

# Defense Media Merit Awards

Nomination Guidance for Calendar Year 2019

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Program administered by:

**Defense Media Activity**

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December 13, 2019



PUBLIC AFFAIRS

DEPARTMENT OF DEFENSE  
DEFENSE MEDIA ACTIVITY  
6700 TAYLOR AVENUE  
FORT MEADE, MD 20755-7061

MEMORANDUM FOR COMMUNICATION DIRECTORS, DEFENSE AGENCIES  
COMMUNICATION DIRECTORS, DOD FIELD ACTIVITIES  
COMMUNICATION DIRECTORS, COMBATANT COMMANDS  
DIRECTOR, NATIONAL GUARD BUREAU PUBLIC AFFAIRS  
PRINCIPAL LINE OF BUSINESS AND STAFF DIRECTORS,  
DEFENSE MEDIA ACTIVITY

SUBJECT: Request for Nominations to the 2019 Defense Media Merit Awards

This memorandum is the call for nominations to the 2019 Defense Media Merit Awards competition. Winners in the of-the-year categories will compete in the Defense Media Awards competition.

Federal civilian employees assigned to Defense Agencies, DoD Field Activities, Combatant Commands and Joint Task Forces are invited to submit their work. Included in the guidance are instructions for military members assigned to DMA to compete in their respective Service competition.

If you have any questions, please contact Navy Petty Officer 1st Class Sean Hurt at [DefenseMediaAwards@mail.mil](mailto:DefenseMediaAwards@mail.mil) or call (301) 222-6757. Thank you for your support.

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Paul R. Haverstick, Jr.  
Colonel, U.S. Army  
Acting Director

# Defense Media Merit Awards

## Nomination Guidance for Calendar Year 2019

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## I. ABOUT THE AWARDS PROGRAM

- A. The Defense Media Merit Awards (DMMA) program recognizes excellence among U.S. government civilian employees working as broadcast journalists, graphic artists and designers, journalists, photographers, public affairs practitioners, mass communication specialists and videographers at combatant commands, joint task forces, defense agencies and DoD field activities, including the Defense Media Activity. The DMMA competition is the competitive pathway for U.S. government civilian employees to enter the DoD-level Defense Media Awards competition. The competition is administered by the Defense Media Activity under the authority of Department of Defense Directive 5105.74, “Defense Media Activity (DMA),” paragraph E3.1.22.
- B. The DMMA nomination guidance also provides instructions for:
1. Airmen and Soldiers assigned to the Defense Media Activity to submit their individual work to a major command-level competition for judging as potential entries to the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards competition and the Army’s Major General Keith L. Ware Communications Awards Competition, respectively. U.S. Coast Guard, Navy and Marine Corps personnel assigned to the Defense Media Activity submit their individual work products directly to their respective Service competition.
  2. Teams assigned to the combatant commands, joint task forces, defense agencies and DoD field activities, including the Defense Media Activity, to submit their products to four unit categories. See Section IV, paragraph B, for details.
  3. Teams assigned to National Guard Joint Force Headquarters to submit their products to four unit categories. See Section IV, paragraph C, for details.

## II. POINT OF CONTACT

For information regarding entry requirements, email the DMMA contest coordinator, Navy Petty Officer 1st Class Sean Hurt, at [DefenseMediaAwards@mail.mil](mailto:DefenseMediaAwards@mail.mil) or call (301) 222-6757.

### III. MILESTONES

#### 2019

Jan. 1            Program year began  
Dec. 31        Program year ends

#### 2020

Jan. 7            Judges selected

Feb. 1            Deadline for Soldiers assigned to the Defense Media Activity to submit individual work products

Feb. 3            Deadline for Airmen assigned to the Defense Media Activity to submit individual work products

Feb. 10-14       Airmen entries judged (Deadline to enter the Air Force competition: Feb. 28)

Feb. 10-14       Soldiers' entries judged (Deadline to enter the Army competition: March 1)

March 3          Deadline for the following products to enter the DMMA competition:

- Individual work of U.S. government civilian employees assigned to combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity.
- Unit products created by teams assigned to combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity and its' components
- State-level unit products created by National Guard Joint Force Headquarters staff members.

March 9-25       DMMA entries judged

March 30        DMMA winners announced.  
Winning entries submitted to the Defense Media Awards competition.

## IV. ELIGIBILITY

- A. U.S. government civilian employees assigned to combatant commands, joint task forces, defense agencies and DoD field activities, including the Defense Media Activity, with the General Arts and Information (1001), Illustrating (1020), Public Affairs (1035), Photography (1060), Audiovisual Production (1071), Writing and Editing (1082), Visual Information (1084), and Editorial Assistance (1087) or equivalent occupational series are eligible to enter their individual work products to the individual categories.
- B. Teams composed of military members, U.S. government employees, or any combination thereof, with the photographer, journalist, photojournalist, videographer, broadcast journalist, graphic designer, communication, public affairs or equivalent occupational series, such as those listed in paragraph A of this section, and assigned to combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity, are eligible to enter their products to the unit categories.
1. All team products, regardless of the team's composition – all military, some military and some U.S. government civilians, or all U.S. government civilians – compete in the DMMA competition as unit entries.
  2. Products created with contributions from contractor employees are allowed, but they must not have been created as part of a contract or by a team comprised exclusively of contract employees. Teams must be composed of at least two U.S. government civilian employees or military members. Team ratio must be two U.S. government or military members for every one contractor. For example, a team of six people may only have three contractors. Furthermore, contractors' contribution to a team product must be less than 50 percent of the total submission.
- C. **National Guard Joint Force Headquarters teams** comprised of people with the photographer, journalist, photojournalist, videographer, broadcast journalist, graphic artist, communication, public affairs or equivalent occupational series, are eligible enter their state-level products to unit categories. Unit entries are the work of teams comprised of civilian employees or military members, or any combination thereof, with contributions by contract employees. However, products must not have been created as part of a contract or by a team comprised exclusively of contract employees. Teams must be composed of at least two U.S. government civilian employees or military members. Team ratio must be two U.S. government or military members for every one contractor. For example, a team of six people may only have three contractors. Furthermore, contractors' contribution to a team product must be less than 50 percent of the total submission. JFHQ civilian or military members are not eligible to enter individual work products to the DMMA competition; instead, they enter their work to the National Guard Bureau competition.
- D. **Airmen assigned to the Defense Media Activity** with the photojournalist, broadcast journalist or equivalent occupational specialties are eligible to enter their **individual work** to a major command-level panel administered by the Defense Media Activity.

