



# **2017 Air Force Media Contest Guidelines**

Published: October 2017

---

## **About the Awards Program**

The Air Force Media Contest is a Public Affairs competition for Active Duty, National Guard, Reserve and Department of the Air Force civilians sponsored and administered by the Secretary of the Air Force Office of Public Affairs. The purpose of the competition is to stimulate and reward excellence and professionalism in the print, graphics, photography, broadcast and musician career fields. Individuals and units receive awards for outstanding achievements in furthering Air Force and Department of Defense communication objectives. The 2017 contest is the 62nd iteration of the competition.

In 2016, a multi-Service working group of public affairs and visual information representatives met and through their input and guidance the DoD Media Awards program took the essential elements of three previous award programs and placed them under one program that promotes communication excellence. In 2017, a multi-Service working group met again and further revised the consolidated award program to recognize outstanding performance by 21st century communication units and professionals. The highest-level award in the new program is the Defense Storyteller of the Year Award, which recognizes individuals who used their photography, journalism, videography and graphic skills to communicate stories relevant for their unit or command.

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

### **Reference Material**

Air Force Media Contest Awards Program standard operating procedure are available online via PA Community of Practice website:

<https://cs2.eis.af.mil/sites/10066/Resources/Awards/AF%20Media%20Contest/SitePages/Home.aspx>

## Table of Contents

1. Contest Dates	5
2. Eligibility	5
a. Responsibility	5
b. Overview	5
c. Specialty Code Requirements	6
d. Host-nation Employees	6
e. Contractors and Stars & Stripes Employees	6
f. Contractor's Assistance	6
g. DMA, Joint/Unified Commands and JTF Personnel	6
h. Deployed Personnel	6
i. MAJCOM, FOA, DRU Headquarters Personnel	6
j. Non-Air Force Personnel	6
k. Guard and Reserve Airmen	6
l. Air National Guard Members and U.S. Government Civilian Staff	7
m. Air Reserve Technicians	7
3. General Requirements	7
4. Entry Disqualification and Rejection	8
5. Entry Authority	9
6. Submission Requirements	9
7. Judging	10
8. Awards	10
9. Award Categories	11
a. Air Force Storyteller of the Year	11
b. Graphic Design	11
1) Digital Art	12
2) Identity Design	12
3) Layout and Design	12
4) Animation	12
5) Military Graphic Designer of the Year	13
6) Civilian Graphic Designer of the Year	13
c. Print	13
1) Printed Publication	13
2) PDF Publication	14
3) Online Publication	14
4) Media Campaign Plan	14
5) Information Story	15
6) Feature Story	16
7) Commentary	17
8) Blog Post	17
9) Photojournalism	18
10) **New Writer of the Year	19
11) Military Writer of the Year	20
12) Civilian Writer of the Year	20

c.	Photo	21
	1) Operational Photo Series	21
	2) Training Photo Series	21
	3) Picture Story	22
	4) News Photo	22
	5) Feature Photo	22
	6) Portrait	22
	7) **New Photographer of the Year	22
	8) Military Photographer of the Year	23
	9) Civilian Photographer of the Year	24
c.	Video	25
	1) Short-form Production Video	25
	2) Long-form Production Video	25
	3) Operational Videography	26
	4) Training Videography	26
	5) Multimedia Product	26
	6) Video Story	26
	7) Video Spot	27
	8) Video Series	27
	9) **Audio Product	27
	10) **New Videographer of the Year	27
	11) Military Videographer of the Year	28
	12) Civilian Videographer of the Year	28
c.	Music	29
	1) **Live Recording Instrumental	29
	2) **Live Recording Vocal	29
	3) **Studio Recording	29
	4) **Large Instrumental Composition/Arrangement	29
	5) **Small Instrumental Composition/Arrangement	29
	6) **Jazz Instrumental Composition/Arrangement	30
	7) **Original Popular Song	30
	8) **New Public Affairs Musician of the Year	30
	9) **Public Affairs Musician of the Year	30

## 1. Contest Dates

Name	Date	Description
Competition year	January 1 to December 31, 2017	Program year ends.
Submission deadline (Submissions to MAJCOM will set by individual MAJCOM)	February 9, 2018	Last day for MAJCOM and Band submissions to be forwarded to SAF/PAI and SAF/PAB.
Official results released	March 2018	Air Force announces winners
Submissions to DMA	March 23, 2018	Service submission deadlines to DMA.
DoD judging begins	April 9, 2018	Judging will be conducted using DVIDS.
DoD judging feedback sessions via livestream	April 16 – Graphics April 17 – Photo April 18 – Video April 19 – Print	Judging will be complete prior to the feedback sessions. Scores will not be shared nor will winners be announced during these sessions.
DoD winners announced	April 27, 2018	Winners list sent to Service’s public affairs chiefs, Department of the Army G6, and Service’s contest coordinators, and posted to the Defense Media Awards webpage and Defense Media Activity’s social media platforms.

