



2016 Air Force Media Contest Guidelines

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About the Awards Program

The Air Force Media Contest is a Public Affairs competition for Active Duty, National Guard, Reserve and Department of the Air Force civilians sponsored and administered by the Secretary of the Air Force Office of Public Affairs. The purpose of the competition is to stimulate and reward excellence and professionalism in the print, graphics, photography, broadcast and musician career fields. Individuals and units receive awards for outstanding achievements in furthering Air Force and Department of Defense communication objectives. The 2016 contest is the 61st iteration of the competition.

In late spring and early summer of 2016, a multi-Service working group of public affairs and visual information representatives met at DMA to devise a new consolidated award program designed to recognize outstanding performance by 21st century communication units and professionals. This newly established DoD Media Awards program takes the most essential elements of the three previous award programs and places them under one program that promotes communication excellence. The highest-level award in the new program is the DoD Communicator of the Year Award, which recognizes individuals who used their photography, journalism, videography and graphic arts skills to communicate stories relevant for their unit or command.

This year nearly all of the Air Force categories will feed into the Defense Media Awards. The top three award winners in all categories except the ‘of the year’ categories will be submitted to compete in the Defense Media Awards. In the ‘of the year’ categories, only the winner will be submitted to represent the Air Force at the higher level competition.

Reference Material

Air Force Media Contest Awards Program standard operating procedure are available online via PA Community of Practice website: <https://cs3.eis.af.mil/sites/OO-SC-AF-82/Resources/Awards/AF%20Media%20Contest/SitePages/Home.aspx>

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1. Contest Dates

Name	Date	Description
Program length	January 1 to December 31, 2016	Program year ends.
Submission Guidelines	December 13, 2016	Submission guidelines sent out to MAJCOMS
Submission deadline (Submissions to MAJCOM will set by individual MAJCOM)	February 10, 2017	Last day for MAJCOM submissions to be forwarded to SAF/PAI.
Submissions to DMA	April 5, 2017	Service submission deadlines to DMA
Official results released	April 6, 2017	Air Force announces winners
DoD Winners Announced	April 28, 2017	Services notified

2. Eligibility

- A. Responsibility. Contestants are responsible for ensuring that entries meet eligibility criteria and established guidelines as outlined in this document. If a discrepancy arises, Air Force Media Contest program coordinators will make the final determination of eligibility.
- B. Overview. An individual is eligible to compete in the Air Force Media Contest if he or she is an Active Duty, Air Force Reserve or Air National Guard uniformed Airman or a Department of the Air Force civilian employee in a public affairs occupational series *and* performs public affairs duties at any skill level under the guidelines of the DoD 5040- and 5120-series and Air Force 35-series instructions. Individual entries will be submitted through the Airman's unit of assignment as of Dec. 31, 2016, regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.
- C. Specialty code requirement. Individuals are eligible to compete in the Air Force Media Contest if they possess one of the following specialty codes:
 - a. Enlisted: 3N0XX, 3N1XX or 3N2XX
 - b. Officer: 35PX or 35BX
 - c. Civilian: 1001, 1020, 1035, 1060, 1071, 1082 or 1084
- D. Host-nation employees. Host-nation employees performing an Air Force public affairs function may compete in all categories open to DAF civilians that are commensurate with their assigned position description. **However, no host-nation employee winner(s) will be forwarded to the Defense Media Awards program, in accordance with established guidance.**

