

STANDARD OPERATING PROCEDURES

Defense Media Activity Media Awards Program Rules and Procedures for Competition Year 2015

I. Purpose

The Defense Media Activity (DMA) Media Awards Program recognizes Office of the Secretary of Defense (OSD), joint command (i.e. combatant commands), Defense agencies and activities, and civilian Department of Defense (DoD) journalists for outstanding achievement in furthering the objectives of the Department of Defense Internal Information Program.

The DMA Awards program serves as the DoD entry point for the Thomas Jefferson Awards Program (TJs).

II. Eligibility

- A. OSD, joint commands, Defense Agency and Activity organizations, and civilian employees of the DoD as prescribed by DoD Instruction 5120.4, "*Department of Defense Newspapers, Magazines and Civilian Enterprise Publications,*" are eligible to submit entries to the DMA Media Awards Program. This includes the Joint/Unified Commands and other DoD-level organizations.
- B. DMA units must submit unit entries to the DMA competition and must not submit any unit entries for a service-level competition. Military service members assigned to DMA will submit individual entries through their respective services with the following exceptions: In the Broadcast categories, Audio Sports Report, Video Sports Report, Regional Video Newscast, and Video Newsbreak have been dropped from the Thomas Jefferson competition and will not be included in the service competitions. These four individual categories are included in the DMA program and may be entered by military as well as civilian personnel. These are the only exceptions.
- C. Military service members assigned to Joint/Unified Commands will enter individual categories through their respective services (see below for additional guidance). Civilian staff assigned to DoD will submit individual entries to DMA. Joint/Unified and DoD Commands will enter unit categories to DMA.
- D. Military, civilian and contract personnel assigned to *Stars and Stripes* newspapers are not eligible to participate.
- E. Government contractor employees are not authorized to compete in any individual or unit journalism or broadcast category.

- F. Products produced with the assistance of government contractor employees are eligible for the journalism and broadcast categories. However, contractor employees will not be recognized individually for their contributions.
- G. The following products are not eligible for the program: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films.
- H. Units must ensure entries meet eligibility criteria as well as comply with DoD and service issuances (publications entered in any Journalism categories must conform to DoDI 5120.4, *Department of Defense Newspapers, Magazines and Civilian Enterprise Publications*).
- I. Entries for competition year 2015 must have been produced during the 2015 calendar year. All entries must be received at DMA Headquarters (HQ) by January 31, 2016.
- J. Summary of Eligibility:

UNIT Award Categories

DoD / Joint / Unified Commands	Submit to DMA - one entry per category by one individual participant/unit.
DMA Components	<p>Submit to DMA.</p> <p>DMA AFRTS Field Units submit entries to their Region HQ. Regions submit best entries – up to 5 in each category – to DMA HQ.</p> <p>DMA Production Component may submit up to 5 entries per category directly to DMA HQ. DMA AFRTS or Production MAY choose to enter multiple different products from one sub-component for example DMA Production (AF, Army, Navy or DoD Production) in a single category, up to the 5 total permitted, however the composition of the personnel for each entry should be substantially different, e.g. one entry from Team A and a second from Team B.</p> <p>Other DMA Components may submit 1 entry per category directly to DMA HQ.</p>

EXCEPTION	<p>DoD /Joint/Unified Commands including DMA MAY also submit in the Unit Category:</p> <ul style="list-style-type: none"> • Category T: Regional Video Newscast <p>This category is no longer included in the service competitions and does not advance to Thomas Jefferson competition. It remains in the DMA competition and is judged at that level only.</p> <p>Entries should follow the same command/component procedures outlined above.</p>
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INDIVIDUAL Award Categories