## 2. Eligibility

a. Responsibility. Contestants are responsible for ensuring that entries meet eligibility criteria and established guidelines as outlined in this document. If a discrepancy arises, Air Force Media Contest program coordinators will make the final determination of eligibility. Wings and MAJCOMs will ensure military nominees meet quality force standards prior to their entrance to the Air Force media contest.

b. Overview. An individual is eligible to compete in the Air Force Media Contest if he or she is an Active Duty, Air Force Reserve or Air National Guard uniformed Airman or a Department of the Air Force civilian employee in a public affairs occupational series and performs public affairs duties at any skill level under the guidelines of the DoD 5040- and 5120-series and Air Force 35-series instructions. Individual entries will be submitted through the Airman’s unit of assignment as of Dec. 31, 2017, regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.

c. Specialty code requirement. Individuals can enter a product in any award category as long as they carry one of the occupation specialties listed in the previous paragraph. For example, a photographer or journalist may compete in the graphic design or video categories and a graphic artist may compete in the photo, print and video categories. Individuals are eligible to compete in the Air Force Media Contest if they possess one of the following specialty codes:

- 1) Enlisted: 3N0XX, 3N1XX or 3N2XX
- 2) Officer: 35PX or 35BX
- 3) Civilian: 1001, 1020, 1035, 1060, 1071, 1082 or 1084

d. Host-nation employees. Host-nation employees performing an Air Force public affairs function may compete in all categories open to DAF civilians that are commensurate with their assigned position description. **However, no host-nation employee winner(s) will be forwarded to the Defense Media Awards program, in accordance with established guidance.**

e. Contractors and Stars & Stripes employees. Contractors and personnel assigned to the Stars & Stripes newspaper are not eligible to compete in the Air Force Media Contest.

f. Contractor assistance. Products produced with the assistance of government contract employees are eligible to compete in the media contest. However, contractor employees will not be recognized individually for their contributions.

g. DMA, joint/unified commands and JTF personnel. The Air Force will not judge civilian or unit awards from the Defense Media Activity, joint/unified commands, other defense agencies or joint task forces. U.S. government civilians assigned to the Defense Media Activity's military production divisions are ineligible to submit their individual and unit entries to the Services' competitions. DMA will judge these individuals and submit winners to the Air Force Media Contest.

h. Deployed personnel. For the purpose of the Air Force Media Contest, deployed broadcast networks (e.g., American Forces Network Afghanistan) are not considered a part of DMA. These submissions must be made through Air Combat Command. All other deployed personnel will submit individual entries through their home stations and major commands. Unit awards for deployed locations will be submitted through ACC.

i. MAJCOM, FOA and DRU headquarters personnel. To preserve impartiality, competitors may not be a judge if they are competing in any category of the media contest.

j. Non-Air Force personnel. Personnel from other branches of the military are not allowed to compete for individual Air Force media contest awards. These individuals should submit work to their respective service's competition.

k. Guard or Reserve Airmen that also fill civilian PA positions. Guard or Reserve personnel who also fill a Department of the Air Force civilian public affairs position are allowed to

submit separate products done in their two different capacities through the respective PA offices for said products, even if the products are in the same categories.

l. Air National Guard members and U.S. government civilian staff. Those members assigned to Air National Guard units will enter individual and unit categories through the National Guard Bureau, which will, in turn, submit winning entries through the Services' competitions. However, Joint Force Headquarters staff members will submit unit products produced at the state level through the Defense Media Merit Awards competition sponsored by the Defense Media Activity.

m. Air Reserve Technicians. ARTs are eligible to submit products for the Air Force media contest. All products must be entered in the correct categories based on the technician's status at the time of product publication. Technicians' status will be determined by the byline/author name of the original publication. If the product is authored by TSgt XXX, that product is eligible for military categories only. The same rule applies for products created in a civilian status. Technicians may not submit mixed products from military and civilian status to compete in an "of the year" category.

