



Standard Operating Procedures

CY2019

Russell Egnor Navy Media Awards Standard Operating Procedures CY2019
18 Nov 2019

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SECTION 1: SUMMARY OF CHANGES TO CY2019 PROGRAM

- 1.1** Removed requirement for all products to be produced and submitted via guidelines in Appendix C. Only Strategic Communicator of the Year will require a one-page submission of [APPENDIX C: PRODUCT SUBMISSION INFORMATION PAPER \(DICE MODEL\)](#) for one work as part of their portfolio.
- 1.2** Combined Print/Digital publication category with Cruisebooks and removed Cruisebook category.

SECTION 2: ELIGIBILITY

2.1 The Russell Egnor Navy Media Awards (NMA) recognize U.S. Navy Active Duty, Reserve and Civilian communication professionals assigned to Navy units. Eligibility is not restricted to Mass Communication Specialists or 165X Public Affairs Officers.

2.2 Navy personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces:

- May submit **Excellence category** entries to the NMA program.
- May submit **Individual category** entries to the NMA program.
- Must submit **Unit category** entries through their chain of command to the Defense Media Awards program.

2.3 Civilian personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces:

- Must submit **Individual category** entries through their chain of command to the Defense Media Awards program.

2.4 Members of other services are not eligible to compete in any NMA Individual or Excellence category regardless of the command they are assigned.

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

2.6 Personnel assigned to Stars and Stripes newspapers are not eligible to compete in the NMA program.

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

SECTION 3: ENTRIES, SUBMISSION PROCEDURES AND TIMELINE

- 3.1** All audio, video, photo, written stories and publications are required to be submitted to DVIDS and must be posted to DVIDS by December 31, 2019.
- 3.2** NMA entries must be submitted via the DVIDS Awards page, or via the CHINFO Portal between 0001, 01 January – 2400, 31 January 2020, Eastern Standard Time. Late entries will not be accepted.
- 3.3** All entries must have been approved for public release.
- 3.4** No single product may be entered in more than one category except when used as part of a submission in an Excellence category or as part of the Media Campaign category.
- 3.5** Individuals may submit only one entry in each Individual category. There is no limit on the number of individual entries a unit can submit. Navy personnel are not eligible to submit NMA entries in other service media competitions.
- 3.6** Units may submit only one entry in each Unit/Team category and may submit only one entry in each Excellence category. The Unit/Team category includes not only the organic command units but also can include regions (i.e.: 5th Fleet; Southeast Region MC's, etc.). Units submitting in any of the Unit/Team categories shall verify that they have and use and appropriate DVIAN IAW [DoDI 5040.02](#).
- 3.7** All still and motion imagery (photos and videos) and graphic products must 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 2 to [DoDI 5040.02](#).
- 3.8** All Units/Teams, Commands and/ or individuals are to submit and Excel spreadsheet denoting the categories and numbers of submissions to the NMA Program Administrator, to allow for validation of products received to products submitted.
- 3.9** Submission Procedures.
- a.** All **INDIVIDUAL CATEGORY** entries, except I025: Blog Post, must be submitted via the DVIDS Awards page, <https://cms.dvidshub.net/awards>. Each entrant must submit their own award submission.
 - b.** The following **EXCELLENCE CATEGORY** entries must be submitted via the DVIDS Awards page: <https://cms.dvidshub.net/awards>

SECTION 3: ENTRIES, SUBMISSION PROCEDURES AND TIMELINE (CONTINUED)

- E001: Navy Videographer of the Year
- E002: Navy Civilian Videographer of the Year
- E003: Navy Writer of the Year
- E004: Navy Civilian Writer of the Year
- E005: Navy Photographer of the Year
- E006: Navy Civilian Photographer of the Year
- E007: Navy Graphic Designer of the Year
- E008: Navy Civilian Graphic Designer of the Year
- E009: Navy Strategic Communicator of the Year

All Excellence category entries must include the required content for each category as outlined in Section 3: Categories and Category Descriptions. Entrants must also upload a bio with a digital full-length photo into the DVIDS Awards submission page.

c. The following **UNIT/TEAM CATEGORY** entries must be submitted via the DVIDS Awards page:
<https://cms.dvidshub.net/awards>

- U001: Print/ Digital Publication
- U005: Audio Short-form production
- U006: Audio Long-form production
- U007: Video Short-form production
- U008: Video Long-form production

Access to the CHINFO Portal is required for submission. If you do not have access already before clicking on link, send a digitally signed email to the CHINFO Portal Administrator, Ms. Kyra Daley at email: kyra.daley@navy.mil and she will assist you in getting proper access. Do not go to site until directed by the portal administrator or you can delay the process.

d. **INDIVIDUAL CATEGORY I025: Blog Post** entries must be submitted via the CHINFO Portal at:
<https://portal.secnav.navy.mil/orgs/CHINFO/services/PAAwards/Lists/NavyMediaAwards/Item/newifs.aspx>

e. The following **EXCELLENCE CATEGORY** entries must be submitted via the CHINFO Portal at:
<https://portal.secnav.navy.mil/orgs/CHINFO/services/PAAwards/Lists/NavyMediaAwards/Item/newifs.aspx>

- E010: Junior MC of the Year
- E011: MC of the Year
- E012: MC of the Year (Reserve)

f. The following **UNIT CATEGORY** entries must be submitted via the CHINFO Portal at:
<https://portal.secnav.navy.mil/orgs/CHINFO/services/PAAwards/Lists/NavyMediaAwards/Item/newifs.aspx>

- U002: Online Publication
- U003: Web Based Informational Campaign

SECTION 3: ENTRIES, SUBMISSION PROCEDURES AND TIMELINE (CONTINUED)

g. The Russell Egnor Leadership Excellence Award (E013). All nominations will be submitted via a 'request for nominations' made by the Chief of Information and selected by a board comprised of senior PAO and enlisted MC leadership.