<p>DMA Military Personnel</p> <p>Army</p> <p>Navy</p> <p>Air Force</p> <p>Marine Corps</p>	<p>- Submit to appropriate service competitions as follows:</p> <p>- Submit through DMA Regions to DMA HQ, which will submit to Keith L. Ware competition</p> <p>- Submit from unit or HQ directly to Russell Egnor Media Awards competition</p> <p>- Submit through DMA Regions to DMA HQ, which will submit to Air Force Media Contest</p> <p>- Submit from individual directly to USMC Combat Correspondents Association Distinguished Performance Awards</p>
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EXCEPTIONS	<p>Military personnel and DoD Civilians MAY submit entries to DMA for Individual categories:</p> <ul style="list-style-type: none"> • Broadcast R: Audio Sports Report • Broadcast S: Video Sports Report • Broadcast U: Video Newsbreak <p>These three categories are no longer included in the service competitions and do not advance to Thomas Jefferson competition. They remain in the DMA competition and are judged at that level only.</p> <p>Entries should follow the same command/component procedures outlined above.</p>
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<p>DoD Civilian Personnel assigned to DoD / Joint / Unified Commands</p>	<p>Submit via Command to DMA HQ. Commands may submit one entry per category.</p>
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DoD Civilian Personnel assigned to DMA Components	<p>Organization/command must submit as follows:</p> <p>DMA AFRTS Field Units submit entries to Region HQ. Regions submit best entries – up to 5 per category – to DMA HQ. Only one entry per participant per category will be accepted.</p> <p>DMA Production Component may submit up to 5 entries per category. Only one entry per participant or sub-component will be accepted.</p> <p>Other DMA Components may submit one entry per category to DMA HQ. Only one entry per participant will be judged.</p>
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III. Entries

- A. Entries must be authorized products prepared for internal information purposes and produced, published and/or broadcast during the current program year.
- B. All entries must contribute to armed forces internal information objectives and meet the highest standards of production, execution and professional excellence. Products must convey information that helps DoD personnel and families succeed in their jobs and missions.
- C. No single product may be entered in more than one category, except when entered in an individual category, **AND** as part of a submission for Journalism Categories P, Q or R or Broadcast Media Categories O, P or Q.
- D. The DMA Joint Operations Center will provide further instructions on submitting entries no later than Dec. 31, 2015.
- E. Official DMA Media Award Program 2015 entry forms must be used and submission guidelines are forthcoming. Locally generated forms will not be accepted. DMA entry forms must be electronically filled out completely, saved and submitted as a file. Entries with incomplete forms will be disqualified.
- F. DMA has final discretion on eligibility for this competition. In general, eligibility is limited to OSD, Joint/Unified Commands, DoD agencies and activities, DMA units and their military and civilian personnel.
- G. Point of Contact: Overall coordinator for the DMA program is Karen Nowowieski, 301-222-6361, karen.m.nowowieski.civ@mail.mil.
- H. Entries will not be returned. All entries remain the property of the Defense Media Activity.

IV. Categories and Entry Specifications

Journalism Categories

NOTE: Only one entry per individual/unit will be accepted in each individual category.

Category A: Civilian Enterprise (CE) News Publication (Unit Category)

Category B: Funded News Publication (Unit Category)

1. For the 2015 competition year, enter only one issue. There is no mandatory issue date. Publications must be entered as PDF files.

2. These categories must be entered as a unit entry and replace earlier categories for Metro, Tabloid, Magazine and Newsletter formatted publications.

Category C: Digital Publication (Unit Category)

1. Entries of web products will be judged as they exist on the day of judging.

2. Must be an issue or edition such as newsletter, magazine or newspaper designed natively for the web.

3. This category must be entered as a unit entry.

4. This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow) and be built on HTML 5, iFrames or some other mobile-enabled platform.

Category D: Outstanding Flagship Product (Unit Category) This award recognizes the overall excellence of the flagship magazine product at the military department level.

****This category is NOT used in the DMA program but instead goes directly to TJ.**

1. Entries of flagship magazine will be judged as they exist on the day of judging for TJ awards (April 5, 2016).

2. Digital versions may be entered via the entry application as PDF files.

3. Entries can also be provided via a mobile application, if appropriate items (i.e., tablet) are made available for judges to view magazine application. The application must display all content for judging criteria.

Category E: Outstanding Flagship Website (Unit Category) This award recognizes the overall excellence of the official websites of the military departments. It includes all the digital platforms that are used to achieve service-level communication objectives.

****This category is NOT used in the DMA program but instead goes directly to TJ.**

1. Content for the publication must be provided by the respective military service or DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the Service or DMA.

2. The site(s) must comply with DoD, DMA and service information, security review, and web instructions and regulations.

3. The site(s) must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly, etc.).

4. The site(s) will be judged as it exists on the date judging occurs (Apr. 5, 2016).

5. The services must provide the publication URL and any necessary logon information.

Category F: Website/Blog (Unit Category) An organizational Internet site, hosted on a DoD- authorized domain, or “web logs”/“blogs,” designed to communicate Service/DoD themes, messages and other relevant information to on-line audiences.

