

2019

U.S. COAST GUARD

CHIEF JOURNALIST ALEX HALEY AND COMMANDER JIM SIMPSON AWARDS PROGRAM GUIDELINES

Information is the catalyst for accountability in our society. Inherent in the first amendment, under freedom of speech and freedom of the press, the American people have an expectation of transparency and a “right to know” from their government. United States Code Title 14, specifically empowers the Commandant to collect, publish, and distribute information concerning Coast Guard operations to meet this public expectation. As servants of this public trust, we have an obligation and responsibility to educate the public on Coast Guard activities. Communication with the public is an element of operations that is fundamental to mission success.

The Chief Journalist Alex Haley Award recognizes the special achievements of individual Coast Guard members whose efforts and published works have furthered the operational goals of local commanders and the service at large. The Commander Jim Simpson Award recognizes a unit’s overall achievement in supporting the Coast Guard’s public affairs program.

These awards exist to encourage and formally recognize Coast Guard-wide participation in conducting public affairs. The Coast Guard’s success depends in great measure upon the American public’s understanding and support of our missions.

CHIEF JOURNALIST ALEX HALEY AWARD

I. Background

The Chief Journalist Alex Haley Award is named in honor of the Coast Guard’s first chief journalist and renowned author. The award recognizes the achievement of individuals whose efforts and published works have helped raise the visibility of the Coast Guard.

For individuals holding full time public affairs positions, the award acts as the clearing house for the Defense Media Awards. Winners will be automatically entered to compete against professional communicators from all branches of the armed forces.

II. Eligibility

This competition is open to Coast Guard active duty, reserve, civilian, and auxiliary members.

Members of other services are not authorized to compete in any category.

Government contract employees and products where content is produced by government contractors are not authorized to compete in any category.

Use of copyrighted audio, video, and imagery is not authorized without documented permissions. If copyrighted materials are used in a submission, provide a statement on the source of the items used and what permissions for use were granted.

III. Timeline

Jan. 1 Program year began
Dec. 31 Program year ends
Feb. 1 Judges selected
March. 10-20 Entries judged
March 25 Winners announced
March 30 Winners entered in Defense Media Awards

IV. Award Categories

The Chief Journalist Alex Haley Award is divided into 18 separate categories divided into two groups.

Group A: Coast Guard public affairs specialists may compete in all categories. Public affairs specialists are defined as active duty, reserve and civilian members filling a public affairs billet.

Group B: Individual Coast Guard members not assigned to full-time public affairs billets may only compete in the categories listed under Group B. Individual Coast Guard members are defined as active duty, reserve and civilian members and auxiliary not filling a public affairs billet.

V. Submission Criteria

All submissions, regardless of group must have been uploaded to the Defense Video and Imagery Distribution System (DVIDS) within the competition year with appropriate captions and formatting. Entries may be submitted for competition from Jan. 1 through March 15, 2020. Entries received after March 15 will not be judged. Entries must be authorized products approved for public release. All entries must have been published during the competition year, Jan. 1 to Dec. 31.

A DVIDS account is required to make a submission. After logging into DVIDS, click the ADMIN link at the top of the page and select Awards from the column on the left. Select Submit from the top menu bar.

Select from 2019 uploaded content. Individuals without a DVIDS account, who have submitted a courtesy photo or story to DVIDS, should contact CWO Allyson Conroy for further guidance. Submission processes are controlled by the Defense Media Activity and are subject to changes.

Group A: Public affairs specialist submission criteria:

No single product may be entered in more than one category except when used as part of a submission for Coast Guard Communicator of the Year, Coast Guard Writer of the Year, Coast Guard Photographer of the Year or Coast Guard Videographer of the Year.

All entries must follow the Defense Media Awards nomination guidance for each category available at <https://www.dvidshub.net/awards/dma>

Group B: Individual Coast Guard member submission criteria:

No single product may be entered in more than one category. Individual Coast Guard members may compete in all categories except Coast Guard Communicator of the Year, Coast Guard Writer of the Year, Coast Guard Photographer of the Year and Coast Guard Videographer of the Year.

VI. Categories

Group A: Coast Guard public affairs specialists

Title	Description
Photo – Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – News Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Feature Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Portrait	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Multimedia Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Video Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Video Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – B-roll Video	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Information Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Information Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Feature Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Blog Post	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print - Photojournalism	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Coast Guard Writer of the Year	Submission must follow Defense Media Award submission criteria for the Thomas Jefferson Military Writer of the Year.
Print – Coast Guard Communicator of the Year	Submission must follow Defense Media Award submission criteria for Defense Communicator of the Year
Photo – Coast Guard Photographer of the Year	Submission must follow Defense Media Award submission criteria for Military Photographer of the Year.

Video – Coast Guard Videographer of the Year	Submission must follow Defense Media Award submission criteria for Military Videographer of the Year.
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Group B: Individual Coast Guard member

Title	Description
Photo – Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – News Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Feature Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Portrait	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo – Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Multimedia Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Video Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – Video Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video – B-roll Video	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Information Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Feature Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print – Blog Post	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Print - Photojournalism	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.

