Well done overall – this package needs NAT sound transitions – a little more with conversation between the two Soldiers to draw audience in - also tighten interview shots.

Broadcast L, "Ready First Team competes in Strongman...": Writing too technical.

Broadcast L, "Paintball Camaraderie": Tracking needs more variety.

Broadcast M, "First in the West Newscast": Nicely done – but instances of exposure & audio issues.

Broadcast M, "Desert Warrior": Information is good - need for stronger/dynamic visual support.

Broadcast M, "The Field Report": Overall very well constructed stories - good use of supporting imagery, clean audio - consider tightening interview shots.

Broadcast M, "The Field Report": Good stories, informative.

Broadcast O, "M4s, 240 Bs, Shoguns": Informative - good flow.

Broadcast S, "Female Engagement team": Nice story. This is type of story that needs to be told. It has news relevancy. Overall, nice visuals. For the most part video was steady considering it was shot under difficult conditions. However, there were opportunities to edit the video in a way to avoid some of the camera movement. Also, some edits were jarring. Audio could have been weaved better to smooth out transitions. Good job capturing the special moments of the female Soldier. Her interaction with the locals really supports the narration.

Broadcast S, "Female Engagement team": Piece on female Soldiers in Afghanistan very interesting

Broadcast T, "Carl Gustav Rifle Training": I'm an instructor at DINFOS, and this is the best piece out of all the ones I judged. I will definitely be showing my students this video. I will express to them that after they leave the school house that I expect them to do videos as good as this one.

Broadcast T, Fuller: Voice sounds robotic. Pacing was very rushed. Decent natural sound breaks. Shaky shots. Nice low angle shots. Nice natural framing shots and use of foreground. Reporter should not say the training is IMPORTANT. Let the subjects of the story give their opinion.

Broadcast T, Robinson: Technically solid. Nice opening sound. Natural sound breaks allowed the story breathe. Great sound bites about the weapons effectiveness and how it feels to fire it. Had a soft focus shot. Nice matching action as well as action/reaction.

Broadcast T, Spradlin: Nice color, focus, composition, shot variety. Lacked natural sound breaks. Steady video considering the conditions. Good sequencing. Very nice silhouette shot of Afghan man. Nice voice. Would have liked to hear more from the interview subjects. Less narration.

Broadcast T, "Tangi Valley Development": This is the sort of package that Soldiers AND the general public needs to see and never does. Damned shame.

Broadcast U, Badgeley: U.S. Solider interviews are backlit. Some shaky shots. Nice drill close up. Shake during interview with civilian is distracting. Interesting story. Natural sound audio drops out at some points. Looks pace on second civilian interview off. Story is 2 long. Could have been cut down by about a minute or so.

Broadcast U, Mfuni: Nice story. This is type of story that needs to be told. It has news relevancy. Overall, nice visuals. For the most part video was steady considering it was shot under difficult

conditions. However, there were opportunities to edit the video in a way to avoid some of the camera movement. Also, some edits were jarring. Audio could have been weaved better to smooth out transitions. Good job capturing the special moments of the female Soldier. Her interaction with the locals really supports the narration.

Broadcast U, Sennert: Steady shots in hard conditions good job. Nice shots. Needs more nat sound pops.

Broadcast V, "ANP Medical Training": Very solid piece. Great composition. Up close to action. Nice natural edit points. Nice Sequences. Steady footage.

Broadcast V, "ANP Medical Training": Had the video levels been correct, this would have received higher marks. Much of the package was too dark.

Broadcast V, "Carl Gustav Training": Overall good job. Great sounds. Nice shots. Would have liked to see some more variety. There are a lot of Medium shots of gun and Soldier. Need more trigger finger, face, reaction shots of Soldiers.

Broadcast V, "Carl Gustav Training": Explosions always make for eye catching TV.

Broadcast V, Ross: Pretty solid video. Shots are fairly steady considering environment. Would have liked to see more close ups. There were a lot of long and medium shots. Captured some nice UXO and explosion.

NGB

ComRel A, Brown: No discussion at all of planning phase or communication objectives for event.

ComRel B, "Crisis Communications during State Emergency Missions": Do not see as true ComRel.

ComRel C, "1544th Rededication": No evidence of planning or communication strategy. Important event indeed, but the ComRel plan is not evident.

ComRel C, "National Guard 375th Birthday": As stated right in the first paragraph, the overarching goal was simply to celebrate this anniversary. No discussion of community relations goals or planning beyond the event itself.

ComRel C, "This One's For You": Good event, but no discussion of communication objectives. Very focused on media, but would have preferred to hear more about how it better connected you with community.

Print B, *Prairie Soldier*: Excellent layout.

Print B, *Illinois Guardian*: The layout of the publication is very choppy because of all of the rules/lines to make the design modular. A majority of the photos are good but would be even better in a higher resolution.

Print C, *Buckeye Guard*: There are too many pictures of the commander in the mandatory issue. Layout was very simple and the pictures and stories were below average.

Print C, *Buckeye Guard*: Sorry to learn the Buckeye Guard has cased its colors after serving as a stalwart publication for so many years.

Print C, *North Dakota Guardian*: Solid magazine with good, local, relevant content well written. Good photos.

Print D, *Lightning Strikes*: Excellent. Ease up on the interior drop shadows on text.

Print D, *TF Roughneck Review*: Choose a dominant photo and run it big. Thumbnails don't do enough for your story.

Print D, *TF Roughneck Review*: Try using larger photos to catch the reader's attention. There are only multiple small photos throughout newsletter. Also, found multiple AP Style Book errors throughout.

Print F, *Georgia National Guard*: Good to see the National Guard on Google+.

Print F, *Georgia National Guard*: Excellent integration of venues!

Print F, *Georgia National Guard*: Great program with a distinct strategy and innovative use of the many different channels.

Print F, *Missouri National Guard*: Surprised to see they're on MySpace.

Print F, *Missouri National Guard*: A very good social media program with good content regularly updated. Good to see them embracing Google+ and other avenues.

Print F, *North Carolina National Guard*: It's a very capable basic social media program which they admit in their description of methodical approach to the avenue. I took points because there are external posts and advertising comments on their Facebook page that aren't being monitored and deleted so they need to be a bit more hands on with that.

Print G, *124th MPAD Command Blog*: This is a very smart use of a command blog and was well thought out and planned. A lot of relevant and well written posts with a strategic vision. Good stuff.

Print G, *Missouri National Guard Live*: Content was a little weak. Too many "Leadership on the Objective:" blogs. Need to mix up content.

2Print G, *Missouri National Guard Live*: Good blog that supports the command's goals and has compelling content. I noticed it has gone un-updated since November of last year, however, and typically if someone visits your site three times and it has not been updated they never come back.

Print G, WisGuard Live Blog: I like that this blog takes on current issues and has some nice interaction with the commenters. It's a good use of the platform instead of just a place to push standard command pitches that would have made a post newspaper but don't work great for online conversations.

Print H, South Carolina National Guard: Nice, clean look. My only critique is when the drop menus on the main page are used they cover too much of the visible page.

Print H, South Carolina National Guard: Great looking website. Easy to navigate.

Print H, South Carolina National Guard: A more modern design but doesn't stray far from the template. Great visuals that are eye catching and make me want to see more.

Print H, Georgia National Guard: Very wordy site. The design is dated.

Print H, Massachusetts National Guard: Dated design. The cluster of logos at the bottom just turns me off every time. It looks like a basic government site.

Print I, "Lakotas land in Silver State": Let sources tell the story. The writer is not the expert on the subject. Lead is very wordy.

Print I, "Special Forces unit assess readiness of potential...": Watch AP Style. Some sentences very long and wordy. Let Soldiers tell the story instead of giving a long list of tasks. Good description in the beginning. Nice quote at conclusion.

Print I, "Special Forces unit assess readiness of potential...": Watch AP Style. Some sentences very long and wordy. Let soldiers tell the story instead of giving a long list of tasks. Good description in the beginning. Nice quote at conclusion.

Print I, "All Hands on Deck": Needs more attribution. AP Style issues. Who are "they?" Good quote for conclusion. Solid lead.

Print J, "Riggers practice parachute packing quality control": Nice descriptive lead that ties to the conclusion. Well done.

Print J, "Sugarland Ranch: Sanctuary for deploying pet owners": Punctuation issues along with sentences that are too long and hard to follow. Let your sources tell the story. Conclusion is nice.

Print J, "Jersey Guard responds to storm": Problems with punctuation. Conclusion didn't tie back to lead as well as it could have.

Print K, "20 Years Later": Wonderfully written and timely. I would have liked to see some comments from others who knew him, perhaps his wife. Regardless, excellent work.

Print L, “Voice of a Guardsman: Soldier shares her song”: Minor grammatical errors.

Print L, “Voice of a Guardsman: Soldier shares her song”: This was a solid story with a good beginning, good information, and I liked how the first quote was from her mother, not her – so we learn about her first, which makes her come alive a lot better. It makes a big difference when writers do the extra effort to get people to talk about subjects, rather than depending on a string of quotes – the subject's quotes can be interesting, and are important, but the story often ends up being one voice, which gets boring.

Print L, “Voice of a Guardsman: Soldier shares her song”: The transition paragraph "Almost 200 years ..." interrupts the story's flow. It's not evident until the next paragraph the information's relevance to the rest of the story. The mini story about Kohany and her stepfather is very moving.

Print L, “Soldier enlists into family tradition”: Would have thought that one sister recruiting the other might have made for a clever lead.

Print L, “Undercover and Overhead”: Fantastic photo, would have liked to know something non-cop/pilot about him. Hobbies, interests would have made given him more dimension.

Print M, “It’s like DAT”: Lead way too long, un-spelled-out acronym DAT, just not convincing.

Print M, “Guard member remembers Indy driver Wheldon fondly”: Lead too long and grammatically flawed, redundancies, poor punctuation, misspellings, "inside ball" word choice.

Print M, “Guard member remembers Indy driver Wheldon fondly”: This article needed to point out that Dan Wheldon was killed in a race. For readers who don't follow racing, the point of the article is lost. I had to Google him to understand the point of the commentary, which diminished it for me.

Print M, “Neighbors helping neighbors”: Some cliches, but good overall effort.

Print N, “One Diamond; Two Passions”: Good job as far as gathering information, but lacks the personality a good sports story really needs. You're trying to take the reader onto the playing field, or within the athlete's mind. This gets the facts right, but we lack the athlete and the writer's personality. If it lacks a sense of fun, it won't be the best sports story – informational, yes, but not intense or really interesting.

Print N, “Kentucky Guardsman ‘Ironman’”: The lead for this story focuses on how it was the "hardest thing" the Soldier had ever done, but it's just a list of facts and numbers. Use the athlete's words and descriptions to introduce the reader to this brutal sport. A sports story without a personality and a sense of intensity is missing the point. You want the reader to say, "damn, I couldn't do that." And you need some detail and description to do that. Have more fun writing it!

Print N, “From Baghdad to Boston, Wisconsin Guard members...”: Good information, and I was intrigued by their story... but I feel like this story needed to take the reader into the Boston-Iraq

comparison a little more. Really, this could be ANY marathon, and I think the differences between the two experiences was a unique angle that was not exploited. Story's well-written, but it's not unique in a real top-quality sense.

Print N, "From Baghdad to Boston, Wisconsin Guard members...": Overall, pretty good story. However, one element of the story is not entirely clear -- what is a shadow run and what does it mean to run Boston Marathon shadow run in Iraq?

Print O, "Profiles in Guard History": Couldn't put it down, wanted to keep reading, supports numerous messages and audiences well told story.

Print O, "In their own words": Layout hurt, quotations were the story, no narrative linkage.

Print P, "Bowie Team training pushes beyond the Army standard": This was a good entry. I think the photos were strong. The story lacked a good punch, and the lead opened with a "With.." which is almost always a boring way to begin. The photos looked good on the page. What was lacking were a few different angles and subjects. I liked the angle of some of the low-crawl shots, and wanted more like that - not on the ground, but just different perspectives. Good job, though. Work more on amping up the story a little bit, and keep working on creative photography and future entries will be very strong.

Print Q, "A Hug for Mom": Overexposed, no eyeballs weakens impact, cliched theme.

Print Q, "Battling the Bastrop Blaze": Too much grey sky, CH-47 too small; lessens impact; mixed fonts weaken.