### **3. General Requirements**

a. Entries must have been created, approved for public release, and published between Jan. 1, 2017 and Dec. 31, 2017. In addition, products for all entries, except for the Online Publication, Media Campaign Plan and Music categories, must have been uploaded to the Defense Video and Imagery Distribution System (DVIDS) between Jan. 1, 2017, and Dec. 31, 2017. Do not upload Online Publication and Media Campaign Plan entries to DVIDS; submit them to the contest coordinator.

b. All stories, photos, video productions and graphics, in order to be eligible for the Air Force Media Contest, must be uploaded to DVIDS (accessioned).

c. All entries must support or contribute to an Air Force communication objective and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release.

d. All entries must have a military tie. Entries must have been produced, accessioned and released for military purposes as part of official public affairs duties. Submissions must contribute to Air Force or DoD communication objectives.

e. Alteration and copyright guidelines. All submissions that include images or music must conform to applicable Air Force, DoD and federal copyright infringement guidelines. Additionally, photographs must conform to the ethical policies outlined in DoD Instruction 5040.02, and be approved for public release by an installation commander or public affairs officer. Any unauthorized alteration of official imagery is strictly prohibited. This includes strokes and text on photographs.

- f. MAJCOMs, FOAs, DRUs and DMA may submit three entries per category to the Air Force Media Contest.
- g. No single product may be entered in more than one category except when entered as part of an “of-the-year” portfolio or listed on the products sheet for the Outstanding Communication Plan entry. In addition, individual components (graphics, photos, video, etc.) of a multimedia story, picture story or photojournalism entry may not be entered into other categories as these items were created for the overall product, not for individual use.
- h. The Storyteller of the Year category is open to both military and civilian personnel as long as they meet the eligibility criteria. Individuals who elect to compete in the Storyteller 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.
- i. Individuals who are not competing in the Storyteller of the Year category may enter more than one of the following categories: graphic artist, journalist, photographer or videographer of the year.
- j. Any individual competing in a new “of the year” category is ineligible to compete in the same “of the year” category. (e.g., new writer of the year and military writer of the year). Civilian enterprise guides and directories, yearbooks, cruise books and products produced with non-appropriated funds are not eligible to compete.
- k. All still and motion imagery (photos and videos) and graphic products will contain embedded captions and other required metadata, and will be assigned a Visual Information Identifier (VISION ID) as instructed in the DoD Visual Information Style Guide and Change 1 to DoDI 5040.02.

#### **4. Entry Disqualification and Rejection**

- a. Products entered by personnel who do not meet eligibility requirements listed in paragraph 6 will be disqualified.
- b. Products that do not meet the specific category entry requirements listed in paragraph 9 or that fail to follow federal law or established DoD policy will be disqualified.
- c. Entries not uploaded to DVIDS as required in the category descriptions will be disqualified.
- d. Challenges 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. Entries uploaded using other methods will be disqualified.



## **5. Entry Authority**

- a. Submissions to the media contest must be approved by the contestant's chain of command. Submissions for the music categories are submitted directly to SAF/PAB via AMRDEC. Entries for the graphics, print, photo, and video categories will be submitted through their respective MAJCOM, FOA, DRU or DoD activity.
- b. Uniformed Airmen assigned to offices under the Secretary of Defense may compete in individual categories of the media contest through their corresponding geographic MAJCOM/FOA/DRU public affairs office. Geographic OPRs are:
  - 1) Airmen assigned to United States European Command (EUCOM) and United States Africa Command (AFRICOM) submit through U.S. Air Forces in Europe (USAFE).
  - 2) Airmen in United States Pacific Command (PACOM), including Alaska, submit through Pacific Air Forces (PACAF).
  - 3) Airmen in United States Central Command (CENTCOM) submit through Air Combat Command (ACC).
  - 4) Airmen in United States Transportation Command (TRANSCOM) submit through Air Mobility Command (AMC).
  - 5) Airmen in United States Special Operations Command (SOCOM) submit through Air Force Special Operations Command (AFSOC).
  - 6) Airmen in United States Strategic Command (STRATCOM) submit through Air Force Space Command (AFSPC).
  - 7) Non-Defense Media Activity (DMA) Airmen in United States Northern Command (NORTHCOM) and United States Southern Command (SOUTHCOM) submit through SAF/PA.
  - 8) Airmen assigned to DMA, DMA-Atlantic or DMA-Pacific submit through their appropriate headquarters or regional headquarters to DMA.
  - 9) Airmen assigned to Combat Camera and subordinate units submit through Air Force Public Affairs Agency (AFPAA).