VII. Judging

Judging for the Chief Journalist Alex Haley Award will take place annually in March. Commandant CG-0922 will select judges based on their professionalism in communication and visual information.

All entries will be judged on professional excellence, originality, storytelling ability and creativity.

Judges may award up to 10.00 points for each entry. Any entry which receives less than an average score of 5.00 will not be considered for an award.

Judges' decisions are final. The judges' discretionary comments and feedback may be provided after the competition.

Judges will select only one first, second and third place winner in each category. Judges will select only one first place 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.

Winners' names will be announced via ALCOAST message.

VIII. Awards

Group A

First place winners in each individual category will receive a medallion and a flag letter from the Director of Governmental and Public Affairs.

Second and third place will receive a flag letter.

First, second and third place will be entered in the respective Defense Media Award category.

Of-the-year winners will automatically be entered in the respective Defense Media Award category for inter-service competition.

Group B

First place winners in each individual category will receive a medallion and a flag letter from the Director of Governmental and Public Affairs.

Second and third place will receive a flag letter.

COMMANDER JIM SIMPSON AWARD

I. Background

The Commander Jim Simpson Award is named in honor of the late public affairs officer best remembered for his efforts to promote the Coast Guard through the news media. The award recognizes a unit's excellence in its entire public affairs program.

II. Eligibility

The Commander Jim Simpson Award recognizes Coast Guard active duty, reserve and civilian members assigned to Coast Guard units. Eligibility is not restricted to public affairs specialists or full-time public affairs officers.

Members of other services are not authorized to compete in any category.

Government contract employees and products where content is produced by government contractors are not authorized to compete in any category.

III. Proposed Timeline

Jan. 1 Program year began

Dec. 31 Program year ends

Feb. 1 Judges selected

March 15 all entries due

April 8-19 Entries judged

May 1 Winners announce

IV. Award Categories

The Commander Jim Simpson Award is divided into seven separate categories that are divided into two groups.

Group A: Public affairs offices may compete in the Coast Guard Public Affairs Office of the Year award. Public affairs offices are those teams of public affairs professionals who are assigned to Coast Guard area, or district command cadres. District public affairs detachments will not be considered independently for this award.

Group B: All other Coast Guard units may compete in the Outstanding Unit Achievement in Coast Guard Public Affairs award within their respective category.

V. Submission Criteria

Entries may be submitted from Feb. 1 through April 5, 2020. Entries received after April 5 will not be judged. All content included in an entry must have been produced during the competition year, Jan. 1 to Dec. 31, 2019.

All entries must be submitted via the CG Portal at the following address.

<https://cg.portal.uscg.mil/units/cg092/CG-0922/CG-09225/SitePages/CG-09225%20Awards.aspx>

Submit the award as a **single** Adobe PDF document **not to exceed 20 pages. Anything beyond 20 pages will not be judged.** Do not upload multiple PDF documents. Take the time to look at your submission. Is it right-side up? Is it in order? Is it **ONE PDF DOCUMENT**?

Name the PDF using the following format: (Year) CDR Jim Simpson Award - Unit name. Other file formats may delay or prevent judging. Units submitting unreadable formats will be disqualified. See Section VI for additional formatting criteria.

Submissions shall depict a unit's overall public affairs program and demonstrate how the unit furthered the goals and objectives of the local command, district commander and Coast Guard at large through communication. Units should only provide their best examples to demonstrate achievement in the areas of:

A. Media relations: Media relations includes efforts undertaken to inform a specific target audience via traditional media with the intent of furthering a goal or goals of the organization. An example would be TV to improve boating safety.

B. Social Media planning: Social media planning includes efforts to inform a specific target audience via social channels with the intent of furthering a goal or goals of the organization. An example would be a Facebook campaign to improve boating safety.

C. Communications planning: Community relations includes efforts undertaken to improve or maintain a relationship with a local public, not directly through media relations tactics, i.e. unit open houses, static displays and booths, speaker's bureaus.

D. Community relations: Communication planning may include any event that is foreseen, yet has the potential for a negative or positive impact on the organization and requires communication planning to successfully manage. Examples include historic anniversary, significant unit deployment, court-martial, significant policy change or unit relocation.

Summary: Success in each area must be quantified in a summary not to exceed two pages.

Each summary may highlight a single initiative or may encompass several initiatives supporting the same goal. For example, a submission for community relations may highlight a single event with a large impact, or several events throughout the year with a common goal. Each summary must contain the following four sections:

A. Research:

In this section, identify a recognized communication need and key audiences. Your research goal should establish comprehensive list of variables and findings that informs and impacts communication efforts. A strategic and analytic mindset is essential during this section. Identify the strategic intent of the supported program or initiative and the intended effect of the communication effort. In some cases, the overall goal or desired effect may be to create

awareness that can be translated into support for the Coast Guard as an organization and/or our missions. Discuss your strategy and tactics to achieve the overall communication plan, plan, etc. How did you collect qualitative and quantitative information in order to execute your communication strategy?