Print Q, "Guard Times Magazine - Summer 2011 Cover": The dang muzzle fairly jumps out of the page at you! Soldier is marvelously grungy. Strong!

Print R, "Wave of tornadoes result in late night call for Guard": Competent writing, lead and captions; overexposed photos took a toll. Governor shot not strong enough to be dominant.

Print R, "At A Glance – Grizzly Magazine": Competent captions, some photos too loosely cropped; the one of the boy checking his uniform is cute.

Print R, "Orion Completes Home Station Training Phase...": Super photos – dramatic, expressive, and well cropped. Flawed writing kept from being a top-choice; poor grammar, mechanics, proofing in body and captions.

Print R, "Wave of tornadoes result in late night call for Guard": Might be the printing or the pdf but all photos are poor quality (overexposed, lack saturation).

Print T, "The 100-yard difference": The most potent, well-written piece in category. Wow!

Print V, Krueger: Strong imagery and fundamentals on tough stories.

Print V, Krueger: Great writer and photographer.

Print W, Salzer: Couple of Salzer's 9/11 anniversary pieces were quite readable; sometimes doesn't know when to end story.

Broadcast B, "Disaster PSA": Good use of sound effects: thunder, ambulance, music choice was like that of a mystery-type show (CSI) that piqued listener interest. Solid information, good announcer voice, good pacing. Useful information to all audiences.

Broadcast B, "Disaster PSA": Good sound effects, professional.

Broadcast B, "Disaster PSA": Effective spot.

Broadcast G, "Minnesota Military Radio": Interesting accents, informative.

Broadcast G, "Minnesota Military Radio": Good information about the Guard.

Broadcast G, "Minnesota Military Radio": The show is hosted by someone who is never introduced to the audience and the in-studio interview is with retired Major General Kelly. MG Kelly mentions his thanks to "Tom" and that is the only indication to the listener of the show host. MG Kelly could add some good information on past performance/issues with the MNG but the current commander should be the go-to-guy to give current insight of the command to members of the command. A program of this length must be segmented into easy to consume information bits to ease listen ability. I highly recommend the producers of the program listen to other long-form radio productions on National Public Radio to dissect their production flow. Establishing a clear flow and direction of the program with shorter, topically-focused segments will help the producers make a better quality product while giving the listeners a reason to tune in. Topics in the show included Camp Ripley training area, Guardsmen agribusiness knowledge and how that was used to help the Afghan people during a recent deployment; history of the unit from WWII, Tuskegee Airmen, the Holocaust and the CSM. The transition to the history segment was difficult to follow since the host referred to an individual who was in the unit when the war started. Which war? I assumed the host was talking about Operation Enduring Freedom. Another clarity issue in the segment deals with the statement that 75,000 American and Philippine prisoners surrendered. If they're prisoners, they've already surrendered. The segment with the Tuskegee Airman started with a soundbite of LTC Mann's attempts to enter the flying training program and his desire to keep the Nazis out of the USA. Why talk with the retired CSM? If the segment is about the position, what are the vision/goals of the new CSM? Do the current troops care about the retired CSM? This program greatly suffers due to a lack of direction and clarity. How many members of the MNG have any clue as to the history of WWII? How does that impact the daily lives of the Soldiers and Airmen of the MNG? What are the current topics on the minds of the members of the MNG? Are they addressed? What is the goal of this radio program? Is there one?

Broadcast H, "Kansas National Guard Hall of Fame Inductee": Good intro, engaging use of music to capture attention. Excellent use of historical photos to tell the story of how music is at the core of the

Army from the beginning. Superb story telling, and good transitions from photos to interview with subject. Music bed was perfect for the project. This product could air on any national network, it's that good.

Broadcast H, "Operation Rising Tide Documentary": Nat sound of water was good, then abruptly stopped, then dead space until music come on. This could have been blended better. The video is excellent: in the cab of the vehicles, on the porch of the damaged house, not just a bunch of dry stand ups but real, action video. Good editing. The interviews are quick and assist with telling the story of flood recovery. Getting Gov. Nixon and the Maj. Gen. was an excellent move. However, it turned into a "thank you" testimonial from the residents and ultimately did not tell the "story" it promised at the beginning. How many sandbags were filled, how much territory did they cover, lives saved, homes saved, property rescued? At about the midway point it drifted into a commercial for the NGB.

Broadcast H, "Short History of the 41st Infantry Division": Very basic video. There are two schools on video: write a script and find the video/photos to support; or find the video and write a script that can support. In this case, the story of the 41st could have been much shorter because, basically, the shots got tiring and the "Ken Burns" approach was missing a critical element: no personal testimonials. It would not have been too hard to interview people from different periods of the 41st deployment years, or call in a historian or something. But the never ending monologue got tiresome. Finally, know when to stop. While billed a "short history" for some reason at the end the narrator kept referring to some building. The mystery building was never identified, but must be really important because we kept coming back. At the end, the narrator event tells the audience to "enjoy" their new building. I assume it's the Oregon HQ, but don't know.

Broadcast I, "Zombie Preparedness PSA": Great video production; nice titles, use of black and white video; almost movie "trailer" quality. Very clever concept with well done acting, scripting and message delivery. "Zombie" angle gets the audience interested and then you hit them with the real message.

Broadcast I, "Zombie Preparedness PSA": Great video. Outstanding and quite hilarious.

Broadcast I, "Komets Commercial": My vote for best in show!

Broadcast I, "Komets Commercial": Very creative. What started like a typical patrol ended with a member of the Komets in the back seat. Caught me off guard and made it interesting. Good sound bed; use of graphics, excellent transitions, use of "fogging" around weapons to draw attention. Good work.

Broadcast I, "Volunteer": Solid product, excellent message, good spokesperson. Video was a little choppy and maybe stayed on children too long in the beginning before it was explained what the message was. Could have used more images of the whole class listening to the story with some fades/wipes/effects instead of individual shots. Good personal story about why reading to children is important.

Broadcast I, "Volunteer": Visuals and narrative formed a wholly integrated message. The on-screen talent was believable and credible.

Broadcast J, “AL 2011 Veterinary Civic Assistance Project”: Unique story. Had potential. But failed to deliver.

Broadcast J, “Atlas Drop 2011”: Stellar editing and camera work. Voice needs variety/energy.

Broadcast J, “Atlas Drop 2011”: Lead sentence should be less technical and more explanatory with an impact statement.

Broadcast J, “Every Soldier is a Rifleman” Script had impact. Lacked originality on camera work.

Broadcast K, “Alaska Army National Guard quench...”: Very well constructed – great variety of visuals to tell the story.

Broadcast L, “Panther Racing Back for Another Year”: Tripod needed. Watch 4 jumpcuts. Liked tracking.

Broadcast S, Williams: OND drawdown piece very interesting and historic.

Broadcast S, Williams: BJJ: Nice back story to the reason why the Army has adopted BJJ as its primary hand to hand combat training. Nice sound bites from participants. Some unnecessary zooms. Needed more nat sound of guys actually making noises while grappling. Nice job getting close to the action. – Convoy escort teams: Story was unique because the mission was to escort vehicles leaving Iraq. First Soldier interview is extremely back lit. Interviews are all shot on tripod but b-roll was handheld. Some of the b-roll could have been shot on tripod. Zooms were shaky and unnecessary. Needed to go on mission. The story was not as effective as it could have been because this element was missing. – Medevac training: Story was very short. Decent sequences. Needed more nat sound. Facilities Maintenance: a lot of shaky b-roll. Story is told in Kuwait on a base. Tripod should have been used. Jump cut at the end of the story. Interview shot is shaky and look space is off. – Joint Training: Shaky video. Narration was long and rushed. Wind noise was overbearing at times. Kuwaiti Soldier was out of focus. Composition on first U.S. Soldier interview was off. Story had a lot of audio glitches near the end. Narration is actually chopped off at one point. – Overall: decent job for a junior broadcaster. She is producing to the standard. However, nothing really sets her work apart from the other entries. Human element not captured.

Broadcast S, Winters: Marksmanship: Story has some good technical qualities but lacks good use of nat sound. Did not hear the guns stand alone. Only heard them under the narration. Very nice “running with the Soldiers” shot. Color was not consistent throughout story. – Residents Stay through floods: Audio of interview with ladies is not clear. Overexposed shot. Overall, he demonstrated the basic fundamental techniques of a junior broadcaster. For the most part videography and editing is solid. However, nothing about these stories really stands out. Missing the human element. Camera presence is average.

Broadcast S, Barwick: On-camera presence not bad. The turn is very strange. His voice is decent. His pacing is too fast. Sounds robotic at times. Soldier of year: white balance not consistent. Nice job showing different phases of competition. Some unnecessary shaky shots. No natural sound breaks. Story is average at best. Good job getting all aspects of the competition. Nice interview competition. Short dissolves from sound bite to b-roll a bit jarring. It almost looks like a flash frame. Video is shot on base in a safe location. No need for dark shaky footage. Emergency training: shaky shots. Natural sound

competes with narrative and sound bite audio (wind noise and vehicle sounds). Story not very specific. It was kind of generic. Nothing really learned from story. Not a single sequence. Those are basics. There are technical glitches (flash frame) at 11:58. No need to front ID Interview subject in a television story. Also, no need to say “also says” after sound bite. Lighting is terrible. Swimming competition: Front ID unnecessary in TV story. Some nice solid shots and some shaky. Good lighting/color. Good job overall for a night time shoot. Jordanian Training: missed opportunities for natural sound breaks. Reporter does not need to say "training is important" Interview is extremely back lit. Great use of standup as a bridge to story! Marines Leave: Story is very basic. Not a whole lot of information. Marines left Iraq is all we get from it. How do they feel? Repelling: Too many long shots. Not enough sequences. Story is basic. Not a lot to it. Army Navy Spot: Entertaining.

Broadcast T, Engle: Natural sound not blended well. Natural sound audio levels competed with narrative in some places. Interesting back story and use of pictures to help tell that part of the story. Shaky footage. No natural sound breaks where there was plenty of opportunity to use them. Good reporting of the story. Pacing of shots was rushed towards the end.

Broadcast T, Pavlik: Nice sound bites from Iraqi Soldier. Shaky footage. Needed more natural sound breaks. Editing was sloppy at some points and shots were a bit long. Needed more effective sequences.

Broadcast T, Wise: Shaky footage. Interesting story that Iraqi Army is getting tanks gave it some news relevancy. No use of natural sound breaks. Not many layers to story. Story is too short.

Broadcast U, "Iraqi Tank Training": Story was thin on why it was important.

USARC

ComRel B, “372 EN Bde Public Affairs Representative Training”: Really have some doubts as to whether an internal training program qualifies as a community relations program. I understand that the endstate will be PAOs better trained to do ComRel, but it's really internally focused vs. community focused.

ComRel C, “14th Annual Randy Oler OP Toy Drop”: Great initiative and good discussion of communication objectives and plans. I was ready to be skeptical, as this event was presented last year as well, but submission clearly demonstrates how an organization can take some of its successful events and continue to raise the bar, using the baseline data to improve and expand its efforts. Well done!

Print A, *The Expeditionary Times*: Strong newspaper sure to have been looked forward to by the Soldiers. Good localized stories; wondered whether more articles from "back home" would have rounded out content. Excellent writing in the article about Dave Roever's visit.

Print A, *The Expeditionary Times*: Leads need work, imagery to support story, edit pics to story not space.

Print C, *Warrior Citizen*: Outstanding on all counts. Very relevant content, comprehensive writing, tight editing, absolutely outstanding design. Sets the standard! Good job, OCAR!

Print C, *Always Engaged*: Well done – other Army pubs should look to this one for examples of how to do it!

Print E, *Lightning News*: Too many photos. A bit overwhelming at times.

Print E, *Warrior Medic Monthly E-edition*: Too text-heavy. Few visual elements.

Print F, USACAPOC(A) New Media: Solid new media program that is meeting its internal goals of reaching out to their diverse and large internal audience. I like the targeted campaigns for Operation Toy Drop and hope they can get more followers and fans. The Twitter feed is nothing but the Facebook feed with little original content and no interaction with followers. There is a lot more they could be doing there.

Print H, 108th Training Command (IET) 98th Training Division (IET): The two USARC entries are difficult to separate from one another because of their near identical appearance.

Print H, 108th Training Command (IET): Standard Army site.

