



Standard Operating Procedures CY 2015

Dec. 1, 2015

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Eligibility

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

1.2 Navy personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces are encouraged to submit individual entries to the NMA program. Unit entries at these commands/units must be submitted through their chain of command to the Defense Media Activity.

1.3 Civilian personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces must submit individual entries through their chain of command to the Defense Media Activity.

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

1.5 Government contract employees and products where content is produced by government contractors are not authorized to compete in any NMA Category.

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

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

Entries and Submissions

2.1 Entries may be submitted from Jan. 1 through 2400 on Monday, Feb. 1, 2016. Entries must be authorized products approved for public release.

2.2 All entries must have been published; posted on public websites; broadcast via AFRTS or on base or ship cable systems; or otherwise publicly disseminated during the competition year, Jan. 1 to Dec. 31, 2015.

2.3 No single product may be entered in more than one category except when used as part of a submission in an Excellence Category or in the Information Campaign, Social Media Initiative or Navy Media Excellence Award unit categories.

2.4 Individuals may submit only one entry in each Individual category.

2.5 Units may submit only one entry in each Unit and Excellence category.

2.6 Units may submit no more than three entries in each Individual award category. Each entry must be from a different contributor. Units are encouraged to conduct their own competition to determine the top entries for their unit. Navy personnel are not eligible to submit NMA entries in other service media competitions.

2.7 Submission Procedures.

- a. All entries must be submitted using the U.S. Navy Russell Egnor Navy Media Award online entry form at: <https://www.emailmeform.com/builder/form/CL1bmM1sU6DRZexff00g3>.
- b. The link must be working the day of judging for the submission to be judged.
- c. When providing a link to a story, image or graphic embedded in an online publication, be sure to note the publication page number on which the content resides. Judges must be able to quickly locate the submission.
- d. Working Internet links must be on publicly accessible sites.
- e. Cruisebook submissions should be mailed to the following address:

NAVY OFFICE OF INFORMATION
ATTN: COMMAND MASTER CHIEF (MEDIA AWARDS PROGRAM)
ROOM 4B463, 1200 NAVY PENTAGON
WASHINGTON, DC 20350-1200

2.9 NMA Timeline.

DATES	ACTION	RESPONSIBILITY
Jan. 1-Dec. 31, 2015	Competition Dates	Local Unit
December 2015	Release NMA SOP	CHINFO
December 2015	Entries Identified	Local Units
Jan. 1-Feb. 2, 2016	Entry window open	Local Units
2400, Feb. 2, 2016	Entry window closes	Local Units
Feb. 2-5, 2016	Entries Processed	CHINFO
Feb. 8-19, 2016	NMA Boards Conducted	Fleet Areas
March 2016	Winners Announced	CHINFO
	Feedback From Boards	CHINFO
	Winners Prepped for TJs	CHINFO
	TJ Submissions Due	CHINFO
	VIAP Submissions Due	Individual MCs
April 2016	Awards Sent to Winners	CHINFO

Categories and Category Descriptions

3.1 The NMAs are divided into Unit, Individual and Excellence Categories.

3.2 Unit Categories. There are 15 Unit categories. Each unit may submit one entry per Unit category. A primary contributor and up to five significant contributors may be recognized on each entry.

Cat.	Title	Definition
U001	Civilian Enterprise News Publication	A news publication produced through a partnership with a contracted publisher. Submit links to two issues. There are no mandatory publication dates. Commands are encouraged to use document publishing websites to host their products. Previous winners can be viewed here and here .
U002	Funded News Publication	A publication produced, printed and distributed by U.S. Navy personnel using government resources. Submit links to two issues. There are no mandatory publication dates. Commands are encouraged to use document publishing websites to host their products. Previous winners can be viewed here and here .
U003	Web-Based Publication	A news publication produced specifically for the Internet. There are no mandatory publication dates. Entries will be judged as of the day of judging. This entry must display transmedia properties (hyperlinks, embedded video, 3D imagery, slideshows, multimedia, etc.) and be built on HTML 5, iFrames, or other mobile enabled platforms. Previous winners can be viewed here and here .
U004	Outstanding Digital Presence	This award recognizes the overall excellence of a command’s official social media presence. It includes all digital platforms (a minimum of two is required) used to achieve cohesive unit-level communication objectives. Examples include but are not limited to: electronic magazines, Internet forums, web logs (blogs), social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating, apps, and social bookmarking. Entries must include a background paper explaining how the equities accomplished the command’s strategic objectives, to include an analysis of what was achieved. Background papers must include short and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used. Content must be provided by Navy PA professionals with overall management of the site(s)/publication(s), and with release authority residing within the command. The site must conform to DoD and Navy information and security review, and Web instructions and regulations. A sample background paper is included as Appendix B . Examples can be viewed here and here .

U005	Outstanding Digital Communication Campaign	This award recognizes the overall excellence of a specific official communication campaign. It includes all digital platforms (a minimum of two) used to achieve unit-level communication objectives. Entries must include a two-page documentation package composed of: 1) A background paper identifying the campaign's internal information objective(s) (which may include external communication releases), the target audience(s), a summary of actions taken to meet campaign objectives, a summary of the campaign results; and the campaign start date and, if applicable, end date; 2) A list of elements produced (spots, news stories, special programs, videos, audio pieces, etc.) and a brief distribution history summary; and 3) Publically accessible links to all elements produced for the campaign. All campaign content must be provided by Navy PA professionals with overall management of the sites and release authority residing with the command. All sites must conform to DoD and Navy information and security review, and Web instructions and regulations. The sites must have been in existence for a minimum of three months during the program year, and must have been updated on a regular basis. A sample background paper is included as Appendix C . Previous winners can be viewed here and here .
U006	Outstanding Website	A command or unit website, hosted on a DoD-authorized domain, designed to communicate themes, messages and other relevant information to on-line audiences. Include web address with the entry. Entries must include three posts, each from a different month. Entries must include a background paper that illustrates how the website accomplished the unit's communication objectives, including short and long-term objectives, target audiences or communities. The website/blog will be judged as it exists on the date judging takes place. Content for the website/blog must be provided by Navy PA professionals with overall management of the site and release authority residing within the command. The website must conform to DoD, DoN and DMA internal information, security review, and Web instructions and regulations. A sample background paper is included as Appendix D . Previous winners can be viewed here and here .
U007	Outstanding Blog	A command or unit web log, hosted on a DoD-authorized domain, designed to communicate themes, messages and other relevant information to an on-line audience. Include web address with the entry. Entries must include three posts, each from a different month. Entries must include a background paper that illustrates how the website or blog accomplished the unit's communication objectives, including short and long-term objectives, target audiences or communities. The website/blog will be judged as it exists on the date judging takes place. Content for the website/blog must be provided by Navy PA professionals with overall management of the site and release authority residing within the command. Personal blogs are not eligible. A sample background paper is included as Appendix D . Previous winners can be viewed here and here .
U008	Writing – Social Media Post	Social Media posts are information statements written to convey a brief and clear message, and provide a link to more contextual information. Entries can be any type of post on an approved official command social media site. Links to the post must be live the day judging occurs. As a new category, there are no previous winners to display.

