

DEPARTMENT OF DEFENSE (DoD)

Thomas Jefferson Awards Program



STANDARD OPERATING PROCEDURE

2015

(COMPETITION YEAR)

**DEPARTMENT OF DEFENSE THOMAS
JEFFERSON AWARDS PROGRAM 2015
STANDARD OPERATING PROCEDURE**

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I. Introduction

A. The Thomas Jefferson Awards Program recognizes military and civilian employee communication professionals for outstanding achievement in furthering the objectives of the Department of Defense communication programs. It operates under the aegis of the Office of the Assistant to the Secretary of Defense for Public Affairs. The program is named after Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

B. Milestones:

1. **2015**

December 31 Program year ends

2. **2016**

January 29 DINFOS selects judges

March 11 Deadline for submission of Service entries

April 5-7 Entries judged

April 15 DINFOS announces winners

May 13 DoD Communicators of Excellence Awards turned over to Service Representatives for mailing or presenting to winners

June Conduct AAR for all COE Awards Programs

II. Eligibility

A. Military units, military personnel, and civilian employees of the DoD and military Services regulated by DoD Instruction 5120.4 are eligible to submit entries through their respective Services and the Defense Media Activity, as applicable. This includes the U.S. Coast Guard, National Guard, Reserve and DoD organizations.

B. Military and civilian staff members of Service commands will enter categories through their respective Services' competition. Military members assigned to combatant commands, defense agencies, activities and joint task forces will enter individual categories through their respective Service competition, but will enter unit categories through the DMA Excellence in Journalism Awards Program. All civilian staff members assigned to combatant commands, defense agencies, activities and joint task forces will submit individual and unit entries through the DMA Excellence in Journalism Awards Program.

C. Personnel assigned to the Stars and Stripes newspapers are not eligible to participate.

D. Government contractor employees are not authorized to compete in any individual category.

- E. Products produced with the assistance of government contractor employees are eligible for the print and broadcast unit categories. However, contractor employees will not be recognized individually for their contributions.
- F. 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.
- G. Services and DMA must ensure entries meet eligibility criteria, and DoD and Service issuances (publications entered in any print categories must conform to DoDI 5120.4 – DoD Newspapers, Magazines, Guides, and Installation Maps). The parent Service and DMA will resolve discrepancies concerning eligibility.
- H. Entries for competition year 2015 must have been produced between Jan. 1, 2015, and Dec. 31, 2015. The Services and DMA must ensure their entries are entered into the TJ database by close of business March 11, 2016.

III. Entries

- A. Entries must be distributed products released, published, posted and/or broadcast in one or more communication means available for public consumption.
- B. All entries must contribute to the DoD communication objectives and meet the highest standards of production, execution and professional excellence. Products must further convey DoD communication goals.
- C. No individual may enter the TJ competition directly. Entries are the first-place winners from DMA's and each Service's respective competition:
 - 1. Army – Maj. Gen. Keith L. Ware Awards
 - 2. Navy – Russell Egnor Navy Media Awards
 - 3. Air Force – Air Force Media Contest
 - 4. Marine Corps – USMC Office of Marine Corps Communication Visual Information and Excellence in Communication Awards
 - 5. Coast Guard – Chief Journalist Alex Haley Awards
 - 6. Defense Media Activity – DMA Excellence in Journalism Awards Program
- D. The Services and DMA may submit only one entry per category.
- E. No single product may be entered in more than one category except when entered in an individual category and as part of a portfolio (e.g., DoD Military Journalist of the Year). Entry into the TJ Awards Program does not preclude entrants from submitting

their products in other DoD or civilian competitions, where allowed.