Print H, 108th Training Command (IET): Page background is a little busy.

Print H, USACAPOC(A): It's a good content site but it's a big page and a bit cluttered.

Print H, 98th Training Division (IET): Standard Army site.

Print I, "Long Haul": Attribution a must.

Print I, "Gen. Petraeus awards Silver Stars...": Solid lead. Attribution needed. Second paragraph entirely too long. Verb tense off in the conclusion.

Print I, "Army Reserve Best Warrior Competition": Good job of "placing" the reader in the story and capturing the emotion of participants.

Print I, "Army Reserve Best Warrior Competition": Nice quote for conclusion. Verb problems. Opinion – daunting course – says who? Lead leaves out valuable information.

Print J, "Remembering 9/11": Good lead and conclusion. Several AP Style and punctuation issues.

Print J, "Cobra blood a winning recipe for survival training...": Writer has opinion in the story. Keep it out. Let the sources tell the story. Saw some wrong use of words. Interesting lead.

Print J, "High ground gives Soldiers advantage over Taliban": Good quotes. Nice conclusion. Watch punctuation and making statements not backed up by a source.

Print J, "High ground gives Soldiers advantage over Taliban": Captured by the lead. Strong storytelling and smooth transitions compelled me forward. The conclusion made the story complete, and tied in nicely to the lead. Very good job!

Print K, “Volunteer Service While Deployed”: It takes way too long to get to the point of this story.

Print L, “Honor graduate reflects on first year as Drill Sergeant”: Try to incorporate more quotes and less story telling in future features. You do a good job with the narrative but quotes help bring the story to life. Also, weave more background information about your subject into the story. Is Jones an only child? What influenced her to become a DS? Etc.

Print L, “Honor graduate reflects on first year as Drill Sergeant”: Photo too soft. Cutlines are way too long. Conclusion could be stronger.

Print L, “Honor graduate reflects on first year as Drill Sergeant”: Stay away from leads that start, "With..." because you're backing into your main point. This was an interesting subject, but there were no compelling scenes or stories.

Print L, “Soldier’s Medal recipient not a ‘Hero’”: Try to incorporate more quotes and less story telling in future features. You do a good job with the narrative but quotes help bring the story to life. That's a good quote to close the feature.

Print L, “Soldier’s Medal recipient not a ‘Hero’”: Pen-pal to Dad angle should be in the lead and headline, not the 11th graph.

Print L, “Wearing two hats”: Cutline way too long. Otherwise, you spin a great yarn, yeehah!

Print L, “Wearing two hats”: The body of this story was very strong, but it deserved a stronger lead. I liked all the facts and information, and the multiple sources earned solid credibility for the subject. A more compelling beginning would have made a big difference.

Print M, “Torn between shooting my camera or my rifle”: Strong lead, good parallelism ("They didn't have to"), minor grammatical flaws.

Print M, “Torn between shooting my camera or my rifle”: Well-written and compelling all the way around. The repeated "they didn't have to" has the effect the writer wants.

Print M, “Soldiers, AUP remember fallen Afghan brethren”: Very strong all the way around; by using the quotes in a story format, but writing from a personal perspective, the author successfully pulled the reader into the story. Only the lead was a little weak, especially considering how compelling the rest of the story was.

Print M, “Soldiers, AUP remember fallen Afghan brethren”: Weak lead, too long overall, awkward constructions, barely convincing.

Print M, “Maintaining family life from half a world away”: Ho-hum lead, irritating familiarity: "Bill" Shakespeare, use of "very" weakens.

Print N, “Building Soldier skills from the ground up”: 50 word sentence.

Print N, “Building Soldier skills from the ground up”: For a story about "combatives," this lacks any passion or intensity. I understood what was going, and from a strictly news reporting sense, this was fine – but for a sports story, it did not take me into the event in any interesting way. It was too businesslike for

me to really care about these guys crashing into each other. The whole point of sports stories is to show the reader something they aren't experiencing – have more fun with it!

Print O, “Operation Promethium Puma”: Narrative jumps poor, poor continuity.

Print O, “14th Annual Randy Oler Memorial Operation Toy Drop”: 2nd installment mundane, disappointing.

Print P, “ISAF, ANSF continue operations in Pech Valley”: Made a story out of an average patrol. Nice.

Print P, “ISAF, ANSF continue operations in Pech Valley”: This was a really good story, and the individual pictures are neat. But, as a package of photojournalism, it doesn't really come together for me. The one dramatic image is strong, but the other two images don't connect together. For me, photojournalism needs to appear as one unit with a plan behind it, where each photo complements the others. Having said that, I think this was dramatic and interesting. But, at an award level, it needs a little more than that.

Print P, “Best Warrior Dispatches”: This is an example of what photojournalism should be – it's not just a bunch of pictures with a story, but rather a PLAN. So I took this as an entire package, and think it came together really well. It shows the reader that what they're looking at is a result of foresight, not simply a couple lucky images tacked onto a good story.

Print Q, “Sunset Soldiers”: Clichéd composition, but done competently. Incoherent caption.

Print Q, “Vets in Surgery - South Africa”: Need a head: what is this? Without a head, it's just gross guts.

Print Q, “Guardian Justice fine tunes tactics, procedures”: Photo tells no story, caption does (please stop writing based "out of" – it's "in" or "at").

Print R, “Best Warrior Competition Wild West Style”: Competent writing undermined by weak layout and photos cropped too loosely.

Print R, “Best Warrior Competition Wild West Style”: Shots are pretty good but layout is bad, 5 shots almost the same size is dated yearbook design, with this much copy this should not have been crammed onto 2 pages.

Print R, “Best Warrior Competition The Long Hard Road”: Wow! Brilliant overall; superb photos superbly cropped and placed; dramatic layout; tight, clean writing, functional captions. Found two missing commas in captions after state abbreviations.

Print R, “Best Warrior Competition The Long Hard Road”: Strong shots, excellent layout... this is how it's done!!!!!!

Print R, “British Paratroopers”: Strong, competent overall piece; like the layout and caption treatment. Not enough Soldier names, though.

Print R, “British Paratroopers”: Interesting POVs but need to vary the sizes more and add a macro for variety.

Print T, “2-415th Drill Sergeants Conduct JROTC Camp”: After-action report, no kids' names, unfocused.

Print T, “Recovery Coordination Program Offers Care...”: Read twice, still don't grasp. Needs more specific info.

Print T, “Devil’s Warrior Brigade Challenge”: 58-word address lead.

Print U, “USACAPOC(A) Storms Normandy, remembers...” Great work on the photos. Although the unit didn't get to jump I thought the writer did a great job of capturing the story the best she could.

Print U, “Family Programs delivers support to military families”: Nice work informing the community of the program. The writer did a great job of conveying the information to the public and the photos were appealing to the reader.

Print X, Hale: Excellent visuals! Great eye!

Print X, Hale: Exceptional photos, writing and layouts...the total package.

Broadcast C, “Gun Dogs”: Good use of background audio to reinforce the story instead of simply being background wallpaper.

Broadcast C, “Gun Dogs”: Voice needs to sound more conversational (less reading); good use of natural sound. Also good use of multiple sources.

Broadcast C, "Gun Dogs": Nice job overall with the story and the affect of humanitarian aid reaching the villages of eastern Afghanistan. The long, nine second piece of natural audio of return fire is disjointed from the set up. I understand why the forces fire to protect movement but is it necessary, from a storytelling perspective, to include that on a piece about humanitarian efforts? Is the story about protecting the convoy or delivering aid? It can be both but should be one. The soundbites selected by the reporter to tell the story were perfect and he did a masterful job writing into and out of each of them.

Broadcast C, "Mariachi Music to Iraq National Anthem": Abrupt audio cut half way through the story on the natural sound. The rest of the audio is clear and understandable. It would've been nice to hear comments from the people who "seem to enjoy it" as stated by the reporter.

Broadcast C, "Mariachi Music to Iraq National Anthem": Voice needs to sound more conversational (less reading). Good topic, but report seems dry.

Broadcast H, "2011 Army Reserve Best Warrior": A video log of the Reserve Best Warrior Competition that was un-narrated, but should have been voiced. The video, while good overall, did not tell the story, was a little long in spots and just filler in others. How many entered, how many dropped out, men, women, final winner. If it was a video story of what is involved in the competition then the video was closer to that objective. The graphics were well done and identified the segment well.

Broadcast H, "IRT Arkansas Medical": Excellent story telling and compelling story. Video was good to excellent and solid production value. Starting and ending with the DJ was a good lead in and exit. Also, the blues music bed really helped set the tone of the story. Good job.

Broadcast H, "Medical Readiness Video": Great video undone by weak narration. The first narrator has announcement issues and it's distracting. Then, for some reason the narrator switches from male to female, but the weak narration continues. The videography and graphics are first rate, but the narration detracts from an otherwise superior product and takes away from the message. Overall, great videography, poor narration, and too long overall. Could be cut way down and get same point across.

Broadcast I, "Ft. Meade Youth and Child Services": Standard commercial with crisp and clean excellent video...felt as if you were on the field. Good use of testimonials from volunteers and pointing out the many jobs that they do that would otherwise cost the community.

Broadcast J, "Gun Dogs": Brilliantly shot & edited. In a documentary contest, this would win hands-down. But not in this category.

Broadcast K, "OP Coleman": Visually captivating story – excellent variety of voices telling the story - great use of stills & editing.

Broadcast K, "OP Coleman": Loved the open and use of still photos. Powerful.

Broadcast K, "OP Mustang": Another brilliant piece by Mark.

Broadcast L, "Kandahar Airfield Hockey...": Interesting story. Needed more tight shots.

Broadcast N, "Army Reserve Today Episode Two": Good solid newscast!

Broadcast N, "Army Reserve Today Episode Two": Excellent newscast. On location element is nice, keeps interest and provides realism. Anchor is good and reads well. Some video wipes/transitions between stories, resetting anchor would have been better than rough "jump cuts" and abrupt close up of anchor. While not terrible, it could have been a better transition at the 7:21 point. The story about SGT Reynolds started out fine, but then stopped tying and used video of a capture shootout, instead of cutting to an interview of SGT Reynolds talking about her college training and how she works around Reserve training needs. Right at the 9:37 point a soundbite from her about "someday I have to take a cooking class" is just randomly put in the story at the end while a gunfight is taking place. Should have switched back to the video of her pouring plaster compound on a "cake like" shoe imprint. Lazy.

Broadcast Q, Talens: Broadcast samples didn't reflect resume and recommendation.

Broadcast Q, Talens: Limited breadth of submission. Great subjects presented in less than impactful fashion. Would have preferred shorter pieces with more focus on the point of the story with less background and less static shots.

Broadcast Q, Talens: Scripts didn't match footage submitted; poor sound quality in Philippine interviews.

Broadcast T, Talens: Way too many acronyms in the first sound bite. Sequences were weak. No natural sound breaks. Story felt like there was too much narrative. Lens flare! Narration is hard to follow at times and does not fit the feel of the story. Natural sound levels compete with narration. Good job showing the beginning middle and end of story. Story was too long. The best part of the story was the ending audio and visuals of the explosion. It just took too long to get there.

Broadcast T: SSG needs a butt whooping for being an NCO, recruiter and still can't get his brass right!

Broadcast T, Proseus: Shaky footage, yet interview is on tripod. Story seems like a promotional video for an MOS or Unit not a news story. Lacking natural sound breaks. Story had no real focus or direction.

Broadcast U, "Most Dangerous Road": See above. Not as compelling a story, but nonetheless, a nicely done piece.

Broadcast U, Burrell: Great natural sound! Captured some REAL moments. Makes me tired watching the story because it feels like I am there with the Soldiers climbing. Great photo of the tattoo that reads don't panic. Very well done. Nice video and great stills. Feels like we are there. Great sound bites from soldiers. Great photographs at night.

Broadcast U, Burrell: Good use of still photos. Audio was perfect. Pictures were outstanding. Told by the people in the story, not a reporter. Compelling. Nicely done!

IMCOM

ComRel A, Parker: This was a great program, and had it been an award for the program, I would have rated it much higher. However, the ONLY mention of the individual and her contribution to the criteria for the award was in the opening command endorsement letter. I thought that a package that sought to recognize the "heart and face" of the program should speak to her individual contributions. It's a shame. I think she was done a disservice. This package should have either spoke that or been submitted in the programs category.

