DEPARTMENT OF DEFENSE (DoD)
Thomas Jefferson Awards Program

STANDARD OPERATING PROCEDURE

2012

(COMPETITION YEAR)

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
2012 STANDARD OPERATING PROCEDURE

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I. Background

The Thomas Jefferson Awards Program recognizes military and civilian employee communication professionals for outstanding achievement in furthering the objectives of the Department of Defense Internal Information Program. 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.

A list of program milestones is provided as Attachment 3.

II. Eligibility

A. Military units, military personnel, and civilian employees of the Department of Defense (DoD) and of the military Services regulated by DoD Instruction 5120.4 are eligible to submit entries through their respective Services and the Defense Media Activity (DMA), as applicable. This includes the U.S. Coast Guard, National Guard, Reserve, and DoD organizations. Stringers may only enter Print Media categories Q and R.

B. Military staff members of Joint/Unified Commands, Defense Agencies and Joint Task Forces will enter individual categories through their respective services. Civilian staff members will enter through the DMA. The commands will enter unit categories through the DMA.

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 publication, web categories, and the broadcast 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 - Department of Defense Newspapers, Magazines and Civilian Enterprise Publications). The parent military service and DMA will resolve discrepancies concerning eligibility.

H. Entries for competition year 2012 must have been produced between Jan. 1, 2012, and Dec. 31, 2012. The Services and DMA must submit their entries as single packages that must be received at DINFOS by March 15, 2013.

III. Entries

A. Entries must be authorized products published, posted and/or broadcast in one or more communication means available to the internal audience during the current competition year.

B. All entries must contribute to Armed Forces internal information objectives and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DoD personnel and families succeed in their jobs and missions.

C. No individual may enter the Thomas Jefferson competition directly. Entries are the first place winners from DMA's and each Service's respective competitions: Army – MG Keith L. Ware Public Affairs Competition; Navy – Russell Egnor Navy Media Awards; Air Force – Air Force Media Contest; Marine Corps – USMC Division of Public Affairs Merit Awards; Coast Guard – Chief Journalist Alex Haley Awards; Defense Media Activity – DMA Excellence in Journalism Awards.

D. 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 submission for the Military or Civilian Print or Broadcast Journalist of the Year, Outstanding New Writer, Outstanding New Broadcaster or the Command Information Campaign categories.

F. **The Official Thomas Jefferson entry form must be used by DMA and Service POCs to enter their respective first place winners into the DoD-level TJ Awards competition.** DMA and Service POCs will determine the forms and procedures required for their own competitions. Locally generated forms will not be accepted at the DoD-level. TJ entry forms must be filled out completely. **Entries without properly completed forms will not go forward**. An example form is at Attachment 4. 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. All entries must be accompanied by one completed Thomas Jefferson official entry form. Entries will not be returned. All entries remain the property of the DoD.

1. **Entry Form (Print):** Instructions for completing the TJ Entry Form are included in the Entry Form Format located at Attachment 4. Make sure **ALL required** blanks on the entry form are completed.

   a. **Type of award:** Individual awards are for products created by a single person doing most of the work. The Thomas Jefferson Awards Program judges recognize that individuals do not always produce, write, edit and publish alone. Still, the individual

award categories will be for a single contributor. Unit awards are for products created by more than one person with a Primary and up to five Significant Contributors.

b. **Publication Date:** The publication date is the mandatory date/month/quarter that the product was published to an internal or external communication product.

c. List the Unit/Duty Station exactly as it should appear on the unit's award. It must appear on all entry forms.

d. Limit to no more than five significant contributors per Unit entry.

2. **Entry Form (Broadcast):** Instructions for completing the TJ Entry Form are included in the Entry Form Format located at Attachment 4. Make sure ALL required blanks on the entry form are completed.

   a. Type of award: Individual awards are for products created by a single person doing most of the work. The Thomas Jefferson Awards Program judges recognize that individuals do not always produce, write, edit and publish alone. Still, the individual award categories will be for a single contributor. Unit awards are for products created by more than one person with a Primary and up to five Significant Contributors.

   b. Air Date: The air date is the first date that the product was broadcast/cablecast to an internal audience. List at least the month and year of airing.

   c. Location: List the location of the station that first aired the product to an internal 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 and server location.

   d. List the Unit/Duty Station exactly as it should appear on the unit's award. It must appear on all entry forms.

   e. Limit to no more than five (5) significant contributors per Unit entry.

G. Print Media categories:

1. The Services and DMA have discretion on eligibility for their own competitions, but for the TJ competition, it is limited to units, service members and civilian employees. Military members of the Services, Joint/Unified Commands, Defense Agencies and Joint Task Forces will enter individual categories through their respective Services. Civilian staff members assigned to the Services also are entered through their respective service programs while DoD civilians are entered through the DMA. Similarly, the Services enter unit categories through their respective programs, while DoD entities will enter unit categories through DMA.