The Navy Media Excellence Award (E014) or Overall 'Best-in-Show' is a recommended award and will be selected by a board comprised of senior PAO and enlisted MC leadership. NO submissions will be taken.

SECTION 3: ENTRIES, SUBMISSION PROCEDURES AND TIMELINE (CONTINUED)

3.10 NMA Timeline

DATES	ACTION	RESPONSIBILITY
Jan. 1-Dec. 31, 2019	Program Year	Local Unit and Individual Contributors submit content to DVIDS.
November 2019	Release NMA SOP	CHINFO
December 2019	Entries Identified	Local Units and Individual Contributors
Jan. 1-31, 2020	Entry window open	Local Units and Individual Contributors
2400 EST., Jan. 31, 2020	Entry window closes	Local Units and Individual Contributors
Feb. 1-13, 2020	Entries Processed	CHINFO
Feb 3, 2020	Judging categories distributed to Fleet concentration areas	CHINFO
Feb 4, 2020	Regional Presidents submit Panel Leads info to CHINFO SEL	Regional Board Presidents
Feb. 17-28, 2020	NMA Boards Conducted	Fleet Areas
March 2-6, 2020	Results/Feedback Due	Board Presidents / Panel Leaders
March 2020	Winners Announced	CHINFO
	Website Prepared & Published	CHINFO OI-8
	Winners Prepped for Submission to Defense Media Awards	NMA Program Administrator
	DoD Submissions Due	NMA Program Administrator
March 2020	Deadline to Submit to Defense Media Awards	NMA Program Administrator (DoD deadline is 30MAR2020)
April 2020	Defense Media Awards entries judged	DoD/DMA
	Judge Feedback via livestream: Graphics categories	DoD/DMA
	Judge Feedback via livestream: Photo categories	DoD/DMA
	Judge Feedback via livestream: Video categories	DoD/DMA
	Judge Feedback via livestream: Print categories	DoD/DMA
May 2020	Awards Sent to Winners	CHINFO OI-8 & OI-1

SECTION 4: CATEGORIES AND CATEGORY DESCRIPTIONS

4.1 The NMAs are divided into three main categories: Unit, Individual and Excellence.

4.2 Unit/Team Categories. There are seven (7) Unit/Team categories. Each unit may submit one entry per Unit/Team category. A primary contributor may be listed by the command. There is no limit to the number of significant contributors that may be recognized for each entry however, each must be a DoN contributor.

U001	Print or Digital Publication	Printed DoD publications (newspapers, newsletters, magazines, and cruisebooks) that support the command's information mission and are printed using the commercial-enterprise concept as stated in DoDI 5120.04, or publications created using publication software and then posted to an organizations website, social media site or intranet as a PDF or other digital file. If publication is a CE publication, entrant must be prepared to provide a copy of the signed contract between the command and the private publisher. Publication may or may not contain a publication flag (nameplate) and a masthead with the required language as specified in DoDI 5120.04. Advertisements may be included, but are not required. Enter only one issue. If a digital version is also created, provide the URL. Printed and online version must be the same. Cruisebook artwork, design, content & layout must be completed by members of the submitting command.	Upload into DVIDS as a publication or submit to the CHINFO Portal. Submit as a PDF.
U002	Online Publication	Entry will be judged as it exists on the day of judging. Entry must be a publication designed exclusively for the web and viewable on mobile devices. Online publications use responsive design and, therefore, are interactive by definition. This entry must display transmedia properties, such as hyperlinks, embedded video, 3-D imagery and/or slideshows. They are created using web or HTML/CSS-based content application software such as HTML 5, iFrames or some other mobile-enabled platform. Publications created using publication software and then posted to an organization's website as a PDF are not eligible nor are electronic versions of printed publications. Also ineligible are command websites. Examples of what constitutes an online publication include "The Washington Post," "USA Today" and "Rolling Stone." Service flagship publications, such as "Airman Magazine" and "All Hands Magazine," are ineligible. Do not upload entry to DVIDS; instead, provide URL information, including all contributors, on submission list.	Submit to the CHINFO Portal. Submit link.

U003	Web Based Informational Campaign	Web based informational campaigns are posts or information statements, written to convey a brief and clear message, and provide a link to more contextual information. Entries can be any type of post on an approved official command social media site. Links to the post must be live the day judging occurs.	Submit to the CHINFO Portal.
U004	Audio Short-form production	A self-contained audio 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. The production in its entirety must be five minutes or less in duration.	Post to DVIDS.
U005	Audio Long-form production	A self-contained audio 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. Includes audio programs such as podcasts, travel specials, Commander's/Captain's Calls and radio call-in shows five (5) minutes or greater in length. Programs greater than 15 minutes must be telescoped down to 15 minutes for judging purposes, ensuring it is representative of the program in its entirety, with a link provided to the entire production. Enter productions 15 minutes or less in duration in their entirety. Documentary and feature pieces must be limited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News).	Post to DVIDS.
U006	Video 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. The production in its entirety must be five minutes or less in duration.	Post to DVIDS.
U007	Video 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. Includes video programs such as documentaries, SITE TV programs or newscasts, travel specials, Commander's/Captain's Calls and magazine programs five minutes or greater in length. Programs greater than 15 minutes must be telescoped down to 15 minutes for judging purposes, ensuring it is representative of the program in its entirety, with a link provided to the entire production. Enter productions 15 minutes or less in duration in their entirety. Documentary and feature pieces must be limited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News).	Post to DVIDS.