1. Content for the website/blog must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.

2. The website/blog must conform to DoD, DMA and service internal information, security review, and web instructions and regulations.

3. The website/blog will be judged as it exists on the date the judging takes place (April 5, 2016 for winner advancing to TJ).

4. Units must provide the website/blog URL and any necessary logon information.

5. Entries must include an explanation of how the website/blog accomplished local installation strategic objectives. Ideally, entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how the social media effort dovetailed with journalism outreach. The background paper must also include the URL or web address for the product.

6. Entries must represent official command or unit content. Personal blogs are ineligible.

Category G: Outstanding Digital Presence (Unit Category) This award recognizes the overall excellence of the official social media presence of military units. It includes all the digital platforms that are used to achieve unit-level communication objectives.

****This category is NOT used in the DMA program but instead goes directly to TJ.**

1. Content for the publication must be provided by DoD PA practitioners with overall management of the site(s)/publication(s) and release authority residing within the service or DMA.

2. The sites must conform to DoD, DMA and service information, security review, and web instructions and regulations.

3. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly, etc.).

4. The site will be judged as it exists on the date the judging occurs (April 5, 2016). If the URLs are unavailable, DINFOS reserves the right to disqualify the entry.

- a. The services must provide the site URLs and any necessary logon information.
- b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
- c. Entries must include an explanation of how the platforms accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category H: Outstanding Communication Campaign (Unit Category) This award recognizes the overall excellence of a specific official communication campaign of a military unit. It includes all the digital platforms that are used to achieve unit-level communication objectives.

****This category is NOT used in the DMA program but instead goes directly to TJ.**

1. Entries must include a two-page documentation package composed of:
 - a. A background paper that identifies the campaign's communication objective(s), target audience, summarizes actions taken to meet campaign objectives, and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with other organizations or broadcast stations, such as those run by the installation PAO. The campaign start date, and, if applicable, the end date, must be included. An example is provided as Attachment 1.
 - b. A products and air history sheet that includes both a list of elements produced (spot, news stories, special programs) and a brief history summary. No example attachment is provided.

2. At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.

3. Content for the sites must be provided by DoD PA practitioners with overall management of the sites and release authority residing within the service or DMA.

4. The sites must conform to DoD, DMA and service information, security review and web instructions and regulations.

5. The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly, etc.).

6. The sites will be judged as they exist on the day of judging (April 5, 2016). If the URLs are unavailable, DINFOS reserves the right to disqualify the entry.

- a. The services must provide the site URLs and any necessary logon information.
- b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
- c. Entries must include an explanation of how the platforms accomplished local installation strategic objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category I: News Article (Individual Category) News Article entries must be straight news or sports with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, where and when” of the news peg.

Category J: Feature Article (Individual Category) Feature article entries must have a focus that is maintained and supported in the lead, nutgraph, body and conclusion. They can be sports features, human interest features or personality features. This category combines these previously separate categories.

Category K: Commentary (Individual Category) Commentaries are articles that convey the writer’s opinion on a topic, while editorials convey command position, as specified in DoDI 5120.4. Therefore, articles written by commanders or those in a leadership position are ineligible to compete in this category.

Category L: Series (Individual Category)

1. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts

of a series that appeared sequentially in two or more issues of the publication.

2. Entries must follow all other specifications as entries to categories I, J and K above and be the work of one individual.

Category M: Photojournalism (Individual Category) Entries must include a story with two or more photographs and captions by the same photojournalist. All elements will be judged. No element may be entered in any other category other than a portfolio. Entries in these categories must be the work of one individual.

Category N: News Photo (Individual Category) Entry must be a standalone photo with a caption explaining the news peg. The photo must have strong elements of newsworthiness. The caption must be included. Entry must be the work of one individual.

Category O: Feature Photo (Individual Category) Entry must be a stand-alone photo with strong subject and focus. The caption must be included entry in this category must be the work of one individual.

Category P: Outstanding New Journalist (Individual Category) This award recognizes military service members working in the public affairs community for less than two years.