2. Entries in all categories that require a document must be in PDF format, uploaded via the online entry form. Hard copy versions of entries are not accepted. Entries in categories I

through R must be PDF files of the page on which they were published or posted. Entries will only be accepted via email or on CD/DVDs due to unrecoverable technical difficulties, and with the permission of the Print TJ Coordinator.

3. PDF versions must be identical to the original products, with no further editing or embellishments applied after initial posting or publication.

H. Broadcast Media categories:

1. The Services and DMA have discretion on eligibility for their own competitions, but for the TJ competition, it is limited to units, service members and civilian employees. Military members of the Services, Joint/Unified Commands, Defense Agencies and Joint Task Forces will enter individual categories through their respective Services. Civilian staff members assigned to the Services also are entered through their respective service programs while DoD civilians are entered through the DMA. Similarly, the Services enter unit categories through their respective programs, while DoD entities will enter unit categories through DMA.

2. The Services and DMA will submit only one product for each category except P, Q and R.

IV. Categories and Entry Specifications

A. Print Media Categories

Category A: Metro Format Newspaper (Unit Category)
Category B: Tabloid Format Newspaper (Unit Category)
Category C: Magazine Format Publication (other than Flagship Publication, Cat. F) **(Unit Category)**
Category D: Newsletter Format Publication (Unit Category)

Specifications for Categories A, B, C and D:

1. Enter two issues. For the 2012 competition year, the mandatory issue date will be posted on the DINFOS website, (http://www.dinfos.dma.mil/events/tjweb/main.htm) during the last calendar week of November 2012. If no issue was published on that date, enter the issue published closest to that date. If this entry is a quarterly publication, then submit the one published during the competition year (Jan. 1- Dec. 31, 2012) that is closest to that date. The second issue may be any edition posted during the program year. Electronic versions must be entered via FTP as PDF files.

2. These categories must be entered as a unit entry.

Category E: Web-Based Publication (Unit Category)

Specifications for Category E:

1. Enter two issues. For the 2012 calendar year competition, the mandatory issue date will be posted on the DINFOS website, (http://www.dinfos.dma.mil/events/tjweb/main.htm) during the last calendar week of November 2012. If no issue was published on that date, or the entry is a quarterly publication, enter the issue published closest to that date. The second issue may be any other edition posted during the program year. Electronic versions must be entered via FTP as PDF files.

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

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

Category F: Outstanding Flagship Publication. (Unit Category) This award recognizes the overall excellence of the flagship publications at the military department level. It includes only the following publications: Marines, Soldiers, Airman and Coast Guard.

Specifications for Category F:

1. Enter two issues. For the 2012 calendar year competition, the mandatory issue month will be posted on the DINFOS website, (http://www.dinfos.dma.mil/events/tjweb/main.htm) during the last calendar week of November 2012. If no issue was published/posted that month, or the entry is a quarterly publication, enter the issue published/posted closest to that month. The second issue may be any other edition posted during the program year.

2. Electronic versions must be entered via FTP as PDF files.

Category G: Outstanding Flagship Website. (Unit Category) This award recognizes the overall excellence of the official websites of the military departments. It includes only the following websites: www.army.mil, www.af.mil, www.marines.mil, www.navy.mil, www.uscg.mil. and DMA - the News page from defense.gov: http://www.defense.gov/news/ .

Specifications for Category G:

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

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

3. The site 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, etc.)

4. The site will be judged as it exists on the date the judging takes place.

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

Category H: Website. (Unit Category) An organizational Internet or intranet site, hosted on a DoD-authorized domain that presents news and information to a primarily internal audience.

Specifications for Category H:

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 date the judging takes place.

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

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

Category J: News Feature Article. **(Individual Category)** News feature article entries must include a relatively recent news peg and have a focus that is maintained and supported in the lead, nutgraph, body and conclusion.

Category K: Human Interest Feature Article. **(Individual Category)** Human interest feature articles must not have a news peg, but must contain a lead, nutgraph, body and conclusion.

Category L: Personality Feature Article. **(Individual Category)** Personality feature article entries must focus on one aspect of an individual – hobby, lifestyle, characteristic, etc.

Category M: Commentary (Individual Category)

Category N: Sports Article (Individual Category)

Specifications for categories I, J, K, L, M and N:

1. Entries in these categories must be the work of an individual.

2. Submit a certificate of authenticity from the responsible public affairs officer for entries that were posted or published without a byline.