4.3 Individual Categories. There are 28 Individual categories in five sub-categories: Audio, Graphic Design, Photo, Video and Writing. All eligible entrants may submit and there is no limit on the number of total entries a single command or individual entrant may enter.

I001	Audio	Feature Story	An audio feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. An Audio Feature Story can be either narrative, which includes the voice-over of a feature reporter, or non-narrative, which does not include the voice-over of a feature reporter. Entries should convey an effective story and contain natural sound elements using proper audio weaving techniques. Submit to DVIDS with complete caption and metadata embedded. Entries must be five (5) minutes or less in length. Sports feature reports are acceptable; stripped video feature stories are not allowed.
I002	Audio	Information Story	An audio information story conveys information to the audience. The story can be either narrative, including the narrator voice-over or non-narrative, where the story does not include a narrator voice-over. Entries should contain natural sound elements using proper audio weaving techniques. Submit to DVIDS with complete caption and metadata embedded. Entries must be two (2) minutes or less in length. Stripped video information stories are not eligible.
I003	Audio	Spot	An audio spot delivers an informative or persuasive announcement with a strong focus to a predetermined audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages and social media sites. Submit to DVIDS with complete caption and metadata embedded. Entries may be no longer than 60 seconds in length.
I004	Audio	Series	A series of stories dealing with a common theme containing audio elements only. Entries must include three (3) or more audio information or feature stories. The stories can be either narrative, including the narrator voice-over, or non-narrative, where the story does not include a narrator voice-over. Entries should contain natural sound elements using proper audio weaving techniques. Sports stories are acceptable. Submit to DVIDS with complete caption and metadata embedded. Entries must be two (2) minutes or less in length. Stripped video information stories are not eligible.
I005	Graphic Design	Layout & Design	This category is for single-page or double-truck layouts created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, CD covers, cover art, and posters. All layout and design work must be completed by the entrant, but elements can come from other sources. Entry is limited to two (2) pages that may be extracted from a larger work published between Jan. 1, 2019, and Dec. 31, 2019. Layouts from interactive publications or interactive PDF documents are not allowed. An entry created and entered in the Digital Art category cannot enter 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. Product may be submitted as part of a graphic designer’s portfolio or the Defense Strategic Communicator of the Year category, but no other categories. Upload entry to DVIDS as a high-res file.
I006	Graphic Design	Digital Art	This category is for original work created by digital means. Examples of work accepted in this category are digital paintings, vector art, and 3-D renderings. A hand-drawn sketch, which is then digitized, may be used as the starting point, but these marks may not be visible in the final product. Ineligible: animation, cartoons, comic strips, and still photographs enhanced by digital means. Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design. Upload entry in DVIDS as a high-res file.
I007	Graphic Design	Identity Design	This category includes original work 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. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration. Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design. Upload entry in DVIDS as a high-res file.
I008	Graphic Design	Animation	Products include various media components that allow for animation, such as video production elements, digital displays, web animations or info graphics. Productions must not use any copyrighted materials, such as movie clips and sound bites or music without broadcast rights. Any animation style is allowed, such as 2-D, 2.5-D, 3-D, or stop motion. Products will be judged on the use of cleverness to convey information, entertainment value and evidence of animation skill. Do not submit copyrighted rigs, props or characters. Within the caption, explain why the product was created and how it was used such as a broadcast product, video production, or web element. Animation created and used as a part of another entry, such as a video product or multimedia story, may not be entered. Upload entry to DVIDS as a high-res MP4 or SVG file using the graphics upload portal.
I009	Photo	Feature	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, and equipment or family members. Submit to DVIDS with complete caption and metadata embedded. Photo may be submitted as part of the Photographer of the Year portfolio, but not any other category.

I010	Photo	News	Scheduled or unscheduled military news event featuring a military organization, employees, equipment or family members. Submit to DVIDS with complete caption and metadata embedded. Photo may be submitted as part of the Photographer of the Year portfolio, but not any other category.
I011	Photo	Operational Photo Series	A series of at least seven (7) but no more than 12 photos that depict the U.S. military's participation in a combined, interagency, joint or service operation or contingency and composed entirely of uncontrolled action. Photos will depict operations to include combat, disaster relief, and any contingency event not related to training, exercise or simulation. They will be judged in order. Upload each photo separately in DVIDS as a high-resolution file, with complete caption and metadata embedded. One (1) photo from the series may be submitted as part of a Photographer of the Year portfolio, but other photos may not be submitted in any other category.
I012	Photo	Training Photo Series	A series of at least seven (7) but no more than 12 photos that depict U.S. military's participation in a combined, interagency, joint or Service exercise or other training event and composed entirely of uncontrolled action. Use the series field to attribute the intended order. They will be judged in order. Upload each photo separately in DVIDS as a high-resolution file, with complete caption and metadata embedded. One (1) photo from the series may be submitted as part of a Photographer of the Year portfolio, but other photos may not be submitted in any other category.
I013	Photo	Photojournalism	A story/photo combination by the same photojournalist. Entries must include a written story and three (3) to five (5) photographs with embedded captions. All elements will be judged. The story and photos must be on the same topic, and no elements may be entered in any other category. Photos and story must be the work of a single person. The subject can be news, feature or sports. Submit to DVIDS with complete caption and metadata embedded. The photojournalism piece may be submitted as part of the Photographer of the Year portfolio, but the individual photos and story may not be entered into any other category.
I014	Photo	Picture Story	A series of at least seven (7) but no more than 12 photos that depict military or military-related storyline or theme that does not fall into the operational or training series categories. Controlled and uncontrolled action is acceptable. A composite picture story layout is not required. Upload each photo separately in DVIDS as a high-resolution file, with complete caption and metadata embedded. Use the series field to attribute the proper and intended order. Once each photo is uploaded, group them as a collection within DVIDS. Picture story may be submitted as part of a Photographer of the Year portfolio, but each individual photo may not be submitted in any other category.