****This category is not used in the DMA Program but instead goes directly to TJ.**

Category Q: Department of Defense Military Journalist of the Year (Individual Category) This award recognizes the military communicator who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

NOTE: This category is not used in the DMA Program but instead goes directly to TJ.

Category R: Department of Defense Civilian Journalist of the Year (Individual Category) This award recognizes the DoD civilian journalist who exemplifies the highest standards of DoD communication as shown by writing across a spectrum of categories.

NOTE: This category is not used in the DMA Program but instead goes directly to TJ.

1. The services and DMA may nominate one candidate in this category.
2. Only individuals may be entered in this category.
3. A letter of nomination must accompany each entry. Letters must include a paragraph justifying the nomination, with a one-page official biography of the individual and an official digital photograph of the entrant for the Department of Defense Communicators of Excellence Awards Ceremony. This can be uploaded through the

entry form. Please check accuracy and spelling of names and unit on form submissions. DINFOS and DMA will no longer call for clarification or make changes after said plaques/certificates and biographies have been printed.

4. Entries must include PDFs of five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (I, J, K, and L). For example, two features two news articles and one commentary. DINFOS reserves the right to disqualify if all criteria have not been met.

5. Submit a certificate of authenticity from the responsible Public Affairs Officer (PAO) for articles that were published without a byline.

Broadcast Media Categories

NOTE: Only one entry per individual/unit will be accepted in each individual category.

Category A: Audio Entertainment Program (Individual Category)

1. Entries must be a disc jockey program.
2. Entries may be a special or a regularly scheduled program.
3. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots and non-local elements.
4. Entry must be 15 minutes or less in total length.

Category B: Audio Spot Production (Individual Category)

1. Entries must be 30 or 60 seconds in length.
2. The target audience must be identified.

Category C: Audio News Report (Individual Category)

1. Story must be event/mission-oriented. It would place at or near the top of the newscast.
2. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry. The PDF document with the lead-ins/tags must include the category, title, and name of the contributor.
3. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Audio Feature Report (Individual Category)

1. Story must be 5 minutes or less in length.
2. Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry. The PDF document with the lead-ins/tags must include the category, title and name of the contributor.
3. Do not include the anchor's lead-in/tag on the media with the story.

Category E: Audio Series (Individual Category)

1. Entries must include two or more audio news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as parts of a series.
2. Entries must follow all other specifications as entries to Categories B and C above.

Category F: Audio Newscast (Unit Category)

1. Must be targeted toward a local audience.
2. Must contain two or more elements.
3. Telescope out all non-news elements and products not provided by a military source.
4. Newscast must be 2 minutes or more in length.

Category G: Audio Information Program (Unit Category)

1. This category includes Commander's/Captain's Calls, magazine programs and documentaries or features of 5 minutes or greater in length.
2. Commander's/Captain's Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program must be telescoped to include the open, anchor leads/tags, and close. Documentary and feature pieces must be limited to 30 minutes or less.
3. Telescope out all products not provided by a military source.

Category H: Video Information Program (Unit Category) This category includes Commander's/Captain's Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

1. Commander's/Captain's Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers.

2. A year-end program must be telescoped to include the open, anchor leads/tags, and close.

3. Documentary and feature pieces must be limited to 30 minutes or less.

4. Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

1. Entries must be one spot (30 or 60 seconds in length).

2. The target audience must be identified.

Category J: Video News Report (Individual Category)

1. Entries must be a news story, event/mission-oriented, and significant enough to place at or near the top of a newscast.

2. Do not include the anchor's studio story lead-in/tag.

3. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry. The PDF document with lead-ins/tags must include the category, title, and name of the contributor.

4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category K: Video Feature Report (Individual Category)

1. Stories must be 5 minutes or less in length.

2. Do not include the anchor's studio story lead-in/tag.

3. Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry. The PDF document with the lead-ins/tags must include the category, title, and name of the contributor.

4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Video Series (Individual Category) Entries must include two or more video news/features dealing with a common theme. The entry must have been clearly

identified in the original broadcast as parts of a series.

Category M: Local Video Newscast (Unit Category)

1. Must be targeted toward a local audience.
2. Telescope out all products not provided by a military source.
3. Newscast must be 2 minutes or more in length.
4. Newscast must contain a minimum of three news elements.