- E. Contractors and Stars & Stripes employees. Contractors and personnel assigned to the Stars & Stripes newspaper are not eligible to compete in the Air Force Media Contest.
- F. Contractor assistance. Products produced with the assistance of government contract employees are eligible to compete in the media contest. However, contractor employees will not be recognized individually for their contributions.
- G. DMA, joint/unified commands and JTF personnel. The Air Force will not judge civilian or unit awards from the Defense Media Activity, joint/unified commands, other defense agencies or joint task forces.
- H. Deployed personnel. For the purpose of the Air Force Media Contest, deployed broadcast networks (i.e., American Forces Network Afghanistan) are not considered a part of DMA. These submissions must be made through ACC. All other deployed personnel will submit individual entries through their home stations and major commands. Unit awards for deployed locations will be submitted through ACC.
- I. MAJCOM, FOA and DRU headquarters personnel. To preserve impartiality, competitors may not be a judge if they are competing in any category of the media contest.
- J. Non-Air Force personnel. Personnel from other branches of the military are not allowed to compete for individual media contest awards. These individuals should submit work to their respective service's competition.
- K. Guard or Reserve Airmen that also fill civilian PA positions. Guard or Reserve personnel who also fill a Department of the Air Force civilian public affairs position are allowed to submit separate products done in their two different capacities through the respective PA offices for said products, even if the products are in the same categories.
- L. Air Reserve Technicians. ARTs are eligible to submit products for the Air Force media contest. All products must be entered in the correct categories based on the technician's status at the time of product publication. Technicians' status will be determined by the byline/author name of the original publication. If the product is authored by TSgt XXX, that product is eligible for military categories only. The same rule applies for products created in a civilian status. Technicians may not submit mixed products from military and civilian status to compete in an "of the year" category.

3. General Requirements

- A. All stories, photos, video productions and graphics, in order to be eligible for the Air Force Media Contest, must be uploaded to DVIDS (accessioned).
- B. All entries must contribute to an Air Force communication objective and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release.
- C. All entries must have a military tie. Entries must have been produced, accessioned and released for military purposes as part of official public affairs duties. Submissions must contribute to Air Force or DoD communication objectives.
- D. Alteration and copyright guidelines. All submissions that include images or music must conform to applicable Air Force, DoD and federal copyright infringement guidelines. Additionally, photographs must conform to the ethical policies outlined in DoD Instruction 5040.02, and be approved for public release by an installation commander or Public Affairs Officer. Any unauthorized alteration of official imagery is strictly prohibited. This includes strokes and text on photographs.
- E. MAJCOMs, FOAs, DRUs and DMA may submit three entries per category to the Air Force Media Contest.
- F. No single product may be entered in more than one category except when entered as part of an "of-the-year" portfolio or listed on the products sheet for the Outstanding Communication Plan entry. In addition, individual components (graphics, photos, video, etc.) of a multimedia story, picture story or photojournalism entry may not be entered into other categories as these items were created for the overall product, not for individual use.
- G. The DoD Communicator of the Year category is open to both military and civilian personnel as long as they meet the eligibility criteria. However, individuals who elect to compete in the DoD Communicator of the Year category may not also enter the graphic artist, journalist, photographer or videographer of-the-year categories during the same competition year.
- H. Individuals who are not competing in the DOD Communicator of the Year category may enter more than one of the following categories: graphic artist, journalist, photographer or videographer of the year.
- I. Any individual competing in a new "of the year" category is ineligible to compete in the same "of the year" category. (I.e. new writer of the year and military writer of the year.)

- J. Civilian enterprise guides and directories, yearbooks, cruise books and products produced with non-appropriated funds are not eligible to compete.
- K. All still and motion imagery (photos and videos) and graphic products will contain embedded captions and other required metadata, and will be assigned a Visual Information Record Identification Number (VIRIN) as instructed in the DoD Captioning Style Guide and Change 1 to DoDI 5040.02.