Your research phase should concentrate on the commander's intent and mission accomplishment, then on key publics/stakeholders, key themes and messages, desired effects.

B. Planning:

What path did you chose to execute your plan according to your research? Address what went into the development and what goals and objectives were identified. How did you take your communication strategy and create tactics for mission success? What goals were determined and how did you plan to achieve those goals? What audiences/stakeholders did you identify, what were the desired communication efforts in terms of knowledge, attitude, and/or behavior outcomes; how much change? Define your objectives in specific, measurable, attainable, relevant and timely means. What themes and messages for your objectives.

C. Implementation: The tactics to execute the plan should be explained in quantifiable detail. An example would be printing a notice in the local paper about the opportunity for speakers or issuing press releases. It should be noted what resources went into the plan, what challenges had to be overcome, what modifications were made to the pan to achieve success? What timelines were involved? Was the initiative annual or a short duration? Implementation should highlight the unit's skill and commitment at executing the communication in an effort to reach the end goal.

D. Evaluation: The success of the tactics implemented should be explained in detail. The best examples of public relations efforts should have quantifiable results that tie back to an initial communications objective.

Supporting material: Supporting material specifically referenced in the research, planning, implementation or evaluation sections may be included immediately following each section and is limited to two pages per section. **Do not provide any video.**

Examples of supporting material may include a graph quantifying all press releases for the year (do not submit all related press releases), a comprehensive list of community relations events with a breakdown of attendees, a list of published photographs or features, a media distribution report noting viewership or readership or a video clip of an aired production.

F. Command Recommendation: A commanding officer's recommendation memorandum is required, not to exceed two pages. The memorandum shall articulate which award the office/unit is recommended, a brief description of the office/unit's achievements, and validation that all work was produced by the office/unit during the competition calendar year.

Format:

All award submission pages should be formatted as follows:

MS Word document converted to Adobe PDF for submission.

Font: Times New Roman 12

Margins: No less than .5"

Running head, left aligned: (Year) CDR Jim Simpson Award - Unit name

Page numbers: bottom center

Paragraph headers: (bold) Research, Planning, Implementation, Evaluation

No photographs or graphics on summary pages.

Supporting material page may contain photographs, graphics and data tables that clearly support items discussed in the summary. Do not screen shot and shrink press releases, Twitter posts, Facebook posts, articles, etc. to create an unreadable collage.

Page 1-2: Commanding officer's recommendation memorandum.

Do not include a photo or graphic designed cover page.

Page 3-4: Media

Page 5-6: Supporting material

Page 7-8: Social Media

Page 9-10: Supporting material

Page 11-12: Communications planning

Page 13-14: Supporting material

Page 15-16: Community relations

Page 17-18: Supporting material

If there is no content for any category, omit pages rather than include intentionally blank sections.

VI. Categories

Group A: Public Affairs Offices

Title	Description
Coast Guard Public Affairs Office of the Year	Public affairs professionals who are assigned to Coast Guard area, or district command cadres.

Group B: Coast Guard Units

Title	Description
Outstanding Unit Achievement in Coast Guard Public Affairs (Large Afloat)	All vessels equal to or greater than 225- feet.
Outstanding Unit Achievement in Coast Guard Public Affairs (Small Afloat)	All vessels less than 225-feet.
Outstanding Unit Achievement in Coast Guard Public Affairs (Sector)	All sectors.
Outstanding Unit Achievement in Coast Guard Public Affairs (Operations Ashore)	All operations ashore (stations, aids to navigation teams, etc)
Outstanding Unit Achievement in Coast Guard Public Affairs (Air Station)	All air stations.
Outstanding Support Unit Achievement in Coast Guard Public Affairs	All training commands, bases, logistics and service centers.

VII. Judging

Judging for the Commander Jim Simpson Award will take place annually in April. Commandant CG-0922 will select judges based on their professionalism in communication and visual information. Submissions will be judged on initiative, consistency, impact, management, and program/product quality. Each section will be judged using a Likert scale. Judges will award up to 100 points per section with 400 points possible. Any entry which receives a score of less than 200 will not be considered for an award. Judges will select only one first and second place winner in each category. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category. Judges' decisions are final. The judges' discretionary comments and feedback may be provided after the competition.

Winners will be announced via ALCOAST message.

VIII. Awards

Group A

First place units and nominated members will receive a plaque and a flag letter from the Director of Governmental and Public Affairs.

Second place nominated members will receive a flag letter from the Director of Governmental and Public Affairs.

Group B

First place units will receive a plaque and a flag letter from the Director of Governmental and Public Affairs.

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Program Timelines

15 Jan ALCOAST released

1 Feb Decide on Judges

30 April Judging completed (done during PA conference?)

1 June Winners announced