- F. The official TJ entry application must be used by DMA and Service POCs to enter their respective first-place winners into the TJ competition. DMA and Service POCs will determine the forms and procedures required for their own competitions. The TJ entry application must be filled out completely. Entries without properly completed forms will not be accepted. See Attachment 2. Service and DMA points of contact will receive a user name, password and the URL of the application where the online form resides. After logging in, POCs or authorized users representing them can view, edit or create new contestant entries. POCs will be limited to one submission per category.
1. Instructions for completing the TJ entry application are included in the Entry Format located at Attachment 2. Make sure all required blanks in the entry are completed and reflect **exactly** what is desired on any plaques or certificates. DINFOS will no longer call for clarification or make changes after plaques and certificates have been produced.
 2. POCs must complete one copy of the TJ online entry form per entry. They must ensure upload of any additional paperwork for each entry submitted (i.e., supporting documents, information) is included with the entry form for that submission.
 3. POCs must include a transmittal letter with their submissions, listing each category, the title of the entry for that category and the organization that entered it. Write “no entry” next to categories as needed. Include in the letter the name, phone number and email address of the Service or DMA point of contact.
 4. Each Service and DMA must submit its entries via the online entry forms by March 11, 2016, for the 2015 calendar year competition.
- G. 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. Organizations must include written confirmation that all music complies with copyright law and DoD standards.
- H. By entering the TJ competition, entrants understand that they open themselves and their work up to professional critique.
- I. DINFOS reserves the right to disqualify any entry that does not meet the criteria listed for the category it is entered in.

IV. Type of awards:

- A. **Individual** awards are for products created by a single person doing the majority of the work. The TJ Awards Program judges recognize that individuals do not always produce, write, edit and publish alone. However, the individual award categories will be for a single contributor.
- B. **Unit** awards are for products created by one person or multiple people with a primary and up to five significant contributors. The TJ Awards Program judges recognize that individuals sometimes produce, write, edit and publish alone.
 1. **Air Date (broadcast entries):** The air date is the first date the product was broadcast, streamed, cablecast or otherwise posted to an audience. List at least the month and year of airing.
 2. **Location:** For broadcast entries, list the location of the station that first aired the product to an audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military Web page, provide the Web address.
 3. **Print categories:** Entries in all categories that require a document must be in PDF format, uploaded via the online entry under “Contest Files and Files already submitted.”
 - a. Hard-copy versions of entries will not be accepted. For entries in categories G through M, submit either PDF files of the page on which they were published or posted, or the URL of where they are stored or maintained. Exceptions will only be considered due to technical issues and must be coordinated with and approved by a TJ Coordinator prior to submission.
 - b. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.
 4. **Broadcast Media categories:** The Services and DMA will submit only one product for each category except O, P and Q.
 - a. **Air Date (broadcast entries):** The air date is the first date that the product was broadcast, streamed, cablecast or otherwise posted to an audience. List at least the month and year of airing.
 - b. **Location:** For broadcast entries, list the location of the station that first aired the product to an audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military Web page, provide the Web address. For broadcast and print entries, list the Unit/Duty Station exactly as it should appear on the unit’s plaque and/or certificate. DINFOS will no longer call for clarification or make changes after said

plaques/certificates have been printed.

V. Categories and Entry Specifications

A. Print Categories

Category A: Civilian Enterprise 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. Electronic versions must be entered via the entry application in the section titled “Contest Files and Files Already Submitted” as PDF files.

Category C: Digital Publication (Unit Category)

1. Entries will be judged as they exist on the judging day (April 5, 2016).
2. Entries must be an issue or edition such as newsletter, magazine or newspaper designed natively for the Web.
3. 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 product at the military department level.

1. Entries will be judged as they exist on the judging day (April 5, 2016).
2. Digital versions may be entered as PDF files via the entry application.
3. Entries can also be provided via a mobile application, if appropriate items (i.e. tablet) are made available for judges to view the magazine application.

Category E: Outstanding Flagship Website (Unit Category) This award recognizes the overall excellence of the official Websites of the military Services and DoD agencies. It includes all the digital platforms that are used to achieve Service- and DoD-level communication objectives.

1. Content for the website/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 comply with 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 judging day (April 5, 2016).
5. The Services must provide the publication URLs.
6. Entries must include an explanation of how local installation strategic objectives were accomplished, to include the analysis of what was achieved. Entries must include short- and long-term objectives, target audiences or communities and, if applicable, how transmedia storytelling was used.

Category F: Outstanding Website (Unit Category) An organizational Internet site hosted on a DoD-authorized domain designed to communicate Service/DoD themes, messages and other relevant information to online audiences.

1. Content for the website must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.
2. The website must conform to DoD, DMA and Service internal information, security review, and Web instructions and regulations.
3. The website will be judged as it exists on the judging day (April 5, 2016). The website in its entirety is being judged (i.e. appearance, functionality and historical content throughout the year).
4. Units must provide the website URL.
5. Entries must include an explanation of how the website accomplished local installation strategic objectives. They must also include short- and long-term objectives, target audiences or communities, and, if applicable, how the social media effort merges with traditional media outreach.
6. Entries must represent official command or unit content.
7. Websites that require a logon are ineligible.