I015	Photo	Portrait	A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Photo must be of a single person. Submit to DVIDS with complete caption and metadata embedded. Photo may be submitted as part of the Photographer of the Year portfolio, but not any other category.
I016	Video	Feature	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 five (5) minutes. Submit to DVIDS with complete caption and metadata embedded. Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.
I017	Video	Information Story	A video story that conveys information to the audience. Narratives, including a narrator voice, and non-Narratives, does not include a narrator voice-over, are accepted. Entries should contain natural sound elements using proper audio weaving techniques and should include graphics. Submit to DVIDS with complete caption and metadata embedded. Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.
I018	Video	Multimedia Product	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 will be judged by the quality of storytelling and creative use of the medium. Submit to DVIDS with complete caption and metadata embedded. The multimedia product may be submitted as part of the Videographer of the Year portfolio, but not any other category. Entry must not exceed five (5) minutes.
I019	Video	Operational Videography	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 or narration. Submit to DVIDS with complete caption and metadata embedded. Video may be submitted as part of the Videographer of the Year portfolio, but not any other category. Entry must not exceed five (5) minutes and may not include music.

I020	Video	Training Videography	A video 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 or narration. Entry must not exceed five (5) minutes and may not include music.
I021	Video	Series	Two (2) or more video stories dealing with a common theme. The entry must have been clearly identified as part of a series with either an anchor lead or a consistent opening and closing. Entrants must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrants must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-overs may be used. Reporter stand-ups are allowed but not required. Submit to DVIDS with complete caption and metadata embedded. Videos may be submitted as part of the Videographer of the Year portfolio, but not any other category. Entry must not exceed five (5) minutes.
I022	Video	Social Media	A social media video is specifically designed to be shared on social media, and delivers information and supports command communication objectives. Social media videos are typically short in length, timely, creative, inspiring and authentic. Successful social media videos typically follow a basic three-act structure: 1). Exposition (scene setter); 2). Rising action (very quickly); and 3). Climax (the reveal). The video can be any creative style (news, feature, information, etc.), and should be no longer than five (5) minutes. Submit to DVIDS with complete caption and metadata embedded. Include a working link to the web address for the video in the metadata.
I023	Video	Spot	A video spot delivers an informative or persuasive announcement with a strong focus to an identified target audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages or social media sites. The target audience must be identified. Submit to DVIDS with complete caption and metadata embedded. Video may be submitted as part of the Videographer of the Year portfolio, but not any other category. Entry must not exceed 60 seconds.
I024	Writing	Commentary	A commentary is an article that conveys the writer's opinion on a topic as specified in DoDI 5120.04 which states, "...will clearly identify personal opinions..." Ghost-written commentaries and those written by commanders or those in a leadership position are ineligible. Commentaries posted to an official military website are eligible as are commentaries published in a command newspaper, magazine or newsletter. Upload to DVIDS with or without supporting photos. The Commentary may be submitted as part of the Writer of the Year and Storyteller of the Year categories, but no other categories. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements.

I025	Writing	Blog Post	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.” Has to be registered via the Navy and not a personal blog post. Submit to the CHINFO Portal at: https://portal.secnav.navy.mil/orgs/CHINFO/services/PAAwards/Lists/NavyMediaAwards/Item/newifs.aspx . Blog post will be judged as it exists on the day of judging. If the URL is not working, judges will disqualify the entry.
I026	Writing	Feature	A feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. It must include a focus that is maintained and supported throughout the story. Types of feature stories include profiles, personality, human interest, sport or news features, service features, or vignettes. All subject matters are eligible. Upload to DVIDS with or without supporting photos. Story may be submitted as part of the Writer of the Year and Strategic Communicator of the Year categories, but no other categories. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements.
I027	Writing	Information Story	A story that conveys information while answering the five “Ws” and the “H”. It can be written in different shapes and forms: Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, Question and Answer, etc. News and sports stories are allowed. Upload to DVIDS with or without supporting photos. Story may be submitted as part of the Writer of the Year and Strategic Communicator of the Year categories, but no other categories. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements.
I028	Writing	Series	Two (2) or more information or feature articles dealing with a common theme. The articles must be clearly identified as parts of a series that appeared in two (2) or more issues of the publication. There is no requirement for the articles to appear in consecutive issues of the publication. Upload to DVIDS with or without supporting photos. Photos will not judged. Stories submitted as part of the series category may not be submitted in other categories. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements.