ComRel A, Rubalcaba: No planning process described.

ComRel B, Citizens' Academy Pilot Program: Great concept. Great research and discussion of objectives.

ComRel B, Citizens' Academy Pilot Program: Very detailed with all of the elements covered.

ComRel B, Communicating Wiesbaden Transformation: Could be a model for other installations facing similar changes due to Army's changing basing strategy. Great research-based planning.

ComRel B, Communicating Wiesbaden Transformation: Very sensitive program very well done.

ComRel C, Community Ohana Day: Great planning and discussion of objectives. Clear strategy executed well. Research and communication strategy reflects consideration and respect of the culture of

the external community. Loved the tie-in to "Faces of Strength" – tied the community to the Soldiers and Families on the post in a very personal way.

Print A, APG News: Cutlines, photo ID, too many mug shots, using fonts to create variety.

Print A APG News: Strong CI paper well-edited copy laid out crisply; good photos but need to use more! Good use of QR codes to join readers with related social media.

Print A Fort Campbell Courier: Very good CI paper with lots of strong content for all audiences. Watch to much "grey" in layouts - readability a much bigger challenge in our digital world - edit TIGHT, use type techniques (subheads, drop caps, etc.) to break it up.

Print A, Fort Campbell Courier: Work the layout for more visually pleasing, editing for info not filling space, edit chaplain and SJA, edit for impact & content.

Print A, Northwest Guardian: Get more AF messages, don't vary fonts as shortcut for style, uncasing colors above MoH?

Print A, Northwest Guardian: Bold use of art teamed with strong photo selections made this a very appealing paper. But appearance only opens the door; content keeps the reader in. And there was plenty of reasons to stay in. Namely, there were no "filler" stories. Each story had worth and was highlighted with tight headlines and well-crafted leads. That is what truly set this paper apart.

Print A, Northwest Guardian: Excellent coverage of the Soldiers and Families at Fort Lewis – strong editing of solid LOCAL stories, laid out well with very strong photos. Great work!

Print B, Fort Lee Traveler: The publication has many pages where ads take up half to more than half of the page. Have they tried to find another publisher to produce their publication?

Print B, Herald Post: The colored photos were extremely vibrant.

Print B, Morning Calm: The layout of this publication is very "clean."

Print C, Quality Time: Magazine needs a lot of work from the layout to the content.

Print C, Quality Time: Strong neighborhood feel to this publication due to good selection of local content for this important audience.

Print D, Miami Nosotros: The February issue is much stronger than the editor's choice. Why report an exercise as fact?

Print D, Miami Nosotros: Outstanding newsletter publication. Enjoyed the content and layout.

Print F, Fort Campbell - 101st Airborne Division: Very nicely done with overall integration of media platforms.

Print F, Fort Campbell - 101st Airborne Division: A solid social media program that is using multiple channels and feeding relevant info to their target audiences. It's a great set up but I don't see a lot of innovation and timeliness. An example is that the SecDef was on post but only the Twitter feed has anything on it. No videos were posted anywhere or even a mention on Facebook.

Print F, USAG Humphreys: Good use of alternative platforms.

Print F, USAG Humphreys: An outstanding program using every possible angle. Although the usage of Twitter is low for their alternate channels I like the idea of unique Twitter streams for specific topics such as security status updates and others.

Print F, Fort Meade: Innovative use of the tools and excellent planning on mobile channels usage. That is the direction more organizations need to be going. Lost points cause the basic design of their channels are simply boilerplate so they lose those background areas to list phone numbers or other relevant information.

Print G, Fort Meade: This is a good solid command blog with relevant material to their target audiences including those who just passed through for school.

Print G, Fort Meade: Good branding. Solid and useful blog.

Print H, Carlisle Barracks - U.S. Army War College: Very professional and collegiate looking. Much better than the standard template military sites.

Print H, Carlisle Barracks - U.S. Army War College: "Featured publications" is a little vague until one clicks on a related hyperlink.

Print H, USAG Yongsan: Very busy. Lots of good info but cluttered.

Print H, USAG Humphreys and Yongsan: The two IMCOM entries are difficult to separate from one another because of their near identical appearance.

Print H, USAG Humphreys: I found the simple layout appealing. I like the home page and the mix of current and historic photos. I also liked how the photo cutlines appear after a new photo appears. Some of the cutlines seemed a little too deep and covered up too much of the photos.

Print H, USAG Humphreys: Very busy. Lots of good info but cluttered.

Print I, "PACOM surgeon leads town hall...": To the point with need to know info in the lead. Plenty of detail and background. It is simple and straightforward ... exactly what a news story should be.

Print I, "PACOM surgeon leads town hall...": Need more direct lead. Punctuation issues. Wrong verb used in story. Nice quote for conclusion.

Print I, "10th Mountain Division NCO receives Soldier's Medal": Punch lead. Sentences & paragraphs too long. Need variety. Let hero tell his own story. Last name only after first used.

Print I, "Indian general inducted into IF Fall of Fame": Sound lead but there was opinion in conclusion. AP Style issue.

Print J, "Picatinny spouse shares skills for saving money": This attention-grabbing lead is bountifully supported by insight and information. Great job!

Print J, "Picatinny spouse shares skills for saving money": Interesting lead. Watch AP Style.

Print J, “Reset Program”: A great use of the personal example to illustrate the problem and solution. By taking this approach, it captured readers who may not otherwise have interest in the topic. Great job!

Print J, “Reset Program”: Good lead and conclusion. Watch proper use of the word toward not towards.

Print J, “Health by Stealth”: Shorten your sentences for easier reading. Nice lead and solid conclusion.

Print K, “Foreign adoption, universal smiles”: Excellent story. Well-written, and certainly informative for the audience. My only criticism is purely technical: Too many dashes. In most of these uses, you actually should have used commas. Using dashes is jarring for the reader when used incorrectly. Regardless, nice work.

Print L, “WWII veteran”: Opening quote seems too self-aggrandizing but by the end of the story it makes sense. Needs better close.

Print L, “WWII veteran”: The lead and second paragraph work well. The closing seems abrupt.

Print L, “WWII veteran”: This was a good story, but could have been better. I wanted quotes from present-day Soldiers to give it some more current perspective. Since it's basically him talking to the reporter, it's too much a list of quotes and memories. I liked the last sentence, but it came out of the blue - and I'm sure US racism had a lot to do with why he's lived in Germany for most of his post-service life. I think present day Soldiers don't appreciate what he went through, and that's why their voices could have added a lot to this story. Good start, just not three dimensional.

Print L, “Zama teen pursues dream as pro musician”: Good story about a subject that wouldn't be obvious. The story's main strength were the quotes from people about the subject, rather than exclusively from her. I felt like I had a good feeling about her as a whole person. While the subject might not interest me personally, I can see the CI value, since this showcases family members, and is a story that the whole community might invest in, since they might know her, and can now better appreciate her hard work at a young age.

Print M, “Remembering to respect history, not sleep through it”: Proof that short and sweet can still be impactful.

Print M, “Remembering to respect history, not sleep through it”: Weak lead, but underlying message is effective.

Print M, “When is enough - Enough?”: Cliches and awkward constructions, condescending.

Print M, “Finding joy in bubble-wrapped little things”: Neither flawed nor significant.

Print N, “37-Year-Old First-Timer Heads to All Army”: Good story. Short, easy to follow, but newsy and done well.

Print N, “Lieutenant puts hockey career on ice”: I liked how you made his disappointment about missing the NHL very clear, and didn't sugarcoat it. But, some more sources would have helped a lot. This was a good story, but for an award competition, it didn't really rise above.

Print N, “Swapping combat boots for football cleats”: Decent story overall, but it lacked context about this German football team. As a reader, I am more interested in how he fits into this strange environment. Are they German players? American? The point of a good sports story is to put the reader into an

unfamiliar environment and fill in those blanks. This was a good start; in the future, focus on what makes the situation unique. You have a little detail about German football teams, but I wanted more.

Print P, “Best Sapper 2011”: There are some decent images here, but the photographer's real job is to find creative angles or perspectives. If you're standing in front of sweating, tired soldiers you'll get good pictures - but you'll get great pictures when you find a new way to shoot them. Lie on your stomach, use a wide-angle lens, something like that. This is great for publication, though.

Print P, “209th MP Co strikes competition to win Viper Stakes”: Good story and good photos. I would have rated this higher if more effort had been put into imaginative camera angles or perspectives. You've done a great job with faces, but it's all from the same angle, and the same general subject. From a reader standpoint, I was really impressed - just from an award standpoint, I wanted some different viewpoints. Add that to your repertoire, and I think your future entries would be really strong - because you obviously have an eye for faces and eyes, which are difficult to capture.

Print P, “Pack 34’s Pinewood Derby a high-speed Cub Scout”: This is a great example of what photojournalism can bring an audience – even when it's not obvious. It's easy to go into an event like this as just a quick stop, but as this shows there are many imaginative points of view, perspectives and colors that a good photojournalist can take advantage of. Readers want to be entertained by some stories, and see the fun of real life, especially family life – but you can't just snap a couple pix and call it a day. You have to have creativity and a plan, and this accomplished that.

Print O, “School Bullying”: AP-'hanged' v. 'hung' a critical element of the story, imagery weak.

Print O, “Healthy Army Family Lifestyle”: Too narrative, mundane imagery, long texts with few points of emphasis to what is great info.

Print O, “All-Army Boxing”: Incongruous storytelling, editorial without attribution e.g. “king of the streets” according to whom?, numerous AP errors and the call out box??

Print Q, “Alaska State Bird”: Caption is nearly pointless, except for providing CDC URL.

Print Q, “Amigo Airsho lands at Briggs”: Good composition, lots of energy at left! I like the guy at lower right; he looks like a cartoon figure.

Print Q, “Stair-Borne”: Good shot and use of wide-angle lens to increase dramatic effect.

Print R, “Grenade training not a lost art”: Strong lead, lively, original writing; photos weak: only close-up is of some grenades; shots too long to elicit emotion!

Print R, “Grenade training not a lost art”: Good variety in angles and shots, but could have eliminated similar shots on top for stronger layout.

Print R, “Third ID, Families remember their Fallen”: Dominant photo nice color saturation and composition; photos tell story well; writing cliched, stilted: subj/pred mismatch (“a Soldier/their life”); “Two men embrace” caption needs name or better caption.

Print R, “Third ID, Families remember their Fallen:” All photo treatments should be the same (one has soft frame).

Print R, "Team Bliss Track Club qualifies for Junior Olympics": Competent, tight writing, strong lead; strong overall layout, secondary photos should be cropped closer.

Print R, "Team Bliss Track Club qualifies for Junior Olympics": Could have used more variety in the POV.

Print U, "Soldier Show highlights Army talent, teamwork": Best combination of photos and writing.

Print U, "Area IV left mesmerized by Cirque Dreams": Best photos.

Print X, Reinert: Very informative wrapped in an entertaining package.

Print X, Scavetta: Would have been nice to see a pic of the final mural. A few typos.

Broadcast H, "Sgt. Rocky's Neighborhood Deployment Episode": For the first minute and a half, unless you are in on the "SGT Rocky" joke you have no idea what is going on. Is it a kids show? What is this dog doing, and why is the anchor so frustrated? The puppet is very clever, however, and well done most of the time. Sometimes the "arm" in the checkered shirt that controls "Rocky" can be seen. Poor camera work. But, the script works and "Rocky" gets the kids to talk about missing their parent during deployment and how to connect. But, in general, the camera work is amateurish, there are gaps in the editing/transitions from scene to scene and overall worthy of cable access.

Broadcast I, "Gary Sinise Resiliency PSA": Excellent production value, hard to go wrong with a bankable star like Sinise. Music and video effects set the tone, and Sinise delivered the message and why it was important very effectively.

Broadcast J, "Future Network": Interesting subject. Shot well. Tracking needs energy

Broadcast K, "WRESP": Great production value, but point lost because of no use of tri-pod.

Broadcast K, "WRESP": Very well done, inspiring story. Sound mix needs adjustment - at times music overpowers voice. The interview either tripod or cover up with more images. Graphics very well done - closing shots excellent

Broadcast M, "The Benning Report": Best Ranger footage very good.