Category G: Outstanding Blog (Unit Category) An organizational blog hosted on a DoD-authorized domain designed to communicate Service/DoD themes, messages and other relevant information to online audiences.

1. Content for the blog must be provided by DoD PA practitioners with overall management of the site and release authority residing within the organization.
2. The blog must conform to DoD, DMA and Service internal information, security review, and Web instructions and regulations.
3. The blog will be judged as it exists on the judging day (April 5, 2016). The blog in its entirety is being judged (i.e. appearance, functionality and historical content throughout the year).
4. Entries must include an explanation of how the blog accomplished local installation strategic objectives. They must also include short- and long-term objectives, target audiences or communities, and, if applicable, how the social media effort merges with traditional media outreach.
5. Entries must represent official command or unit content.
6. Units must provide the blog URL.
7. Personal blogs and blogs that require a logon are ineligible.

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

1. Content for all associated social media sites 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 (for example, daily, weekly).
4. The site will be judged as it exists on the judging day (April 5, 2016). DINFOS reserves the right to disqualify the entry if the URLs do not work.
 - a. The Services must provide the site URLs.
 - b. Entries must include a minimum of two digital 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. They must also include short and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

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

1. Entries must include a two-page documentation package composed of:
 - a. A background paper that identifies the campaign's communication objective(s) and target audience, summarizes actions taken to meet campaign objectives, and summarizes 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 public affairs office. 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 the elements produced (spots, news stories, special programs) and a brief history summary. It may continue onto a second page if necessary.
2. At least half of the campaign must have taken place during the program 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).
6. The sites will be judged as they exist on the judging day (April 5, 2016). DINFOS reserves the right to disqualify the entry if the URLs do not work.
 - a. The Services must provide the site URLs.
 - b. Entries must include a minimum of two digital 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.

They must also include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category J: News Article (Individual Category)

1. Entries must be a news or sports story with a clear news peg.
2. The entry must answer, at a minimum, the “who, what, where and when” of the news peg.
3. Entries may be in the inverted pyramid, kabob, martini glass or other news article structures.

Category K: Feature Article (Individual Category)

1. Entries must have a focus that is maintained and supported in the lead, nut graph, body and conclusion.
2. Entries can be sports, human interest or personality features.

Category L: Commentary (Individual Category)

1. Commentaries are articles that convey the writer’s opinion on a topic, as specified in DoDI 5120.4, Page 9, 1.c (editorials express the command position; commentaries express personal opinions).
2. Commentaries written by commanders or those in a leadership position are ineligible to compete in this category.

Category M: Photojournalism (Individual Category)

1. Entries must include three to five photographs with captions and a story. All elements will be judged. No elements may be entered in any other category.
2. A PDF of the final product is required.

Category N: News Photo (Individual Category)

1. Each entry must be a stand-alone photo with a caption explaining the news peg.
2. A PDF of the final product is required.

Category O: Feature Photo (Individual Category)

1. Each entry must be a stand-alone photo with a caption.

2. Entries should entertain or inform the reader. The essential elements are identification and action. Acceptable types are news, sports, human interest and personality feature photos. Props are acceptable in entries if used to convey the environment of the subject.
3. A PDF of the final product is required.

Category P: Outstanding New Journalist (Individual Category) This award recognizes the military journalist working in the public affairs community for less than two years whose products exemplify the highest standards of DoD print journalism across a spectrum of categories.

Category Q: Department of Defense Military Journalist of the Year (Individual Category) This award recognizes the military journalist whose products exemplify the highest standards of DoD print journalism across a spectrum of categories.

Category R: Department of Defense Civilian Journalist of the Year (Individual Category) This award recognizes the DoD civilian journalist whose products exemplify the highest standards of DoD print journalism across a spectrum of categories.

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

1. The Services and DMA may nominate one candidate each per category.
2. 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. Category P must also include a written certification by the Service of the nominee's eligibility based on time within the career field. These documents can be uploaded through the entry form.
3. Entries must include PDFs of five writing examples by the same individual. Entries must include at least one example from each individual writing category. For example, two features, two news articles and a commentary. DINFOS reserves the right to disqualify the nominee if all the criteria have not been met.
4. Submit a certificate of authenticity from the responsible public affairs officer for articles that were published without a byline.