U009	Audio Newscast	A newscast consisting of audio elements only targeted toward a local audience containing two or more elements. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News). The newscast must be a minimum of two minutes. Previous winners can be heard here and here .
U010	Audio Information Program	Includes documentaries, Commander's/Captain's Calls, magazine programs and documentaries or features five minutes or greater in length and consisting of audio elements only. Commander's/Captain's Calls and magazine programs must be limited/telescoped to 15 minutes or less, ensuring it is representative of the program in its entirety. Documentary and feature pieces must be limited/edited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News). Previous winners can be heard here .
U011	Video Newscast	A local, regional or SITE TV mission- or theme-oriented newscast. The newscast must have a specific target audience through television and/or the Web. Must be two minutes or longer, containing a minimum of three news elements. Remove any spot breaks or elements not directly part of the newscast. Previous winners can be viewed here and here .
U012	Video Information Program	Includes video programs such as documentaries, SITE TV programs, travel specials, Commander's/Captain's Calls and magazine programs of five minutes or greater in length. Commander's/Captain's Calls and magazine programs must be limited/edited to 15 minutes or less, ensuring it is representative of the program in its entirety. Documentary and feature pieces must be limited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News). Previous winners can be viewed here and here .
U013	Cruisebook (Small Command)	For commands of 500 persons or fewer. Cruisebooks prepared during the previous calendar year but distributed during the competition year are eligible. Cruisebook design and layout must be completed by members of the submitting command. Any cruisebooks designed and laid out as part of a contract with a publisher are not eligible. One hard copy of the unit's cruisebook must be mailed to the address provided here .
U014	Cruisebook (Large Command)	For commands of more than 500 persons. All other criteria are the same as U012.
U015	Navy Media Excellence Award	This award recognizes the efforts of a single command/unit for overall excellence in internal information product creation. Entries must include at least three Unit entries and five Individual entries from at least three different sub-categories (Audio, Graphics, Photo, Video or Writing). Use the "File Upload" option to submit additional packages to support category entry.

3.3 Individual Categories. There are 31 individual categories in six sub-categories: Audio (4), Graphic Design (6), Photo (8), Video (6), Writing (4) and Multimedia (3). Units may submit no more than three entries in each Individual award category. Each entry must be from a different contributor.

Cat.	Title	Definition
I001	Audio – Feature Story	An audio feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. That can be either narrative (which includes the voice-over of a feature reporter) or non-narrative (which includes ambience/natural sound and actualities/subject interviews; it does not include the voice-over of a feature reporter. Entries must be five minutes or less in length and convey an effective story, and should contain natural sound elements using proper audio weaving techniques. Sports feature reports are acceptable. Lead-ins/tags (if used) should be uploaded as a PDF document. A sample lead-in/tag document is included as Appendix E . Previous winners can be heard here and here .
I002	Audio – News Story	An audio news story covers a spontaneous event (spot news) or a newsworthy issue or planned event (planned news). It can be either narrative (includes the voice-over of a reporter; most typical radio news stories are narratives) or non-narrative (includes ambient/natural sound and actualities/subject interviews; they do not include a voice-over of the reporter). Stripped video news stories are not eligible. Entries should contain natural sound elements using proper audio weaving techniques. Sports news reports are acceptable. Include lead-ins/tags as an uploaded PDF document, an example of which is included as Appendix E . Previous winners can be heard here and here .
I003	Audio – Series	A series of stories dealing with a common theme containing audio elements only. Entries must include three or more news and/or feature stories, and must have been clearly identified in the original broadcast as parts of a series. Should contain natural sound elements using proper audio weaving techniques. Sports news reports are acceptable. Include lead-in/tag information as an uploaded PDF document. A sample lead-in/tag document is included as Appendix E . Previous winners can be heard here .
I004	Audio – Spot	An audio spot delivers an informative or persuasive announcement with a strong focus to a predetermined audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages and social media sites. Entries may be no longer than 60 seconds in length. Previous winners can be heard here and here .
I005	Graphic Design – Illustration	A graphic illustration is artwork that explains, clarifies, pictorializes or decorates written text. Illustrations can be created by freehand drawings or by digital means. They can take many forms, to include line art, cartoons and sketches. Illustrations are also used to convey an impression that the realism of photography cannot always provide. The primary mediums used to create artwork in this category are pencil, charcoal, chalk, etc. Ink is considered a dry-based medium unless applied using a wash technique. Previous winners can be viewed here and here .

I006	Graphic Design – Infographic	An infographic communicates complex information quickly and clearly. It can include charts, diagrams, graphs, tables, maps and lists. An infographic can be printed or posted online. Previous winners can be viewed here and here .
I007	Graphic Design – Publication (Open)	Publications that do not meet the criteria for any other submission category. This category includes Family-grams, books, handbooks, programs, etc., involving multiple page layouts incorporating text, graphics and photos. Entries must consist of a minimum of four pages. Previous winners can be viewed here and here .
I008	Graphic Design – Digital Art	Digital art describes visual images either computer-generated or computer-controlled using software or hardware tools. Digital art can be stand-alone artwork or can be elements used in other graphic works. Examples of digital art include icons, vector art, crests, shields, logos, coin designs and digital paintings. Previous winners can be viewed here and here .
I009	Graphic Design – Poster	A poster uses strong design elements to communicate a theme, concept or idea. A poster can use illustrations, photography, graphics and text, or any combination of those elements. A poster can be printed or posted online. As a new category, there are no previous winners to display.
I010	Graphic Design – Social Media Profile Art	Social media profile art is digital art created specifically to identify, brand and communicate on an approved official command social media site. Social media profile art can be header photos, cover photos, avatars, and profile pictures. As a new category, there are no previous winners to display.
I011	Photo – Feature	A feature photo captures the human-interest or offers a fresh view of an everyday scene. The entry should have a strong subject and focus, and must include a caption. Previous winners can be viewed here and here .
I012	Photo – Illustrative	An illustrative photo uses strong design, light and composition in a controlled environment to illustrate a theme, concept or idea. Illustrative photos typically could not exist naturally. An illustrative photograph is captured in the camera and does not include any photo manipulations, including text or graphics. Previous winners can be viewed here and here .
I013	Photo – News	A news photo captures a spontaneous event of significance or importance. The photo should have strong elements of newsworthiness, and must include a caption explaining the news peg. Previous winners can be viewed here and here .
I014	Photo – Operational Documentation	A series of photos depicting the U.S. military’s participation in a military exercise or operation. Submit five to 10 photos. Entries must be unclassified and approved for release. Previous winners can be viewed here and here .
I015	Photo – Photojournalism	A story/photo combination by the same photojournalist. Entries must include a story, three to five photographs, and captions. The subject can be news, feature or sports. All elements will be judged. Previous winners can be viewed here and here .