First-place winners will be entered into the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards competition. Senior enlisted leaders are responsible for ensuring their people meet quality force standards prior to entry. **Team products** produced by teams assigned to the Air Force Production division, American Forces Network stations and other Defense Media Activity units will enter the DMMA competition to compete against entries from the combatant commands, joint task forces, defense agencies, and other DoD field activities. See Section IV, paragraph B.

- E. **Soldiers assigned to the Defense Media Activity** with the photographer, journalist, videographer, broadcast journalist, graphic artist, public affairs specialist or equivalent occupational specialties are eligible to enter their **individual work** to a major command-level panel administered by the Defense Media Activity. First-place winners will be entered into the Major General Keith L. Ware Communications Awards Competition. Senior enlisted leaders are responsible for ensuring their people meet quality force standards prior to entry. **Team products** produced by teams assigned to the Army Production division, American Forces Network stations and other Defense Media Activity units will enter the DMMA competition to compete against entries from the defense agencies, other DoD field activities, combatant commands and Joint Task Forces. See Section IV, paragraph B.
- F. **U.S. Coast Guard, Navy and Marine Corps personnel assigned to the Defense Media Activity** submit their individual work products directly to their respective Service competition. Senior enlisted leaders are responsible for ensuring their people meet quality force standards prior to entry. **Team products** produced by teams assigned to the Navy and Marine Corps production divisions, American Forces Network stations and other Defense Media Activity units, regardless of the teams' composition, enter their team produced products to the unit award categories of the DMMA competition. See Section IV, paragraph B.
- G. Active-duty and Reserve military members assigned to combatant commands, joint task forces, defense agencies and DoD field activities (except for active-duty Airmen and Soldiers assigned to the Defense Media Activity) enter their individual work products to their respective Service competition.
- H. Army and Air National Guard members assigned to combatant commands, joint task forces, defense agencies and DoD field activities enter their individual work products through the National Guard Bureau.
- I. Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty, in a Reserve or National Guard status, or during DoD civilian employment.
- J. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are not eligible to complete unless they meet the eligibility criteria stated above.

- K. Military, civilian and contract personnel assigned to “Stars and Stripes” newspapers are not eligible to compete. All non-appropriated fund productions and personnel are also ineligible.
- L. Government contractor employees are not authorized to compete in any individual category. Products produced with the assistance of government contractor employees are eligible for unit categories. However, contractor employees will not be recognized individually and must contribute less than 50 percent of the total submission. See Section IV, paragraph B.

## V. ENTRY CRITERIA

- A. All products entering the competition must have been created to support or contribute to organizational communication objectives and must meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports that command's information and/or mission needs and, therefore, must be authorized products approved for public release.
- B. Entries also must have been created, approved for public release, and published between Jan. 1, 2019 and 11:59 p.m. Eastern Time Dec. 31, 2019. In addition, products for all entries, except for the Online Publication category, must have been uploaded and published to the Defense Visual Information Distribution System (DVIDS) between Jan. 1, 2019 and 11:59 p.m. Eastern Time Dec. 31, 2019. Do not upload Online Publication entries to DVIDS; submit entries directly to the DMMA contest coordinator.
- C. Civilian enterprise guides and directories, yearbooks and cruise books are not eligible to compete. Products produced with non-appropriated funds are not eligible to compete.
- D. Products created as part of a contract or by a team comprised exclusively of contract employees are ineligible to compete.
- E. 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 Visual Information Style Guide dated July 16, 2019 and Change 2 to DoD Instruction 5040.02, “Visual Information,” dated April 23, 2019.
- F. All entries must comply with federal law and DoD policy. For a complete list, see Appendix A.
- G. Each combatant command, joint task force, defense agency, and DoD field activity (except for the Defense Media Activity, see paragraphs H, I, and J of this section), may enter no more than **three entries per unit category** listed in Section XIII.
- H. Each U.S. government civilian employee assigned to a combatant command, joint task force, defense agency, DoD field activity, including the Defense Media Activity, may submit **one entry per individual category** listed in Section XIII.