3. Enter one example per category.

4. Sports features are not eligible for the Feature Article categories.

5. Sports article entries may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive.

Category O: Series. (Individual Category)

Specifications for category O:

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

2. Entries must follow all other specifications as entries to categories I, J, K, L, M and N above.

Category P: Photojournalism. (Individual Category) Entries must include two or more photographs, captions and a story by the same photojournalist. All elements will be judged. No elements may be entered in any other category.

Specifications for Category P:

1. Entries in these categories must be the work of an individual.

2. Submit at least two examples. No originals.

Category Q: Contribution by Stringer (Writing). (Individual Category) This award recognizes the single outstanding contribution in writing (as defined in categories I through N) by a stringer for a military publication.

Category R: Contribution by Stringer (Photojournalism). (Individual Category) This award recognizes the single outstanding contribution in photojournalism (as defined in Category P) by a stringer for a DoD publication.

Category S: Outstanding Initiative in New Media (Unit Category) This category recognizes outstanding contributions in the realm of new media – outreach through social media sites such as You Tube, Flickr and Facebook, and other efforts to deliver the Service/DoD message through emerging media technology. Examples include launching a new community initiative via YouTube; starting a commander's blog; or using social networking sites such as Flickr and Facebook to achieve communication objectives.

1. Entries must include an explanation of how the new media initiative accomplished local installation strategic objectives. Ideally, entries should include short and long-term objectives, target audiences or communities, and if applicable, how the new media effort dovetailed with traditional media outreach. The background paper should also include the URL or Web address for the product.

2. Describe specific content available on that site. Example: if submitting a successfully produced Facebook "fan" page, note what content was offered on the site – videos, photos, particular messages – and if applicable, how the community responded (tags, links and page messages, for example).

3. All entries (as applicable) must be viewable via URL addresses. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address in order to be judged. Content posted and subsequently removed does not qualify.

4. All submissions should support local command initiatives and Service/DoD communications.

5. Entries must represent official command or unit content. Personal social networking sites are ineligible.

Category T: Outstanding Blog (Unit Category). This category includes "Web logs," or "blogs," designed to communicate Service/DoD themes, messages and other relevant information to on-line audiences.

1. Entries must include an explanation of how the blog accomplished local installation strategic objectives. Ideally, entries should include short and long-term objectives, target audiences or communities, and if applicable, how the new media effort dovetailed with traditional media outreach. The background paper should also include the URL or Web address for the product.

2. Entries must include three posts, each from a different month. The background paper should include URL/Web address for each site.

3. All entries (as applicable) must be viewable via URL addresses. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address in order to be judged. Content posted and subsequently removed does not qualify.

4. All submissions should support local command initiatives and Service/DoD communications.

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

Category U: Outstanding New Writer. (Individual Category) This award recognizes uniformed personnel working in the print journalism community for less than two years as certified in writing by a public affairs professional from the submitting Service and included with the submission.

Category V: Department of Defense Military Print Journalist of the Year. (Individual Category) This award recognizes the military journalist who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories.

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

Specifications for Categories U, V and W:

1. The Services and the DMA may nominate one candidate per category.

2. Only individuals may be entered in these categories.

3. A letter of nomination must accompany each entry. Letters must include a paragraph justifying the nomination, with a one-page official biography of the individual and an official digital photograph of the entrant for the Department of Defense Communicators of Excellence Awards Ceremony. This can be uploaded through the entry form.

4. Entries must include PDFs of the tear sheets with five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (I, J, K, L, M, N and O). For example, two sports articles, two news articles and a commentary.

5. Submit a certificate of authenticity from the responsible PAO for articles that were published without a byline.

B. Broadcast Media Categories

Category A: Radio Entertainment Program (Individual Category)

Specifications for Category A:

1. Entries must be a disc jockey program.

2. Entries may be a special or a regularly scheduled program.

3. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots, and non-local elements.

4. Entry must be 15 minutes or less in total length.

Category B: Radio Spot Production (Individual Category)

Specifications for Category B: Entries must be 30 or 60 seconds in length. Please identify your target audience.

Category C: Radio News Report (Individual Category)

Specifications for Category C:

1. Story is event/mission oriented; 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. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.

4. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Radio Feature Report (Individual Category)

Specification for Category D:

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

4. Do not include the anchor's lead-in/tag on the media with the story.

Category E: Radio Sports Report (Individual Category)

Specification for Category E:

1. Story is related to any sporting event with a military tie.

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

4. Do not include the anchor's lead-in/tag on the media with the story.

Category F: Radio Newscast (Unit Category)

Specification for Category F: Telescope out all non-news elements and products not provided by a military source.