I016	Photo – Picture Story	A picture story is a series of photographs of an event that depicts a story line or single theme centered on a spontaneous event. The entry must be submitted as a traditional composite picture story, and must show a clear military tie. Submit links for the composite and each photo used in the layout separately. Previous winners can be viewed here and here .
I017	Photo – Portrait	A portrait captures a unique aspect of a figure’s character and personality. The entry can be a formal, candid, personality or environmental portrait. Previous winners can be viewed here and here .
I018	Photo – Illustration	Photo Illustrations are manipulated images designed using digital imaging software to illustrate a theme, concept or idea. Photo illustrations may include text, graphics and other image manipulations that could not ethically be used in any other type of photo, but do not misrepresent the subject of the original image. Image manipulations in photo illustrations must be clearly and readily apparent from the context or from the content of the image or accompanying text that the enhanced image is not intended to be an accurate representation of any actual event. Photo illustrations must be identified properly in the accompanying caption (i.e., “U.S. Navy photo illustration by MC2(SW/AW) Joe Navy.”). As a new category, there are no previous winners to display.
I019	Video – Feature	A feature video story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. Feature stories are typically shot and edited in a creative manner, and can be narrative (which includes the voice-over of a feature reporter) or non-narrative (which includes natural sound and sound bites/subject interviews, but does not include the voice-over of a feature reporter). Stories must be five minutes or less in length. Include lead-ins/tags as an uploaded PDF document, an example of which is included as Appendix E . Previous winners can be viewed here and here .
I020	Video – News	A video news story covers a spontaneous event (spot news) or a newsworthy issue or planned event (planned news). It can be either narrative (which includes the voice-over of a reporter) or non-narrative (which includes natural sound and sound bites/subject interviews, but does not include a voice-over of a feature reporter). Include lead-ins/tags as an uploaded PDF document, an example of which is included as Appendix E . Previous winners can be viewed here and here .
I021	Video – Operational Documentation	A video depicting the U.S. military’s participation in a military exercise or operation. Each entry should be a 3- to 5-minute package with no narration and must contain no less than 15 individual shots on a given subject. Each shot should be no less than 10 seconds. The entry must contain a still photo-style caption in the slate or with an uploaded document. Entries must be unclassified and approved for release. Include lead-ins/tags as an uploaded PDF document, an example of which is included as Appendix E . Previous winners can be viewed here and here .

1022	Video – Series	Two or more video news and/or feature stories dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of a series. Include lead-ins/tags as an uploaded PDF document, an example of which is included as Appendix E . Previous winners can be viewed here and here .
1023	Video – Social Media	A social media video is specifically designed to be shared on social media, and delivers information and supports command communication objectives. Social media videos are typically short in length, timely, creative, inspiring and authentic. Successful social media videos typically follow a basic three-act structure: 1. Exposition (scene setter); 2. Rising action (very quickly); and 3. Climax (the reveal). The video can be any creative style (news, feature, information, etc.), and should be no more than five minutes in length. Include the web address for the video with the entry, and an uploaded document that includes analytics information (plays, likes, shares, etc.). A sample analytics document is included as Appendix F . Previous winners can be viewed here and here .
1024	Video – Spot	A video spot delivers an informative or persuasive announcement with a strong focus to a predetermined audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages or social media sites. Entries may be no longer than 60 seconds. Previous winners can be viewed here and here .
1025	Writing – Commentary	An article that conveys the writer’s opinion on one specific topic. Editorials that convey command position on a topic (usually written by commanders or those in a leadership position) are not allowed. Previous winners can be viewed here and here .
1026	Writing – Feature	A feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. Types of feature stories include profiles, shorts, service features, trend and issue features, personal essays, columns, narratives, or vignettes. All subject matters are eligible. Previous winners can be viewed here and here .
1027	Writing – News	A news story covers a spontaneous event (spot news) or a newsworthy issue or planned event (planned news). It answers the Five “Ws” and the “H,” and can be written in different shapes and forms: Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, Question and Answer, etc. Entries may be a news or sports story. Previous winners can be viewed here and here .
1028	Writing – Series	Two or more news or feature articles dealing with a common theme. <i>The articles must have been clearly identified in the original publication as parts of a series that appeared in two or more issues of the publication.</i> There is no requirement for the articles to appear in consecutive issues of the publication. Previous winners can be viewed here and here .
1029	Multimedia – Animation	This category contains self-playing movies of computer-generated animation. Entries must be submitted in one of the following formats: MPEG, AVI, QuickTime, Flash (FLV) or Shockwave (SWF). Previous winners can be viewed here and here .

I030	Multimedia – Feature	A product using elements of multiple media. All forms of media are allowed: audio, video, still photography, graphics and/or animation. The product should tell a focused and effective story. Previous winners can be viewed here and here .
I031	Multimedia – Infographic	A multimedia infographic communicates complex information quickly and clearly using a combination of audio, video, photos, text and graphics. It can include charts, diagrams, graphs, tables, maps and lists. As a new category, there are no previous winners to display.

3.4 Excellence Categories. There are 18 excellence categories. Each unit may submit one entry per Excellence category.

- a. Each Excellence category entry must include:
 1. The entry form, a sample of which is included as [Appendix G](#). Commands submitting nominations for Excellence Categories E013-E018 must ensure they complete all sections of the entry form particular to the category for which they are submitting.
 2. A letter of nomination from the submitting unit’s chain of command signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority. A sample is included as [Appendix H](#). For ease of submission, it is not necessary to have the letter signed by the Commanding Officer.
 3. An official biography. A sample is included as [Appendix I](#). Note: ensure the biography follows standard guidelines regarding personally identifying information, particularly names of dependents and residence location.
 4. An official photo submitted as a jpeg. Photo guidelines are included as [Appendix J](#).
 5. All other requirements as defined in each individual category below, to include run sheets, scripts, portfolios. Links to products to support the category nomination should be included in a separate Word file or pdf. Follow the example as shown in [Appendix K](#).

Cat.	Title	Definition
E001	Outstanding New Broadcaster	Recognizes the Navy's MC, with less than two years working in the broadcasting field, whose audio and video products represent the highest standards of Navy broadcasting. Entries should be 15 minutes or less of assorted audio and/or video products reflecting strong storytelling, writing, directorial and production skills. Include all final scripts used in developing entries. Include a run sheet indicating the nominee’s name, duty (e.g., writer, producer, reporter), run time, first airdate and location aired. A sample run sheet is included as Appendix K .

E002	Navy Broadcaster of the Year	Recognizes the Navy's MC who's broadcasting body of work represents the highest standards of Navy broadcasting. Entries should be 15 minutes or less of assorted audio and/or video products reflecting strong storytelling, writing, directorial and production skills. Include all final scripts used in developing entries. Include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter), run time, first airdate and location aired. A sample run sheet is included as Appendix K .
E003	Navy Civilian Broadcaster of the Year	Recognizes the Navy civilian who's broadcasting body of work represents the highest standards of Navy broadcasting. Entries should be 15 minutes or less of assorted audio and/or video products reflecting strong storytelling, writing, directorial and production skills. Include all final scripts used in developing entries. Include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter), run time, first airdate and location aired. A sample run sheet is included as Appendix K .
E004	Outstanding New Writer	Recognizes the Navy MC, with less than two years working in the field, whose writing portfolio represents the highest standards of military writing. Entries must include five writing examples by the same individual from at least three writing categories.
E005	Navy Writer of the Year	Recognizes the Navy's MC whose writing portfolio represents the highest standards of military writing. Entries must include five writing examples by the same individual from at least three writing categories.
E006	Navy Civilian Writer of the Year	Recognizes the Navy Civilian whose writing portfolio represents the highest standards of military writing. Entries must include five writing examples by the same individual from at least three writing categories.
E007	Outstanding New Photographer	Recognizes the Navy MC, with less than two years working in the field, whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos from at least three different photo categories, and include a Picture Story or a Multimedia Feature.
E008	Navy Photographer of the Year	Recognizes the Navy's MC whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos from at least three different photo categories, and include a Picture Story or a Multimedia Feature.
E009	Navy Civilian Photographer of the Year	Recognizes the Navy civilian whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos from at least three different photo categories, and include a Picture Story or a Multimedia Feature.
E010	Outstanding New Graphic Designer	Recognizes the Navy MC, with less than two years working in the field, whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least two of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.
E011	Navy Graphic Designer of the Year	Recognizes the Navy's MC whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least two of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.