Category N: Outstanding Flagship Video Program (Unit Category) This award recognizes the overall excellence of the flagship video programs at the DoD and military department level. It includes only the following video programs: “iSoldier,” “Around the Air Force,” “The Corps Report,” and “All Hands Update.”

1. Use of commercial/contract production facilities is allowed as long as the military organization is responsible for 100 percent of the content and structure.
2. Entries must consist of two programs that were aired anytime during the program year.

Category O: Outstanding New Broadcaster (Individual Category) This award recognizes uniformed personnel working in broadcasting for less than two years certified in writing by a Public Affairs professional from the submitting service and included with the submission.

NOTE: This category is open to military members only.

Category P: Outstanding Department of Defense Military Broadcaster of the Year (Individual Category) This award recognizes the military broadcaster whose products represent the highest standards of DoD broadcast journalism while communicating command information to various publics.

NOTE: This category is open to military members only.

Category Q: Department of Defense Civilian Broadcaster of the Year (Individual Category) This award recognizes the DoD civilian broadcaster whose products represent the highest standards of DoD broadcast journalism while communicating command information to various publics.

The following instructions apply to Categories O, P and Q:

1. Services and DMA may enter one candidate working in a broadcasting position into each of these categories. Individuals assigned against multimedia positions

are not eligible for this category.

2. Entries must have been produced and broadcast during the program year.
 - a. The broadcast date is the first day the product aired.
 - b. A letter of nomination must accompany each entry. Nominations must include an official biography of the individual and an official photo to be used in a program printed for the Department of Defense Communicators of Excellence Awards Ceremony. Category O must also include a written certification from the service of the nominee's eligibility to compete based on time within the career field. These documents can be uploaded with the entry form.
 - c. Entrants assigned to full-service outlets may enter audio and video products.
 - d. Total time for entries must be 15 minutes or less.
 - e. Entries must include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
 - f. Entries must include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter), run time, first airdate and location aired.

Broadcast Categories Reinstated in the DMA Media Awards Program. These categories no longer advance to TJ competition but are judged in the DMA Media Awards Program.

Category R: Audio Sports Report - (Individual Category)

1. Story is related to any sporting event with a military tie.
2. Do not include the anchor's lead-in/tag on the media with the story.
3. Story lead-ins/tags must be provided in a separate document. Include the category, title and name of the contributor on the document. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the sheet.

Category S: Video Sports Report (Individual Category)

1. Story is related to any sporting event with a military tie-in.
2. Do not include the anchor's studio story lead-in/tag.
3. Story lead-ins/tags must be provided in a separate document. Include the

category, title and name of the contributor on the document. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the sheet.

4. If story font information is not on the media, include it on the lead-in/tag sheet.

Category T: Regional Video Newscast (Unit Category)

1. Must be regional or network-wide in scope, and target a regional audience.
2. Telescope out all products not provided by a military source.
3. Newscast must be 2 minutes or more in length.

Category U: Video Newsbreak (Individual Category)

1. Must be a stand-alone programming element between 60 and 120 seconds in length.
2. Telescope out all product not provided by a military source.
3. A television news, feature or sports story packaged in a “donut” (a pre-produced/graphic open and close) may be entered in this category, however, the donut must be included on the entry and the entry **MUST** run at least 60 seconds from first to last video.
4. 60-second spots are not eligible in this category.

V. Packaging of Entries

A. Journalism Guidelines: Entries will be submitted as PDF files. Further submission guidelines will be provided following this SOP.

B. Broadcast guidelines:

1. Entries will be submitted as media based on the category description. The forms and transmittal letters will be submitted in accordance with the SOP Submission Guidelines Enclosure to be released no later than Dec. 31, 2015.
2. All entries must include a summary transmittal letter. The letter must list each category including the title of the entry, the run time, and the organization that entered it. The transmittal letter must identify the name, phone number and e-mail address of the organizational entry point of contact.
3. Points of contact will ensure that upload of any additional paperwork for each entry submitted (i.e., font information and story leads) is included with the entry forms for that submission. Please ensure that all names and information provided are checked for

accuracy prior to submission. DMA will not change this information once it has been entered and judged in the competition.

4. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:

a. Entry category

b. Entry title

c. Run time

d. Submitting organization

e. Primary contributor

f. Lead and font information on video slates as required by category

5. Audio media need only include the title, organization and run time.

6. All Category O, P and Q entry products must be entered in one file or separate files using the file naming convention in para V.B. Include an initial slug/slate only. Do not include slug/slates between products.

7. Music segments must be telescoped to 10 seconds or less.

8. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, and record company and synchronization rights. Submitting an entry constitutes acknowledgement of and compliance with these requirements.

C. Audio Entries

1. Audio entries will be submitted in accordance with the SOP Submission Guidelines Enclosure to be released no later than Dec. 31, 2015.

2. Files may be created which either conform to the "Red Book" standard or contain digital media files for software playback. Digital media files must be MP3 (not less than approximately 128 kbps).

3. Each file must have, in the following order: audio slug (see Paragraph V.A.4), two seconds of silence, and the entry.

4. There must be three seconds of silence between each audio product for Categories O, P and Q. Do not include any further slugs between entry submissions.

D. Video Entries

1. All video entries will be submitted in accordance with the SOP Submission Guidelines Enclosure to be released no later than Dec. 31, 2015.

2. Video entries must have mixed audio tracks.

3. The preferred file format is H.264, MPEG4. Video files can be Standard Definition or High Definition. SD should be 720 x 480 widescreen or standard. HD cannot exceed 1280 x 720.

4. Each file must have the following elements in order:

a. A slate (five seconds per page)

b. 2 seconds of black

c. The entry

5. There must be 3 seconds of silence between each video product for Categories O, P and Q. Do not include slates.

6. Video News Report and Video Feature Report entries (Categories J and K) must be "as aired" copies that include downstream fonts and graphics when possible.

E. File naming convention. All files submitted for judging will be named based on the following format:

1. "J" or "B" (for Journalism or Broadcasting).

2. "CAT_" (underscore) followed by the letter corresponding to the category, then underscore.

a. The three- or four-letter abbreviation for the submitting agency or branch of service (USN, USA, USMC, USAF, USCG or DMA).

b. If more than one file is submitted for a category, include "_Entry1," "_Entry2," etc.

3. Examples: "BCAT_N_USAF.mp4," "JCAT_P_USN_Entry1.pdf," "BCAT_Q_DMA.mp3."

VI. Judging

- A. Entries in each category must be submitted as outlined above to the DMA HQ program for judging.
- B. DMA will select at least three Journalism and three Broadcast judges for the Awards Program. Selection criteria for judges will be based on their professional experience in the communication field.
- C. All entries will be judged on professional excellence, originality and support of internal information themes and objectives. All judges' decisions are final.
- D. Broadcast judges must adhere to the following standards and use criteria 1 thru 5 below to select winning entries in all categories. Criteria 6 below is an additional element for the DoD Civilian Broadcaster of the Year judging.

1. Internal Information/Value to Viewer: Does the information apply to the audience? Is the message important for the audience to see and/or hear?

2. Script/Message Effectiveness: Is it well written? Is the message clear?

3. Technical Quality: Are the video, audio, levels, lighting and editing well done?

4. Voice/Diction/Camera Presence: How well do the announcers or newscasters interpret the script and clearly enunciate? How well do the announcers present themselves?

5. Creativity: Is the presentation original? How effectively do the various elements work together?

6. Diversity (additional criteria for the DoD Civilian Broadcaster of the Year): Does the nominated individual have the ability to perform well in all aspects of broadcasting, such as writing, editing, announcing, producing and directing?

E. Journalism judges will use several criteria to select winning entries in the 18 categories:

1. Publication/Website Categories

- a. Content
- b. Professional excellence
- c. Support of internal information objectives
- d. Design
- e. Overall value to reader

2. Writing Categories

- a. Lead
- b. Transitions
- c. Body
- d. Conclusion
- e. Mechanics (grammar, etc.)
- f. Overall value to reader

3. Photo Categories

- a. Composition
- b. Impact
- c. Story telling
- d. Caption/cutline

VII. Awards

A. Awards may be made in 18 Journalism and 21 Broadcast categories.

B. Judges may select a first, second, third and honorable mention in the Journalism categories P, Q, and R and Broadcast Categories O, P and Q. If quality is less than exceptional, select only an honorable mention or make no award. In the Broadcast

Journalist of the Year category judges may select one overall winner. If the quality is less than exceptional, select only an honorable mention or make no award.