Category G: Radio Information Program (Unit Category)

Specifications for Category G:

1. This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

2. Commanders'/Captains' 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 should be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program should 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: Television Information Program (Unit Category)

Specifications for Category H:

1. This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

2. Commanders'/Captains' 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 should be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end program should 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 I: Television Spot Production (Individual Category)

Specification for Category I: Entries must be one spot (30 or 60 seconds in length). Please identify your target audience.

Category J: Television News Report (Individual Category)

Specifications for Category J:

1. Entries must be news story; event/mission oriented and would place at or near the top of the newscast.

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

3. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.

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

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

Category K: Television Feature Report (Individual Category)

Specifications for Category K:

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

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

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

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

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

Category L: Television Sports Report (Individual Category)

Specification for Category L:

1. Story is related to any sporting event with a military tie-in.

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

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

4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.
5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category M: Local Television Newscast (Unit Category)

Specification for Category M:

1. Must be targeted toward a local audience.

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

3. Newscast must be 2 minutes or more in length.

Category N: Regional Television Newscast (Unit Category)

Specifications for Category N:

1. Must be regional- or network-wide in scope, and target a regional audience.

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

3. Newscast must be 2 minutes or more in length.

Category O: Television Newsbreak (Individual Category)

1. Category O: Television Newsbreak (Individual Entry) Entry must be a stand-alone programming element between 60 and 120 seconds in length. Telescope out any product not provided by a military source.

2. A television feature, sports or news story packaged in a "donut" (a pre-produced/graphic open and close) may be entered in this category. However, the donut should be included on the entry and the entry MUST run at least 60 seconds from first to last video. Sixty-second spots are not eligible in this category.

Category P: Command Information Campaign (Unit Category)

Specifications for Category P:

1. Entries must consist of 10 minutes or less of products in support of a specific local/regional command information campaign. Full-service locations must send both radio and television products. Radio-only locations need only send radio products.

2. Entries must include a two-page documentation package composed of:

   a. A Background Paper that identifies the individual or organization that requested the campaign; identifies the campaign's internal information objective(s); identifies the target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with the station's campaign, such as those run by the installation PAO. The campaign start date, and, if applicable, the end date, must be included. An example is provided as Attachment 2.

   b. A Broadcast Products and Air History Sheet that includes both a list of the elements produced (spots, news stories, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary. An example is provided as Attachment 3.

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

4. Each entry must include a run sheet with the title, length, and type of product (spot, news, promo, etc.). Audio and video entries should be submitted as a single file.

Category Q: Outstanding New Broadcaster (Individual Category). This award recognizes uniformed personnel working in broadcasting for less than two years certified in writing by a Public Affairs professional from the submitting Service and included with the submission. Judging specifications will be the same as for category R.

Category R: Department of Defense Military Broadcast Journalist of the Year (Individual Category). This award recognizes the military broadcast journalist whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

Category S: Department of Defense Civilian Broadcast Journalist of the Year (Individual Category). This award recognizes the DoD civilian broadcast journalist whose products represent the highest standards of DoD broadcast journalism while communicating command information to the internal audience.

Specifications for Category Q, R and S:

1. Services and the DMA may nominate one candidate working in a broadcasting position.

2. Entries must have been produced and broadcast to an internal audience during the program year.

   a. The broadcast date is the first day the product aired for an internal audience.

   b. A letter of nomination must accompany each entry. Nominations must include an official biography of the individual and an official photo to be used in a program printed for the Department of Defense Communicators of Excellence Awards Ceremony.

   c. Entrants assigned to full-service outlets may enter radio and television products.

   d. Total time for entries must be 15 minutes or less.

   e. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.

   f. Entries must include a run sheet indicating the nominee's name, duty (e.g., writer, producer, reporter, etc.), run time, first airdate, and location aired.

Category T: Outstanding Flagship Television Program (Unit Category)

Specifications for Category T:

1. This award recognizes the overall excellence of the flagship television programs at the DoD and military department level. It includes only the following television programs: "Army Newswatch", "Today's Air Force", "Marines TV", "All Hands Television" and the DoD Flagship Television Program - "Recon". 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. For the 2012 calendar year competition one program must be aired in the required month, to be posted on the DINFOS website, (http://www.dinfos.dma.mil/events/tjweb/main.htm) during the last calendar week of November 2012. The second program may be any other program aired anytime during the program year.

V. Packaging of Broadcast Entries

A. Broadcast guidelines:

1. Each Service and DMA must submit its entries via the online entry forms to arrive by March 15, 2013 for the 2012 calendar year competition.

2. Each Service and DMA must enclose a transmittal letter with its submission. The letter must list each category and indicate the title of the entry for that category, the run time, and the organization that entered it. Services and the DMA must write “no entry” next to any category for which they do not submit an entry. The transmittal letter must also identify the name, phone number and e-mail address of the broadcast service or the DMA point of contact.