## **6. Submission Requirements**

- a. Entry to the Air Force Media Contest, for the graphics, print, photo, and video categories will be accomplished through DVIDS, except for the Online Publication, Media Campaign Plan, and Music categories. Go to <https://www.dvidshub.net> for instructions on how to upload products to DVIDS and enter the contest using DVIDS' Awards Media Contest

interface module. *Entries not uploaded to DVIDS as required in the category descriptions will be disqualified.* Send the Media Campaign Plan entries and links to the Online Publication entries to the contest coordinator. Send submissions for the music categories to SAF/PAB via AMRDEC.

b. The Air Force will submit a list of their nominees by March 23, 2018 to DMA. Information required is as follows:

1) Individual Awards: For each category, provide the first name, middle initial, last name and rank for military members, product title, and the DVIDS product ID number (e.g., Audio ID 12345) for each entrant. For of-the-year submissions, list the product titles and the DVIDS product ID number for all products in the portfolio.

2) Unit Awards: For each category, provide the unit or organization name, mailing address, the product title, and the first name, middle initial, last names and ranks for all contributors. Also list the product title and DVIDS video ID number for the short-form and long-form productions, and the DVIDS publication ID number for each entry to the printed and PDF publication categories. For online publication entries, provide the complete URL. Submit the PDF for each media campaign plan.

c. Should a name on the submission list be different from the name associated with the product in DVIDS, the name listed in DVIDS will take precedence.

## **7. Judging**

a. Judges will be selected for each medium: graphic arts, photo, video, print, and music. Selection criteria for judges will be based on their professional experience in the communication, visual information, and music fields.

b. All entries will be judged on professional excellence, originality, storytelling ability and creativity. Judges' decisions are final. The judges' discretionary comments and feedback will be provided after the competition.

c. Judges will select only one first-, second- and third-place winner in each category if deemed worthy of these distinctions. Judges will select only one winner in each of-the-year category. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.

## **8. Awards**

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

b. First place finishers, individuals and units, will receive a plaque and certificate. Only one plaque will be given for unit awards.

c. Second-and third-place individual award winners will receive certificates. Unit award winners will receive certificates. One to the unit and one each to the primary and significant contributors.

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

**a. Air Force Storyteller of the Year.** Open to both military and civilian personnel as long as they meet eligibility criteria. Candidates must submit a portfolio consisting of *five* examples of their work. Portfolio must contain the following:

- one feature story article
- one video story
- one graphic design product from any of the graphic design categories
- one photo from any of the photo categories
- one entry of the candidate's choice from any of the *individual* award categories except for the Operational or Training Videography categories

1) Each product must follow the rules listed in the category descriptions.

2) Entrants may enter one photo from either the Operational or Training Photo categories or the Picture Story category, or one of the videos from the Video Series category as their candidate's choice. ***Do not enter products from the Operational or Training Videography categories as they are not stories.*** If electing to enter a photojournalism entry, it must be the entire package: story and photos.

3) Upload each entry as a separate product in DVIDS, and then follow the submission instructions to complete the portfolio.

4) Candidates are allowed to enter the Defense Storyteller of the Year and one other of-the-year category: graphic designer, photographer, videographer and writer of the year. Each portfolio, however, may not contain the same products. Candidates who enter duplicate products in each portfolio will be disqualified from the Defense Storyteller of the Year **and** the other of-the-year category.

5) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**b. Graphic Design.** Products must contain embedded captions and other required metadata, including a VISION ID. 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.

1) **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. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

Award type: Individual.

2) **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. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

Award Type: Individual.

3) **Layout and 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 pages that may be extracted from a larger work published between Jan. 1, 2017, and Dec. 31, 2017. 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 Storyteller of the Year category, but no other categories. Upload entry to DVIDS as a high-resolution file.

Award Type: Individual.

4) **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. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry to DVIDS as a high-resolution MP4 or SVG file using the graphics upload portal.

Award Type: Individual.