E012	Navy Civilian Graphic Designer of the Year	Recognizes the Navy Civilian whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least two of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.
E013	Junior MC of the Year (Sea)	Recognizes the Navy's well-rounded MC E-1 through E-4 whose products represent the highest standards of the career field, and who also represents the highest standards of the Navy. Submission should include one entry from any individual category in two of the five areas of specialty (Audio, Graphics, Photo, Video and Writing) for a total of two products. All products must have been completed within the past two years. Include the Sailor's three most recent evaluations.
E014	Junior MC of the Year (Shore)	Recognizes the Navy's well- rounded MC E-1 through E-4 whose products represent the highest standards of the career field, and who also represents the highest standards of the Navy. Submission should include one entry from any individual category in two of the five areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of two products. All products must have been completed within the past two years. Include the Sailor's three most recent evaluations.
E015	MC of the Year (Sea)	Recognizes the Navy's well-rounded MC E5 or E6 whose products represent the highest standards of the career field, and who also represents the highest standards of the Navy. Submission should include one entry from any individual category in two of the five areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of two products, and should also include no more than two entries from any unit categories in which the Sailor was the creator, supervisor, and/or manager of the product. The Sailor's leadership role must be stated in the submission package. All products must have been completed within the past two years. Include the Sailor's three most recent evaluations.
E016	MC of the Year (Shore)	Recognizes the Navy's well-rounded MC E5 or E6 whose products represent the highest standards of the career field, and who also represents the highest standards of the Navy. Submission should include one entry from any individual category in two of the five areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of two products, and should also include no more than two entries from any unit categories in which the Sailor was the creator, supervisor, and/or manager of the product. The Sailor's leadership role must be stated in the submission package. All products must have been completed within the past two years. Include the Sailor's three most recent evaluations.
E017	MC of the Year (Reserve)	Recognizes the Navy's well-rounded Reserve MC whose product represents the highest standards of the career field and who also represents the highest standards of the Navy. Submission should include one entry from any individual category in two of the five areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of two products. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.

E018	The Russ Egnor Leadership Excellence Award	Recognizes the Senior MC, Public Affairs Officer (165X and 647X) or Media and Public Affairs civilian who has made a profound impact and contribution to the MC community and VI production through inspired leadership. Include a letter of nomination giving a full account of the nominee's leadership impact on the PA community.
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Judging Procedures

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

4.2 An NMA Region Board President will be assigned by CHINFO to conduct the NMA Judging Panels.

4.3 CHINFO will assign each region NMA categories to be judged. The region panels will judge all submitted entries in each category, and will select the winners for that category.

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

- a.** Each judging panel should be led by a leader in the PA/VI community. Chief Mass Communication Specialists, senior Public Affairs Officers and senior Navy Civilians in the Public Affairs or Media group can lead a NMA panel. An outstanding MC1 may lead a panel with oversight from a Chief Mass Communication Specialist or above.
- b.** Other members of the panel should be a diverse representation of audio, graphic arts, photo, video and writing professionals – active duty, reserve, Navy civilian, freelance, or from the industry. There is no paygrade requirement placed on any panel judge. The greater the diversity of a panel, the better the judging results will be.
- c.** All judges will be required to provide a biography that will be posted online with the NMA results and feedback reports.

4.5 NMA Judging Panels will be conducted during the same time period at all judging locations. Judging results and feedback reports will be sent to CHINFO where they will be prepared for release to the community. Judges are not authorized to share their results with anyone in the community before they are officially released by the Chief of Information.

Awards

5.1 Winners in the Unit categories will receive:

- a. An award certificate.
- b. A group Letter of Commendation (LOC) from the Chief of Information listing each contributor to the winning entry.
- c. In addition to a certificate and group LOC, a plaque will be awarded to the first place winner in the Category U015, "Navy Media Excellence Award".

5.2 Winners in the Individual categories will receive:

- a. First place winners in each category will receive a Flag Letter of Commendation (FLOC) and an award certificate from CHINFO.
- b. Second, third and honorable mention winners in each category will receive an LOC and an award certificate from the Deputy Chief of Information.

5.3 Winners in Excellence categories will receive:

- a. Categories E001-E012 will receive a FLOC, an award certificate from CHINFO and a plaque.
- b. Categories E013 and E014 will receive a Navy/Marine Corps Achievement Medal, an award certificate from CHINFO and a plaque.
- c. Categories E015-E017 will receive a Navy/Marine Corps Commendation Medal, an award certificate from CHINFO and a plaque.
- d. Military winners of Category E018 will receive a Navy/Marine Corps Commendation Medal, an award certificate from CHINFO and a plaque. Civilian winners of Category E018 will receive a Meritorious Civilian Service Commendation, an award certificate from CHINFO and a plaque.
- e. Second place, third place and honorable mentions will not be awarded in the Excellence categories.

5.4 No award will be made in any category if the judging panel deems no entry meets program standards.

Feedback and After Action

6.1 Feedback

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



Russell D. Egnor

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

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

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

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

In December 1960, Egnor reported for duty aboard the heavy cruiser USS HELENA (CA 75) homeported in San Diego. He was later transferred to Staff, Commander FIRST Fleet aboard HELENA and then to USS SAINT PAUL (CA 73) when HELENA was inactivated.

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

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

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

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

Upon release from active duty in 1969, Journalist First Class Egnor joined the Navy Reserve and served in Public Affairs Units drilling in Norfolk, Little Creek and Oceana, Virginia. He also began his

Navy civilian career during the same period with the Military Sealift Command in Washington D.C., eventually being promoted as the command's Public Affairs Officer.

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

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

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

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

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

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

*****SAMPLE*****
BACKGROUND PAPER
CATEGORY U004: OUTSTANDING DIGITAL PRESENCE
Naval Surface Force, U.S. Arctic Fleet (ARCFLT) Public Affairs

Strategic Objectives:

The strategic objective of our social media program is to showcase timely, compelling stories from across the Arctic Fleet in an engaging and compelling manner in accordance with accepted social media standards and practices. Our pages are often used as a resource for spouses and family members who are new to the Arctic Surface community so they can educate themselves on their new culture and get a feel for the command. Family members often express their appreciation as they track the activities of their Sailor's command on our social media pages. Active duty Sailors and veterans are able to stay up-to-date on activities, guidance, announcements and changes within the Surface community, and track their former units and shipmates.

Because we've created an environment where our audience is comfortable speaking their minds, asking questions and conversing with other fans, we have a high level of engagement/interaction, which creates meaningful conversation. Our social media properties often showcase the successes of our Sailors—publicly recognizing their accomplishments to a large fan base.

Our strategic messaging includes the CNO's tenants of warfighting first, be ready and operate forward; U.S. Pacific Fleet priorities including the Pacific rebalance, LCS program and naval forces in the Arctic region; and the SURFOR mission to man, train and equip. New posts are published multiple times per day to keep the content fresh, and are always packaged as succinctly and visually as possible. These often include news articles, blogs, engaging videos, and eye-catching photos, typically using multi-media packages to share the same message across all platforms.

NOTE: All information provided in the appendices is fictionalized for sample purposes only. Commands should include all information they believe important to be viewed by the judging panels, not just examples of what they see in the samples provided.

Short & Long-Term Goals:

The long-term goal for our social media campaign is to increase positive visibility of command initiatives, and establish a credible news source for the Surface Fleet. By posting shareable content and cross-promoting on our various social media pages, we encourage fans to share our content on their personal and command social media pages—therefore spreading our message and growing our fan base. Over the last year, our Facebook fans have grown from 10,000 to almost 14,000; our blog followers have increased by over 1,900; and our Twitter followers have grown from 3,000 to almost 9,000. Our short-term goal is to have our audience continually visit our social media pages when seeking out credible information about the Arctic Surface community.