3. Services and DMA POCs must submit one copy of the Thomas Jefferson online entry form per entry. They also will ensure upload of any additional paperwork for each entry submitted (i.e., font information, story leads, etc.) is included with the entry forms for that submission.

B. General 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; and
   e. primary contributor.

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

3. All category P, Q and R entry products should be included in 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.

5. 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.

C. Audio Entries

1. Audio entries will be submitted via FTP.

2. Files may be created which either conform to the “Red Book” standard, or contain digital media files for software playback. Digital media files should be .MP3 (not less than approximately 128 bps).

3. Each file must have, in the following order: audio slug (see paragraph IV.B.2); two seconds of silence; and the entry.

4. There must be three seconds of silence between each audio product for categories P, Q and R. Do not include any further slugs between examples.

D. Video Entries

1. All broadcast entries must be FTP'd to the Defense Information School. Please contact the DINFOS Competitions Coordinator for current information. Comm 301-677-3212; DSN 622- Email: CompetitionsCoordinator@dinfos.dma.mil.

2. Video entries must be FTP'd and have mixed audio tracks.

3. Preferred file format is Quicktime H.264 but Windows Media Video (WMV) 9 Advanced will also be accepted. Video files can be Standard Definition or High Definition. SD should be 720 x 480 widescreen or standard. HD cannot exceed 1280 x 720.

   a. For Quicktime H.264, chose a "medium" video compression quality. Audio can be MP3, WAV, or AAC with "Lossless" or "Uncompressed" quality.

   b. For Windows, use the Windows Media Video 9 Advanced codec. Choose a variable bit rate with "medium" compression. Audio must be a "Lossless" or "Uncompressed" quality.

   4. Each file must have the following elements in order:
   a. a video slate lasting 10 seconds (Stations without a character generator may use video of a piece of paper with the information printed or written legibly on it;
   b. five seconds of black;
   c. the entry.

5. There must be three seconds of silence between each video product for categories P, Q and R. Do not include any further slates between examples.

6. Television News Report, Television Feature Report and Television Sports Report (categories J, K and L) entries should be "as aired" copies that include downstream fonts and graphics when possible.

VI. Judging

A. The Services and DMA will judge their own entries and select the best entry in each category for submission to the TJ program.

B. The Services and DMA must submit entries for the Thomas Jefferson Awards Program using the online Entry Form. A sample with instructions for each line is at Attachment 4. Backup copies may, but are not required, to be sent to: Competitions Coordinator, Thomas Jefferson Awards Program, Defense Information School, 6500 Mapes Road, Suite 5620, Fort Meade, MD 20755-5620. Please specify Print or Broadcast Media. TJ broadcast and print entries to the competition can be uploaded through the online entry form. Please contact the competition coordinators at: dinfostjbroadcastmail@dinfos.dma.mil or dinfostjprintmail@dinfos.dma.mil for any problems or questions.

C. DINFOS will select three to six print, and three broadcast judges for the Thomas Jefferson Awards Program. Non-DOD industry professionals from local and national organizations will conduct judging. Selection criteria for judges will be based on their professional experience in the communications/media field. Judges decisions are final.

D. All entries will be judged on professional excellence, originality and support of internal information themes and objectives.

VII. Awards

A. Awards may be made in 23 print and 20 broadcast categories.

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.

D. Individual winners will receive plaques and certificates of achievement. Winners of the Military and Civilian Print Journalist of the Year, Categories V and W, and the Military and Civilian Broadcast Journalist of the Year, Categories R and S, will each receive a bust of Thomas Jefferson with an engraved name plate.

E. DINFOS will present the awards to the Department of Defense Print and Broadcast Military and Civilian Journalists of the Year at the Department of Defense Communicators of Excellence (COE) Awards Ceremony. DINFOS will sponsor the attendance of the Print and Broadcast Military and Civilian Journalists of the Year to include TDY costs. This ceremony will also include presentations to the winners of the Visual Information Awards Program (VIAP), and the DoD Visual Information Production Awards (VIPA).

F. Unit awards are used to recognize a production effort involving more than one contributor.

G. A plaque will be awarded to a unit that wins a category. Certificates of Achievement will be awarded to up to six eligible individual contributors (one primary and up to 5 significant contributors.

VIII. After-Action Review

DINFOS will:

A. Prepare all certificates, plaques and Thomas Jefferson busts and forward those not presented at the COE ceremony to the individuals' Service POCs for distribution.

B. Judges' will be interviewed following the judging event so that comments and summary remarks can be posted on the DINFOS website for use and dissemination.