Broadcast R, Glasch: No sequences. Program coordinator interview shot slightly overexposed. Good adjustment of color balance and lighting before and during sunrise on shoot location. Routine news story with a simple recitation of the facts. Some personal comments from the Soldiers added to the story but it would've been much better to follow ONE Soldier through the entire training iteration and tell the story through their eyes. VICTORY UPDATE: Script audio is over modulated. Abrupt audio cut into the start of the story. Lighting on COL Meyerowich interview shot is over exposed. No supplemental lighting on the interview shot. The producer needs to more effectively weave the various audio tracks to ensure seamless transitions between shots/scenes/interviews. What is the main point of this story? Is it the use of Social Media? The computer issues parents face? The initiative itself? No central character. To really drive home the groundbreaking nature of this program the producer should've coordinated with a training company to identify one Soldier to follow through Basic and that person's family using the program and follow both up to graduation. Interview with family member Janice Pierce was overexposed. Vary the studio intro/outro shot. Framing in the shot has the apex of the building in the background meeting over the head of the talent. TORCHLIGHT TATTOO: Studio lighting on talent needs adjustment. The key and fill light are equal in intensity resulting in a dark band down the center of the talent's head. So many

opportunities for natural sound pops in this package and none were used. No central character. It would be much more effective to SHOW the audience's reaction to the fireworks than to tell us what they did. MAKE A WISH: Composition on the interview shot was centered. Remember the rule of thirds and always position the subjects with look/lead room. What was the reason for desaturation and slow motion of the video at the end of the story? This could have been a great story had the producer used a wireless microphone on Alyssa during her time at Fort Jackson. It would've been so much more powerful to hear the drill sergeant offer the words of encouragement while they were rappelling instead of the interviews. Having so much amazing audio to work with would've made the producers job of writing a compelling script much easier and told a much more powerful story. Alyssa's story is one that everyone can learn something about themselves. Her words about never giving up are poignant and powerful and directly related to the Army's core values.

Broadcast R, Glasch Audio issues. To make your presentation better, show some excitement and not be so sing-songy.

AFN-Atlantic

Broadcast A, "Eagle Afternoon Show": High energy delivery of the host SSG Brown. Nice reference to the release of Call of Duty the day of the show. Current, timely and relevant information is always a good way to connect with the audience. Great job relating "AFN The Eagle" and the branding statement throughout the show. Host brings in personal experiences to help relay CI, especially like the reference to Reading Rainbow and its tie to the Military Child Education Coalition. Host does an effective job teasing the information, relaying it to the next song. He lets it fall when he doesn't come right out of the song and deliver on the information. Continually tease then deliver and repeat. Nice forward promotion of the morning show host the next morning. Show elements served the greater purpose of informing the audience. SSG Brown sounds like he's having a conversation with the audience and not just 'reading' the jock material/CI readers in the binder in front of him. SSG Brown does a good job having a one-on-one conversation with the listening audience. The best of the pack this year.

Broadcast B, "KMC on Stage": Good use of music in background, trying to make it like an AA meeting for stage people is clever but make it sound like the person is recovering from something. I think this detracts from the message of being creative and risk taking. For that reason I don't think it "sells" the product.

Broadcast B, "KMC on Stage": I didn't like the take off of an AA meeting. Plus very little call to Action.

Broadcast C, "2nd SCR Memorial": The reporter did a great job by allowing the family members of the fallen to bring the human element to the story. The audience gets to know the fallen through the words of their parents. The reporter was smart enough to know what she was doing and allowed them to tell the bigger story of the Soldiers whom have fallen.

Broadcast D, "NATO Flags": Good use of natural sound.

Broadcast D, "NATO Flags": Good use of natural sound. Good explanation of how SHAPE works.

Broadcast I, "Tour of Bavaria: Desserts": Excellent host/talent. His enthusiasm was evident. Creative use of graphics to get the point across, and good selection of an atypical phrase that catches the viewers attention. Well done.

Broadcast J, "2SCR Homecoming": Good storytelling and use of NAT sound.

Broadcast K, "Baby Asthma": Compelling story. But needed more variety of shots & super tights.

Broadcast K, "Baby Asthma": Excellent use of still imagery to support the story – would like to hear an additional interview.

Broadcast L, "Hockey Duo": Interesting story. Well told. This is ESPN worthy!

Broadcast O, "Guten Appetit": Excellent production value - very nicely done!

Broadcast Q, Brown: Soldier first, journalist as bonus, great connection with audience.

Broadcast Q, Brown: Likable personality and involves the viewer. I find that I want to like what he does. Very creative guy – particularly in TV reporting.

Broadcast Q: Did anyone check the staff sergeant's uniform before the photo – US is on the wrong side!

Broadcast S, Birchfield: Good use of camera in moving vehicle.

Broadcast S, Birchfield: Warrior Transition story: Nice feature story. Can see that some shots were shot on a tripod which is rare in stories that are shot in moving vehicles. Also, not a lot of space to work with in a vehicle. Made good use of surroundings to help edit the piece especially the mirrors. Good nat sound. Especially liked the human element of AI being able to relate as a Vietnam vet. Good use of minimal narration and natural pauses. – NCOs tested: Good use of nat sound. It helped the story flow. Nice job showing the frustration and adversity the NCOs were experiencing. Clear, Conversational writing. Story was easy to follow. Well done. – Welcome Home: Great job keeping the integrity of the story. It was a small celebration. Radio Story: Great nat sound. Loved it. Real. – Virtual World News: Great concept. A lot of fun. Camera presence was natural. He seemed comfortable about the subject matter which makes it feel more like a conversation than an act. Material speaks to the audience. Well done. – High Heels: Nice non-narrative. Edited well. His work is consistent and is technically proficient. It is obvious that he cares about each story he produces and is always looking for a way to make it fun. Interesting and entertaining. His stories are told in a matter a fact way that helps to relate to a wide audience. His entry had variety.

Broadcast T, Goss: Overall good story. Have not heard about Female Afghan Police working checkpoints before. Good job getting both the Afghan and U.S. perspective. Voice is clear and story is easy to understand and follow. Shaky footage because of zooming in on subjects. Camera movement is understandable because of the conditions. However, camera shake is distracting. The cut in of legs from knee down was not effective. The American Soldier's microphone picked up some wind noise and possible dropout. There were multiple opportunities for natural sound breaks that were not capitalized on. Wanted to see the line of traffic. Shooting more long shots might have helped. Story really needed reaction of locals being searched considering this was a country ran by the Taliban for so long where women would have never been allowed to do something like this before.

Broadcast U, Goss: Nice sound bites. Interesting story angle. Love the real life cultural issues explored. Decent sequences. No natural sound breaks. No dynamic edits that stick out for a feature story.

Broadcast V, Goss: A lot of shots overexposed. Mostly long shots. Needed more sequences. Lacked close-ups. Zooms at end of piece distracting.

Broadcast V, Goss: This B Roll could have been paired with a number of stories.

AFN-Pacific

Broadcast A, "AFN Casey Morning Show": Radio is an intimate conversation between you, the DJ, and the audience member. Saying, "Good morning Warrior Country" destroys that intimacy. Always communicate with that 'one' person, even if that 'one' happens to be 30K. It's one-on-one between you and every member of the audience. A simple "Good morning" says the same thing yet leaves each audience member feeling as if you're talking directly to them. Your audience comes and goes by the minute and you can never assume they know what you're talking about. In the first break you mention you have a lot coming up this hour... what is it? You keep the audience in the dark. Radio is constant forward promotion. Tease then deliver and repeat. During the promo of the American Red Cross free BBQ you say, "I haven't mentioned in a while and hopefully you haven't forgotten" assumes the audience has been with you from the first time you promoted the BBQ on air. Never assume that. Radio is about the here and now. Every time you crack the mic the information you convey should sound fresh to the audience even if you've said the same promotion 60 times before. During this promo you state the event is "August 31st, that is next Wednesday, less than a week from now." Three references to the same bit of information. Streamline presentation and your show will flow much smoother. Back to back music segues in a morning show are something to be avoided. Push the CI every opportunity you have and keep the pace moving. When giving the daily forecast you state, "today's high is 82" but that's the expected high, not the actual high unless the actual high happens during the 0600 hour. You talk about getting a phone call from some Soldiers headed out to the range, why didn't we hear that call? You tied that call into the weather forecast, which was great. You wrap up the segment saying "we" got a request. It's "I" not "we" and who asked for the request? Was it the Soldiers headed out to the range? What are their names? Why did they want to hear the song? Not only is radio a intimate conversation between you and the audience, it's also about shared experiences. That is the information you use that everyone can relate to/with. Soldiers go to the field; it's what they do, so use that information to bring out the personalities of your audience by using your personality to do the same. The information bit on the job fair was weak and disjointed. Repeating the same information in a different way doesn't make it any more interesting. This show suffers from an evident lack of show preparation. There's very little interesting or motivating to keep the listener focused on what's happening or what is going to be happening in the near future. The show sounds like the DJ has no idea what she's going to talk about before she opens the mic so she opens the mic and hopes for the best but it doesn't materialize. Reinforcement of "AFN The Eagle" and the branding statement is weak throughout. The show host does a good job relaying the time and always in the correct format; definitely an item to replicate in future shows. This Soldier has the potential to be good providing she tirelessly focuses on some key points: 1) communicate on the one-on-one level, 2) incorporate shared experiences into the show, 3) prepare, prepare, prepare and then prepare, 4) before the mic is opened she must know and understand her goal of communicating with the audience during that segment.

Broadcast B, "HD Sports": Very creative.

Broadcast B, "HD Sports": Narrator has a noticeable lisp. Detracts from commercial. Nice job using sound to show difference between "drip" and "waterfall" difference in using or not using AFN to get the word out.

Broadcast B, "HD Sports": Good spot. Call to action is buried in the middle, but brought back at the end.

Broadcast C, "Shopping Cart": This whole story is about the theft of shopping carts yet we don't hear about the rules or the reason why the new rules are in effect until 30 seconds into the story. Don't treat the audience like they're stupid, we don't need the reporter to tell us why we use shopping carts. Nice use of natural sound in the story. That added a depth and dimension to the radio news report that is often neglected by the majority of reporters.

Broadcast D, "Warrior Leadership Course": Too many soundbites. Sounds like a TV piece used for radio.

Broadcast I, "Library Spot": No 10 second slate; creative way to make a "boring" library more interesting; some good camera work (hi-speed band playing in library, quick edits between different sections of the library, in-and-out zooms to grab attention). The choice of voice over was a little distracting, but nice try.

Broadcast K, "FRG Trip": Good story – try using NAT sound transitions – good use of close ups like to see more establishing wide shots.

USAREUR

Print C, *Milrinder*: Strong historical slant - well-organized and designed.

Print C, *Milrinder*: Content and layout are top-notch.

Print D, *The Bayonet*: Major spacing issues in the text on almost every page.

Print F, U.S. Army Europe Smartphone App: Good initiative, but what about Android and Blackberry?

Print F, U.S. Army Europe Smartphone App: This is terrific idea for the command and great effort with the growing use of mobile as the primary means of internet access for many folks. I hope they can use it to penetrate deeper into the target audiences and allow the tool to become a dominant form of direct communications with their audiences. Great stuff.

Print F, U.S. Army Europe Smartphone App: Would like to have seen more screen shots of functionality without having to download the app. Great initiative!!

Print G, 170th Infantry Brigade Combat Team: I like this blog for its simple clean approach, heavy content and support of the command mission to keep folks at home informed. The stories are pretty plain and that shows in the lack of comments. There wasn't a lot of interaction with fans or effort to spark that conversation. It's a bit of a newsfeed as opposed to an interactive platform but it's a great effort.

Print H, U.S. Army Europe: Standard Army site.

Print I, "5th Zone finds new home": Awkward lead. Weak conclusion. AP Style issues. Attribution a must.

Print J, "Italian soldiers complete MRAP certification": Good conclusion. Lead is muddled. What is the importance of this story? Get more attribution into the story.

Print L, "How I became a Muslim chaplain": Experiment with feature headlines and leads more. If they read too much like a news story, readers will be less inclined to read the story to finish.

Print L, "How I became a Muslim chaplain": Great lead. It left me wanting to know more about this man – who he was and how he came to this point in his life. The story delivered all this, and more.

Print L, "How I became a Muslim chaplain": His rough past adds interest to the story.