4. Entry Authority

- A. Submissions to the media contest must be approved by the contestant's chain of command and submitted through their respective MAJCOM, FOA, DRU or DoD activity.
- B. Uniformed Airmen assigned to offices under the Secretary of Defense may compete in individual categories of the media contest through their corresponding geographic MAJCOM/FOA/DRU public affairs office. Geographic OPRs are:
 - a. Airmen assigned to United States European Command (EUCOM) and United States Africa Command (AFRICOM) submit through U.S. Air Forces in Europe (USAFE).
 - b. Airmen in United States Pacific Command (PACOM), including Alaska, submit through Pacific Air Forces (PACAF).
 - c. Airmen in United States Central Command (CENTCOM) submit through Air Combat Command (ACC).
 - d. Airmen in United States Transportation Command (TRANSCOM) submit through Air Mobility Command (AMC).
 - e. Airmen in United States Special Operations Command (SOCOM) submit through Air Force Special Operations Command (AFSOC).
 - f. Airmen in United States Strategic Command (STRATCOM) submit through Air Force Space Command (AFSPC).
 - g. Non-Defense Media Activity (DMA) Airmen in United States Northern Command (NORTHCOM) and United States Southern Command (SOUTHCOM) submit through SAF/PA.
 - h. Airmen assigned to DMA, DMA-Atlantic or DMA-Pacific submit through their appropriate headquarters or regional headquarters to DMA.

5. Submission Requirements

- A. Entry into the Air Force Media Contest will be accomplished through DVIDS. All products must be uploaded to DVIDS before 31 Dec.
- B. Specific forwarding and tagging instructions will be provided to the MAJCOMs and DRUs and FOAs NLT than mid-December.
- C. The MAJCOMs, FOA or DRU will submit a list of their nominees via the submission excel spreadsheet provided and will ensure military nominees meet quality force standards prior to entrance. Information required is as follows:
 - a. Individual Awards: Category, URL link, rank, First name, middle initial, last name, unit, base, unit address, phone number, email address, product title, VIRINs for graphic, photo and video entries, and names for print entries. A DVIDS url must be included on the excel spreadsheet provided. For the of-the-year submissions, be sure to list the product titles, and the VIRINs and PDF names, as applicable.
 - b. Unit Awards: Unit or organization name, unit address, name of the primary contributor, names of the significant contributors, name of the unit's point of contact (POC) and his/her phone number and email address. Also list the product title, VIRINs for video entries, PDF names for print entries and the URL for the digital publication entry and, if applicable, the blog post.

6. Judging

- A. Three – five judges will be selected for each medium: graphic arts, photo, video and print. Selection criteria for judges will be based on their professional experience in the communication and visual information fields.
- B. All entries will be judged on professional excellence, originality, storytelling ability and creativity. Judges' decisions are final. The judges' discretionary comments and feedback will be provided after the competition.
- C. Judges will select only one first-, second- and third-place winner in each category if deemed worthy of these distinctions. Judges will select only one winner in each of-the- year category. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.

7. Awards

- A. Awards will be given for all categories. First-, second- and third-place finishers will be submitted to the Defense Media Contest in all categories except for the of-the-year categories. Only one person in each of-the-year category will be forwarded to the Defense Media Awards. No award will be made if the judges deem that no one entry meets program standards.

- B. First place finishers, individuals and units, will receive a plaques.
- C. Second-and third-place individual award winners will receive certificates. Unit award winners will receive certificates. One to the unit and one each to the primary and significant contributors.

8. Awards Categories Those categories identified with asterisks (**) are Air Force only awards and will not be forwarded to the DoD competition.

Graphic Arts

All products will contain embedded captions and other required metadata as specified in Section IV, paragraph I. In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for public release. Those that do not follow these requirements will be disqualified.

- A. Digital Art. This category includes original artwork created entirely by digital means. Examples of artwork accepted in this category are digital paintings, vector art, 3D renderings, etc. A still photograph enhanced by digital means is allowed; however, animation is not. Submit entry as a high-resolution PDF or JPEG file.
Award type: Individual. Category Code: GIDA.
- B. Identity Design. This category includes original artwork that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. An entry entered in the Digital Art category cannot be entered in this category. All unit crests must have been approved by the appropriate office of heraldry prior to entry. Submit entry as a high-resolution PDF or JPEG file.
Award Type: Individual. Category Code: GIID.
- C. Layout and Design. This category includes a single-page or double-truck layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources. Examples include interactive PDFs, info charts and info graphics, fliers, certificates, CD covers, cover art and posters. An entry created and entered as a Digital Art entry cannot be entered in this category. For example, adding elements to a Digital Art entry and submitting it as a Layout and Design entry. Using a Digital Art entry as part of the layout is also not permitted. Submit entry as high-resolution PDF or JPEG file.
Award Type: Individual. Category Code: GILD.
- D. Military Graphic Artist of the Year. **Candidates must submit a portfolio containing no less than six and no more than eight entries with at least one entry from the Digital Art, Identity Design and Layout and Design categories.** Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office.
Award Type: Individual. Category Code: MGY.