BACKGROUND PAPER

CATEGORY P: COMMAND INFORMATION CAMPAIGN (Unit Award)

(Name of Command Information Campaign)

(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)
EXAMPLE:
Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)
EXAMPLE:
Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)
Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)
Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)
EXAMPLE:
Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.
Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

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

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

Attachment 1

BROADCAST PRODUCTS AND AIR HISTORY
FOR
(Name of Command Information Campaign)

(Identify all broadcast products used in support of the campaign and provide its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - week 1-3
6 - TV news stories	2/week
3 - 1 hour live radio phone-in shows	1/week
etc.	

Target Dates: 2012 Thomas Jefferson Awards
Program (Competition) Year (Jan. 1-Dec. 31, 2012)

2012

Nov. 29	Mandatory Issue / Air Date Announced (NLT)
Dec. 31	Program year ends

2013

Jan.	DINFOS selects judges
Mar. 15	Deadline for submission of service entries
Apr. 9-12	Entries judged
Apr. 19	DINFOS announces winners
Apr. 19-26	Program feedback/judges' comments posted online
May 10	DoD Communicators of Excellence Awards Ceremony

Thomas Jefferson Awards Official Entry Form for 2012

In previous years, the Thomas Jefferson Awards program provided an official entry form that needed to be manually filled out and submitted. Starting with this year's competition, Service and DMA points of contact will be able to fill out this form online. There are numerous benefits to using an online form, including better data validation and direct information input or transfer into the database.

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.

The form has four sections:

- **Contest information** – Information about the contest 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 the PDFs and media files are uploaded for Print or Broadcast categories along with any additional text files necessary to provide information as required by some categories.**

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

Figure 2 is a screen shot of just the **Contest Information** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 3 is a screen shot of the **Primary Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 4 is a screen shot of the **Significant Contributor** section on the form. This is followed by a list of the entry fields and validation rules.

Figure 5 is a screen shot of the **Contest Files and Files Already submitted** section of the form. This is followed by a list of the entry fields and validation rules.

Sample

DEPARTMENT OF DEFENCE
THOMAS JEFFERSON AWARDS PROGRAM
2012 Official Entry Form

Point Of Contact: SSG Nick Fury
Service: USA Service Competition: MG Keith L. Ware Awards

Contest Information:

Medium: B Broadcast
Category: (F) Radio Newscast Entry Type: Unit
Entry Title: History of the Howling Commandos
Location Heidelberg, Ge Air/Publication Date Month: 1 Year: 2012
Organization: AFN Heidelberg
Organization Address1: Unit 29405 Email: NicholasJosephFury@Shield.mil
Address Line2: City: Heidelberg
Country: Germany State: APO AE
Zip: 09086

Primary Contributor:

Last Name:	Rogers	First:	Steve	Middle:
Gender:	Male	Email	CaptainAmerica@gmail.com	
Service:	Army	Rank:	CPT	
Address line1	135 W. 50th Street	Address line2	Apt 8	
City/Base/Post/Ship	New York	State	New York	
Country	United States	Zip	12311	

Number of significant contributors: 2

Significant Contributor:

Last Name:	Stark	First:	Tony	Middle:
Gender:	Male	Email	TonyStark@hotmail.com	
Service:	Army	Rank:	Mr.	
Address line1	Stark Enterprises	Address line2	21 Stark industrial Lane	
City/Base/Post/Ship	Long Island	State	New York	
Country	United States	Zip	11311	Delete

Significant Contributor:

Last Name:	Richards	First:	Susan	Middle: (Storm)
Gender:	Female	Email	SueStorm@yahoo.com	
Service:	Army	Rank:	Mrs.	
Address line1	528 Moore Ave	Address line2		
City/Base/Post/Ship	Shelbyville	State	Indiana	
Country	United States	Zip	22311	Delete

Contestant Files:

Select File to send:
C:\WorldWorII\HowlingCommandoHistoryPart3.MP3 Browse...
Enter a short description for the file:
Part 3 of audio interviews with survivors of the Howling Commandos
Submit

Files Already submitted:

File Name	File Description	Options
HowlingCommandoHistoryPart2.MP3	Part 2 of audio interviews with survivors of the Howling Commandos	Delete
HowlingCommandoHistoryPart1.MP3	Part 1 of audio interviews with survivors of the Howling Commandos	Delete

Figure 1

Contest information

Point Of Contact: SSG Nick Fury
Service: USA Service Competition: MG Keith L. Ware Awards

Sample

Contest Information:

Medium: B Broadcast
Category: (F) Radio Newscast Entry Type: Unit
Entry Title: History of the Howling Commandos
Location Heidelberg, Ge Air/Publication Date Month: 1 Year: 2012
Organization: AFN Heidelberg
Organization Address1: Unit 29405 Email: NicholasJosephFury@Shield.mil
Address Line2: City: Heidelberg
Country: Germany State: APO AE
Zip: 09086

Figure 2

The information for **Point of Contact**, **Service** and **Service Competition** that precedes the Contest section is non-editable information; the system gets this data from the logon credentials.