SECTION 4: CATEGORIES AND CATEGORY DESCRIPTIONS (CONTINUED)

4.4 Excellence Categories. There are 12 Excellence categories. Each unit may submit one (1) entry per Excellence category.

- a. The following Excellence categories are submitted via DVIDS: <https://cms.dvidshub.net/awards>

E001	Navy Videographer of the Year	Recognizes the Navy communicator whose portfolio represent the highest standards of Navy videography. Submit four (4) video products: one (1) video story; one (1) b-roll video; and two (2) products of the candidate’s choice, either a video story, multimedia product, video spot, or one video from a video series. Portfolio in its entirety may not exceed 20 minutes. Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption. Candidates will be prompted to provide a biography and upload a full-length digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.
E002	Navy Civilian Videographer of the Year	Recognizes the Navy Civilian whose portfolio represent the highest standards of Navy videography. Submit four (4) video products: one (1) video story; one (1) b-roll video; and two (2) products of the candidate’s choice, either a video story, multimedia product, video spot, or one video from a video series. Portfolio in its entirety may not exceed 20 minutes. Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption. Candidates will be prompted to provide a biography and upload a full-length digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.
E003	Navy Writer of the Year	Recognizes the Navy communicator whose writing portfolio represents the highest standards of Navy writing. Entries must include five (5) writing examples by the same individual including: one (1) feature story; one (1) photojournalism story; and three (3) stories of the entrant’s choice. A letter of authenticity from the responsible public affairs officer must accompany any article published without a byline. Upload each article as a separate story in DVIDS, ensuring the photos for the Photojournalism entry (if chosen to be part of the portfolio) contain the required metadata including a VIRIN and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements.
E004	Navy Civilian Writer of the Year	Recognizes the Navy civilian writer whose writing portfolio represents the highest standards of Navy writing. Entries must include five (5) writing examples by the same individual including: one (1) feature story; one (1) photojournalism story; and three (3) stories of the entrant’s choice. A letter of authenticity from the responsible public affairs officer must accompany any article published without a byline. Upload each article as a separate story in DVIDS, ensuring the photos for the

		<p>Photojournalism entry (if chosen to be part of the portfolio) contain the required metadata including a VIRIN and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package. See APPENDIX D: WRITING CATEGORY NOTES for additional requirements. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.</p>
E005	Navy Photographer of the Year	<p>Recognizes the Navy communicator whose portfolio represents the highest standards of Navy photography. Candidates must submit a portfolio consisting of seven (7) examples of their work from the photo categories. The portfolio will consist of: one (1) News Photo entry; one (1) Feature Photo entry; one (1) Portrait entry; and one (1) photo series entry, either the Operational Photo Series, Training Photo Series or Picture Story categories. Do not submit the same photo more than once in the portfolio. For example, candidates entering an Operational Photo Series as their series entry may not use one of these images as their news or feature photo, portrait or as one of their candidate’s choice entries. This rule, however, does not prohibit photographers from using a different photo from that same operation as their news, feature or photographer’s choice photos. Note, however, that the purpose of the portfolio is to demonstrate one’s ability to take photos in a variety of settings. Therefore, photos taken from more than one operation or event earn higher scores. The Portfolio may not include Photojournalism or Multimedia Product entries, and will include only one (1) photo series. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged. Upload each photo separately in DVIDS as a high-resolution file, each with its own VIRIN, and then group the photos for the series entry as a collection prior to creating the portfolio entry.</p>
E006	Navy Civilian Photographer of the Year	<p>Recognizes the Navy civilian whose portfolio represents the highest standards of Navy photography. Candidates must submit a portfolio consisting of seven (7) examples of their work from the photo categories. The portfolio will consist of: one (1) News Photo entry; one (1) Feature Photo entry; one (1) Portrait entry; and one (1) photo series entry, either the Operational Photo Series, Training Photo Series or Picture Story categories. Do not submit the same photo more than once in the portfolio. For example, candidates entering an Operational Photo Series as their series entry may not use one of these images as their news or feature photo, portrait or as one of their candidate’s choice entries. This rule, however, does not prohibit photographers from using a different photo from that same operation as their news, feature or photographer’s choice photos. Note, however, that the purpose of the portfolio is to demonstrate one’s ability to take photos in a variety of settings. Therefore, photos taken from more than one operation or event earn higher scores. The Portfolio may not include Photojournalism or Multimedia Product entries, and will include only one (1) photo series. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged. Upload each photo separately in DVIDS as a high-resolution file, each with its own VIRIN, and then group the photos for the series entry as a collection prior to creating the portfolio entry.</p>