- E. Civilian Graphic Artist of the Year. **Candidates for the Civilian Graphic Artist of the Year must submit a portfolio containing no less than six and no more than eight entries with at least one entry from the Digital Art, Identity Design and Layout and Design categories.** Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office.
Award Type: Individual. Category Code: CGY.

Photography

All products will contain embedded captions and other required metadata as specified in Section IV, paragraph I. In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for release. Those that do not follow these requirements will be disqualified.

- A. Operational Documentation. Entries will depict the U.S. military's participation in a Joint or Service operation or contingency. Photo will depict real-world operations to include combat operations, disaster relief, and any contingency event not related to training, exercise or simulation. Submit as a JPEG file.
Award Type: Individual. Category Code: PIOD.
- B. Training Documentation. Entries will depict the U.S. military's participation in a Joint or Service exercise, or other training event. Submit as a JPEG file.
Award Type: Individual. Category Code: PITD.
- C. Picture Story A series of pictures that reveal a storyline or a single theme. A composite picture story layout is not required. Submit at least seven but no more than 12 photos. Submit as JPEG files. VIRINs must be sequential, using the series field to attribute the proper and intended order.
Award Type: Individual. Category Code: PIPS.
- D. News Photo. Scheduled or unscheduled military news event featuring a military organization, employees, equipment or family members. Submit as a JPEG file.
Award Type: Individual. Category Code: PINP.
- E. Feature Photo. Storytelling picture not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, employees, equipment or family members. Submit as JPEG.
Award Type: Individual. Category Code: PIFP.
- F. Portrait. A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Official photos not allowed. Submit entry as a JPEG file.

Award Type: Individual. Category Code: PIPO.

G. Pictorial. A photograph that enhances the visual qualities of the subject with primary emphasis on composition and aesthetics. Expresses beauty, tension, harmony, chaos and other abstract concepts through composition, and tonal and color relationships more than through human interaction. Photo must include a caption. Silhouettes, sunsets or photographs of military hardware are permitted in this category. Submit as a JPEG file. Award Type: Individual. Category Code: PIPI.

H. **** New Photographer of the Year**. Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority. **Candidates must submit a portfolio consisting of at least eight but no more than 10 entries with at least one from one of the two documentation categories, one picture story, one news photo, one feature photo and one portrait only one picture story.** Portfolio may NOT include pictorial, photojournalism or multimedia story entries. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit photos as JPEG files.

Award Type: Individual. Category Code: AFPY.

I. **Military Photographer of the Year**. **Candidates must submit a portfolio consisting of at least eight but no more than 10 entries with at least one from one of the two documentation categories, one picture story, one news photo, one feature photo and one portrait only one picture story.** Portfolio may NOT include pictorial, photojournalism or multimedia story entries. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit photos as JPEG files.

Award Type: Individual. Category Code: MPY.

J. **Civilian Photographer of the Year**. **Candidates must submit a portfolio consisting of at eight but no more than 10 entries with at least one from one of the two documentation categories, one picture story, one news photo, one feature photo and one portrait only one picture story.** Portfolio may NOT include pictorial, photojournalism or multimedia story entries. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit photos as JPEG files.

Award Type: Individual. Category Code: CPY.

