



Defense Media Awards

Nomination Guidance for Calendar Year 2017

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I. ABOUT THE AWARDS PROGRAM

- A. The 2017 Defense Media Awards competition honors excellence among military and civilian broadcasters, graphic designers, writers, photographers, public affairs practitioners, mass communication specialists and videographers. It also fosters an environment of innovation and growth, leading to more effective communication programs. The awards are 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. Entry requirements and category descriptions for the 2017 competition were created and approved by PA and VI representatives of each Military Service in the summer of 2017.
- C. There are 36 categories in the 2017 competition. The highest-level award in the new program is the Defense Storyteller of the Year Award, which recognizes individuals who used their photography, writing, videography and graphic design skills to communicate information and stories relevant to their unit or command.

II. POINT OF CONTACT

For information regarding entry requirements, individuals should contact their Military Service’s contest coordinator. For general information, send an email to: DefenseMediaAwards@mail.mil or call (301) 222-6757.

III. MILESTONES

2017

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

2018

- Feb. 2: Judges selected
March 23: Deadline for Services and Defense Media Activity to submit entries.
April 9: Judging begins.
April 16-19 Judges provide feedback via livestream.
Judging will be complete prior to the feedback sessions. Scores will not be shared nor will winners be announced during these sessions.
April 16: Graphics
April 17: Photo
April 18: Video
April 19: Print
For times and livestream details, visit the Defense Media Awards webpage, www.dma.mil/Services/Defense-Media-Awards.
April 27: 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.
May 19: Winning entries posted to Defense Video and Imagery Distribution System (DVIDS).
June 7: Awards sent to Service representatives for presentation to winners.
June 7: Conduct after-action review with Service representatives.

IV. ELIGIBILITY

- A. The Defense Media Awards competition is open to military units, military personnel, and U.S. government civilian employees of the DoD and the Military Services. This includes active-duty, Reserve, and National Guard members of the Armed Services, and U.S. Coast Guard members as well as U.S. government civilian employees with the photographer, journalist, photojournalist, videographer, broadcaster, graphic artist, mass communication specialist, public affairs specialist or equivalent occupation specialty. 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 or in a Reserve or National Guard status. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing unless they meet the eligibility criteria stated above.
- B. 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.
- C. No individual may enter the competition directly. Individuals must enter through their respective Service competition or the Defense Media Merit Awards competition

sponsored by the Defense Media Activity for defense agencies, DoD field activities, combatant commands and joint task forces. See Section V for details. The Services will ensure military nominees meet quality force standards for their respective service prior to their entrance to the Defense Media Awards.

- D. Military and U.S. government civilian staff members of Service commands will enter categories through their respective Service competition. The Military Services are responsible for establishing Service-specific rules and procedures to judge and select their qualified entries for submission to the Defense Media Awards.
- Note:** 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. They enter the Defense Media Merit Awards competition.
- E. Those assigned to combatant commands, defense agencies, DoD field activities and joint task forces, follow these rules:
1. Military members submit entries to the *individual* award categories through their respective Service competition.
 2. U.S. government civilian staff members submit entries to the *individual* award categories through the Defense Media Merit Awards competition sponsored by the Defense Media Activity. The Defense Media Activity is responsible for establishing rules and procedures to judge and select qualified entries for its competition and submitting them to the Defense Media Awards.
 3. Products produced by teams assigned to defense agencies, DoD field activities and joint task forces regardless of who created the product (all military members, a combination of military members and U.S. government employees, or all U.S. government employees), compete in *unit* award categories in the Defense Media Merit Awards competition sponsored by the Defense Media Activity.
- F. Army and Air National Guard members and U.S. government civilian staff members assigned to Army and 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.
- G. Reserve members will enter individual and unit categories through their respective Service competition.
- H. Personnel assigned to Stars and Stripes newspapers are not eligible to participate. All non-appropriated fund (NAF) products and NAF personnel are also ineligible.
- I. Government contractor employees are not authorized to compete in any individual category. Products produced with the assistance of government contractor employees are eligible for the unit categories. However, contractor employees will not be recognized individually for their contributions.

V. ENTRY CRITERIA

- 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 and Media Campaign Plan 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 entries must support or contribute to organizational communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release.
- C. Entries will only be accepted from the following competitions:
 - 1. Air Force: Air Force Media Contest
 - 2. Army: Maj. Gen. Keith L. Ware Mass Communications Awards
 - 3. Coast Guard: Chief Journalist Alex Haley Awards
 - 4. Defense agencies, DoD field activities, combatant commands, joint task forces: Defense Media Merit Awards sponsored by the Defense Media Activity
 - 5. Marine Corps: USMC Office of Marine Communication Visual Information and Excellence in Communication Awards
 - 6. Navy: Russell Egnor Navy Media Awards
- D. The Services and Defense Media Activity may submit no more than three entries per category. Each entry must be from a different competitor. The of-the-year portfolio categories, however, are limited to one nomination from each Service and one from the Defense Media Activity.
- E. 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 Media Campaign Plan entry. In addition, individual components (graphics, photos, video, story, etc.) of a multimedia story, picture story or photojournalism entry may not be entered into other categories as these components were created for the overall product, not for individual use.
- F. The Defense Storyteller of the Year category is open to both military and civilian personnel as long as they meet the eligibility criteria listed in Section IV. Individuals who elect to compete in the Defense 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.
- G. Individuals who are not competing in the Defense Storyteller of the Year category may enter more than one of the following categories: graphic designer, photographer, videographer or writer of the year.