E007	Navy Graphic Designer of the Year	Recognizes the Navy communicator whose graphic design portfolio represents the highest standards of Navy graphic design. Submit six (6) entries; one (1) entry from the Layout & Design category; one (1) entry from the Identity categories; one (1) entry from either the Digital Art category and/or the Animation category; and three (3) entries of the candidate’s choice. Upload each product as a separate file in DVIDS before creating the portfolio using DVIDS awards contest module. Each product must contain a caption and have its own VIRIN. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.
E008	Navy Civilian Graphic Designer of the Year	Recognizes the Civilian whose graphic design portfolio represents the highest standards of Navy graphic design. Submit six (6) entries; one (1) entry from the Layout & Design category; one (1) entry from the Identity categories; one (1) entry from either the Digital Art category and/or the Animation category; and three (3) entries of the candidate’s choice. Upload each product as a separate file in DVIDS before creating the portfolio using DVIDS awards contest module. Each product must contain a caption and have its own VIRIN. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.
E009	Navy Strategic Communicator of the Year	<p>The Navy Strategic Communicator of the Year award recognizes the Navy communicator (military or civilian) whose communication products across the full-spectrum of media disciplines represents the highest standards of the Navy. Candidates must submit a portfolio consisting of <i>four</i> (4) examples of their work. Portfolio must contain the following: one (1) feature story; one (1) video story; one (1) photo from any of the photo categories with the exception of photo series; and one (1) entry of the candidate’s choice from any of the <i>individual</i> award categories except for the Operational or Training Videography or Photo Series categories. Each product must follow the rules listed in the category descriptions. Entrant’s choice may be a photojournalism product (3-5 photos and a story), but it must be on a topic different from the other products in the portfolio. Entrants must attach a one-page submission of APPENDIX C: PRODUCT SUBMISSION INFORMATION PAPER (DICE MODEL) for one work as part of their portfolio.</p> <p><i>Do not enter products from the Operational or Training Videography categories as they are not stories.</i> Upload each entry as a separate product in DVIDS, and then follow the submission instructions to complete the portfolio. Candidates are allowed to enter the Navy Storyteller of the Year and one (1) other of-the-year category: graphic designer, photographer, videographer or writer of the year. Each portfolio, however, may not contain the same products. Candidates who enter duplicate products in each portfolio will be disqualified. Candidates will be prompted to provide a biography and upload a digital full-length photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.</p>

SECTION 4: CATEGORIES AND CATEGORY DESCRIPTIONS (CONTINUED)

b. <https://portal.secnav.navy.mil/orgs/CHINFO/services/PAAwards/Lists/NavyMediaAwards/Item/newifs.aspx>

E010	Junior MC of the Year	Recognizes the Navy's well-rounded (mission/rating) E1 through E4 MC who represents the highest standards of the career field and the Navy. The nomination package will include one (1) PDF document that contains: 1). CO's endorsement letter; 2). Nomination letter; 3). The Sailor's three (3) most recent evaluations; and 4). A portfolio submission consisting of four (4) examples of projects led or created, produced during this awards period. Candidates must also submit a one-page biography and a digital photograph with their portfolio.
E011	MC of the Year	Recognizes the Navy's well-rounded (mission/rating) E5 or E6 MC who represents the highest standards of the career field and the Navy through leadership in both the rating community and the command. The nomination package will include one (1) PDF document that contains: 1). CO's endorsement letter; 2). Nomination letter; 3). The Sailor's three most recent evaluations; and 4). A portfolio submission consisting of six (6) examples of projects led or created, produced during this awards period. Candidates must also submit a one-page biography and a digital photograph with their portfolio.
E012	MC of the Year (Reserve)	Recognizes the Navy's well-rounded Reserve MC who represents the highest standards of the career field and the Navy through leadership in both the rating community and the command. The nomination package will include one (1) PDF document that contains: 1). CO's endorsement letter; 2). Nomination letter; 3). The Sailor's three most recent evaluations; and 4). A portfolio submission consisting of six (6) examples of projects led or created, produced during this awards period. Candidates must submit a one-page biography and a digital photograph with their portfolio.

c. The Russell Egnor Leadership Excellence Award (E013) recognizes the Navy's well rounded communicator who has had the most profound impact on our Navy community. Nomination packages for the award will include: 1). Regional PAO endorsement/ nomination letter; 2). the Sailor/ Civilians three (3) most recent evaluations; and 3) a one-page biography with a digital photograph. All nominations will be submitted via a 'request for nominations' made by the Chief of Information and selected by a board comprised of senior PAO and enlisted MC leadership.

The Navy Media Excellence Award (E014) or Overall 'Best-in-Show' is a recommended award and will be selected by a board comprised of senior PAO and enlisted MC leadership. NO submissions will be taken.

SECTION 5: JUDGING PROCEDURES

5.1 Judging for the Russell Egnor Navy Media Awards will take place annually in mid-February at fleet concentration areas world-wide.

5.2 An NMA Program Administrator will be assigned by CHINFO and will act as the executive agent for the Media Awards program, to coordinate, assign and facilitate its completion as appropriate.

5.3 An NMA Region Board President will be assigned by CHINFO and the NMA Program Administrator to conduct and execute the NMA Judging Panels in each fleet concentration area.

5.4 Regional Board Presidents will:

- a. Recruit Panel Leaders to lead the judging of each individual category assigned to the region.
- b. Make every effort possible to ensure a different Panel Leader is assigned to each category. Chief Petty Officers, senior Public Affairs Officers, and GS-13 and higher or supervisory GS-12 civilians can lead a NMA Panel.
- c. Ensure each panel has at least one (1) Chief Petty Officer from the PA community as a member of the panel. An outstanding E6 communicator may lead a panel with oversight from an MC Chief Petty Officer.
- d. Ensure they have a working DVIDS account and that each panel leader also has a working DVIDS account.
- e. Forward the names and email addresses of each panel leader to the NMA program administrator via the CHINFO SEL no later than 4 February 2020.
- f. Ensure all entries submitted via DVIDS are rated via the DVIDS Awards page.

5.5 Board Presidents and Panel Leaders will recruit at least two (2) additional judges to sit each panel. Preferably, each panel will contain five (5) or more members, including the Panel Leader, but will include no fewer than three (3) members. There is no maximum number of panel members. Panels should reflect a wide variety of commands, paygrades and skill sets to provide training opportunities throughout the judging process and if possible reach out to other services and civilians in the DoD communication field to participate. There is no paygrade requirement placed on any panel judge. The greater the diversity of a panel, the better the judging results will be.