Print L, "How I became a Muslim chaplain": Would have liked some quotes from the soldiers he ministers to, since without that, it's pretty much him talking about himself. But, this was an important story, especially given misunderstandings and misperceptions.

Print N, "Army, Air Force compete in Sembach's 1st...": Straight to the point, well executed. Nice job.

Print N, "Army, Air Force compete in Sembach's 1st..." Gives us the information, but it's too passionless. This was a 34-0 blowout? Is that the story? Or is the point of the story the event itself? I wasn't sure? Game stories are tough for competition entries; it's basically a score and some plays, and without some specific detail to get the reader into the game, it's often too much after-the-fact for readers to connect.

Print P, "'Avengers' Run Supplies": Made a story out of a supply run. Nice.

Print Q, "FSTE": A tough shot sadly overexposed.

Print R, "Grafenwoehr Earth Day": Nice scrapbook photos, but no dominant shot; weak story.

Print R, "Grafenwoehr Earth Day": This style of design is called yearbook style is dated and extremely ineffective as a photo page.

Print S, "Hold the Line": CLEAR WINNER.

Print T, "Female Platoon Leaders Gain Afghans' Respect": Good tone, in perspective.

Broadcast B, "Tax Refund Radio": Creative, up-beat, informative - the best of this group to me

Broadcast B, "Tax Refund Radio": Singing doesn't mix with selected music...distracting. You can actually hear an echo in the singing audio. Almost like an audio "jump cut" as the music bed fades into the singing and back into the audio bed.

Broadcast B, "Tax Refund Radio": Background music of Billy Joel's Allentown doesn't fit the spot.

Broadcast C, "USAREUR Best Officer...": Great story telling throughout this package. The seamless integration of interviews and natural sound take the listener to the scene and enhances the communicative qualities of this news package. Central character focus is tight. Additional interviews add meaningful information to the core theme of the story. Exceptional job communicating the Soldier's story.

Broadcast C, "USAREUR Best Officer...": GREAT energy in voice from the start! Not exactly sure how the nat sound relates to the topic.

Broadcast D, "Acupuncture": Interesting story. Nat sound at the end out of place.

Broadcast H, "Full-Spectrum Training Environment": Good narration, good graphics that support telling the story about Full Spectrum Training. Extremely well scripted, the video fits what the words are saying and tells a compelling story of use to the audience. Not too long, just right.

Broadcast I, "Army Values are My Values": Slick production, compelling story...but to find out what those values are the viewer must go to a website. More of a tease for the web than a commercial about values.

Broadcast J, "EFMB Ruck March": Stellar job in making the seemingly mundane quite interesting. Fabulous creativity with production!

Broadcast K, "Trauma FX": Fantastic job. Well shot and editing. Lost points because of length.

Broadcast O, "Interdict 11": Too much wind noise.

Broadcast R, Marquardt: I really wanted to see a central character and hear the hardships and satisfaction of accomplishment through the eyes of that person. I realize it's impossible to pick a person at the start of the competition and know they'll finish so pick two or three and place your bets. Loved the subjective angle of the video shots in the recap segment of events previous to the march. The questions the reporter asks are answered by the OIC and it would've been better to hear the answers from the participants. Some nice sequencing. Would've loved to have heard the crunch of the boots throughout the package. Good use of motivated camera movement with the pan to the Soldier crossing the finish line with the banner over that line. The pan revealed new information and that is a perfect example of motivated movement. SOLDIER 360: The positioning of the interview subject (OIC?) against a bland white background didn't aid the "comfort/serenity" of the package. The audio was hollow on that interview. Unnecessary camera movement on some shots, saw the tripod in one shot. Love the script line "Soldier 360 hope will continue 365 days a year." Delivery of 365 was stilted as reporter said "3-65" instead of 3-hundred-65. Supplemental lighting on the interview shots would've helped convey the comfort/serenity aspect of the story. KFOR15: Great subjective video angles take the viewer right into the center of the action. Nice to see this reporter isn't afraid to get dirty to get the shots that help tell the story. Good natural sound. Use of a central character missing in this report. It would've added a lot to tell this story through the eyes of a participant. Ditch the OIC interview but use the material. The standard interview shot was disconcerting because it was the only thing stable and somewhat tranquil in an otherwise chaotic piece. ACTIVE SHOOTER: Loved the way the reporter interspersed the virtual world

with the real world in the opening of the story. Strong writer. Video washed out on CAPT Ordonez interview. It appears a camera-mounted light was used on that interview and it's not complementary to the subject. All sense of depth and dimension is lost on the subject as he's flat but the background isn't. Two unmotivated focus pulls near the end. They didn't reveal any information or add to the story. OPFOR ARMOR: No central character unless OPFOR is the central character. Difficult to pull of a non-person central character. The story was okay but I really wanted to see it follow the particular attack/op of the day. The use of the interview in the controlled environment detracted from the piece. The story is about the average Joe, not Colonels, and while his info was good, the inclusion of the shot wasn't. Limited sequences. Good nat sound. Motivated movement.

Broadcast R, Marquardt: Great stories. The EFMB story could have told us how many started and how many received their badges. It showed the toughness of the competition, but could have given us more.

USARPAC

Print H, U.S. Army Alaska: Standard Army site.

Print I, "Cuts from Joint Venture Education Forum...": Nice lead & conclusion. Some sentences too long. Use more attribution.

Print J, "Battling cold, conquering mountains at Army...": Delayed & buried lead. Don't ask the readers so many questions. Check AP style.

Print L, "Cavalry amputee re-enlists in Afghanistan": Try to incorporate more quotes and less story telling in future features. You do a good job with the narrative but quotes help bring the story to life.

Print L, "Cavalry amputee re-enlists in Afghanistan": The lead was the weakest link here – and because of the subject's intensity, it was really a lost opportunity. If the soldier has fought back from an amputation, nobody cares how the US Army defines selflessness – they care about how this ONE specific hero has selflessly returned to duty. Put the focus on the subject, not on some vague concept that a reader can't connect with. Beem's limp, his recollection of the battle where he was wounded - both are much better leads, and should have been the focus. If the writer made a bad choice about this focus, that's no big deal - try harder next time; if this was an editorial decision by a superior, then both soldier and writer were poorly served.

Print Q, "Polo showcases military influence on community": Generic, no-names caption weakens effect of a strong shot.

Print Q, "Polo showcases military influence on community": Great photo, but caption doesn't ID rider.

Print R, "540th QM Co. offers uniform service for free": Competent information piece; weak photos, but interesting layout.

Print R, "540th QM Co. offers uniform service for free": Not enough variety to be visually interesting.

Broadcast H, "1-21 Infantry Regiment's Gimlet Challenge": Nice try at an "Amazing Race" type format for story telling and following the team. Having the narrator "on scene" instead of doing a voice over would have made the viewer feel as if they were part of the event. The narrator needs to set the tone and have a "news reporter" feel in voicing the piece. The narrator is very stiff sounding. As is, while the

video is generally good, the piece falls flat with the non-emotional narration. Also, at the 5:14 mark there is a terrible "jump cut" that is poor editing and unnecessary. When commenting on the "net wall" the video was on the solid wall, then moved to the net wall after an awkward pause. If the story were half the length, it would have been twice as good. Keeping scenes running past their "message" point causes the script, and narration, to falter and detracts from the intended goal of informing the audience.

Broadcast L, "Powderpuff Football in the Army": Be sure to use a tripod. Watch night-to-day shots.

Eighth Army

ComRel A, Hickman: No doubt a great initiative doing great work but overall community relations planning and public affairs were unclear. Report could have been more clearly written.

Print H, "Eighth Army-Pacific Victors": Lots of good information, but the splash page is very busy.

Print H, "Eighth Army-Pacific Victors": A little too busy. Hard to locate information at times.

Print H, "Eighth Army-Pacific Victors": It's a bit of a throwback design from previous years. There is a ton of links and text so it looks cluttered.

Print I, "Team Concludes Agent Orange Investigation..." To the point with need to know info in the lead. Plenty of detail and background. It is simple and straightforward ... exactly what a news story should be.

Print I, "Team Concludes Agent Orange Investigation..." A lot of redundancy. Attribution needed. Nice quote for conclusion.

Print J, "JSA Battalion honors fallen officers on 35th anniversary": Look up AP Style. Watch punctuation. Get more attribution. Good conclusion.

Print L, "Eyer": Don't hyphenate a name.

Print L, "Eyer": Clearly written, but very reliant on primary source. A good personality feature needs more from other people - junior Soldiers? Squad leaders? People who can speak to his value as a leader. Lead was okay, and pictures helped, but felt very office-heavy.

Print L, "Eyer": Headline is on the 'newsy' side - gives away too much and doesn't pull the reader in. The transitions are sometimes choppy. The story struggles with a true focus and wanders between Eyer's boyhood, his custom and courtesy standards, and his values.

Print N, "Airsoft Games hit target for 10th straight year in Korea": Nice work. Shows that a small event can turn into a really nice story. It doesn't have to be the Super Bowl to be told well.

Print P, "Summer Festival": Lots of clutter in these photos. Pick a main focus.

Print P, "Summer Festival": Good use of color in the photos, and they are dramatic - but fun - images. The story was weak, with a bland "With..." lead. Mostly, while this looks great in publication, it wasn't

quite at award-winning level for me. I'd like to see the same thought given to the story as you did the pictures, but I'd also like pictures a little less reliant on bold colors, and more on your creativity as a photographer, using different angles and perspectives.

Print X, Hamm: Your writing style could use some flare. It's accurate but a little dry. More like the airsoft article.

ARCENT

Print I, "Third Army hosts firefighters training": Boring lead. Move a quote forward for the lead. Attribution needed to help this story.

Print J, "Third Army brother, sister serve together": Keep writer's opinion out of the story. Follow AP Style.

Print Q, "Medical Evacuation in Kazakhstan": Strong photo, although a bit overexposed. Caption has excess conjunctions.

Broadcast N, "The Desert Vision": Nice, slick opening, a bit abrupt from transition from intro to first feature. Occasional slight exposure and audio issues. Watch camera movement (settle) and/or unintentional zoom in packages.

Broadcast N, "The Desert Vision": Nice intro, good use of sound bed and video to build interest in the newscast. Unfortunate "jump cut" at the 1:30 mark, unnecessary and completely avoidable. Excellent two-camera coverage of LTG Brooks address to area teachers. Connected what the general was saying to reaction shots in the audience as well as follow up interviews with audience members. Difficult to cover "live" events and most of the time the story ends up as a series of quick cut-aways. This actually told the story with the general's speech. Excellent camera work. Story on Joint Training of Kazakhstan soldiers made good use of nat sound and good field video to tell the story. Transfer of authority video was poorly shot, too dark. Videographer needed to lighten up the camera settings in the large, poorly lit bunker. Also, when videoing African Americans it is always difficult. Must ensure proper lighting to capture features, tilt the headgear back or else it is a shadow. Overall, poor video and not a compelling story. The equivalent of a "grip and grin."

Broadcast Q, Morales: Broadcast samples didn't reflect resume and recommendation.

Broadcast Q, Morales: Great depth of work. Should have left off the anchor piece as a lead. He's a far more talented reporter than studio anchor.

Broadcast Q, Morales: Lighting could have been better; some edits, too.

Broadcast T, Torres: Despite being downrange Soldier managed to use tripod! Nice use of natural sound, composition, low angle shots. Some shaky shot. Nice captured moment and good editing decision to use shot of soldier waving. Story had historical significance and news relevancy! The multiple Soldier interviews brought this story to life. Hearing from the soldiers and their thoughts on leaving Iraq was great. Really enjoyed this story!

Broadcast U, Feenaughti: Interesting story. Zooms were distracting. Very cool subject matter. Standup is awkward. I wanted to see more sequences. Nice time lapse.

Broadcast U, "World Record Marathon Pool": Nice piece! Good contrast to the other more serious entries.

USASOC

ComRel C, "7th SFG(A) Ribbon Cutting Open House": Great discussion of the context and challenge. Lost some points for me because the discussion was more about the logistics of the event rather than communication goals and how the event was planned to meet them. Evaluation and effectiveness scores might have been higher if the plan had set some target communication metrics.

Print H, U.S. Army JFK Special Warfare Center and School: Standard Army site.

Print I, "Army Green goes Carolina Blue": Good lead and nice conclusion. Found words left out of the story. A lot of attribution was needed. Don't ask the readers questions. Just give them the information

Print J, "Kandahar highway gets new life": Incomplete sentences. How can a road be "well?" Punctuation issues. Need attribution.