Category S: Infographic (Individual)

A single information graphic that communicates complex information quickly and clearly.

1. The infographic can include charts, diagrams, graphs, tables, maps and lists.

2. Any topic that contributes to command communication objectives is allowed. Examples include historical facts, informational statistics, and training or education topics.
3. The infographic may be printed or posted online. Submit as a .jpg, .png or .gif.

B. Broadcast Media Categories

Category A: Audio Entertainment Program (Individual Category)

1. Entry must be a disc jockey program.
2. Entry 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 nonlocal elements.
4. Entry must be 15 minutes or less in total length.

Category B: Audio Spot Production (Individual Category) This award recognizes an individual's ability to communicate an effective news spot within the allocated time.

1. Entries must be no more than 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.
3. Lead-ins/tags must include the category, title and name of the contributor.
4. 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.
3. Lead-ins/tags must include the category, title and name of the contributor.

4. 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. Newscast must be a minimum of 2 minutes in length.
4. Telescope out all non-news elements and products not provided by a military source.

Category G: Audio Information Program (Unit Category)

1. This category includes Commander's/Captain's Calls, magazine programs and documentaries or features 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)

1. This category includes Commander's/Captain's Calls, magazine programs and documentaries or features 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.
3. A year-end program must be telescoped to include the open, anchor leads/tags and close.

4. Documentary and feature pieces must be limited to 30 minutes or less.
5. Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

1. Entries must be one spot (no more than 60 seconds in length).
2. The target audience must be identified.

Category J: Video News Report (Individual Category)

1. Entries must be an event-/mission-oriented news story significant enough to place at or near the top of a newscast.
2. Do not send as a packaged news brief with anchor lead.
3. Lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the category, title and name of the contributor.
4. Include story font information on the lead-in/tag sheet if it is not on the entry.

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. Lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the category, title and name of the contributor.
4. Include story font information on the lead-in/tag sheet if it is not on the entry.

Category L: Video Series (Individual Category)

1. Entries must include three or more video news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of a series.

Category M: Local Video Newscast (Unit Category)

1. Must be targeted toward a local audience.

2. Must contain a minimum of three news elements
3. Newscast must be at least 2 minutes in length.
4. Telescope out all non-news elements and products not provided by a military source.

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.

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 the military broadcaster working in broadcasting for less than two years certified whose products represent the highest standards of DoD broadcast journalism while communicating command information to various publics.

Category P: 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.

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 each per category.
2. Entries for those candidates must have been produced and broadcast during the program year. The broadcast date is the first day the product aired.
3. A letter of nomination must accompany each entry. Category O must also include a written certification by 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.
4. Total time for entries must be 15 minutes or less.
 - a. Entries must include at least two products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
 - b. Entries must include a run sheet indicating the nominee's name, duty (e.g.,

writer, producer, reporter), run time, first airdate and location aired.

Category R: Social Media Video (Individual)

A video specifically designed to be shared on social media to deliver information and support 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) 3. Climax (Reveal).

1. There is no time limit for social media videos, but the entry must deliver the communication objective in a clear and concise manner.
2. Include the web address for the video with the entry.
3. Include analytics information (plays, likes, shares, etc.) and a sampling of audience comments to demonstrate how the social media video was received by the audience(s) to support command communication objectives.

VI. Packaging of Entries

A. General broadcast guidelines:

1. 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
2. Audio media need only include the title, organization and run time.
3. All category O, P and Q entry products must be included in one file or separate files using the file naming convention below. If one file, include an initial slug/slate only; do not slug/slate between products on the media.
4. Music segments must be telescoped to 10 seconds or less.

B. File naming convention

1. All files submitted for judging will be named based on the following format:

- a. "Journalism" or "Broadcasting", followed by a comma;
 - b. "CAT-" followed by the letter corresponding to the category, followed by a comma;
 - c. The three- or four-letter abbreviation for the submitting agency or branch of Service (USA, USMC, USN, USAF, USCG or DMA), followed by a comma;
 - d. A specific name for the file (i.e., "MOH Series," "Photo Portfolio," etc.).
2. Examples: "Journalism, CAT-D, USN, All Hands Online"; "Broadcasting, CAT-O, USAF, MSgt Smith Video Package."