Target Audiences:

The primary audiences on our social media pages are Surface Sailors (active duty and veterans) and their families, as well as media outlets (local/national, industry and military).

Media Tie-In:

Local media and bloggers are constantly monitoring our social media pages searching for command news, breaking news and updates. They often share our content on their social media sites, refer to and treat it as an authoritative source, and call to inquire about news initially seen on our pages. We post timely news to inform the media of command activities, and either break or coincide with their coverage (if applicable).

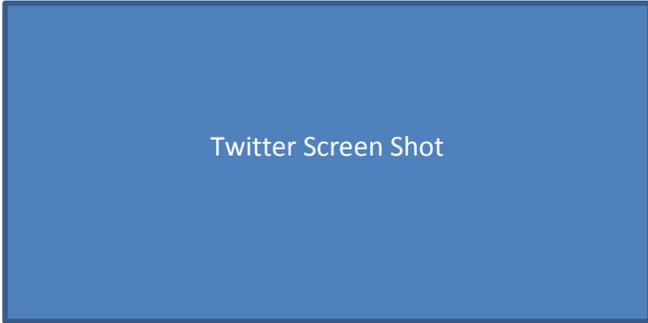
Coincidentally, it has also been used as a platform to clarify information that we feel was somehow misrepresented in the media. Our blog is often used as an outlet for stories untold by the media, and an opportunity to put an Arctic Surface Navy spin on an otherwise civilian story. Photos from our flickr page have been used in media coverage, and videos from our YouTube page have been used in TV spots and articles on the web. We're able to discover media coverage as it breaks on Facebook and Twitter, and share it with our audience in real time.

NOTE: All blue text in the appendices are not actual working links; they are colored blue to prompt the submitting command to include working links in their background paper.

Facebook Fan Page
www.facebook.com/PolarWarriors



Twitter Page @PolarWarriors
www.twitter.com/PolarWarriors



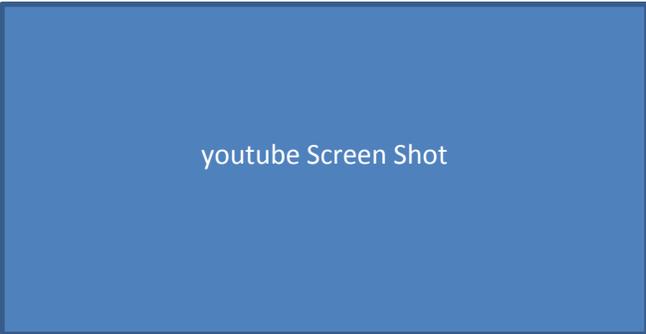
WordPress Blog
<http://idrivewarships.wordpress.com>



flickr Photo Sharing Gallery
www.flickr.com/PolarWarriors



YouTube Video Channel
www.youtube.com/PolarWarriors



*****SAMPLE*****
BACKGROUND PAPER
CATEGORY U005: OUTSTANDING DIGITAL COMMUNICATION CAMPAIGN
USS PENSACOLA (LHA 99)

CAMPAIGN: Commissioning of USS PENSACOLA (LHA 99)

CAMPAIGN OBJECTIVES:

Objective 1: Keep USS PENSACOLA (LHA 99) Sailors, Marines, their family members and shipyard employees and contractors aware of commissioning ceremony details.

Objective 2: Inform the local community and the American public of the commissioning of the USS PENSACOLA (LHA 99), held 1JUN2014, in Pensacola, Fla.

Objective 3: Reduce phone calls and e-mails to the NAS Pensacola Public Affairs Office via proactive information announcements using social media.

TARGET AUDIENCES:

Primary: All Sailors, Marines, their family members and civilians/contractors associated with the building and commissioning of the USS PENSACOLA (LHA 99)

Secondary: Pensacola-area citizens, the American taxpayers, veterans and various support organizations (USS Pensacola Commissioning Committee, Navy League of Pensacola, Chamber of Commerce, etc.)

NOTE: This example does not represent a minimum or maximum expectation for a background paper. However, the background paper must be limited to two pages; the products and air history sheet may continue onto a second page if necessary.

SUMMARY OF ACTIONS TAKEN:

USS PENSACOLA (LHA 99) Media Division began the commissioning communication campaign on 1FEB2014, with a completion date of 30MAY2014. All command digital communication platforms were used to ensure the command, extended family, and the Pensacola community were fully aware of all commissioning events and plans. The Media Division team conducted a staged roll-out of information related to the commissioning, beginning with a simple informational campaign early in the plan, and ending with a flood of information released in the final 12 days leading up to the commissioning ceremony on 24MAY2014. A particularly successful element of the campaign was the focus on local ties, such as a native Pensacolan being named Command Master Chief, and several items focusing on crewmembers of the original USS Pensacola.

CAMPAIGN RESULTS:

- The Facebook site has more than 12,000 fans – an increase of 250% over CY 2013.
- The Twitter page has more than 5,500 followers – an increase of 350% over CY 2013.
- Commissioning-related videos posted to the YouTube page received more than 20,000 views and more than 13,000 “likes”.
- The Flickr page received 15,000 views in CY2014, a 75% growth over CY 2013.

- Commissioning-related blogs posted to the USS PENSACOLA (LHA 99) websites received more than 1,500 page views and nearly 3,000 unique visits.
- Website page views increased nearly 800% over the same time frame in CY2013.

UNIQUE ELEMENTS PRODUCED TO SUPPORT THE CAMPAIGN:

Written: Six news/feature stories were written to supporting the commissioning (click on link to view story).

- [USS Pensacola Completes Commissioning Prep](#)
- [Native Pensacolan Named Command Master Chief for USS Pensacola](#)
- [Original USS Pensacola Ship's Bell Presented to Crew](#)
- [USS Pensacola to be Commissioned Saturday](#)
- [USS Pensacola Joins the Fleet!](#)
- [Oldest Surviving Crewmember of Original USS Pensacola Marvels at New P'Cola](#)

NOTE: All blue text in the appendices are not actual working links; they are colored blue to prompt the submitting command to include working links in their background paper.

Video Stories: Six companion video stories for the above stories were produced to support the commissioning (click the link to view each video).

- [USS Pensacola Completes Commissioning Prep](#)
- [Native Pensacolan Named Command Master Chief for USS Pensacola](#)
- [Original USS Pensacola Ship's Bell Presented to Crew](#)
- [USS Pensacola to be Commissioned Saturday](#)
- [USS Pensacola Joins the Fleet!](#)
- [Oldest Surviving Crewmember of Original USS Pensacola Marvels at New P'Cola](#)

Audio Pieces: Three audio stories were prepared as companion pieces to the above stories (click on the links to hear the audio pieces).

- [USS Pensacola Completes Commissioning Prep](#)
- [Native Pensacolan Named Command Master Chief for USS Pensacola](#)
- [Original USS Pensacola Ship's Bell Presented to Crew](#)

Spots: Three video and three audio spots were created to support the campaign (click on the links to view/hear the spots).

- [USS Pensacola Ready for Commissioning \(video\) \(audio\)](#)
- [USS Pensacola Commissioning This Saturday \(video\) \(audio\)](#)
- [Traffic plan spot \(video\) \(audio\)](#)

Commissioning Program: Click [here](#) to view the commissioning ceremony program, produced by the USS Pensacola Media Division.