5) **Military Graphic Designer of the Year.** Candidates must submit a portfolio containing no less than six and no more than eight products from the graphic design categories with at least one from each of the following categories: Digital Art, Identity Design, and Layout and Design. 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 VISION ID. Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

6) **Civilian Graphic Designer of the Year.** Candidates must submit a portfolio containing no less than six and no more than eight products from the graphic design categories with at least one from each of the following categories: Digital Art, Identity Design, and Layout and Design. 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 VISION ID. Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

### c. **Print**

1) **Printed Publication.** Printed DoD publications (newspapers, newsletters or magazines) that support the command's information mission. 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 DoDI 5120.04. Entrant must be prepared to provide a copy of the signed contract between the command and the publisher. 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. **Installation guides, directories, yearbooks, annual reports, and cruise books are not news publications and, therefore, are ineligible.** Furthermore, at least four editions of the publication must have been printed in calendar year 2017. For the 2017 competition year, enter only one issue. Upload entry as a PDF in DVIDS and list all contributors in the credit field of the metadata. If the PDF 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 in the PDF version, but they are not required to do so.

Award Type: Unit.

2) **PDF Publication.** DoD publications (newspapers, newsletters and magazines) that support the command's information mission. They are produced using desktop publishing software with a PDF as the final product. They 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. Installation guides, directories, yearbooks, annual reports, and cruise books are not news publications and, therefore, are ineligible. Furthermore, at least four editions of the publication must have been produced in calendar year 2017. For the 2017 competition year, enter only one issue. Upload entry as a PDF in DVIDS and list all contributors in the credit field of the metadata.

Award Type: Unit.

3) **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.

Award Type: Unit.

4) **Media Campaign Plan.** This award recognizes an organization's ability to assist the command in achieving its goals through the use of a media campaign. Entries will consist of a 4-page information paper submitted as a single PDF document. **Do not upload to DVIDS.** Instead, send it to the contest coordinator. The information paper will include the following:

a) Definition of the problem to be solved or the opportunity to be leveraged through the media campaign. This section must include:

(1) 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.

(2) Problem or Opportunity statement. A single sentence framing either the problem or the opportunity.

(3) A paragraph describing the research conducted. Include the types of research, primary and/or secondary, used to define or redefine the situation and the publics affected by the issue, problem or potential problem, or opportunity.

b) A section that describes the media campaign plan. This section must include:

(1) 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.

(2) Specific and measurable objectives.

(3) Tactics planned and the specific audience each tactic was designed to reach.

c) A section that describes the content created to support the media campaign. 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.

d) A section that evaluates the results. This section must include:

(1) An analysis of the specific and measurable objectives and whether they were met or not met.

(2) A brief overview of the evaluation methods used. For example, pre-plan and post-plan assessments.

(3) A brief overview of outputs and their measures of performance. For example, numbers of products produced overall and number of website views.

(4) A summary of the outcomes achieved, such as increased awareness of the unit's mission, and how the media campaign helped the command (a) resolve the issue or problem, (b) avert a potential problem or (c) leverage an opportunity.

e) List the names of all contributors at the bottom of the document and on the submission list.

Award Type: Unit.

5) **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. 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>.

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

b) Story may be submitted as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.

c) 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 Operational or Training Photo Series, the Picture Story or Photojournalism categories.

Award Type: Individual.

6) **Feature Story.** Feature story must have a focus that is maintained and supported throughout. Entry may be a sports, human interest, personality or news feature.

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

b) 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. 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>.

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



d) Story may be submitted as part of a writer's portfolio or the Defense Storyteller of the Year category, but no other categories.

e) 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 Operational or Training Photo Series, the Picture Story or Photojournalism categories.

Award Type: Individual.

7) **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.

a) 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. Use the appropriate version of the following examples:

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

b) 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, 2017, issue of "Publication Name" in that John Peter's name has been corrected.
- This commentary differs from the version posted Feb. 12, 2017, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

c) Story may be submitted as part of a writer's portfolio or the Defense Storyteller of the Year category, but no other categories.

d) 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 Operational or Training Photo Series, the Picture Story or Photojournalism categories.

Award Type: Individual.

8) **Blog Post.** A blog post is an article written using an informational or conversational style and 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 such as required in DoDI 8550.01, “DoD Internet Services and Internet-based Capabilities.”