5.6 The NMA Program Administrator will assign each region a selection of NMA categories to be judged. Separate region panels will judge all submitted entries in each category, and will select the winners for that category.

5.7 The NMA Region Board President will assist Panel Leaders to recruit, identify and screen judges for each category the region is required to judge. Judges may be used on multiple panels if they are able to complete all panel requirements prior to sitting an additional panel.

5.8 NMA Judging Panels will be conducted during the same time period at all judging locations. Judges are not authorized to share their results with anyone in the community before they are officially released by the Chief of Information.

5.9 All entries will be judged on professional excellence, originality, strategic communication ability and creativity. Judges' decisions are subject to review by the NMA Program Administrator, and once reviewed are considered final.

SECTION 6: AWARDS

- 6.1 Winners in the Unit/Team categories will receive:
- a. An award certificate.
 - b. A group Letter of Commendation (LOC) from the Chief of Information listing each contributor to the winning entry.
 - c. In addition to a certificate and group LOC, a plaque will be awarded to the first place winner in the Category E014, "Navy Media Excellence Award".
- 6.2 Winners in the Individual categories will receive:
- a. First place winners in each category will receive a Flag Letter of Commendation (FLOC) and an award certificate from CHINFO.
 - b. Second and third place winners in each category will receive an LOC and an award certificate from the Deputy Chief of Information.
- 6.3 Winners in Excellence categories will receive:
- a. Categories E001-E009 will receive a FLOC, an award certificate from CHINFO and a plaque.
 - b. Category E010 will receive a Navy/Marine Corps Achievement Medal, an award certificate from CHINFO and a plaque.
 - c. Categories E011 and E012 will receive a Navy/Marine Corps Commendation Medal, an award certificate from CHINFO and a plaque.
 - d. Military winners of Category E013 will receive a Navy/Marine Corps Commendation Medal, an award certificate from CHINFO and a plaque. Civilian winners of Category E013 will receive a Meritorious Civilian Service Commendation, an award certificate from CHINFO and a plaque.
 - e. Category E14 will receive an awards certificate from CHINFO and a plaque.
 - f. Second and third place winners will not be awarded in the Excellence categories.
- 6.4 No award will be made in any category if the judging panel deems no nominee meets program standards.
- 6.5 Honorable Mention awards will not be given in any category.

SECTION 7: FEEDBACK AND AFTER ACTION

- 7.1 Feedback
- a. Judging panels will provide the following feedback for first, second and third place entries:
 1. What was the main reason this entry won this award?
 2. What were the major strengths of this entry?
 - b. Judging panels will summarize the main detractors of the entries that did not place and provide that summary as feedback to the Region Board President.
 - c. Region Board Presidents will forward category feedback to the NMA Program Administrator. CHINFO will then consolidate and release the feedback to the Fleet after announcing the NMA winners.

APPENDIX A: RUSSELL EGNOR BIOGRAPHY

Russell D. Egnor

Chief of U.S. Navy News Photography
Senior Chief Journalist

Russell D. “Russ” Egnor entered the Navy in Detroit, Michigan on June 4, 1954 and completed Recruit Training at Great Lakes, Illinois.

After serving 18 months in shore patrol, he transferred to Kodiak, Alaska and served with the Armed Forces Radio and Television Network there until 1958.

He then reported to Great Lakes for Journalism School and upon completion, transferred to the Navy’s Military Sea Transportation Service, today’s Military Sealift Command.

In December 1960, Egnor reported for duty aboard the heavy cruiser *USS Helena* (CA 75) homeported in San Diego. He was later transferred to Staff, Commander First Fleet aboard *Helena* and then to *USS Saint Paul* (CA 73) when *Helena* was inactivated.

Egnor transferred to the Chief of Navy Information (CHINFO) in 1963 where he served on the News Desk and in the News Photo Division. He was one of the only enlisted journalists to serve as a Media Officer on the News Desk where he responded to media queries from the Pentagon Press corps and the national press. During this tour, he deployed on the first world cruise by surface nuclear powered ships. He embarked *USS Enterprise* (CVAN 65), *USS Bainbridge* (DLGN 25) and *USS Long Beach* (CGN 9) to prepare feature news and hometown news stories for the Sailors on this historic mission.

In 1966, Egnor was one of 13 Navy students and 2 Marines selected to attend the third Navy/Syracuse one-year program in photojournalism. Egnor graduated from Syracuse in 1967 and reported to the U.S. Pacific Fleet Combat Camera Group in San Diego and later to Combat Camera Group Detachment Saigon, Detachment Alfa, in the Republic of Vietnam. Egnor traveled extensively throughout Vietnam, shooting photographs and preparing material on combat operations and Navy life in Southeast Asia for national release.

Egnor also served in Seoul and Panmunjom Korea to cover the negotiations for the release of *USS Pueblo* (AGER 2) and its crew from North Korea.

After a brief return to the United States, Egnor conducted a second tour as a combat photojournalist and traveled throughout Thailand, the Republic of the Philippines, Okinawa and Vietnam. For a five-month period, he was the only photojournalist in Vietnam with the Combat Camera Group.