- C. There are two types of awards: individual and unit.
- D. Individual first place winners will receive a plaque. Second, third and honorable mention winners will receive certificates of achievement. DMA will forward plaques and certificates to the command organization of each winner. Names on plaques and/or certificates will not be changed after completion. Please ensure that names are accurate when submitting entries in the competition.
- E. Unit awards are used to recognize a production effort involving more than one contributor. Appropriate plaques and certificates of achievement will be awarded to the unit and individual contributors. Units may identify no more than five individuals who significantly contributed to the product being entered in the competition. Please ensure that all names are submitted with the original entry. DMA will not add contributor names after the competition is complete.

VIII. Post Contest Actions

DMA will:

- A. Prepare all plaques and certificates and forward to the unit POCs for distribution.
- B. Provide judges' comments and summary remarks to submitting units for their use and dissemination.
- C. Announce a list of the winners via e-mail.
- D. Prepare and distribute a news release announcing the winners.

IX. Resources

DMA will disseminate the Standard Operating Procedures by email. Further distribution is authorized.

Attachments:

1. Example Background Paper for Category H: Outstanding Communication Campaign
2. Official Entry Form for DMA Media Awards 2015 Program Year
3. Target Dates for 2015 DMA Media Awards

Attachment 1

BACKGROUND PAPER

**CATEGORY H: OUTSTANDING COMMUNICATION CAMPAIGN (Journalism)
(Unit Award) (Name of Digital Communication Campaign)
(Submitting Unit)**

CAMPAIGN REQUESTER: (Who requested the service?)

EXAMPLE: Commander, 11th Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. On-going campaigns must have started during the program year.)

CAMPAIGN RESULTS: (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Attachment 2

			<h2 style="margin: 0;">DMA Media Awards 2015 Program Year</h2>		
OFFICIAL ENTRY FORM					
Activity / Organization:					
Medium:		Category:		Individual / Unit:	
Entry Title:					
Air/Publication Date:			Location:		
City:		State:		ZIP Code:	
Country / Additional Information:					
Number and Names of Files (text/media) for this entry:					
File 1:		File 2:		File 3:	
File 4:		File 5:		File 6:	
URL for Website/Blog:					
Additional Information:					
CONTACT INFORMATION					
Activity / Organization POC:					
Branch of Service:		Position/Title:			
Phone (COM):			Phone (DSN):		
Mailing address:					
E-Mail:					
ACTIVITY / ORGANIZATION INFORMATION					
Activity / Organization Full Name:					
POC E-Mail Address:					
Phone (COM):		PHONE (DSN):		FAX:	
FOR INDIVIDUAL CATEGORIES					
INFORMATION AS IT SHOULD APPEAR ON AWARD / CERTIFICATE					
Rank / Name / Branch of Service					
Rank:		Name:		Branch of Service:	
FOR UNIT CATEGORIES					
INFORMATION AS IT SHOULD APPEAR ON AWARD / CERTIFICATE					
Name					
Plaque Issued to Activity /Organization:					
PRIMARY & NO MORE THAN 5 SIGNIFICANT CONTRIBUTORS					
For Unit Categories					
Primary Contributor					
(Primary) Rank:		Name:		Branch of Service:	

Significant Contributors		
1) Rank:	Name:	Branch of Service:
2) Rank:	Name:	Branch of Service:
3) Rank:	Name:	Branch of Service:
4) Rank:	Name:	Branch of Service:
5) Rank:	Name:	Branch of Service:
POC SIGNATURE BLOCK & DIGITAL SIGNATURE		
Name:		
Signature / Date:		

Attachment 3

**Target Dates
2015 DMA Media Awards
Program Year
Jan. 1 - Dec. 31, 2015**

December 31, 2015	Program year ends
January 31, 2016	Deadline for submission of entries
February 5	DMA selects judges
February 24-26	Entries judged
March 2	DMA announces winners
March 9	Program feedback/judges' comments forwarded to units
March 11	Deadline for submission of DMA entries to Thomas Jefferson Awards program
April 5-7	TJ Awards judged
April 15	DINFOS announces TJ Award winners and DMA plaques and certificates distributed to field
April 21 - 25	TJ Program feedback/judges' comments posted online