Video

All products will contain required metadata as specified in Section IV, paragraph I. Slates are not required and should not be included. In addition, all products must support or contribute to organizational communication objectives and be approved for release. Those that do not follow these requirements will be disqualified.

- A. Short-form Production. A self-contained video package conveying military information using process components such as script, talent, pre-production, production and post-production. Sound, music, narration and interviews with identified participants for voice-over may be used. Appropriate effects, graphics, fades or wipes are allowed. Production in its entirety must be 5 minutes or less in duration. No Slate is required.
Award Type: Unit. Category Code: VUSP.
- B. Long-form Production. A self-contained video package conveying military information using process components such as script, talent, pre-production, production and post-production. Sound, music, narration and interviews with identified participants for voice-over may be used. Appropriate effects, graphics, fades or wipes are allowed. Production entries must be greater than 5 minutes in duration. Enter productions 15 minutes or less in duration in their entirety. Productions greater than 15 minutes must be telescoped down to 15 minutes for judging purposes with a link provided to the entire production. No Slate is required.
Award Type: Unit. Category Code: VULP.
- C. Operational Documentation. A product that depicts the U.S. military's participation in a Joint or Service operation or contingency composed primarily of uncontrolled activities. Natural sound and interviews with identified participant for voice-over may be used. Appropriate effects, fades or wipes are allowed. There will be no reporter standups. Entry must not exceed 5 minutes. No Slate is required.
Award Type: Individual. Category Code: VIOD
- D. Training Documentation. A story composed primarily of uncontrolled activities depicting the U.S. military's participation in a Joint or Service exercise, or other training event. Natural sound and interviews with identified participant for voice-over may be used. Appropriate effects, fades or wipes are allowed. There will be no reporter standups. Entry must not exceed 5 minutes. No Slate is required.
Award Type: Individual. Category Code: VITD
- E. Multimedia Story. Entry must illustrate the use of visual storytelling techniques across multiple digital mediums while telling a story. All forms of media are allowed: audio, video, photography, graphics, animation, design or any other visual tool. Entry may be a narrative feature, personality or news journalism piece. Entry may not include dramatization. An entry is defined as a single story produced and edited by one individual with at least 51 percent of the story's content created by the producer. Entry must not exceed 5 minutes. Entry will be judged by the quality of storytelling and creative use of the medium. No Slate is required.
Award Type: Individual. Category Code: VIMS.

- F. Video Feature Story. A storytelling video not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence. Story must have a military tie. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Reporter stand-ups are allowed but not required. Entry must not exceed 5 minutes. No Slate is required.
Award Type: Individual. Category Code: VIFS.
- G. Video Spot. Entries must be one spot 60 seconds or less in length. The target audience must be identified. No Slate is required.
Award Type: Individual. Category Code: VISP.
- H. Video Series. Entry must include two or more video stories dealing with a common theme. The entry must be clearly identified as part of a series with either an anchor lead, or a consistent opening and closing. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Each story in the series must not exceed 5 minutes. Reporter stand-ups are allowed but not required. No Slate is required.
Award Type: Individual. Category Code: VISR.
- I. ** New Videographer of Year. Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority. **Candidates must submit three video products: one from one of the two video documentation categories, one from the video feature story category and one from either of the multimedia, video spot or video series categories. Only one video of a video series is required.** Entry in its entirety may not exceed 15 minutes. Judges are briefed on the descriptions of the categories. Failure to properly categorize the videos will result in the disqualification of the entire portfolio. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office.
Award Type: Individual. Category Code: AFVY.