- I. **Airmen and Soldiers assigned to the Defense Media Activity** may submit one entry per individual category listed in their respective Service contest. *Leaders are responsible for ensuring the products meet entry requirements and that their people meet quality force standards prior to entry.* Team products produced by the Air Force and Army production divisions will compete in the unit categories of the DMMA competition. Leaders will submit a list of their nominees, as stated in Section VII, by the deadline listed in Section III.
- J. For Defense Media Activity units, only one entry from each of the Air Force, Army, Navy, Marine Corps, and DoD production sections, and each American Forces Network station is allowed in each of the following three unit categories: short- and long-form production video and publication. Flagship publications, such as “Airman” and “All Hands” magazine are ineligible to compete in the Online Publication category. Leaders from each production section, American Forces Network station and DINFOS will submit a list of their nominees, as stated in Section VII, by the deadline listed in Section III.
- K. The DMMA competition is one of six competitions eligible to submit entries to the DoD-level Defense Media Awards. The DMMA competition may submit only one entry to each of-the-year category.
- L. No single product may be entered in more than one category except when entered as part of an of-the-year portfolio. In addition, individual components (graphics, photos, video, etc.) of a multimedia product, 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.
- M. The Communicator of the Year category is open to U.S. government civilian employees assigned to combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity, as long as they meet eligibility criteria listed in Section IV, paragraph A. Those who elect to compete in the Communicator of the Year category may also enter one other portfolio category (either the graphic designer, photographer, videographer or writer of the year category) during the same competition year. Those who elect not to compete in the Communicator of the Year category may enter more than one of the following categories: graphic designer, photographer, videographer or writer of the year. Since military members assigned to combatant commands, joint task forces, defense agencies, and DoD field activities must compete in their Service competition, entries from military members to any of the individual award categories will be rejected. The only exceptions are Airmen and Soldiers assigned to the Defense Media Activity competing in the major command-panels for selection to enter the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards competition and the Major General Keith L. Ware Communications Awards Competition, respectively.
- N. Entries must reach the contest coordinator by the deadlines established in Section III.

## VI. ENTRY DISQUALIFICATION AND REJECTION

- A. Products entered by personnel who do not meet eligibility requirements listed in Section IV will be disqualified.
- B. Products that do not meet the specific category requirements listed in Section XIII or that fail to follow federal law or established DoD policy will be disqualified.
- C. Products that do not reach the contest coordinator by the deadlines listed in Section III will be disqualified.
- D. Challenges in judging will be decided by the Defense Media Activity Director or the Director's designee.
- E. DVIDS upload requirements enforce as much objective criteria as possible and will prohibit the submitter from a successful upload if errors are found using automation checks. Therefore, it is the entrant's responsibility to ensure the product is uploaded and published to DVIDS. ***Entries not uploaded or published to DVIDS as required in the category descriptions will be disqualified.***

## VII. HOW TO SUBMIT ENTRIES

- A. Entry to the DMMA competition and the major-command panels, except for the Online Publication category, will be accomplished through DVIDS. Go to <https://www.dvidshub.net/> for instructions on how to upload and publish products to DVIDS and how to submit entries using the Awards interface module within DVIDS. ***Entries not uploaded and published to DVIDS as required in the category descriptions will be disqualified.*** Send links to the Online Publication entries to the contest coordinator.
- B. Combatant commands, joint task forces, defense agencies, and DoD field activities will ensure submissions meet quality standards prior to entry. A document or spreadsheet listing individual and unit submissions will be sent to the DMMA contest coordinator by the deadline listed in Section III. This letter will contain the following information:
  - 1. **Individual Awards**: For each category, provide the entrant's first name, middle initial, last name; unit of assignment (do not abbreviate) and unit mailing address; and the title of the product as it appears in DVIDS, the DVIDS submission number, the DVIDS product ID number, and the DVIDS URL for each product in the entry. Include the URL for the blog post entry in addition to the DVIDS URL.
  - 2. **Unit Awards**: For each category, provide the unit or organization name (do not abbreviate), unit mailing address, the title of the product, and the first name, middle initial, last names and ranks of all contributors. Also list the DVIDS video ID number for the short-form and long-form products, and the DVIDS publication ID

- number for each entry to the publication category. For Online Publication entries, provide the complete URL.
3. To save time, a spreadsheet containing the required submission information may be pulled from the Awards interface module once all entries have been forwarded to the next level of the competition. Contact the DMMA contest coordinator for instructions.
  4. Should a name on the submission list be different from the name associated with the product in DVIDS, the name associated with the individual's DVIDS profile will take precedence. Should an address be different from the unit address associated with the product in DVIDS, the mailing address in DVIDS will take precedence.
- C. Airmen and Soldiers assigned to the Defense Media Activity will use DVIDS to enter the major command-level panels. Leaders will ensure these individual submissions meet quality standards prior to entry. They will also send a letter listing their submissions to DMMA contest coordinator by the deadlines listed in Section III. The letter will contain information listed in Section VII, paragraph B.1.
- D. National Guard Joint Force Headquarters staffs submitting state-level unit products will ensure submissions meet quality standards prior to entry. A letter listing unit submissions will be sent to DMMA contest coordinator by the deadline listed in Section III. This letter will contain the information listed in Section VII, paragraph B.2.

## **VIII. DESCRIPTION OF AWARD CATEGORY TYPES**

Each award category is marked as either an individual or as a unit entry.

- A. Individual awards are for products created by a single person who performed a majority of the work. Photos or graphics must not contain signatures, logos or markings of any kind on the image.
- B. Unit awards are for products created as a result of a team effort. Products created with contributions from contractor employees are allowed, but they must not have been created as part of a contract or by a team comprised exclusively of contract employees. Teams must be composed of at least two U.S. government civilian employees or military members. The team ratio must be two U.S. government or military members for every one contractor. For example, a team of six people may only have three contractors. Furthermore, contractors' contribution to a team product must be less than 50 percent of the total submission. Refer to Section IV, paragraphs B, C, D, E and F for more details.