- a) 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.
  - b) 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, 2017, to the <Command Name> official blog site and may be found at <URL>.
  - c) 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.
  - d) Blog post may be submitted as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.
  - e) Photos uploaded with blog post to DVIDS may be submitted in 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 Operational or Training Photo Series, the Picture Story or Photojournalism categories.  
Award Type: Individual.
- 9) **Photojournalism.** Entries must include a story and at least three, but no more than five photographs with embedded captions. All elements will be judged. Photos and story must be on the same topic. Story and photos must be the work of one individual.
- a) 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, 2017, issue of “Publication Name.” It may also be found at <URL>.
    - Commentary was originally posted to the Base X website on Feb. 12, 2017, and may be found at <URL>.
  - b) 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, 2017, issue of “Publication Name” in that John Peter’s name has been corrected.
    - This version differs from the one posted Feb. 12, 2017, on the Installation X website. It was updated Feb. 15 to correct the address for the family center. Story may be submitted in its entirety as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.  
Award Type: Individual.

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

Award Type: Individual.

a) 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 VISION ID and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package.

b) 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. 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>.

c) 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.

d) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**11) Military Writer of the Year.** Candidates must submit a portfolio consisting of five writing examples: one information story, two feature stories, and two stories of the candidate's choice from the remaining categories (Commentary, Blog Post and Photojournalism). While not required, entrants may submit one, and only one, Photojournalism entry as one of the choices. All entries must be from separate events.

a) 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 VISION ID and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package.

b) 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. 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>.

c) 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.

d) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**12) Civilian Writer of the Year.** Candidates must submit a portfolio consisting of five writing examples: one information story, two feature stories, and two stories of the candidate's choice from the remaining categories (Commentary, Blog Post and Photojournalism). While not required, entrants may only submit one Photojournalism entry as one of the choices. All entries must be from separate events.

a) 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 VISION ID and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package.

b) 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. 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>.

c) 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.

d) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**c. Photo.** All products will contain embedded captions and other required metadata, including a VISION ID. 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.

1) **Operational Photo Series.** A series of at least 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. Photos may depict one particular aspect of the operation or the entire event. A composite layout is not required. One photo from the series or the entire series may be submitted as part of a photographer’s portfolio. One photo from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same photo submitted to a photographer of the year portfolio. Entrants electing to enter photos from the series to the portfolio categories may not enter the remaining photos in any other category. Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then upload them as a collection within DVIDS in the order in which they were taken (VISION ID order).  
Award Type: Individual.

2) **Training Photo Series.** A series of at least 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. The series may depict one particular aspect of the training event or the entire event. A composite layout is not required. One photo from the series or the entire series may be submitted as part of a photographer’s portfolio. One photo from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same photo submitted to

the photographer of the year portfolio. Entrants electing to enter photos from the series to the portfolio categories may not enter the remaining photos in any other category. Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then upload them as a collection in the order in which the entrant wishes them to be judged.

Award Type: Individual.

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 the operational or training photo categories. Controlled and uncontrolled action photos are acceptable. A composite layout is not required. One photo from the Picture Story series or the entire series may be submitted as part of a photographer's portfolio. One photo from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same photo submitted to the photographer of the year portfolio. Entrants electing to enter photos from the Picture Story series to the portfolio categories may not enter the remaining photos in any other category. Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then upload them as a collection within DVIDS in the order in which the entrant wishes them to be judged.

Award Type: Individual.

4) **News Photo.** Scheduled or unscheduled news event featuring a military organization, employees, equipment or family members. Photo may be submitted as part of a photographer's portfolio or to the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

Award Type: Individual.

5) **Feature Photo.** Storytelling picture not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, employees, equipment, or family members. Photo may be submitted as part of a photographer's portfolio or the Defenses Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

Award Type: Individual.

6) **Portrait.** A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Only one person may be portrayed in the photo. Official photos are not allowed. Photo may be submitted as part of a photographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file.

Award Type: Individual.

7) **\*\* New Photographer of the Year.** Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority. Candidates must submit a

portfolio consisting of seven examples of their work from the photography categories. The portfolio must contain the following:

- one news photo
- one feature photo
- one portrait
- three photos of the candidate's choice
- one photo series that consists of at least 7, but no more than 12 photos. Series can be either an Operational or Training Photo series, or a Picture Story.

a) **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.

b) Portfolio may **not** include Photojournalism or Multimedia Product entries, and will include only one photo series.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

d) Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then group the photos for the series entry as a collection prior to creating the portfolio entry.

Award Type: Individual.