Field Information:

Medium: This is a drop-down with only two selections: **P** or **B**. P = Print and B = Broadcast. Required.

Category: This is a drop-down displaying the contest's category titles. If the Medium is P, then the categories that will be listed will be Print categories. If the Medium is B, then the categories that will be listed will be Broadcast categories. Required.

Entry Type: This information is non-editable. Depending on the category selected the entry type will be filled in as **Unit** or **Individual**.

Entry Title: The title for the contest entry. Maximum characters = 125. Required.

Location: If the medium is Broadcast, this field appears and is mandatory. If the medium is print, this field will not appear.

Air/Publication Date: Is the **month** and **year** the entry was first aired (for a Broadcast entry) or published (for Print entry). **Month** is a dropdown field accepting values between 1 and 12. **Year** is a nonedible text box which is filled in with the current contest year.

[*]**Organization**: Maximum characters = 80. Required.

Organization Address1: Maximum characters= 50. Required.

Address Line2: Maximum characters = 50. Not Required.

Email: Maximum characters = 50. Required.

City: Maximum characters = 50. Required.

Country: This is a drop down list of countries.

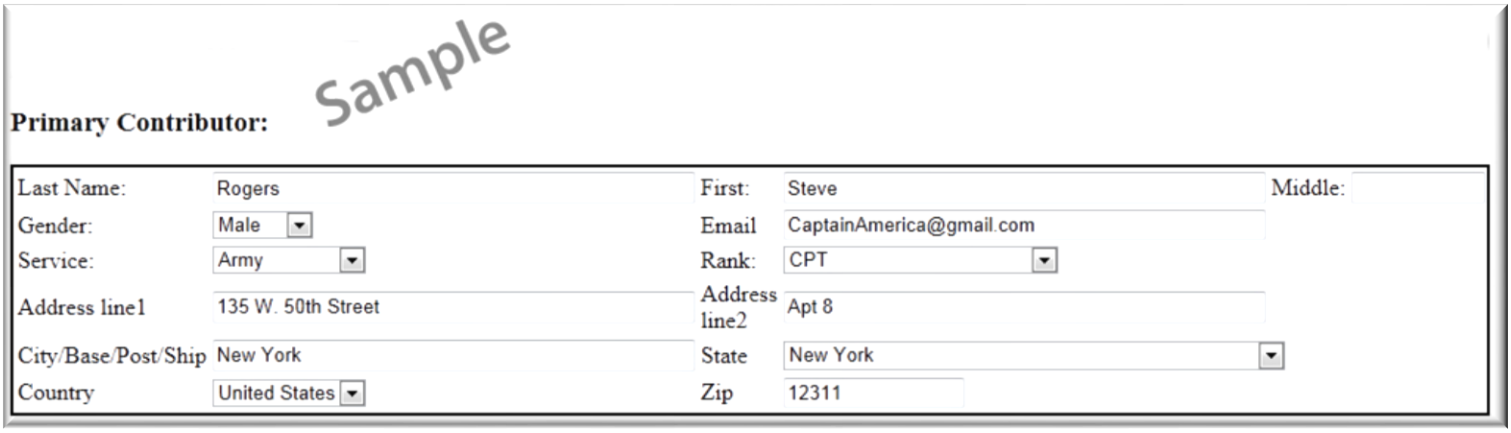
State: This is a drop down list of states. Required

Zip: Maximum characters = 15. Required.

---

[*] **Organization** Data entered is used verbatim on the winner's plaque

Primary Contributor



Sample

Primary Contributor:

Last Name:	Rogers	First:	Steve	Middle:	
Gender:	Male	Email	CaptainAmerica@gmail.com		
Service:	Army	Rank:	CPT		
Address line1	135 W. 50th Street	Address line2	Apt 8		
City/Base/Post/Ship	New York	State	New York		
Country	United States	Zip	12311		

Figure 3

Field Information:

[*]**Last Name**: Maximum characters = 50. Required.

[*]**First Name**: Maximum characters = 50. Required.

[*]**Middle**: Maximum characters = 15. Not Required.

Gender: This is a drop down selection Male or Female. Required

Email: Maximum characters = 50. Required.