## IX. AWARDS

### A. Individual Awards

1. The Defense Media Activity will administer a major command-level panel for Airmen assigned. Airmen will compete in the individual award categories listed in the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards Guidelines. First-, second- and third-place awards will be given in all individual categories except for the of-the-year categories. Only one person will receive an award in each of-the-year category.
  - a. First-place individual award winners will receive plaques and certificates. Only the first-place winners will be entered in the Air Force competition.
  - b. Second- and third-place individual award winners will receive certificates.
  - c. No award will be made if the judges deem that no one entry meets program standards and no honorable mentions will be awarded.
2. The Defense Media Activity will administer a major command-level panel for Soldiers assigned. Soldiers will compete in the categories listed in the Major General Keith L. Ware Communications Awards Competition guidelines.
  - a. Only first-place winners will be selected and entered into the Army competition. First-place winners will receive plaques and certificates.
  - b. No award will be made if the judges deem that no one entry meets program standards. No honorable mentions will be awarded.
3. DMMA awards will be given to U.S. government civilians competing in 24 individual award categories: Communicator of the Year, five graphic design, six photo, six print, six video. First-, second- and third-place awards will be given in all individual categories except for the of-the-year categories. Only one person will receive an award in each of-the-year category and only the of-the-year winners will go on to compete in the Defense Media Awards competition.
  - a. First-place individual award winners will receive plaques and certificates.
  - b. Second- and third-place individual award winners will receive certificates.
  - c. No award will be made if the judges deem that no one entry meets program standards. No honorable mentions will be awarded.

### B. Unit Awards. Awards will be given to those competing in four unit award categories: two print and two video. First-, second- and third-place awards will be given in all categories. Unit award winners will not be entered to the Defense Media Awards because these categories do not exist in the DoD competition.

1. First-place unit award winners will receive a plaque for the office of primary responsibility. Contributors will each receive certificates.
2. Second- and third-place unit award winners will receive certificates: one to the unit and one to each contributor.

3. No award will be made if the judges deem that no one entry meets program standards. No honorable mentions will be awarded.
- C. Plaques and certificates will be conveyed to the combatant commands, joint task forces, defense agencies, DoD field activities, and National Guard Bureau for presentation to the winners.

## **X. NOTIFICATION OF WINNERS**

- A. The combatant commands, joint task forces, defense agencies, and DoD field activities who submitted entries to the DMMA competition will be notified of the winners and will be responsible for notifying the winners. The National Guard Bureau will also be notified so they may notify their winners.
- B. Winning entries will be announced via the Defense Media Activity website at [www.dma.mil](http://www.dma.mil) after entries have been submitted to the Defense Media Awards program.

## **XI. AFTER-ACTION REVIEW / MEDIA AWARDS GOVERNANCE**

The Defense Media Activity will host a Defense Media Awards Governance Committee meeting May 6, 2020, with the Services' appointed voting members and National Guard Bureau advisers to review and update competition guidance for the 2020 award cycle. The DMMA unit contest coordinator will attend to provide feedback in a non-voting capacity. Combat commands, joint task forces, defense agencies and DoD field activities, including subordinate units within the Defense Media Activity, should provide recommendations to the DMMA contest coordinator by April 30, 2020.

## **XII. JUDGING GUIDANCE**

- A. Judging will occur March 9-25, 2020, except for the judging panels set aside for Airmen and Soldiers assigned to the Defense Media Activity, which take place in February. See Section III for a schedule.
- B. Judges will be assigned and coordinated by DMMA contest coordinator. The coordinator will ensure judges provide feedback for each entry and will share this feedback with entrants.
- C. A panel of three judges will be selected for each medium (graphic design, photography, print and video). Selection criteria for judges will be based on their professional experience in the communication and visual information fields. The lead judge for each panel will not be a Defense Media Activity staff member.
- D. All entries will be judged on professional excellence, originality, storytelling ability and creativity. The judges' discretionary comments and feedback will be provided to the DMMA contest coordinator board after the competition, who will forward them to the entrant's command.

- E. Separate judging panels for products created by Airmen and Soldiers assigned to the Defense Media Activity will be convened by a representative from the Air Force and Army elements within the Defense Media Activity. Airmen and Soldiers should refer to their respective Service media contest rules for entry criteria.
1. There will be one three-person judging panel for Air Force entries and one three-person judging panel for Army entries. Each judging panel will be comprised of volunteers from media community professionals, military and civilian. Defense Media Activity staff members may participate on the panels as advisors and subject matter experts, but not as judges. Judging may be conducted virtually or hosted within Defense Media Activity.
  2. Winning entries from the Air Force panel will be sent to the Air Force competition. Winning entries from the Army panel will be sent to the Army competition.
  3. A memorandum listing the winners of the Air Force and Army panels and other required documents will be sent from the major command contest coordinator to the respective Service contest point of contact.
  4. Specific criteria set by the Services will be followed.

### XIII. CATEGORIES

#### A. General Information

1. The 28 (24 individual and four unit) categories listed include five categories eligible to enter the DoD-level Defense Media Awards competition: Communicator of the Year, Civilian Graphic Designer of the Year, Civilian Photographer of the Year, Thomas Jefferson Civilian Writer of the Year and Civilian Videographer of the Year.
2. U.S. government civilian employees assigned to combatant commands, joint task forces, defense agencies and DoD field activities, including Defense Media Activity U.S. government civilians assigned to the Air Force, Army, DoD, Navy and Marine Corps production divisions and American Forces Network Stations, enter their individual work to the *individual* categories.
3. Combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity, will enter team products to the *unit* award categories. Team products created by National Guard Joint Headquarters Staff members also enter the unit award categories.
4. Airmen and Soldiers assigned to the Defense Media Activity will compete in panels set aside exclusively for them for selection to the *individual* categories in the Air Force and Army competitions, respectively, and should refer to their Service instructions for a list of the individual categories.
5. Refer to Section IV of these instructions for eligibility information and Section V for entry criteria.