8) **Military Photographer of the Year.** Candidates must submit a portfolio consisting of seven examples of their work from the photography categories. The portfolio must contain the following:

- one news photo
- one feature photo
- one portrait
- three photos of the candidate's choice
- one photo series that consists of at least 7, but no more than 12 photos. Series can be either an Operational or Training Photo series, or a Picture Story.

a) **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.

b) Portfolio may **not** include Photojournalism or Multimedia Product entries, and will include only one photo series.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

d) Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then group the photos for the series entry as a collection prior to creating the portfolio entry.

Award Type: Individual.

9) **Civilian Photographer of the Year.** Candidates must submit a portfolio consisting of seven examples of their work from the photography categories. The portfolio must contain the following:

- one news photo
- one feature photo
- one portrait
- three photos of the candidate's choice
- one photo series that consists of at least 7, but no more than 12 photos. Series can be either an Operational or Training Photo series, or a Picture Story.

a) **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.

b) Portfolio may **not** include Photojournalism or Multimedia Story entries, and will include only one photo series.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

d) Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then group the photos for the series entry as a collection prior to creating the portfolio entry.

Award Type: Individual.



c. **Video.** All products will contain required metadata, including a VISION ID. 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.**

- Note the use of the words “caption” and “captioning” is 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) **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 VISION ID 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.  
Award Type: Unit.

2) **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 VISION ID must contain a DVIAN in place of the VISION ID.

a) 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, 2017. (U.S. Army video by Cpl. Jane Smith, Sgt. 1st Class Jack Sparrow and Staff Sgt. Jill Jones.
- 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).

b) Product may not be submitted in any other category.

Award Type: Unit.

3) **Operational Videography.** A video composed primarily of uncontrolled action depicting the U.S. military's participation in a combined, interagency, joint or service operation or contingency. Can be prime cuts and b-roll. There will be no reporter standups or narration, and no music bed. Some of the footage may also be used to create an entry for the Multimedia Product category. The entry may also be submitted as part of a videographer's portfolio, but no other category. May be submitted as one file or as multiple files as long as total run time does not exceed 5 minutes. Ensure all files contain the required metadata, including a VISION ID, then upload to DVIDS. Upload file or files in DVIDS as a collection.

Award Type: Individual.

4) **Training Videography.** A video composed primarily of uncontrolled action depicting the U.S. military's participation in a combined, interagency, joint or Service exercise or other training event. Can be prime cuts and b-roll. There will be no reporter standups or narration, and no music bed. Some of the footage may also be used to create an entry for the Multimedia Product category. The entry may also be submitted as part of a videographer's portfolio, but no other category. May be submitted as one file or as multiple files as long as total run time does not exceed 5 minutes. Ensure all files contain the required metadata, including a VISION ID, then upload to DVIDS. Upload file or files in DVIDS as a collection.

Award Type: Individual.

5) **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. Must use a minimum of three elements. Entry may be a narrative feature, personality or news journalism piece. Entry may not include dramatization. An entry is defined as a single story produced and edited by one individual with at least 51 percent of the story's content created by the producer. Entry must not exceed 5 minutes. Entry will be judged by the quality of storytelling and creative use of combined mediums. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS.

Award Type: Individual.

6) **Video Story.** A storytelling video not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence. Story must have a military

tie. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Footage from the entry submitted for operational and training videography 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. Entry must not exceed 5 minutes. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS.

Award Type: Individual.

7) **Video Spot.** Entries must be one spot 60 seconds or less in length. The target audience must be identified in the caption. Product may be submitted as part of a videographer's portfolio or the Defenses Storyteller of the Year category, but no other categories. Upload entry in DVIDS.

Award Type: Individual.

8) **Video Series.** Entry must include two, but no more than four video stories dealing with a common theme. The series must have been planned in advance as a sequence of videos on a common theme and each video must be 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. Each video in the series must not exceed 5 minutes. Reporter stand-ups are allowed but not required. One video from the series may be submitted as part of the videographer's portfolio. One video from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same video submitted to the videographer's portfolio. Entrants electing to enter videos from series to the portfolio categories 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 VISION ID. Upload entry in DVIDS as a collection.

Award Type: Individual.

9) **\*\* Audio Product.** The target audience must be readily identifiable from the product. Story must be event/mission-oriented. Lead-in/tags are not required.

Award Type: Individual.