C. Audio Entries

1. Digital media files must be MP3 (not less than 128 kbps).
2. Each file must have, in the following order: audio slug (see Paragraph V.B.1.), 2 seconds of silence and the entry.
3. There must be 3 seconds of silence between each audio product for Categories O, P and Q. Do not include any further slugs between examples.

D. Video Entries

1. All broadcast entries must be uploaded using the online form provided by the Defense Information School on the TJ Web site when the competition submission is open or you may send a disk to the competitions coordinator if you have problems uploading to the site. Please contact the DINFOS Competitions Coordinator for current information.
Commercial: 301-677-4364; DSN: 622-4364;
Email: dma.meade.dinfos.list.competitions-coordinator@mail.mil.
2. Video entries must have mixed audio tracks.
3. The file format must be MPEG 4. Video files can be Standard Definition or High Definition. SD widescreen or standard. HD cannot exceed 1280 x 720. Please contact the DINFOS Competitions Coordinator for work-around if necessary. The preferred method of submission is HD widescreen.
4. Each file must have the following elements in order:
 - a. A slate (5 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 (Categories J and K) entries must be “as aired” copies that include downstream fonts and graphics when possible.
7. Submit products as they were aired.

VII. Judging

- A. The Services and DMA will judge their own entries and submit the first place winners in each category to the TJ program.
- B. Contact the DINFOS Competition Coordinator at: dma.meade.dinfos.list.competitions-coordinator@mail.mil for any problems or questions.
- C. DINFOS will select three to six print judges, and three broadcast judges for the TJ Awards Program. All judging will be conducted in April. Non-DoD industry professionals, both freelance and from local and national media organizations, will be recruited to conduct judging. Selection criteria for judges will be based on their professional experience in the communication/media field, with at least one of the judging panel members having a background in or experience with the military. Judges’ decisions are final.
- D. All entries will be judged on professional excellence, originality and support of DoD communication themes and objectives.

VIII. Awards

- A. Awards may be made in 19 Journalism and 18 Broadcast categories for first, second and third place.
- B. No award will be made if the judges deem that no entry meets program standards.
- C. There are two types of awards: individual and unit.
 1. **Individual** first-place winners will receive plaques and certificates of achievement. Winners of the Military and Civilian Journalist of the Year, Categories Q and R, and the Military and Civilian Broadcaster of the Year, Categories P and Q, will each receive a bust of Thomas Jefferson with an engraved name plate.
 - a. Second- and third-place winners will receive certificates of achievement.

2. **Unit** awards are used to recognize a production effort involving one or more contributors. A plaque will be awarded to the first-place winning unit in a category. Certificates of achievement will be awarded to up to six eligible individual contributors (one primary and up to five significant contributors).
 - a. For second and third place, certificates of achievement will be awarded to up to six eligible individual contributors (one primary and up to five significant contributors).
- D. DINFOS will notify each Service's public affairs chief and DMA of the first-place winners in each category with the understanding they will, in turn, notify the chain of command for those winners named. After four days, DINFOS will then post the winners on the DINFOS website (www.dinfos.dma.mil).

IX. After-Action Review

DINFOS will:

- A. Prepare all certificates, plaques and Thomas Jefferson busts and forward those to the individuals' Service POCs for distribution.
- B. Capture judges' comments during the judging event to share with Service POCs. Those who would like a copy of the judges' comments, if any, regarding their entries may request them from their Service POC.
- C. Host a meeting of all Service and DMA POCs to review and update this document.

BACKGROUND PAPER

CATEGORY H: OUTSTANDING COMMUNICATION

CAMPAIGN (Unit Award)

(Name of Digital Communication Campaign) (Submitting Unit)

CAMPAIGN REQUESTER: (Who requested 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 the number of phone calls from community on construction projects (current call volume: 50 calls/day). Objective 2: Reduce complaints on outdated facilities scheduled for construction (current call volume: 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 and 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 that supported 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 – and how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results or customer feedback.)

Thomas Jefferson Awards Official Entry Form for 2015

Service and DMA points of contact will receive a user name, a password and the URL of the TJ submission website. After logging in, POCs or authorized users representing them can view, edit or create entries. POCs will be limited to one submission per category.