- B. **Communicator of the Year.** Open to U.S. government civilian personnel as long as they meet eligibility criteria listed in Section IV. Entry must be a portfolio profiling the work credited to one individual. *Products with more than one name in a byline or credit line will be disqualified.*

Submit entry as a portfolio within the DVIDS Awards interface module.

Entry must consist of *five* products:

- One print story (Must be either a commentary, feature story, information story or one story of a series.)
- One video story
- One photo (Must be either a news photo, feature photo, portrait or one photo from a photo series.)
- Two products of the candidate's choice (Must not be a photo series.)

Other requirements:

- Follow entry criteria listed in Section V.
- Only one of the candidate's choices may be a photojournalism product (3-5 photos and a story), but it must be on a topic or event different from the other products in the portfolio. Only one photojournalism product may be entered as part of the portfolio.
- Any of the candidate's choices may not be a photo series.
- Do not extract and submit component elements of a product as a candidate's choice if that product in its entirety is being submitted by the entrant to this or another category. For example, do not extract and submit as a logo or other graphic from a multimedia product if the entire multimedia product is being submitted as a candidate's choice to this or another category. This rule, however, does not prohibit individuals from submitting a graphic element extracted from a team-produced video, a multimedia product or a video credited to another person, but the extracted element must be the work of the entrant and it must have been uploaded and published to DVIDS as a separate file.

Award Type: Individual

C. **Graphic Design.** Products must contain embedded captions and other required metadata, including a VIRIN. Upload products to DVIDS using the graphics upload portal. Once uploaded, ensure the graphics are then published to DVIDS. This requires extra steps. See the DVIDS website for instructions. In addition, products must support or contribute to organizational communication objectives and be authorized products approved for public release. Products that do not follow these requirements will be disqualified. ***Ineligible:*** two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces. All the graphic design categories are individual awards.

1. Civilian Graphic Designer of the Year. Entry must be the work of one individual. ***Products with more than one name in the credit line will be disqualified.***

Submit entry as a collection within the DVIDS Awards interface module.

Entry must consist of **six** graphic design products:

- One layout & design product
- Two digital art products
- Three graphic design products of the candidate's choice, including animation and identity design.

Other requirements:

- Follow entry criteria listed in Section V.
- Do not submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings; work created using pencil, chalk and charcoal; pictures of displays; or fine art pieces.
- Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic design products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product or a product credited to another individual, but the extracted element must be the work of the entrant.
- Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or other category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.
- Do not submit layouts from interactive publications or interactive PDF documents.

2. Animation. Product includes various media components that allow for animation, such as video production elements, digital displays, web animations or info graphics. Any animation style is allowed, such as 2-D, 2.5-D, 3-D, or stop motion. Must not use any copyrighted materials, such as movie clips and sound bites or music without broadcast rights. Product may not contain copyrighted rigs, props or characters. Products will be judged on the use of cleverness to convey information, entertainment value and evidence of animation skill. 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 to this category. Product may be submitted as part of a Graphic Designer of the Year or Communicator of the Year category, but no other categories. Upload to DVIDS as a high-resolution MP4 or SVG file.
3. Digital Art. Original work created by digital means. Examples include 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. Product may be submitted as part of a Graphic Designer of the Year or Communicator of the Year category, but no other categories. Upload product to DVIDS as a high-resolution file.
4. Identity Design. Original work that represents a logo or crest that was used in an official military capacity. Examples include unit coin designs, team logos and unit crests. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration. **An entry entered in the Digital Art category cannot be entered in this category.** Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design. Product may be submitted as part of a Graphic Designer of the Year or Communicator of the Year category, but no other categories. Upload product to DVIDS as a high-resolution file.
5. Layout & Design. Single- or two-page layout created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, CD covers, cover art, and posters. All must be completed by the entrant, but elements can come from other sources. Entry is limited to two 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 & 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 of the Year or Communicator of the Year category, but no other categories. Upload entry to DVIDS as a high-resolution file.

D. **Photo.** All products will contain embedded captions and other required metadata, including a VIRIN. Refer to the [DoD Visual Information Style Guide](#) for specific details. 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. All the photo categories are individual awards.

1. Civilian Photographer of the Year. Entry must be the work of one individual. ***Products with more than one name in the credit line will be disqualified.***

Submit entry as a portfolio with the DVIDS Awards interface module.

Entry must contain **seven** photo products:

- One news photo
- One feature photo
- One portrait
- Three photos of the candidate's choice
- One photo series or one picture story that consists of at least 7, but no more than 12 photos. Do not submit a composite layout. Tip: It may be easier to create the photos series or photo story as a collection within DVIDS before attempting to create the entry.

Entry must contain 13 to 18 images in total.