Upon release from active duty in 1969, Journalist First Class Egnor joined the Navy Reserve and served in Public Affairs Units drilling in Norfolk, Little Creek and Oceana, Virginia. He also began his Navy civilian career during the same period with the Military Sealift Command in Washington D.C., eventually being promoted as the command’s Public Affairs Officer.

APPENDIX A: RUSSELL EGNOR BIOGRAPHY (CONTINUED)

In 1982, Egnor became the head of the Still Media Division of the Naval Photographic Center – later renamed the Naval Media Center – at Naval Station Anacostia, Washington D.C. In 1986, Egnor became the Director of the Still Photo Branch within the Media Operations Department in CHINFO.

While in the Navy Reserve, Egnor was promoted to Chief Journalist and later, Senior Chief Journalist. He frequently deployed with active duty ships to produce print and photo features for release to the civilian media. His last reserve assignment was as the Command Chief for the Naval Reserve Public Affairs Center 106 in Norfolk. After more than 34 years active and reserve naval service, Egnor joined the Retired Reserve in 1989.

While serving as Director of the CHINFO Still Photo Branch, he spearheaded the transition of the Navy's photo program into the era of digital imagery. His early vision of embracing digital photography to document and report on Navy news around the world resulted in wide National and International photographic coverage of naval operations around the world to include operations in Haiti, Bosnia, and the Persian Gulf.

The National Press Photographer's Association (NPPA) recognized Egnor's contributions to photojournalism by awarding him the Kenneth P. McLaughlin Award of Merit in 1997.

His military awards included the Joint Service Commendation Medal, Navy Commendation Medal, Navy Achievement Medal, Combat Action Ribbon, Presidential Unit Citation, Meritorious Unit Commendation, Good Conduct Medal with 3 bronze stars, Naval Reserve Meritorious Service Medal with one star, National Defense Service Medal, Armed Forces Expeditionary Medal for Korean Service, Vietnam Service Medal and the Republic of Vietnam Campaign Medal.

He was a member of the United States Navy League, Fleet Reserve Association, U.S. Naval Institute, Association of Naval Aviation, U.S. Navy Public Affairs Association and a charter member of the Association of Naval Photography.

APPENDIX B: NMA TO DEFENSE MEDIA AWARDS MATRIX

NMA Category	NMA Title	DMA Title
E001	Navy Videographer of the Year	Military Videographer of the Year
E002	Navy Civilian Videographer of the Year	Military Videographer of the Year
E003	Navy Writer of the Year	Thomas Jefferson Military Writer of the Year
E004	Navy Civilian Writer of the Year	Thomas Jefferson Civilian Writer of the Year
E005	Navy Photographer of the Year	Military Photographer of the Year
E006	Navy Civilian Photographer of the Year	Civilian Photographer of the Year
E007	Navy Graphic Designer of the Year	Military Graphic Designer of the Year
E008	Navy Civilian Graphic Designer of the Year	Civilian Graphic Designer of the Year
E009	Navy Strategic Communicator of the Year	Defense Communicator of the Year
E010	Junior MC of the Year	No Award
E011	MC of the Year	
E012	MC of the Year (Reserve)	
E013	The Russ Egnor Leadership Excellence Award	
E014	Navy Media Excellence Award	

APPENDIX C: PRODUCT SUBMISSION INFORMATION PAPER (DICE MODEL)

1. Definition of the problem to be solved or the opportunity to be leveraged through the communication product. This section must include:
 - a. Issue statement. A paragraph on either (A) how the issue, problem or potential problem affects the command's ability to achieve its goal or (B) how the opportunity helps the command attain goal achievement.
 - b. Problem or Opportunity statement. A single sentence framing either the problem or the opportunity.
 - c. A paragraph describing the research conducted. Include the types of research (primary/secondary) used to define or redefine the situation and the publics affected by the issue, problem or potential problem, or opportunity.
2. A section that describes the communication plan/ objectives. This section must include:
 - a. A brief overview of the various ideas considered to (A) solve the issue, problem or potential problem, or (B) take advantage of the opportunity. Include a statement on why the plan selected was used over other ideas.
 - b. Specific and measurable objectives.
 - c. Tactics planned and the specific audience each tactic was designed to reach.
3. A section that describes the content created to support the communication objectives. This section will include a list of media products produced to support the selected tactics. These products could include social media content, spots, news stories, and special programs; be sure to provide hyperlinks to where the products may be found.
4. A section that evaluates the results. This section must include:
 - a. An analysis of the specific and measurable objectives and whether they were met or not met.
 - b. A brief overview of the evaluation methods used. For example, pre-plan and post-plan assessments.
 - c. A brief overview of outputs and their measures of performance. For example, numbers of products produced overall and number of website views.
 - d. A summary of the outcomes achieved, such as increased awareness of the unit's mission, and how the communication products/ plan helped the command (a) resolve the issue or problem, (b) avert a potential problem or (c) leverage an opportunity.

APPENDIX D: WRITING CATEGORY NOTES

If an entry was published in a printed product first, add the page number, the date, the name of the publication and/or the website in which the articles first appeared.

Use the appropriate version of the following examples:

- Story was originally published on Page 12 of the Feb. 12, 2017, issue of “Publication Name.” It may also be found at <URL>.
- Story was originally posted to the Base X website on Feb. 12, 2017, and may be found at <URL>.

DVIDS and published versions must be the same with one exception: to make *minor* corrections. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:

- This version differs from the article published in the Feb. 12, 2017, issue of “Publication Name” in that John Peter’s name has been corrected.
- This version differs from the article posted Feb. 12, 2017, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.