- H. Civilian enterprise guides and directories, yearbooks, cruise books and products produced with non-appropriated funds are not eligible to compete.
- I. 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 and Change 1 to DoDI 5040.02.
- J. All entries must comply with federal law and DoD policy. See Appendix A for a complete list.

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 entry requirements listed in Section XIII 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.

VII. HOW TO SUBMIT ENTRIES

- A. Entry to the Defense Media Awards, except for the Online Publication and Media Campaign Plan categories, will be accomplished through DVIDS. Go to <https://www.dividshub.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.
- B. The Services and Defense Media Activity will submit a list of their nominees by March 23, 2018 and will ensure military nominees meet quality force standards prior to entrance. 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.

3. 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.

VIII. DESCRIPTION OF AWARD CATEGORY TYPES

Each award category is marked as either an individual (I) or a unit (U) 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 the result of a team effort.

IX. AWARDS

- A. Awards will be given in 36 categories: 1 Defense Storyteller of the Year, 6 graphic design, 11 print, 8 photo and 10 video. First-, second- and third-place winners will be announced for all categories except for the of-the-year categories. Only one person will receive an award in each of-the-year category. No award will be made if the judges deem that no one entry meets program standards.
- B. Individual Awards.
 1. First-place individual award winners will receive plaques and certificates except for the of-the-year winners who will each receive a trophy and a certificate.
 2. Second- and third-place individual award winners will receive certificates.
- C. Unit Awards.
 1. First-place unit award winners will receive a plaque for the office of primary responsibility. Contributors will each receive a certificate.
 2. Second- and third-place unit award winners will receive certificates. One to the unit and one each to each contributor.
- D. Trophies, plaques and certificates will be conveyed to the Services for presentation to the winners.

X. NOTIFICATION OF WINNERS

- A. Each Military Service public affairs office, the Department of the Army G6 office, the Army VI career field manager, the National Guard Bureau public affairs office and the Services' contest coordinators will receive concurrent notification of the winners. The Services will notify their Reserve components since entry by Reserve units and its members is through their respective competition.

- B. A list of the winners will be posted to the Defense Media Awards webpage located on the Defense Media Activity website (www.dma.mil/Services/Defense-Media-Awards/) and the Defense Media Awards social media sites the same day the Services are notified.
- C. Winning entries will be highlighted on DVIDS three weeks after the winners are announced.

XI. AFTER-ACTION REVIEW/MEDIA AWARDS GOVERNANCE COMMITTEE

The Defense Media Activity will host a Defense Media Awards Governance Committee meeting June 7, 2018, with the Services' appointed voting members and National Guard Bureau advisers to review and update competition guidance for the 2018 award cycle.

XII. JUDGING GUIDANCE

- A. Judges will have access to the entries starting April 9 and will complete their scoring prior to the feedback sessions. Judges will provide feedback to the entrants via livestream April 16-19. Scores will not be shared nor will the winners be announced during the livestream sessions.
- B. Three judges will be selected for each medium: graphic design, photo, video and print. Selection criteria for judges will be based on their professional experience in the communication and visual information fields.
- C. 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 to the Services' contest coordinators after the competition.
- D. 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.

XIII. AWARD CATEGORIES

A. **Defense 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

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

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.

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

Candidates are allowed to enter the 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.

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 VIRIN. 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 VIRIN. 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 VIRIN. 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 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.
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 VIRIN, and then upload them as a collection within DVIDS in the order in which they were taken (VIRIN 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 VIRIN, 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 VIRIN, 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. 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.

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.

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

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.

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

Award Type: Individual.

8. 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.

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.

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

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.

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

Award Type: Individual.

D. 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>.

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.

Story may be submitted as part of a writer's portfolio or the Defense Storyteller 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 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.

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>.

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.

Story may be submitted as part of a writer’s portfolio or the Defense Storyteller 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 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.

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>.

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.

Story may be submitted as part of a writer’s portfolio or the Defense Storyteller 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 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.”

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, 2017, 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 Defense Storyteller of the Year category, but no other categories.

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.

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>.

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. Thomas Jefferson 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.

Upload each article as a separate story in DVIDS, ensuring the photos for the Photojournalism entry (if chosen to be part of the portfolio) contain the required metadata including a VIRIN and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package.

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>.

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.

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. Thomas Jefferson 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.

Upload each article as a separate story in DVIDS, ensuring the photos for the Photojournalism entry (if chosen to be part of the portfolio) contain the required metadata including a VIRIN and a caption. If submitted, the story and the photos from the Photojournalism category will be judged as a complete package.

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>.

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.

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.

- E. **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.**

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 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.

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 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, 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.

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 VIRIN, 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 VIRIN, 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 VIRIN. Upload entry in DVIDS as a collection.
Award Type: Individual.
9. 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.

Portfolio in its entirety may not exceed 15 minutes.

Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption.

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

Award Type: Individual.

10. 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.

Portfolio in its entirety may not exceed 15 minutes.

Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption.

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

Award Type: Individual.

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. HIPPA information may be found at 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 DoD Instruction 5230.29, "Security and Policy Review of Information for Public Release." Any questions regarding public release should be directed to the local public affairs office.
4. Printed, PDF and online publications must conform to DoD Instruction 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps."
5. Graphics, photos and video products must conform to Change 1 of DoD Instruction 5040.02, "Visual Information," and include metadata in accordance with the [DoD Visual Information Style Guide](#).
6. U.S. Coast Guard products must also follow U.S. Coast Guard guidelines.