Other requirements:

- Follow entry criteria listed in Section V.
  - Submit only one photo series or one picture story.
  - Do not submit a photojournalism product as a candidate' choice.
  - Do not submit photos from a photojournalism product if it is part of the Communicator of the Year portfolio.
  - Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.
  - **Do not submit the same photo more than once.** Do not enter the same photo from the photo series or picture story as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.
2. 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, military equipment, employees, or family members. Photo

submitted to this category also may be submitted as part of a Photographer of the Year **or** a Communicator of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

3. Picture Story. A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme that does not meet the criteria specified in Photo Series category. Controlled and uncontrolled action photos are acceptable. Do not submit a composite layout. The entire Picture Story **or** one photo from the Picture Story may be submitted to Photographer of the Year. If only one photo from the Picture Story is entered to Photographer of the Year, one additional photo from the Picture Story may be entered to Communicator of the Year; however, it must not be the same photo submitted to Photographer of the Year. Except as stated for the Photographer of the Year and Communicator of the Year categories, do not submit any of the Picture Story photos to any of the other categories. Upload each photo separately in DVIDS as a high-resolution file, each with its own VIRIN, and then upload the 7-to-12 photos as a collection within DVIDS.
4. Photo Series. A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme, including a military operation or contingency, or participation in a military exercise or other training event. Photos may depict one particular aspect of an operation or the entire event. Controlled or uncontrolled action photos are acceptable. Do not submit a composite layout. The entire series **or** one photo from the series may be submitted to a Photographer of the Year portfolio. If one photo from the series is entered to Photographer of the Year, one additional photo from the same series may be submitted to Communicator of the Year; however, it must not be the same photo submitted to Photographer of the Year. Except for as allowed for the Photographer of the Year and Communicator of the Year categories, do not submit any photos in the series to any of the other categories. Upload each photo separately in DVIDS as a high-resolution file, each with its own VIRIN, and then upload the 7-to-12 photos as a collection within DVIDS.
5. Portrait. A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Subject must have a connection to the military. Only one person may be portrayed in the photo. Official photos are not allowed. Photo submitted to this category also may be submitted as part of a Photographer of the Year **or** a Communicator of the Year portfolio, but no other categories. Upload entry in DVIDS as a high-resolution file.
6. News Photo. Scheduled or unscheduled news event featuring a military organization, employees, equipment or family members. Photo submitted to this category also may be submitted as part of a Photographer of the Year **or** a Communicator of the Year portfolio, but no other categories. Ensure product contains the required meta data, including a VIRIN and a caption, prior to uploading to DVIDS as a high-resolution file.

## E. **Print.**

### 1. **Unit Award Categories.**

- a) **Publication.** DoD publications (newspapers, newsletters or magazines) that support the command's information mission. Eligible publications include those that are **printed** by a commercial publisher under an exclusive contract with the command using appropriated funds (which means they do not have advertising) or those printed using the commercial-enterprise concept (which means the publication contains advertisements) as stated in Change 1 of DoD Instruction 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps," dated November 20, 2017. Publications produced using desktop publishing software with a **PDF** as the final product are also eligible.

For printed publications, organizations must be prepared to provide a copy of the signed contract between the command and the publisher. Printed publication must contain a publication flag (nameplate) and a masthead specifically stating the publication is an official publication printed under contract with the commercial publisher as required by DoDI 5120.04. Upload entry as a PDF in DVIDS and list all contributors in the credit field of the metadata. If a version may also be found on the command's website, provide the URL on the submission list; both versions must be the same. Publications that use the commercial-enterprise concept may include advertisements, but they are not required to do so. Advertisements are not judged.

PDF publications are page oriented and have static layouts. **Entries may not contain interactive design elements, such as animation, slideshows or embedded video.** Publication must contain a publication flag (nameplate) and a masthead using similar language required of funded publications as specified in DoDI 5120.04. Since the publication is a PDF, simply upload it in DVIDS and list all contributors in the credit field of the metadata.

Additional requirements for printed and PDF publication entries:

- At least four editions of the publication must have been printed in calendar year 2019. For the 2019 competition year, enter only one issue.
  - Installation guides, directories, yearbooks, annual reports, and cruise books are not news publications and, therefore, are ineligible.
- b) **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.

## 2. Individual Award Categories.

- a) Civilian Writer of the Year. Entry must be work of one individual. Stories with more than one person listed in the byline will be disqualified.

Submit entry as a collection within the DVIDS Awards interface module.

Entry must contain *five* products:

- One information story
- One feature story
- Three stories of the candidate’s choice

Other requirements:

- Follow entry criteria listed in Section V.
- Products must be from separate events.
- Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate’s choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
- Upload each article as a separate story in DVIDS. Do not upload PDF files.
- Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

Example 1: Story was originally published on Page 12 of the Feb. 12, 2019 issue of “Publication Name.” It may also be found at <URL>.

Example 2: Story was originally posted to the Base X website on Feb. 12, 2019 and may be found at <URL>.

- Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:

Example 1: This story differs from the article originally published on page 12 of Feb. 12, 2019 issue of “Publication Name” in that John Peter’s name has been corrected.

Example 2: This story differs from the article originally posted Feb. 12, 2019 on the Base X website at <URL>. It was updated Feb. 15, 2019 to correct the address for the family center.

- b) Blog Post. An article written using an informational or conversational style that conveys the writer’s opinion. Ghost-written blogs and those 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 required in DoDI 8170.01, “Online Information Management and Electronic Messaging,” dated January 2, 2019.

Upload entry to DVIDS as a story with the same photos, if any, posted to the blog post. Photos will not be judged. The DVIDS version and the blog post version must be the same.

Add date and URL in which the original blog post was published as the last line of text during the DVIDS upload process. For example: Blog post was originally posted on Feb. 12, 2019, to the <Command Name> official blog site and may be found at <URL>.

Judges will navigate to the original blog post to judge the entry. If the URL is not working, the judges reserve the right to disqualify the entry.