Distribution History Summary:

Date	Item	Released To:	Reach
22May14	Commissioning Prep Story w/6 photos	Pensacola Times; Panhandle Patriot	Both outlets ran story; Times ran 2 photos, Patriot ran 3 photos
22May14	Commissioning Prep Video Story	Local ABC, NBC, CBS and FOX outlets	ABC ran story as submitted; all others created their own story from our products (NBC, CBS, FOX)
22May14	Commissioning Prep Audio	WPLA, FM 92.7; WFLA FM 92.9; WBLA FM 89.3	All three outlets ran the audio piece during their top of the hour news programs.

USS PENSACOLA (LHA 99) SOCIAL MEDIA PLATFORMS:

Facebook: <https://www.facebook.com/USSPENSACOLALHA99>

Twitter: <https://twitter.com/usspensacolalha99>

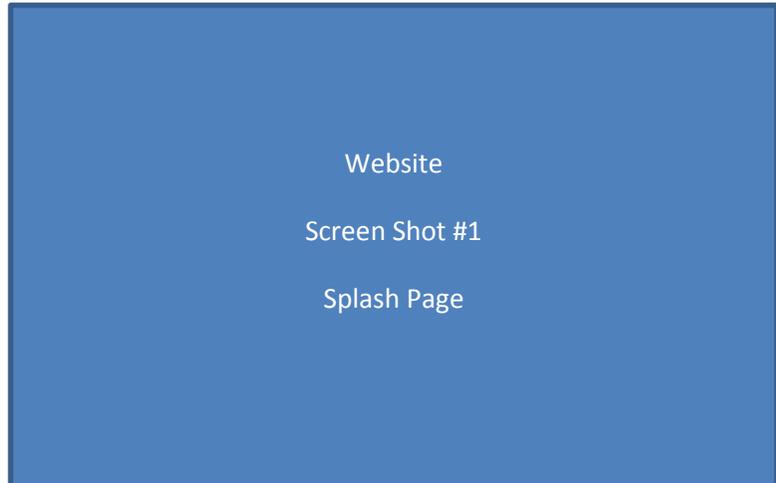
USS PENSACOLA (LHA 99) Blog: <http://usspensacola.navylive.dodlive.mil/?s=>

YouTube: <http://www.youtube.com/user/USSPensacola>

Flickr: <http://www.flickr.com/photos/USSPensacola/>

*****SAMPLE*****
BACKGROUND PAPER
CATEGORY U006: OUTSTANDING WEBSITE
CATEGORY U007: OUTSTANDING BLOG
COMMANDER 11TH FLEET PUBLIC AFFAIRS

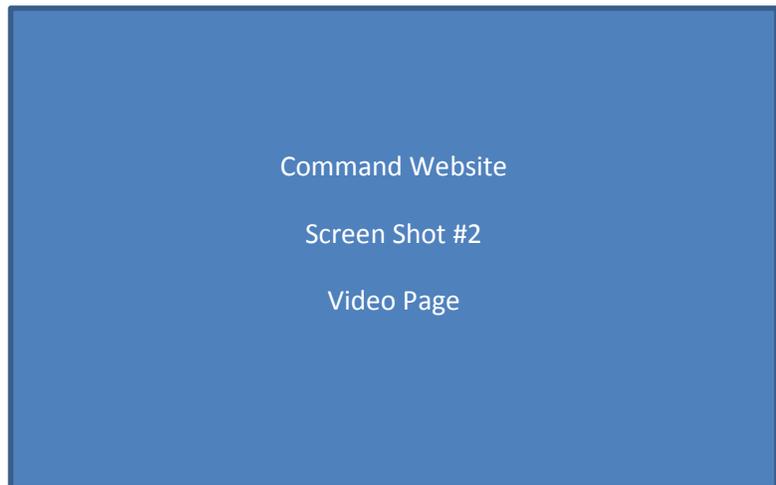
Website: <http://11thFleet.navy.mil>



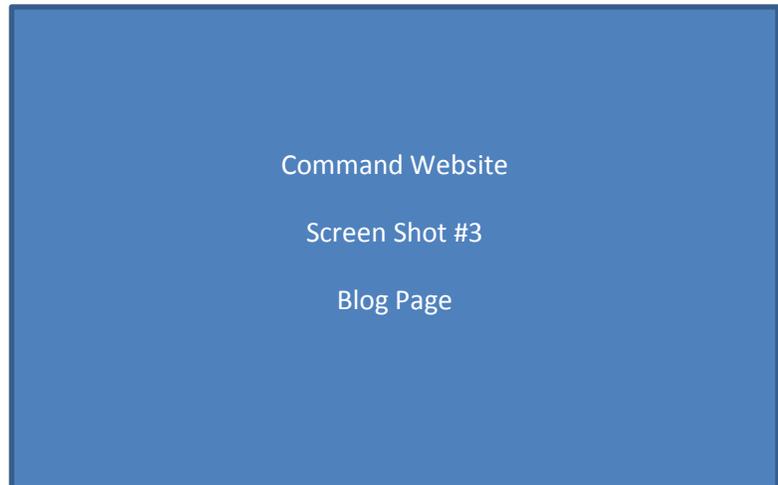
Communication objectives: The objective of the 11th Fleet website is to showcase compelling stories from across the 11th Fleet. Using an informal, conversational voice, the blog offers a non-threatening alternative to other news sites. This allows family members and civilians an opportunity to understand the 11th Fleet community, and sets the tone of the command.

The website is updated frequently (a minimum of once per week) to keep the content fresh, and features a user-friendly design. There are links to other pages on the website displaying engaging videos, eye-catching photos and slideshows featuring Sailors and civilians from throughout the 11th Fleet doing their jobs to carry out the mission of the 11th Fleet. Visitors to our website can also easily access 11th Fleet social media websites (Facebook, flickr, Pinterest, etc.) as well as links to “big” Navy websites and social media.

Our three-star admiral is a regular contributor to our blog, “11th Fleet Today”, hosted on the 11th Fleet website. VADM Smith uses the blog as a venue to discuss his priorities and the direction of the 11th Fleet. Other blogs feature human interest stories, anecdotal submissions from guest bloggers, and hyperlinks to additional related information. Each post ends with a social share section, encouraging readers to share content on their personal or command social media accounts—and ultimately grow our readership.



The 11th Fleet website is closely monitored by media and bloggers, who often share posts on their social media pages. We aim to push timely news out to inform the media of command activities, and try to coincide with their coverage (if applicable). It has also been used as a platform to clarify information that we feel was somehow misrepresented in the media. The blog is an outlet for stories untold by traditional media, and an opportunity to put an 11th Fleet spin on an otherwise civilian story.



Examples of blog posts:

- 4Feb2014 – 11th Fleet Mission and Vision
 - <http://11thFleet.navy.mil/2014/02/04/Our-Mission-Vision>
- 6Jun2014 – 11th Fleet Sailor Rewarded for Heroism
 - <http://11thFleet.navy.mil/2014/06/06/Sailor-Rewarded-For-Heroism>
- 1Sep2014 –New Destroyer Named for 11th Fleet Hero (video blog)
 - <http://11thFleet.navy.mil/2014/09/01/New-Destroyer-Named-For-11th-Fleet-Hero>
- 17Oct2014 – A Sailor Remembers (guest blog)
 - <http://11thFleet.navy.mil/2014/10/17/A-Sailor-Remembers>
- 18Nov2014 – Happy Holidays from 11th Fleet (multimedia blog)
 - <http://11thFleet.navy.mil/2014/11/18/Happy-Holidays>

Short & long-term objectives: The goal of the 11th Fleet website is to increase positive visibility of fleet-wide initiatives, and establish a credible news source for the 11th Fleet. Through cross-promoting on our various social media pages, we try to drive fans to the website and blog, generate visitors’ interest enough to make them stay and read additional content, and leave a favorable impression so they want to visit the site again in the future. Our goal is to make the blog the preferred site among our growing audience and a destination for those looking to be well-informed members of the Surface community.