Print K, "Afghan woman bears child at Coalition hospital": This could have been a great story, but it needed a different framing. Why are we leading with Buckingham? The story is not about her, and she's not quoted. This has a great photo and a great human interest angle, but the writing fell short.

Print L, "Soldier pushes through adversity, takes 3 SFG...": Experiment with feature headlines and leads more. If they read too much like a news story, readers will be less inclined to read the story to finish. Also, a question and answer format for a feature is not a preferred feature story-telling style.

Print L, "Soldier pushes through adversity, takes 3 SFG...": Very small amount of original material in this article, mostly quoted material.

Print L, "Soldier pushes through adversity, takes 3 SFG...": No offense to the Soldier or the writer, but this isn't a personality feature, but a Q+A, so I can't judge it alongside the other features.

Print M, "Humans are more important than hardware": Lacks a conclusion; otherwise nice writing. The Lee photo is an award-winner!

Print O, "What's so civil about war, anyway?": Lead installment buried subject too many graphs.

Print Q, "Senior Mountaineer Instructor": Strong photo with good composition. Caption should ID Soldier!

Print R, "Ranger Rendezvous 2011": Misspellings mar body and captions, captions weak and repeated; caption font same as body – looks amateurish.

Print R, "Ranger Rendezvous 2011": Gimmicky layout but photos are not bad but need more POV variety (tighter shots).

Print T, "Is there a medic in the house?": Solid story, good quotes.

Broadcast H, "This isn't your daddy's SOTIC": Superb story telling, video editing, high quality product. This could run on network TV, Discovery Channel, History Channel. What could have been a dry training piece was saved by thoughtful scripting, compelling Subject Matter Experts, and good field video. Great job.

MEDCOM

Print B, *The Mountainer*: I appreciated the layout because it remained clean although there were separate modules on each page, but there was no variety with the number of columns on each page. For example, the story on top would be a five-column story and then the second story would be a four-column story.

Print C, *One Health*: Serves its very specialized audience well with solid content.

Print E, *The Point*: Nice clean design.

Print H, *Medical Research and Materiel Command*: Standard Army site and a bit dated in its design.

Print I, "USAPHC experts at forefront of rabies awareness": Don't use an acronym in the lead. Wrong verb tense found. Needs attribution. Vary sentence length.

Print J, "Silent victims speak out": Incomplete sentence. Watch using the word "that." Punctuation and acronym issues.

Print L, "Coming back from the edge of losing a battle..." Normally, I wouldn't be a big fan of the cancer narrative, but I think the writer did a good job of using some good quotes, and strong description to get me invested. I think the transitions helped it feel like a real story, and not simply a laundry list of quotes or crises she was facing.

Print M, "Save Time": Lead much too long, as is next graf; rest is competent and useful.

Print N, "Wounded Warriors cast lines upon the water": This is the point of writing sports stories – to tell HUMAN stories that happen to be taking place during an athletic pursuit. I would have liked a little more physical description of the waterways, but this did the job very well of bringing the fishermen alive as people on the page. Good use of multiple sources, and especially good use of explaining why fishing is not some random activity, but actually has a rehabilitative purpose. Obviously, that's the story's point, but sometimes that gets lost.

Print O, "Warrior Care Month": Great topic, important subject, mechanical errors style hurt.

Print Q, "Madigan Nurses' Week hits a new high with Fun Run": Strong facial nets human appeal; good use of lower shutter speed to blur feet.

Print R, "Madigan celebrates the fall season...": Nice scrapbook photos, but no story.

USACE

ComRel A, Farmer: Clear stand-out in all categories. Great discussion of research and evaluation.

ComRel B, “Water Safety Program”: Great packet and extremely well-written. Lost some points for me on effectiveness and evaluation with its discussion/conclusion on whether program met its goals. Goal was clearly stated as reducing water-related deaths by 50%. While there was no increase, you didn't meet that goal. I would have scored higher if there had been a deeper discussion/evaluation of why that didn't happen vs. what seemed to me as a changing of the target.

ComRel B, “Water Safety Program”: Great public service.

ComRel B, “Water Safety Program”: Another clear winner. Quantifiable results.

ComRel C, “Corps helps Joplin Community after tornado”: Very hard to distinguish between community relations activities and the service the Corps normally conducts for the community as part of its mission. This got a little confused in discussion of the overall plan and effectiveness. No doubt an important mission.

Print C, *MED Messenger*: Would appear to be one of the Corps' strongest CI publications. Good writing tightly edited, presented with modern layout – good photos!

Print F, “Promoting Water Safety Through Social Media”: The water safety campaign is a great way to use new media channels and good work for the Savannah District. The hit count is low on the various projects so I'm not sure they are reaching their intended targets effectively unfortunately. Perhaps mixing up the campaign with new ways to tell the stories...funny always works... but having officers stand in front of a camera isn't typically content people on YouTube are going to rush to.

Print H, Los Angeles District: Lots of good information but landing page is static. Suggest adding larger, revolving photos to the text heavy landing page. Also, the landing page is very deep which may turn off potential follow-up visits.

Print H, Los Angeles District: A bit of a dated design. Very cluttered.

Print I, “USACE facilitates medical mission in Daykundi”: Interesting lead. Nice conclusion. Who is “they” in your story? Vary sentence length.

Print J, “Corps Joplin tornado volunteer helps police bust...”: Tell the story with your sources. Watch AP Style.

Print K, “A massive explosion”: The construction of this story is disorienting. I think it would have been better to simply profile each person separately, instead of trying to mix and match the quotes under different categories. This way doesn't flow well and it's hard to follow the speakers.

Print M, “Memorial Day”: Competent, unspectacular, dignified and un-condescending Mem Day message.

Print N, "Offensive Hold?": Great profile. Well done.

Print N, "Offensive Hold?": Interesting story and well-written. I liked the explanation of different plays, and the whole process that an official goes through to hit the "big time." I would have liked more connection with his "real" job - yes, it's mentioned how officiating helps, but I would have liked some specific explanation HOW, rather than the hypothetical examples that were offered. But still a good job.

Print O, "Stepping out to help out": Mechanically sound; lacked a central "so what" emphasis.

Print Q, "Corps' civil works leaders visit the Folsom Dam...": Photo doesn't do project scope justice; crop too loose.

Print R, "A Fair Time": Real writers shouldn't use the stilted phrase, "interacted with," especially three or four times on a page! Weak photos played small.

Print R, "A Fair Time": Creative layout, normally would say it's gimmicky but this actually works.

Print T, "Fish and fire in Rio Grande": Lots of gee-whiz interesting info.

Broadcast H, "Natomas Flood Risk": Excellent value to audience. Good story telling about the risk of living in a levee area and what to do. Good interviews with SMEs. Pulled historical video from '97 flood to show what could happen and wove into story. Good use of graphics. Narration could have been a little more upbeat, conversational, as was it was OK. Overall, good product.

Broadcast I, "Leadership Development Program": "People follow" line used six times. Too repetitious. Also, whatever effect the video producer was going for it did not work. Very distracting. Kept trying to focus on the video in that pixilated background and actually got a headache. Bad idea.

Broadcast J, "Tuscaloosa Tornado": Could definitely see this story on a local newscast. Well shot.

Broadcast K, "Building Strong People": Beautifully scenery. Would like more tight shots. Loved park ranger. She had great energy.

Broadcast K, "Building Strong People": Excellent story – great variety of images, NAT sound transitions & excellent editing.

Broadcast M, "How Levees Fail, How We Fix Them": Informative, good overall flow – some audio issues with wind.

Broadcast R, Bloodgood: Excellent sequencing of visuals and interviews to build a narrative. Narrative clearly was designed to advance the USACE message. The whole was coherent and had good internal integrity.

Broadcast R, Bloodgood: The non-narrative of Arlington was amazing. The quality of the story matched the quality of the video in the three narrated stories. Amazing work.

Broadcast R, Bloodgood: ARLINGTON: No central character. Unmotivated camera movement on many shots. Not sure of the purpose of this piece. If it's to demonstrate the care Arlington shows to the fallen it stands in stark contrast to the news media reports pointing to the contrary. Pace of the segment was perfect; audio selection and video editing complimented the presentation. Use of an out-of-focus shot (red arch) is unacceptable. INVASIVE SPECIES: No central character. The necessity of the operation is stated

but the outcome isn't reinforced with interviews of fishermen/users of the wetlands. No video sequences. Inconsistent use of natural sound. 180 degree violations. Poor exposure on outside interviews. No use of reflectors or supplemental light on interviews and incorrect use of exposure triangle to isolate subjects from the background. **BAND:** No central character. Stories are about PEOPLE, not buildings. Building shots, unless they're on fire, don't communicate anything to the viewer. The benefits of the new facility can only be communicated by those who use the facility. Their comparison/contrast of the old to the new is what tells the story of a new building. 180 degree violations. Lower thirds crisp and professional. Interview shots of the musicians are loose. Unmotivated camera movement. Little motivated natural sound pops in a sound rich environment. **CHANNEL DREDGING:** Unmotivated camera movement. Use a tripod on all shots unless absolutely impractical. It's clear you have a tripod as your interview shots were steady, why didn't you use it when collecting b-roll? Write to your video; when talking about the 4K residents, show them; when talking about wild horses, don't show a sculpture, show me the horses. You're talking about dredging operations; show them. You're talking about commercial fishing; show it. If you can't actually go on the boat footage of a boat unloading their catch will visually communicate and reinforce the words in your script. "Red" McDonald would've been an amazing central character to follow for this story. The impact of the ACE operations could've been told through his eyes. He has a great soundbite near the end where he talks about the economic impact and you could easily show that. Him, his crew, the dock workers, everyone affected by the channel remaining open. People connect with people and you should always have a central character in your work.

Broadcast T, Wingert: Narration levels compete with natural sound. Narration is rushed. Beginning of sound bite is chopped off and audio is distorted because of wind or background noise. Shaky shots. Use a tripod for landscape shots! Voice sounds almost robotic. Story lacked effective sequencing and natural sound breaks. I would not consider this a deployment story. Shooting a story about a dam in the U.S. is not the same as shooting a story in an environment like Iraq or Afghanistan!

Broadcast U, "Maintenance at Garrison Dam...": Audio levels were so poorly mixed as to make the narration hard to hear. Same for the stand-up. I didn't see a lapel mike, but the background noise was distracting and on occasion overwhelming.

Space and Missile Command

Print C, *Army Space Journal*: The magazine has average content, but I did like how social media was incorporated into the magazine. I have never seen that before and thought it was a great idea.

Print M, "Straight Talk-Reporting from the Trenches": Lead much too long, cliches and misspellings, poor word choice.

Print Q, "Soldier wins chamber of commerce award": This looks more like a party "happy snap;" what's the point?

Print R, "JTAGS Korea Double Truck": Writing is competent, but story is uninteresting; photos "hang" out there unexplained, without meaning.

Print R, "JTAGS Korea Double Truck": Photos are of average quality, no interesting angles or compositions.

AMC

ComRel B, “JMC engagement with Milan, TN Community”: Very unclear communication strategy/objectives.

ComRel C, “2011 Boy Scout Fall Camporee”: This defines what "Special" means!

ComRel C, “2011 Boy Scout Fall Camporee”: Good story told well – good discussion of challenge and context. A little too much focus on the planning of the logistics of the event vs. the actual communication strategy. Probably should have nominated Sam Hudson for an individual award too – his passion and individual contribution shines through the discussion of the event.

ComRel C, “2011 Boy Scout Fall Camporee”: The best within this group.

Print C, *CECOM Today*: Well-done, packed publication full of info about the people of CECOM – and how they make CECOM work for the Soldier.

Print E, *MICC Communicator*: Lots of acronyms in headlines.

Print F, Army Contracting Command: The comprehensive nature of the social media program sets ACC apart from their peers as they are leveraging all of the new media channels for their specific strengths.

Print G, CECOM Command: Good use of historical photos.

Print G, CECOM Command: This is a great history blog with quality material that targets a very specific segment of their audience. It’s a good way to highlight a little-known angle of the military. They highlight a little known part of the military mission which is preserving our history. I like the live blogging of events and expanding on the discussions. The pieces are well written and articulate with enough detail to appeal to historic minded folks and enough interesting relevant info for those who are looking for something fun.