Blog post may be submitted as part of a writer’s portfolio or the Communicator of the Year category, but no other categories.

Photos uploaded with blog post to DVIDS may be submitted to the News Photo, Feature Photo or Portrait categories, as appropriate, since they are not being judged as part of this entry. The photos, however, may not be used in the Photo Series, Picture Story or Photojournalism categories.

- c) Commentary. A commentary is an article that conveys the writer’s opinion on a topic as specified in DoDI 5120.04. 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 entry to DVIDS as a story with or without photos. Photos will not be judged.

Add the page number (if published in a printed or PDF product first), and the date and name of the publication and/or the website in which the article first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Commentary was originally published on Page 12 of the Feb. 12, 2019 issue of “Publication Name.” It may also be found at <URL>.
- Commentary was originally posted to the Base X website on Feb. 12, 2019 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 commentary differs from the version published in the Feb. 12, 2019 issue of “Publication Name” in that John Peter’s name has been corrected.

- This commentary differs from the version posted Feb. 12, 2019 on the Installation X website. It was updated Feb. 15, 2019 to correct the address for the family center.

Story may be submitted as part of a Writer of the Year **or** the Communicator of the Year category, but no other categories.

Photos uploaded with the commentary to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories as appropriate since they are not being judged. They may not be used in the Photo Series, Picture Story or Photojournalism categories.

- d) Feature Story. Product must have a focus that is maintained and supported throughout. May be a sports, human interest, personality or news feature.

Upload entry to DVIDS as a story with or without photos. Photos will not be judged.

Add the page number (if published in a printed or PDF product first), and the date and name of the publication and/or the website in which the article first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Story was originally published on Page 12 of the Feb. 12, 2019 issue of “Publication Name.” It may also be found at <URL>.
- Story was originally posted to the Base X website on Feb. 12, 2019 and may be found at <URL>.

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

- This story differs from the version published in the Feb. 12, 2019 issue of “Publication Name” in that John Peter’s name has been corrected.
- This story differs from the version posted Feb. 12, 2019 on the Installation X website. It was updated Feb. 15, 2019 to correct the address for the family center.

Story may be submitted as part of a Writer of the Year **or** the Communicator of the Year category, but no other categories.

Photos uploaded with the story to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories as appropriate since they are not being judged, but they may not be used in the Photo Series, Picture Story or Photojournalism categories.

- e) Information Story. A story that conveys information while answering the five W’s (who, what, where, when, why) and H (how). It can be written in different shapes and forms, including the Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, and Question and Answer. News and sports stories are allowed.

Upload entry to DVIDS as a story with or without photos. Photos will not be judged.

Add the page number (if published in a printed or PDF product first), and the date and name of the publication and/or the website in which the article first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Story was originally published on Page 12 of the Feb. 12, 2019 issue of “Publication Name.” It may also be found at <URL>.
- Story was originally posted to the Base X website on Feb. 12, 2019 and may be found at <URL>.

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

- This story differs from the version published in the Feb. 12, 2019 issue of “Publication Name” in that John Peter’s name has been corrected.
- This story differs from the version posted Feb. 12, 2019 on the Installation X website. It was updated Feb. 15, 2019 to correct the address for the family center.

The entry in its entirety may be submitted as part of the Communicator of the Year category **or** the story alone may be submitted as part of a Writer of the Year entry. If submitting the story alone to Writer of the Year, the story may not be submitted to the Communicator of the Year category. If submitting the story alone to a Writer of the Year entry, one of the photos may be submitted to Photographer of the Year as a candidate’s choice. Except as stated for the of-the-year entries, do not submit the story or photos to any of the other categories.

- f) Photojournalism. Must include a story and at least three, but no more than five photographs with embedded captions. All elements will be judged. Story and photos must be on the same topic, and must be the work of one individual.

Upload entry to DVIDS, adding the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the article first appeared. Use the appropriate version of the following examples:

- Story was originally published on Page 12 of the Feb. 12, 2019, issue of “Publication Name.” It may also be found at <URL>.
- Commentary was originally posted to the Base X website on Feb. 12, 2019, 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 one published in the Feb. 12, 2019, issue of “Publication Name” in that John Peter’s name has been corrected.
- This version differs from the one posted Feb. 12, 2019, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

A Photojournalism entry in its entirety (story and photos) may be submitted to Communicator of the Year. If submitting the entire product to Communicator of the Year, the story and photos may not be submitted to any other of-the-year category. If not entering the product in its entirety to Communicator of the Year, the story alone may be submitted to Writer of the Year as a candidate’s choice and one of the photos may be entered to Photographer of the Year as a candidate’s choice. Except as allowed for the of-the-year categories, do not submit the story or photos to any other category.

- F. **Video.** All products will contain required metadata, including a VIRIN. They must also support or contribute to organizational communication objectives and be approved for release. Slates are not required and should not be included. However, slate information may be useful when completing the metadata fields, including the caption field, upon file upload to DVIDS. **Those that do not follow these requirements will be disqualified.**

“Caption” and “captioning” are not the same as “closed caption” or “closed captioning.”

A caption is used to describe who is profiled in the product, what happened, and where and when it happened. The caption also explains why the event took place: the purpose of the event. It is added to the product’s metadata upon upload to DVIDS. Refer to the [DoD Visual Information Style Guide](#) for specific information.

A closed caption (or closed captioning) is used to display the audio portion of a television program or video product as text on the screen for individuals who are deaf or partially deaf.

Video products submitted to the media awards competition may contain closed captions, but they are not required. However, a caption in the metadata field is required.