10) **\*\* New Videographer of Year.** Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force Public Affairs civilians working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority. Candidates must submit a portfolio consisting of four examples of their work from the video categories. The portfolio must contain the following:

- either an Operational or Training Videography entry
- one Video Story

- two products of the candidate's choice from the remaining *individual* video categories: Multimedia Product, Video Spot and Video Series. Candidates may only enter one video of a Video Series as their candidate's choice.

a) Portfolio in its entirety may not exceed 15 minutes.

b) Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VISION ID and a caption.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**11) Military Videographer of the Year.** Candidates must submit a portfolio consisting of four examples of their work from the video categories. The portfolio must contain the following:

- either an Operational or Training Videography entry
- one Video Story
- two products of the candidate's choice from the remaining *individual* video categories: Multimedia Product, Video Spot and Video Series. Candidates may only enter one video of a Video Series as their candidate's choice.

a) Portfolio in its entirety may not exceed 15 minutes.

b) Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VISION ID and a caption.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

**12) Civilian Videographer of the Year.** Candidates must submit a portfolio consisting of four examples of their work from the video categories. The portfolio must contain the following:

- either an Operational or Training Videography entry
- one Video Story
- two products of the candidate's choice from the remaining *individual* video categories: Multimedia Product, Video Spot and Video Series. Candidates may only enter one video of a Video Series as their candidate's choice.

a) Portfolio in its entirety may not exceed 15 minutes.

b) Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VISION ID and a caption.

c) Candidates will be prompted to provide a biography and upload a digital photo of themselves within DVIDS as part of the submission process. The biography and photo will not be judged.

Award Type: Individual.

#### d. Music

1) **\*\* Live Recording Instrumental.** Outstanding live instrumental (instrumental only, without vocals, and can be an ensemble of any kind) recording of a song during the 2017 calendar year. The genre of music isn't being judged. Judging will be based on the performance of the ensemble, audience appeal, and the quality of the recording. Include a brief synopsis of the performance to include location, audience count, and if it was a special event (televised, streamed online, etc.).

Award Type: Unit.

2) **\*\* Live Recording Vocal.** Outstanding live recording of a song with vocals during the 2017 calendar year. This category is specifically targeting recordings that include vocals and can be an ensemble of any size. The genre of music isn't being judged. Judging will be based on the performance of the vocalist(s), ensemble, audience appeal, and the quality of the recording.

Award Type: Unit.

3) **\*\* Studio Recording.** Outstanding Studio recording is a single musical work. The work may be one track or multiple tracks of the same composition. The work must be (either CD or downloadable) produced during the 2017 calendar year. Judging will be based on the performance of the ensemble and the quality of the recording. Include a brief synopsis of the performance to include location, audience count, and if it was a special event (televised, streamed online, etc.)

Award Type: Unit.

4) **\*\* Large Instrumental Composition/Arrangement.** Outstanding large instrumental is for a new, original composition or arrangement written during the 2017 calendar year for Concert Band. Solo, vocal, or chamber works with concert band accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.

Award Type: Individual or Team.

5) **\*\* Small Instrumental Composition/Arrangement.** Outstanding small instrumental is for a new, original composition or arrangement written during the 2017 calendar year for small groups (BQ, WQ, etc.). Solo or vocal with small group accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the

number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.

Award Type: Individual or Team.

6) \*\* **Jazz Instrumental Composition/Arrangement.** Outstanding jazz instrumental is for a new, original composition or arrangement written during the 2017 calendar year for any jazz ensemble (Big Band, Combo, etc.). There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI mockups will not be accepted. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process.

Award Type: Individual or Team.

7) \*\* **Original Popular Song.** Outstanding original popular song is for a new original popular song written by a member of the Air Force during the 2017 calendar year. The song may be instrumental or with vocals. Judging will be based on originality, creativity, audience appeal, and how it represents the genre, target audience, and mission. Vocals with Air Force specific targeting messaging is a bonus, but not a requirement. Recording quality will not be a primary factor considered in the judging process.

Award Type: Individual or Team.

8) \*\* **New Public Affairs Musician of the Year.** This award recognizes uniformed Airmen performing 3N1XX/3N2XX functions in grade E-6 and below performing Air Force public affairs musician duties for 24 months or less as certified by the submitting unit. This award is submitted on an AF Form 1206 with no categories and a maximum of 15 bullets. The intent of the submission is to focus on the primary duty (music) and its impact on both the Air Force mission and the public. Only one submission per unit will be permitted.

Award Type: Individual.

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

Award Type: Individual.