Print H, ArmyHire.com: A very different site from typical military sites. It’s a bit busy but it is full of good info and very targeted in its purpose.

Print H, ArmyHire.com: Overall, a nice, clean look. The "take survey" box covers some text on the main page, which is a little distracting. I like the videos on the main page. I can read the individual names underneath each video profile but can't read the job titles. Enlarging the icons and text might help visitors select the profile that most interests them.

Print H, ArmyHire.com: Excellent resource.

Print I, “Battlefield vision brings together Army aircraft”: Technical story not explained so readers will want to read it. Lead muddled. Variety needed in sentence and paragraph length.

Print J, “ANC contractual support transfers to MICC”: Lead is muddled. Get to the point. The entire point of the story is buried. Hard story to follow.

Print K, “Left Behind”: This needed to establish a clearer Army connection from the beginning. I had to search for the relationship between Sosa and the service. Also, the reason for writing the story was likely due to a desire to prevent suicides among soldiers. It should have been discussed more clearly.

Print L, “I wanted to be the best Soldier I could be”: Important story about a valued leader, but doesn't really show the reader enough of the man. It's a collection of good quotes, and a detailed biography, but I never feel like I'm with him anywhere other than during the interview.

Print N, “Soldier runs in memory of battle buddy”: Well written/inspirational.

Print Q, “Painting CROWS”: Nice composition and technical mastery.

Print R, “Night shift versatility”: Hard to fault; tight storytelling, good photo/text integration. Captions too brief.

Print R, “Night shift versatility”: A good photo story always has a least one macro. Needs more POV variety (worm's eye, bird's eye, tight, medium).

Broadcast H, "DAC Providing Global Munitions Support": Basically, does not tell a story. Just facts strung together. Too many testimonials before you even figure out what you are watching. Also, ATACS acronym is used. What is it? Don't know. This is not an information campaign, or even a good general video. It just starts and you have no idea why you are watching it. The video needs an intro, messaging, transitions...something to guide the viewer as to what they are watching. On the plus side, the background video tells the story of what the speaker is referring to and helps the viewer understand the message. Most of the subject matter experts are well spoken and it seems extemporaneous, flows well. A shorter video that tells a story would be preferable to this that only seems to end when they run out of material.

USAREC

ComRel B, “Army Strong Anti-Bullying Campaign”: Even though not as high scoring, should receive an honorable mention for tackling an important topic – both in schools and later in the Army, when bullying becomes hazing.

ComRel B, “Army Strong Anti-Bullying Campaign”: Had very little here to rate on most categories – this is basically a power point presentation demonstrating the content of the Anti-Bullying presentation vs. a discussion of the planning/execution/evaluation of the program itself. It seems like an innovative and important concept, and I was ready to be impressed, but the packet did leave me much to go on.

Print C, *Recruiter Journal*: Journal always does a great job communicating with recruiters and their Families!

Print D, *The Rhino's Horn*: The design is a bit rough but a lot of the content is excellent.

Print E, *Cold Steel Penn Press*: Good Army branding.

Print G, *Harrisburg Recruiting Battalion*: This is a great effort to reach a spread out command. The posts are fairly standard but informative to their target audiences. The medium isn't being used to humanize the leadership or the unit as much as they could and comes across like reading a post newspaper as opposed to an interactive web platform. Would like to see a distinct URL instead of the Wordpress site one.

Print I, "Army Promotes Fitness at Auburn High": Nice lead. Attribution needed throughout the story.

Print J, "Army Strong 10-year-old aids bus driver": Break up the lead. Too much info in the first paragraph. Don't ask the source who her hero is. Let her tell the readers as part of the story. Watch punctuation.

Print K, "Life in the Passenger Seat": Lead needs tightening, story has good energy.

Print K, "Life in the Passenger Seat": Great story. Great ending. These are the types of feel-good pieces that help communities bond together. Classic "it could happen to you" human interest feature. Nice work.

Print M, "Safety Stand Down Day is an Eye-opener": What is he saying? Diffuse call to action.

Print N, "Home Run": Good story overall. I liked the lead and narrative – what's missing are quotes from his teammates – I'm sure they'll compliment him, and I wanted to know their opinion on what he adds to the team. The coach is a good start, but his peers are better sources.

Print Q, "Telling the Army Story": Subject looks goofy and the photo says nothing.

Print R, "Crawl to the finish line": Good variety of POVs and sizes, macro would have been nice.

TRADOC

Print C, *Fires Bulletin*: Seems more a professional journal than a true Command Information medium. Very meticulously edited and packaged, and is well done.

Print C, *Fires Bulletin*: The Fires Bulletin has great content and layout. Beautiful magazine.

Print H, *Combined Arms Center*: It's a different design than most and looks like it belongs to a place of learning. It's a bit slow to load but I like the large visuals. A more modern look and feel.

Print J, "Army tactical network of the future": Who are the "officials?" Paragraphs are too long and technical. Readers will give up reading. Acronym issues.

Broadcast K, "Commanding on the move": Script writing too technical. Shot well.

ARNORTH

Print C, *ARNORTH Monthly*: Strong package with context squarely on the PEOPLE who are ARNORTH.

Print I, “ARNORTH hosts senior Mexican Army leaders...”: Lead and story sentences are too long. Hard to follow. Needs more attribution. Some redundancy.

Print J, “ARNorth leads way during large-scale terrorism...”: Good quotes. Lead 61 words – much too long. Need more attribution. AP Style issues.

Print K, “Ft. Sam Houston, fellow Soldiers welcome MOH...”: There was an opportunity to do so much more here. How often do you meet a Medal of Honor recipient? Instead, the writer chose to play it very straight. Also, the writer has relied on the accompanying Medal of Honor citation to give the details of that action, forcing the reader to look at a second story to really understand the first. Each piece should stand alone. This is a well-formed recap of an event, but it lacks real creativity. It could have been a school board meeting, a command briefing, anything.

Print N, “ARNORTH Soldiers join runners for Army 10-Miler”: Nice lead.

Print P, “ARNORTH’s CSTA evaluates 81st CST...”: The main photo is interesting.

Print Q, “Rotor Wash”: It's actually sort of comical, and makes me wonder what's up.

Print Q, “Rotor Wash”: Not an original idea, but great photo.

Print R, “Native American dancers share culture...”: Decent dominant shots, pedestrian, stilted caption writing, few subject names.

Print R, “Native American dancers share culture...”: No story, only cutlines, should have ganged cutlines into a short story.

ARSOUTH

Broadcast H, “MEDRETE-Dominican Republic 2011”: Rough edits, no transitions, just quick cuts to different pictures. That's fine for 1 minute news story, but at 6 minutes this is a feature. Needs transitions/effects. Also, lighting on an African-American is always tricky given skin tone. The doctor's (major) face was not recognizable because he was not lit well and he wore a cover. Remove the cover, or tip back, or light properly. Nice use of captions and treating Dominican Republic soldiers as part of the assistance group, not foreigners. Also, interviewing local nationals was nice. Shot as a news story, but runs like a feature, it needs better editing overall to properly tell the story.

U.S. Military Academy

Print B, *Pointer View*: Super, complete package.

Print I, "Then and Now": Nice story.

Print J, "Keller NCO first inductee into West Point Audie Murphy": Sound story. Watch the choice of words – example "surreally."

Print K, "WTC survivor becomes advocate for post 9/11 health...": Good story but don't cram this much copy on a single page.

Print L, "Do bound for Harvard after West Point": Lead was very flat, and it started the story on a blah note, which was a shame because there were other compelling images within the story itself. The subject – Do – comes across well and with good detail, but scope doesn't seem to be earned. I understand he had the highest GPA, but is that the only significance? If so, that needed to be explained and given more attention. I appreciated the quotes from his instructor Korenman, but his classmates would have told more personal stories about him.

Print M, "9/11 was about loss, but now it's about remembering": Thoroughly competent, nice use of grandfather's WWII experience and Trade Center overflight.

Print N, "Anthony, Garcias take fourth BBO titles": Nice use of details from the event to paint a picture of the action for the reader.

Print Q, "Up, Up and Away": Fun, good facials and composition. "Obligatory" safety message about goggles weakens effect.

Print R, "Class of 2011": Competent and templated; no original or innovative content. Upper lefthand shot caption wordy and cliched.

Print R, "Class of 2011": No dominant photo for the page, need more size variety plus a macro shot.

Print T, "Plebes conduct research on own sleep habits": Quite professional in voice, organization, etc.

Broadcast M, "Army Navy Pregame Special": Somewhat boring technique although good history.

Broadcast M, "Army Navy Pregame Special": Great pregame show!

Broadcast N, "West Point Graduation": Wonderful, absolutely professional newscast!

Broadcast N, "West Point Graduation": Like looking into the 1980s. A two anchor system with stilted/scripted banter between two very stiff anchors. Poor set design, old style set with static displays. What video they had was below the anchor desk and was distracting until the camera moved up to the hosts, then it was boring. Almost zero camera work to transition between anchors or the stories (fades, wipes, close ups, pans). Most of the stories were with a single camera almost in a lock-down with no videography/story telling. Just straight shots. Total lack of any videography or story telling. In all, a poor product. With all the resources at West Point I can't believe this is the best they can do.

INSCOM

Print C, *INSCOM Journal*: One of the Army's strongest magazines. Good work.

Print C, *INSCOM Journal*: The magazine has a pretty good layout, but there are too many posed pictures. The cover of the mandatory submission is obviously posed and it immediately made me start looking at all the other photos in the magazine.

Print Q, “Descent”: Washed-out background and tired composition. No human expression.

Cadet Command

Print F, “Cadet Command New Media”: The use of social media channels for specific training events such as LDAC is a great way to use the tools. They have good solid content and they were clearly engaging their target audiences.

Print I, “USACC teams take aim at Sandhurst title”: Source should have described competition for better read. Don't use a conjunction to start a sentence.

Print J, “A state of normalcy”: Need more direct lead. Shorten sentences for easier reading. Use more attribution. Cut back on wordiness. The number killed – use.

Print L, “Deadly tornado can't keep Ringgold program...”: Nice work.

Print M, “Turret a significant life experience”: Competent lead, but leaves me wondering, "so what?"

Print N, “Army shooters hit the mark at air-rifle national...”: This was an okay story, but the point where the writer reveals that two cadets had died in an accident really stunned me. It changed the whole tone, and I felt like that should have been the story, not a passage in the middle. There may have been decisions about why not to do that, but without knowing that back-story I felt like the story was something else. Maybe just one more editing pass was needed, so the story's real focus could come out.

Print O, “Project Pass”: Great topic, important subject, didn't involve student attribution or external sources sufficiently.

Print P, “Riding High in the Saddle”: I really liked the story, and a couple of the images. I would have definitely rated this higher had there been a couple more shots. You might be getting penalized for space, but that's how it is sometimes. I feel like you have the photography skills to create a strong package, so you have to fight for a couple more photos in your future entries and I think you'll be in good shape going forward.

Print Q, “National Raider Challenge Championship”: Gorgeous, well composed and exposed photo; caption lacks runner's name.

Print Q, “National Raider Challenge Championship”: Great photo, but caption doesn't ID subject.

Print R, "Gold Standard": Solid all around; photos strong; captions are no better than adequate.

Print R, "Gold Standard": Centering photos is not professional layout design, not enough variety (macro, wide).

Print T, "Showing up for training, in lime green boots": Fun piece, off beat, found some humor.

Broadcast K, "Exploring our History": Good variety of images – NAT sound mix inconsistent, audio issues on interview.

Broadcast L, "ROTC takes on Army 10-Miler": Loved opening music & still shots!

AFRICOM

Print H, U.S. Army Africa: The featured video space could be larger. The video images seem cramped in such a small space.

Print H, U.S. Army Africa: A pretty standard design from the Army template. It doesn't convey "Africa" to me at all.

Print J, "USARAF Soldier trains troops in Sierra Leone": Don't tell the readers the question you ask the source. Let the source give the information through the story. Cut back length of sentences for easier reading.

CID

Print C, *The Shield*: Had a lot of relevant information for the CID community. Especially liked the articles that gave professional advice on how to conduct a better investigation.

Print I, "Bagram's Digital Detectives Dig In": Nice lead and conclusion. AP Style issues. Paragraphs and sentences often too long for easy read.