The form has four sections:

- **Contest Information** – entry such as the category, entry type and title, and organization.
- **Primary Contributor** – Service, rank, email and personal mailing address information of the primary contributor. The Primary Contributor section is required.
- **Significant Contributor** – If the entry type is **Individual**, the Significant Contributor section will not be available. When the entry type is **Unit**, up to five significant contributors can be added to the entry.
- **Contest Files and Files Already Submitted** – This section allows Service/DMA points of contact (or authorized representatives) to upload contest entry files and view the list of files already uploaded with an option to delete an uploaded file. **This section is where PDFs and media files are uploaded for Print or Broadcast categories along with any additional text files as required in some categories.**

Figure 1 on Page 2 is a screen shot of the entry form with some sample data entered for illustrative purposes.

Figure 2 is a screen shot of the **Primary Contributor** section on the form followed by a list of the entry fields and validation rules.

Figure 3 is a screen shot of the **Upload Entry Files** section of the form followed by a list of the entry fields and validation rules.

Figure 4 is a screen shot of the **Option to Delete File** form used when deleting a file from an entry.

Thomas Jefferson Awards
2015 Competition

Home Change Password Log off Jimb

Entry Form

Service Competition: [Russell Egnor Navy Media Awards](#) Service: [Navy](#)
 Category: [\(A\) Audio Entertainment Program](#) Contest Entry Type: [Individual](#)
 Medium: [Broadcast](#)

Entry Title: Organization:
 Address Line 1: Address Line 2:
 City: Select Country:
 Zip/APO/FPO: State:
 OIC/NCOIC:

Cancel Step2 click to input contributor information ->

Figure 1

Field Information:

- **Service Competition:** The TJ Awards competition. Auto populated, non-editable.
- **Medium:** Print and New Media, or Broadcast, depending on the filter selected in the list when you first create an entry. Non-editable.
- **Category:** Determined when you clicked Create from the list. Non-editable.
- **Entry Type:** This is non-editable information auto-filled (**Unit** or **Individual**) based on the category selected.
- **Entry Title:** The title for the contest entry. Maximum characters = 125. Required.
- **Organization:** Maximum characters = 80. Required.
- **Address1:** Maximum characters = 50. Required.
- **Address Line2:** Maximum characters = 50?. Not required.
- **City:** Maximum characters = 50. Required.

- **State:** A drop-down list of states. Required.
- **Zip:** Maximum characters = 15. Required.
- **Country:** A drop-down list of countries.
- **OIC/NCOIC: ?**

The screenshot shows the 'Single Contributor' entry form for the Thomas Jefferson Awards 2015 Competition. The form is titled 'Entry Form' and 'Single Contributor'. It contains the following fields and values:

Last Name	John	First Name	Doe	Middle	S
Service	Navy	Rank	SCPO	Gender	Male
Address Line1	Example Address Line 1				
Address Line2					
City	Some City	Select Country	United States		
Zip/APO/FPO	01234	State	FLORIDA (FL)		
Phone Comm	111-222-3333	Phone DSN	222-3333		
Official (permanent) Email	john.doe.mil@mail.mil				

Buttons at the bottom right: Create and Approve, Create, Cancel.

Figure 2

Field Information:

- **Last Name:** Maximum characters = 50. Required.
- **First Name:** Maximum characters = 50. Required.
- **Middle:** Maximum characters = 15?. Not required.
- **Service:** A drop-down selection (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.
- **Rank:** A drop-down selection. The selections are dependent on the Service selected or a courtesy title if civilian. Required.

- **Gender:** A drop-down selection (Male or Female). Required.
- **Address line 1:** Maximum characters = 50. Used for mailing purposes. Required.
- **Address line 2:** Maximum characters = 50. Used for mailing purposes. Not required.
- **City:** Maximum characters = 50. Used for mailing purposes. Required.
- **Country:** A drop-down list of countries. Used for mailing purposes. Required.
- **Zip:** Maximum characters = 15. Used for mailing purposes. Required.
- **Phone:** Required.
- **DSN:** Required.
- **State:** A drop-down list of states. Used for mailing purposes. Required.
- **Email:** Maximum characters = 50?. Required.

Entry Files



Figure 3

Field Information:

Browse Button: This button allows users to select a file to upload from their computer next to a non-editable text box filled in when the **Browse Button** is used.

Options: The **Delete Button** will delete the uploaded file.



Figure 4

Field Information:

Delete Button: This button allows users to confirm the deletion of the selected file.

Cancel Button: This button cancels out of the delete.