- J. Military Videographer of the Year. **Candidates must submit three video products: one from one of the two video documentation categories, one from the video feature story category and one from either of the multimedia, video spot or video series categories. Only one video of a video series is required.** Entry in its entirety may not exceed 15 minutes. Judges are briefed on the descriptions of the categories. Failure to properly categorize the videos will result in the disqualification of the entire portfolio. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office.
Award Type: Individual. Category Code: MVY.
- K. Civilian Videographer of the Year. **Candidates must submit three video products: one from one of the two video documentation categories, one from the video feature story category and one from either the multimedia, video spot or video series categories. Only one video of a video series is required.** Entry in its entirety may not exceed 15 minutes. Judges are briefed on the descriptions of the categories. Failure to properly categorize the videos will result in the judges disqualifying the entire entry. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office.
Award Type: Individual. Category Code: CVY.
- L. **** Audio Product.** The target audience must be readily identifiable from the product. Story must be event/mission-oriented. Lead-in/tags are not required.
Award Type: Individual. Category Code: AFAP

Print

- A. Civilian Enterprise News Publication. Printed DoD publications (newspapers, newsletters and magazines) that support the command's information mission and are printed using the commercial-enterprise concept as stated in DoDI 5120.04. For the 2016 competition year, enter only one issue. Submit entry as a PDF and, if a digital version is also created, provide the URL. Printed and online version must be the same. Advertisements may be included, but are not required.
Award Type: Unit. Category Code: PUCE.
- B. Funded News Publication. Printed DoD publications (newspapers, newsletters and magazines) that support the command's information mission and printed using government-appropriated funds as stated in DoDI 5120.04. For the 2016 competition year, enter only one issue. Submit entry as a PDF and, if a digital version is also available, provide the URL. Printed and online version must be the same.
Award Type: Unit. Category Code: PUFN.

- C. Digital Publication. Entries will be judged as they exist the day of judging and must be an issue or edition such as a newsletter, magazine or newspaper designed for the Web. Electronic versions of printed publications are not eligible. This entry must display transmedia properties, such as hyperlinks, embedded video, 3-D imagery and slideshow, and be built on HTML 5, iFrames or some other mobile-enabled platform. Provide URL information on the nomination letter.
Award Type: Unit. Category Code: PUDP
- D. Outstanding Communication Plan. This award recognizes an organization's ability to assist the command in achieving its goals through the use of a communication plan. Entry is comprised of a two-page information paper and a separate one-to-two page products sheet. Submit information paper and products sheet as one PDF.

Information paper must contain:

- i. An introduction describing the issue or problem the command is trying to solve, a potential problem the command wishes to avert or an opportunity the command wishes to leverage. Provide an explanation of how the issue, problem or potential problem affects the command's ability to achieve its goal or how the opportunity helps with goal achievement. Also include the types of research (primary and/or secondary) used to define or redefine the situation and the publics affected by the issue, problem or potential problem, or opportunity. Lastly, list when the plan was developed. If the plan was developed prior to the competition year, state so, but be sure to include what updates, if any, were made during the competition year and why.
- ii. List the specific, measurable objective the plan is designed to achieve, and the overall strategy or strategies used to achieve it. Explain why the strategy or strategies were selected. If one of those strategies was a campaign run in coordination with other organizations, such as local broadcast stations or tenant organizations with their own PA office, list it and include an explanation as to why the campaign was chosen.
- iii. List the communication tactics used and the specific audience each tactic was designed to reach. At least half of the communication tactics must have been implemented during the program year, though it may have started during the previous year.

- iv. A paragraph summarizing the results. This paragraph may include outputs (numbers of products produced overall and number of website views); however, there must be an explanation of the outcomes achieved such as increased awareness of the unit's mission. To do so, an analysis of the specific, measurable objective and whether or not it was achieved is required. The analysis must include how this was measured and the evaluation methods used. For example, pre-plan and post-plan assessments. Lastly, explain how the plan helped the command resolve the issue or problem, avert a potential problem or leverage an opportunity.

Products Sheet must:

- v. List the communication products produced to support communication tactics such as spots, news stories, and special programs; be sure to provide hyperlinks to where the products may be found.
- vi. Include at least two digital platforms with URLs and explain how the platforms accomplished communication objectives. The platforms may be the unit's official website or official social media sites.