Target audience: The primary audiences for our blog are Surface Sailors (active duty and veterans) and their families, as well as media outlets (local/national, industry and military).

Results: Our efforts to increase the visibility and relatable content of the 11th Fleet Website has resulted in an increase of visitors to the website of more than 25%, and an increase of first-time visits of more than 75%. Additionally, the blog site has seen an increase in “shares” of more than 60% with an effort to push blogs of a less technical nature.

Success story: Our Memorial Day guest blog (“Grandpa’s Final Words”) went viral—making its rounds in the social media sphere and dozens of local, national and international media outlets. Over 250,000 people viewed the original blog on www.11thFleet.navy.mil and left over 500 comments, and more than 60,000 have shared the story and/or photos on their blogs, websites, Facebook and Twitter pages, radio programs, newspapers, etc. In just two months, the number of our blog followers increased by more than 2,300 people, giving a much larger readership to Surface Navy-related news.

*****SAMPLE*****

LEAD IN / TAG INFORMATION

CATEGORY I001: AUDIO – FEATURE REPORT

CATEGORY I002: AUDIO – NEWS REPORT

CATEGORY I003: AUDIO – SERIES

CATEGORY I018: VIDEO – FEATURE

CATEGORY I019: VIDEO – NEWS

CATEGORY I020: VIDEO – OPERATIONAL DOCUMENTATION

CATEGORY I021: VIDEO – SERIES

NOTE: Before creating your PDF document from this sample, delete all categories listed above *except* the one you are entering.

Name: MC2(AW) Bleu Angel

Command: U.S. Navy Flight Demonstration Squadron, The Blue Angels

Entry Title: Blue Angels Fly By Elementary School

Date First Aired: 27Jan2015

Lead-In:

The Blue Angels brought more than high flying aerial acrobatics to a Pensacola elementary school recently. Petty Officer Bleu Angel tells us more.

Tag:

Sailors from the Blue Angels brought much needed school supplies to a Pensacola elementary school hit hard by flooding after a recent storm.

Story Font Information:

(Only include if it is not on the entry)

*****SAMPLE*****
ANALYTICS INFORMATION
CATEGORY I022: VIDEO – SOCIAL MEDIA

Name: MC2(SW/AW) David Goliath
Command: Naval Air Station South Weymouth, MA
Entry Title: Recycling Starts With You
Date First Aired: 27Jan2015

This video is hosted at the following websites:

www.youtube.com/video/NASSouthWeymouth/Recycling
www.facebook.com/NASSouthWeymouthfanpage/videos/Recycling

Combined Online Viewers Reached as of 31Dec2014: 3,725

Likes: 49

Shares: 12

View Cycle: 75% of all viewers watched the entire video
21% viewed more than 75% the video

Explain all other ways this video is used to reach your command's audience(s):

This video has been added to the command indoctrination presentation, and is therefore shown to all hands upon check-in to the command, reaching an additional +/- 3,000 Sailors each year.

*****SAMPLE*****
ENTRY FORM
MC EXCELLENCE CATEGORIES E001-E-018

Name: Orville W. Wright

Rank/Rate: MC3(SW/AW)

Command: USS Thomas Jefferson (CVN 85)

Length of Service: 2yrs, 4mos.

Time Onboard: 1yr, 2mos.

Category: E001 Outstanding New Broadcaster

Nature of nominee's duties: Explain the nominee's duties, and how the nominee performs while completing those duties. Include all information you believe would be important for the judging panel to review. For example, if your nominee is not only on-air talent, but also the producer and director for your video division, include it in this entry form. Additionally, due to the nature of many civilian position descriptions (PD), it is very important to inform the judging panel of the nature of a civilian's duties and assignments in relation to their PD when nominating for civilian excellence categories. For example, if the civilian you are nominating for a photography award is responsible for shooting a very specific type of photo, please let our judging panel know so they can take this into account when choosing a winner in that particular category.

NOTE: If you think it's important for the judging panel to know about your nominee, include it. There is no page limit for this entry form.

Describe the nominee's performance in this category: Explain how the nominee's performance is above the expected standard for the category nominated. Include information on how the nominee both learns and trains with others to create superior products in the category in which he or she is nominated.

Additional information: Provide any additional information related to the nominee's performance *in the category nominated* you believe would be of significant interest to the judging panel. For example, include information on your MC3 nominated for Junior MCOY (Shore) who spent 40 hours during the year helping Boy Scouts earn their Photography Merit Badge.

Nominations for categories E013 through E017 complete the following:

Describe how the nominee uses their skills as an MC to improve the work center, division and/or department: Explain the MC's ability to use his or her MC skills to improve the work environment, whether through leadership, training, or other means.

Describe how the nominee uses their skills as an MC to improve the command: Use this space to explain the nominee's impact on the command through their skills as an MC. Examples of information to be considered by the judging panel in this section include: PAO of the command's Junior Petty Officer Association; developed a command-wide SAPR education campaign that was later used at the base-wide level; developed a unique multi-media recruiting campaign to increase COMSERVE participation throughout the command. Examples of information that will not be considered by the judging panel in

this section include: *member* of the command Junior Petty Officer Association; *participant* at COMSERVE projects.

Nominations for category E018:

Provide a 360-degree review of the nominee. Nominees will be judged based on testimonials from those the nominee leads as well as those in the nominee's upper chain of command. Facts and anecdotal information will help the judging panel determine the awardee in this category.

*****SAMPLE*****
LETTER OF NOMINATION
EXCELLENCE CATEGORIES E001-E-018

(LETTERHEAD)

01JAN2015

FROM: PUBLIC AFFAIRS OFFICER, USS THOMAS JEFFERSON (CVN 85)
TO: DIRECTOR, NAVY MEDIA AWARDS

SUBJ: CY2014 OUTSTANDING NEW BROADCASTER NOMINATION ICO MC3(SW/AW)
ORVILLE W. WRIGHT

1. MC3(SW/AW) Orville Wilbur Wright has my highest recommendation for selection as the Russell Egnor Navy Media Awards Outstanding New Broadcaster for CY2014.

2. Although on board USS Thomas Jefferson for just over one year, Petty Officer Wright has proven to be a stellar performer, producing TV and radio stories of the highest caliber. He has a remarkable ability to take a story and emphasize elements that make for great storytelling. Due to his high motivation, he learns quickly and adapts to criticism in a positive manner. MC3 Wright's stories have received praise from the chain of command as well as our many followers on the command's facebook pages and youtube account.

3. MC3 Wright is a remarkable storyteller, an impactful performer and technically sound in all areas of the broadcast field. He is uncharacteristically suited for the broadcast field for someone so new to the medium. He would be an outstanding representative of the MC community and the Navy as the CY2014 Outstanding New Broadcaster.