### 1. Unit Award Categories.

- a. Long-form Production Video. A self-contained video production 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. This is a unit award, which means that the product was created by more than one individual. Since it is a team product, the VIRIN must contain a DVIAN in place of the Vision ID.

Entry 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 condensed to 15 minutes or less for judging. Upload original production in DVIDS first and then upload the condensed version. While editing metadata during upload to DVIDS, list all contributors in the credit field and add a link to the original version in the caption. For example:

U.S. Soldiers assigned to the 842nd Signal Company participate in a unit history commemoration at Fort Bragg, N.C., April 21, 2019. This is a condensed version of the original production, which may be found at [www.dvidshub.net/video/XXXXXX/title-of-product](http://www.dvidshub.net/video/XXXXXX/title-of-product). (U.S. Army video by Cpl. Jane Smith, Sgt. 1st Class Jack Sparrow and Staff Sgt. Jill Jones.)

Product may not be submitted in any other category. Upload entry in DVIDS.

- b. Short-form Production Video. A self-contained video production 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. This is a unit award, which means that the product was created by more than one individual. Since it is a team product, the VIRIN must contain a DVIAN in place of the Vision ID. List all contributors in the credit field during metadata review. Production in its entirety must be 5 minutes or less in duration. Product may not be submitted in any other category. Upload entry in DVIDS.

## 2. Individual Award Categories.

- a. Civilian Videographer of the Year. Entry must be the work of one individual. ***Products with more than one person listed in the credit line will be disqualified.***

Submit entry as a collection within the DVIDS Awards interface module.

Entry must contain ***four*** video products:

- One b-roll video
- One video story
- Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.

Other requirements:

- Follow entry criteria listed in Section V.
- A b-roll video may not be submitted as a candidate's choice.
- Slates are not required.
- Videos may contain closed captions, but they are not required.

- b. B-roll. A video on the same or military-related theme. Must be the work of one individual in its entirety. Do not include reporter standups, narration or music bed. Natural sound is allowed and encouraged. An interview with a subject matter expert may be included; however, the interview may not be used in the sound bed throughout. Some of the footage may also be used to create an entry for the Multimedia Product, Video Story or Video Series produced by the same

individual. May be submitted as part of a Videographer of the Year entry, but no other category. Submit as one file. Ensure video contains the required metadata, including a VIRIN, and then upload to DVIDS.

- c. Multimedia Product. Entry must illustrate the use of visual storytelling techniques across multiple digital mediums. Must have a military tie. All forms of media are allowed: audio, video, photography, graphics, animation, or any other visual tool. **Product must use a minimum of four elements**. May be a feature, personality or news journalism piece. Must not include dramatization. Product must be a single story produced and edited by one individual with at least 51 percent of the story's content created by that individual. Entry will be judged by the quality of storytelling and creative use of combined mediums. May be submitted as part of a Videographer **or** Communicator of the Year entry, but no other. Upload entry in DVIDS.
- d. Video Series. A sequence of videos on a common military-related theme. Must be planned in advance with each video clearly identified as part of a series with either an anchor lead, or a consistent opening and closing. For example, this video is the first (second, third, or fourth) in a series of four videos about <topic>. 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. One video from the series may be submitted as part of the Videographer of the Year entry. One video from the series also may be submitted as part of the Communicator of the Year portfolio, but it must not be the same video submitted to the Videographer of the Year entry. Entrants electing to enter videos from the series to an of-the-year category may not enter the remaining videos to any other category. Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata, including a VIRIN. Upload entry in DVIDS as a collection.
- e. Video Spot. Must be 60 seconds or less in duration. Must be the work of one individual in its entirety. Identify the target audience in the caption. Product may be submitted as part of a Videographer or Communicator of the Year entry, but no other. Upload entry in DVIDS.
- f. Video Story. May be a feature, personality or news journalism piece. Lower-thirds and an opening title are acceptable. 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. Footage from the entry submitted for b-roll category may be used. 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. Product may be submitted as part of a Videographer **or** Communicator of the Year category, but no other. Upload entry in DVIDS.

## Appendix A, Federal Laws and DoD Policy

1. All products must comply with applicable laws and DoD policy, including copyright and intellectual property laws and regulations, and the Health Insurance Portability and Accountability Act (HIPAA). Information regarding copyright and intellectual property laws may be found at [www.copyright.gov](http://www.copyright.gov). HIPAA information may be found at [www.hhs.gov](http://www.hhs.gov).
2. Productions containing commercial music must conform to U.S. copyright laws. This generally includes synchronization rights obtained via a music license agency. Otherwise, military units must obtain written approval from the artist, musicians' union and/or record company, to include synchronization rights. Rights obtained for commercial music used in productions submitted to the Defense Media Awards contest must include unlimited distribution. Organizations may be asked to provide written confirmation that all music complies with copyright law and DoD standards.
3. All products must meet the requirements for public affairs release as stated in Change 1 of DoD Instruction 5230.29, "Security and Policy Review of Information for Public Release," dated April 14, 2017. Any questions regarding public release should be directed to the local public affairs office.
4. Printed, PDF, online publications and stories must conform to Change 1 of DoD Instruction 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps," dated November 20, 2017. Blog posts must be from an official military blog that has been registered as required in DoD Instruction 8170.01, "Online Information Management and Electronic Messaging," dated January 2, 2019.
5. Graphics, photos and video products must conform to Change 2 of DoD Instruction 5040.02, "Visual Information," dated April 23, 2018 and include metadata in accordance with the [DoD Visual Information Style Guide](#) dated July 16, 2018.