Content for the digital platforms must be provided by DoD or Service PA practitioners with overall management of the sites and release authority residing within the Service or Defense Media Activity. The sites must conform to DoD, Defense Media Activity and Service information, security review, and web instructions and regulations. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule, either daily or weekly. The sites will be judged as they exist on the day of judging. If the URLs are not workable, judges reserve the right to disqualify the entry.

Award Type: Unit. Category Code: PUOC.

- E. Feature Story. Feature story must have a focus that is maintained and supported throughout. Entry may be a sports, human interest, personality or news feature. Stories published in a printed product it must be submitted as a PDF. If the story is posted online, submit the URL. PDF and online version must be the same. Award Type: Individual. Category Code: PIFS.

F. Commentary / Blog Post. Entry may be a commentary, which conveys the writer's opinion on a topic as specified in DoDI 5120.04, or a blog post as long as it is written using an informational or conversational style and conveys the writer's opinion. Articles or blog posts written by commanders or those in a leadership position are ineligible. Blog posts must be from an official military blog that has been registered as such as required in DoDI 8550.01, "DoD Internet Services and Internet-based Capabilities." Blog post will be judged as it exists on the day of judging. If the URL is not working, judges reserve the right to disqualify the entry. Commentaries posted to an official military website are also eligible as are commentaries published in a command newspaper, magazine or newsletter. Commentaries published as a printed product must be submitted as a PDF and, if posted online, provide the URL. PDF and online version must be the same.

Award Type: Individual. Category Code: PIBC.

G. Photojournalism. Entries must include three to five photographs with embedded captions and a story. All elements will be judged. Photos and story must be on the same topic. No elements may be entered in any other category. Photos and story must be the work of one individual. Submit article as a PDF and photos as JPEG files. If the entry is also posted online, provide the URL. PDF and online version must be the same.

Award Type: Individual. Category Code: PIPJ.

H. ** New Writer of the Year: Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority. **Candidates must submit a portfolio consisting of five entries: one feature story, one photojournalism entry and three entries of the candidate's choice.** Candidates must submit a certificate of authenticity from the responsible public affairs officer for articles published without a byline. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit articles and certificates of authenticity, if applicable, as PDFs and photos as JPEG files. If the articles are posted online, provide URLs where they may be found. PDF and online versions must be the same.

Award Type: Individual. Category Code: AFJY

- I. Thomas Jefferson Military Journalist of the Year. **Candidates must submit a portfolio consisting of five entries: one feature story, one photojournalism entry and three entries of the candidate's choice.** Candidates must submit a certificate of authenticity from the responsible public affairs officer for articles published without a byline. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit articles and certificates of authenticity, if applicable, as PDFs and photos as JPEG files. If the articles are posted online, provide URLs where they may be found. PDF and online versions must be the same. Award Type: Individual. Category Code: MJY
- J. Thomas Jefferson Civilian Journalist of the Year. Candidates must submit a **portfolio consisting of five entries: one feature story, one photojournalism entry and three entries of the candidate's choice.** Candidates must submit a certificate of authenticity from the responsible public affairs officer for articles published without a byline. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit articles and certificates of authenticity, if applicable, as PDFs and photos as JPEG files. If the articles are posted online, provide URLs where they may be found. PDF and online versions must be the same. Award Type: Individual. Category Code: CJY
- K. Defense Communicator of the Year. Candidates must submit a portfolio consisting of seven products of the following media: graphic arts, photographs, published articles or videos. Four products must deal with a common theme and consist of at least three different types of media. The remaining three products are at the candidate's discretion consisting of at least two different types of media. Candidates do not have to enter examples of all four media types, but the portfolio should contain at least three different types of media demonstrating the candidate's ability to communicate using various media. Candidates must submit a certificate of authenticity from the responsible public affairs officer if an article was published without a byline. The Defense Communicator of the Year category is open to both military and civilian personnel as long as they meet the eligibility criteria listed in Section I. However, individuals who elect to compete in the Defense Communicator of the Year category may not simultaneously enter the graphic artist, journalist, photographer or videographer of-the-year categories during the same competition year. Candidates also must submit a one-page biography and a digital photograph with their portfolio; they will not be judged. The biography, submitted as an OCR scanned PDF, and the photo, submitted as a separate JPEG file, must be cleared by the local public affairs office. Submit articles and certificates of authenticity, if applicable, as PDFs and photos as JPEG files. If the products may also be found online, provide URLs. PDF and online versions must be the same. Award Type: Individual. Category Code: DCY