Very Respectfully,

I. M. Talkative
CDR, USN

*****SAMPLE*****
NOMINEE BIOGRAPHY
EXCELLENCE CATEGORIES E001-E-018

Mass Communication Specialist
Third Class (SW/AW)
Orville W. Wright

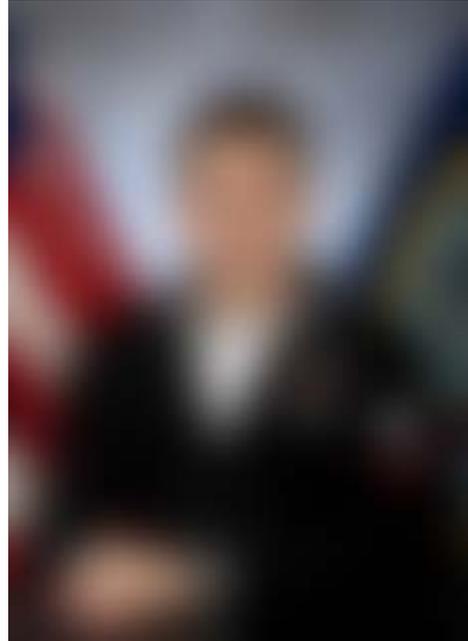
USS Thomas Jefferson (CVN 85)

MC3(SW/AW) Wright is a native of Dayton, Ohio. He joined the Navy on 8 JAN 2011, and graduated from Recruit Training Command Great Lakes Illinois on 6 MAR 2013. He graduated from Mass Communication Specialist “A” School at Fort George G. Meade, Md., on 29 AUG 2013.

MC3 Wright’s first duty station was USS Thomas Jefferson (CVN 85), homeported in Norfolk, Va. Ten months after reporting, he was selected as the ship’s Bluejacket of the Quarter, selected over 15 other nominees.

In November 2014, MC3 Wright received his Bachelors of Arts degree in Communications from North Carolina University-Kitty Hawk. His term paper on the theory of flight was nominated for the “Significant Award”, presented annually to the student whose term paper reflects the best in educational communication. MC3 Wright has also won two 2013 Navy Media Awards: Writing – News (1st Place) and Photo – Illustrative (3rd Place).

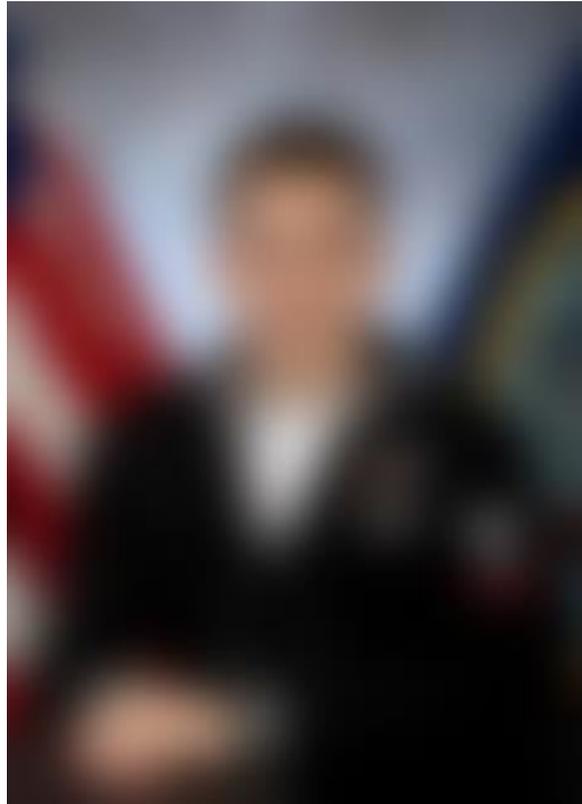
MC3 Wright was selected for advancement to Third Class Petty Officer in May 2014. His personal awards include the Navy and Marine Corps Achievement Medal and the Navy Pistol Marksmanship Ribbon with “E” device. He is also authorized to wear the Sea Service Deployment Ribbon, the Global War on Terror Service and Expeditionary Ribbons, and the National Defense Service Ribbon.



*****SAMPLE*****
OFFICIAL PHOTO GUIDELINES
EXCELLENCE CATEGORIES E001-E-018

- Official photos submitted for each Excellence Category should be roster-style photos following standard Navy guidelines for roster photos.
- Each photo should be full color, cropped to 8x10.
- Photos should be resized to be no more than 1.5mb in size.
- Do not submit full length roster photos.

**Sample Roster-Style Photo
(not shown actual size).**



*****SAMPLE*****

RUN SHEET

CATEGORY E001: OUTSTANDING NEW BROADCASTER

CATEGORY E002: NAVY BROADCASTER OF THE YEAR

CATEGORY E003: NAVY CIVILIAN BROADCASTER OF THE YEAR

Name: MC2(AW) Bleu Angel

Command: U.S. Navy Flight Demonstration Squadron,
The Blue Angels

NOTE: Before creating your PDF document from this sample, delete all categories listed above *except* the one you are entering.

Product: Farewell For The Summer

Duty: Writer/Reporter

Run Time: :48

First Air Date: 21APR2014

Location Aired: www.navy.mil

Product: A Blue Angel Homecoming

Duty: Writer/Producer

Run Time: 1:48

First Air Date: 16NOV2014

Location Aired: www.navy.mil

Include the above information for all products submitted to support the nomination.

THOMAS JEFFERSON AWARDS MATRIX

TJ Category	Title	NMA Equivalent	NMA Title
Print Categories			
A	Civilian Enterprise News Publication	U001	Civilian Enterprise News Publication
B	Funded News Publication	U002	Funded News Publication
C	Digital Publication	U003	Web-Based Publication
D	Outstanding Flagship Product	N/A	All Hands Online
E	Outstanding Flagship Website	N/A	www.navy.mil
F	Outstanding Website	U006	Outstanding Website
G	Outstanding Blog	U007	Outstanding Blog
H	Outstanding Digital Presence	U004	Outstanding Digital Presence
I	Outstanding Digital Communication Campaign	U005	Outstanding Digital Communication Campaign
J	News Article	I027	Writing – News
K	Feature Article	I026	Writing – Feature
L	Commentary	I025	Writing – Commentary
M	Photojournalism	I015	Photo – Photojournalism
N	News Photo	I013	Photo – News
O	Feature Photo	I011	Photo – Feature
P	Outstanding New Communicator	E004	Outstanding New Writer
Q	DoD Military Communicator of the Year	E005	Navy Writer of the Year
R	DoD Civilian Communicator of the Year	E006	Navy Civilian Writer of the Year
S	Infographic	I006	Graphic Design - Infographic
Broadcast Media			
A	Audio Entertainment Program		N/A
B	Audio Spot Production	I004	Audio – Spot
C	Audio News Report	I002	Audio – News Story
D	Audio Feature Report	I001	Audio – Feature Story
E	Audio Series	I003	Audio – Series
F	Audio Newscast	U009	Audio Newscast
G	Audio Information Program	U010	Audio Information Program
H	Video Information Program	U010	Video Information Program
I	Video Spot Production	I024	Video – Spot
J	Video News Report	I020	Video – News
K	Video Feature Report	I019	Video – Feature
L	Video Series	I022	Video – Series
M	Local Video Newscast	U011	Video Newscast
N	Outstanding Flagship Video Program		All Hands
I	Outstanding New Broadcaster	E001	Outstanding New Broadcaster
P	DoD Military Broadcaster of the Year	E002	Navy Broadcaster of the Year
Q	DoD Civilian Broadcaster of the Year	E003	Navy Civilian Broadcaster of the Year
R	Social Media Video	I023	Video – Social Media