Music

- A. **** Outstanding Live Recording Instrumental.** Outstanding live instrumental (instrumental only, without vocals, and can be an ensemble of any kind) recording of a song during the previous calendar year. The genre of music isn't being judged. Judging will be based on the performance of the ensemble, audience appeal, and the quality of the recording. Include a brief synopsis of the performance to include location, audience count, and if it was a special event (televised, streamed online, etc.).
Award Type: Unit. Category Code: BALI.
- B. **** Outstanding Live Recording Vocal.** Outstanding live recording of a song with vocals during the previous calendar year. This category is specifically targeting recordings that include vocals and can be an ensemble of any size. The genre of music isn't being judged. Judging will be based on the performance of the vocalist(s), ensemble, audience appeal, and the quality of the recording.
Award Type: Unit. Category Code: BALV
- C. **** Outstanding Studio Recording.** Outstanding Studio recording is a single musical work. The work may be one track or multiple tracks of the same composition. The work must be (either CD or downloadable) produced during the previous calendar year. Judging will be based on the performance of the ensemble and the quality of the recording. Include a brief synopsis of the performance to include location, audience count, and if it was a special event (televised, streamed online, etc.)
Award Type: Unit. Category Code: BASR.
- D. **** Outstanding Large Instrumental Composition/Arrangement.** Outstanding large instrumental is for a new, original composition or arrangement written during the previous calendar year for Concert Band. Solo, vocal, or chamber works with concert band accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.
Award Type: Individual or Team. Category Code: BALC.

- E. ** Outstanding Small Instrumental Composition/Arrangement. Outstanding small instrumental is for a new, original composition or arrangement written during the previous calendar year for small groups (BQ, WQ, etc.). Solo or vocal with small group accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.
Award Type: Individual or Team. Category Code: BASC.
- F. ** Outstanding Jazz Instrumental Composition/Arrangement. Outstanding jazz instrumental is for a new, original composition or arrangement written during the previous calendar year for any jazz ensemble (Big Band, Combo, etc.). There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.
Award Type: Individual or Team. Category Code: BAJC.
- G. ** Outstanding Original Popular Song. Outstanding original popular song is for a new original popular song written by a member of the Air Force during the previous calendar year. The song may be instrumental or with vocals. Judging will be based on originality, creativity, audience appeal, and how it represents the genre, target audience, and mission. Vocals with Air Force specific targeting messaging is a bonus, but not a requirement. Recording quality will not be a primary factor considered in the judging process.
Award Type: Individual or Team. Category Code: BAPS.
- H. ** New Public Affairs Musician of the Year. This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grade E-6 and below performing Air Force public affairs musician duties for 24 months or less as certified by the submitting unit. This award is submitted on an AF Form 1206 with no categories and a maximum of 15 bullets. The intent of the submission is to focus on the primary duty (music) and its impact on both the Air Force mission and the public. Only one submission per unit will be permitted.
Award Type: Individual. Category Code: BANY.

- I. **** Public Affairs Musician of the Year.** This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grade E-7 and below performing with an Air Force band. This award is submitted on an AF Form 1206 with no categories and a maximum of 15 bullets. The intent of the submission is to focus on the primary duty (music) and its impact on both the Air Force mission and the public. Only one submission per unit will be permitted.
Award Type: Individual. Category Code: BAMY.

Attachments

- A. MAJCOM submission Spread Sheet



Submissions
Spread Sheet.xlsx