[*]**Service**: This is a drop-down selection. (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

[*]**Rank**: This is a drop-down selection. The selections are dependent on the service selected or a courtesy title if civilian. 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/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

---

[*] Data entered is used verbatim on winner's plaque

Significant Contributor

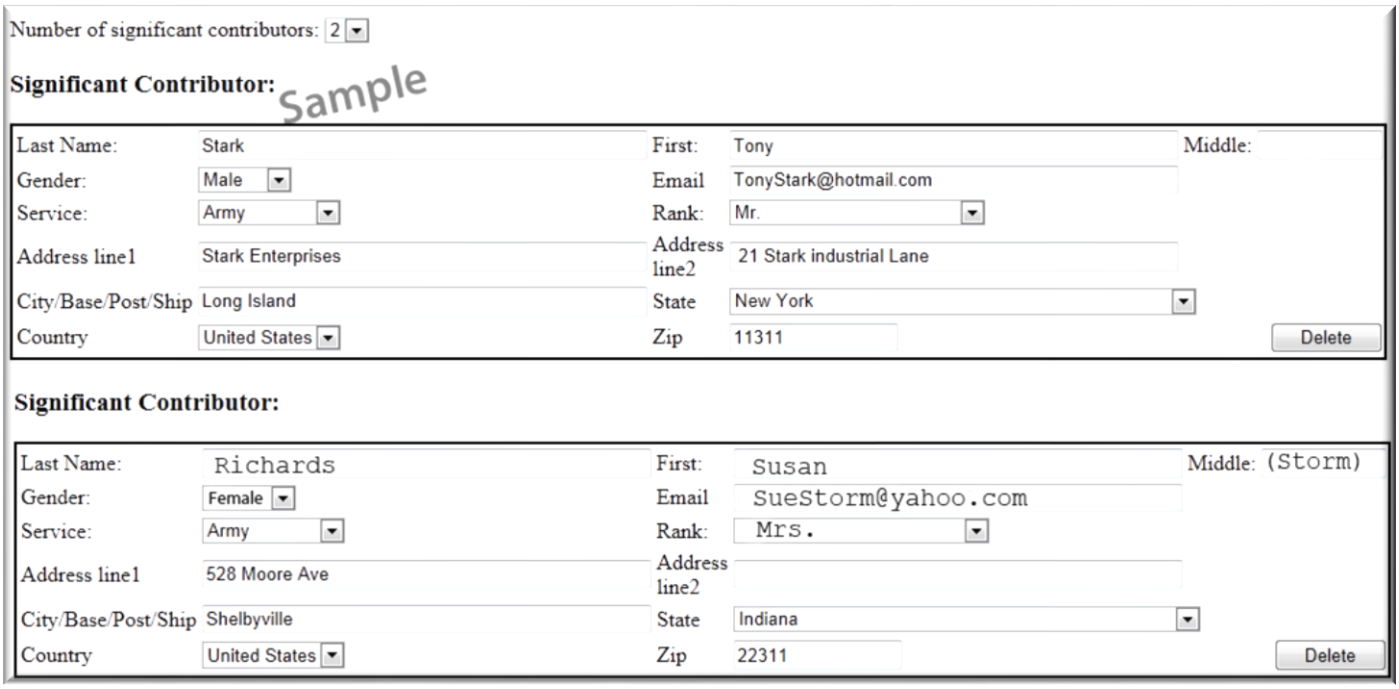


Figure 4

If the **Type of Award** = Individual (in the contest section) then the Significant Contributor section will not be available.

Field Information:

Number of significant contributors: This is a drop-down. (0, 1, 2, 3, 4, 5). The number of Significant Contributor entries is determined by the number selected.

Delete Button: A delete button is connected to each contributor. When the contributor is deleted, the drop-down **Number of significant contributors** number counter is decremented by one.

Fields associated with each Contributor are the same as the Primary Contributor.

*__Last Name__: Maximum characters = 50. Required.

***First Name**: Maximum characters = 50. Required.

***Middle**: Maximum characters = 15. Not Required.

Gender: This is a drop-down selection Male or Female. Required.

Email: Maximum characters = 50. Required.

***Services**: This is a drop-down selection. (Army, Air Force, Coast Guard, Marine Corps, Navy, DMA). Required.

***Rank**: This is a drop-down selection. The selections are dependent on the service selected. Required.

Address line 1: Maximum characters = 50. Used for mailing purposes. Required.

Address line 2: Maximum characters = 50. Used for mailing purposes. Not Required.

---

* Data entered is used verbatim on winner's plaque

City/Base/Post/Ship: Maximum characters = 50. Used for mailing purposes. Required.

State: This is a drop-down list of states. Used for mailing purposes. Required.

Country: This is a drop-down list of countries. Used for mailing purposes. Required.

Zip: Maximum characters = 15. Used for mailing purposes. Required.

Contest Files and Files already submitted

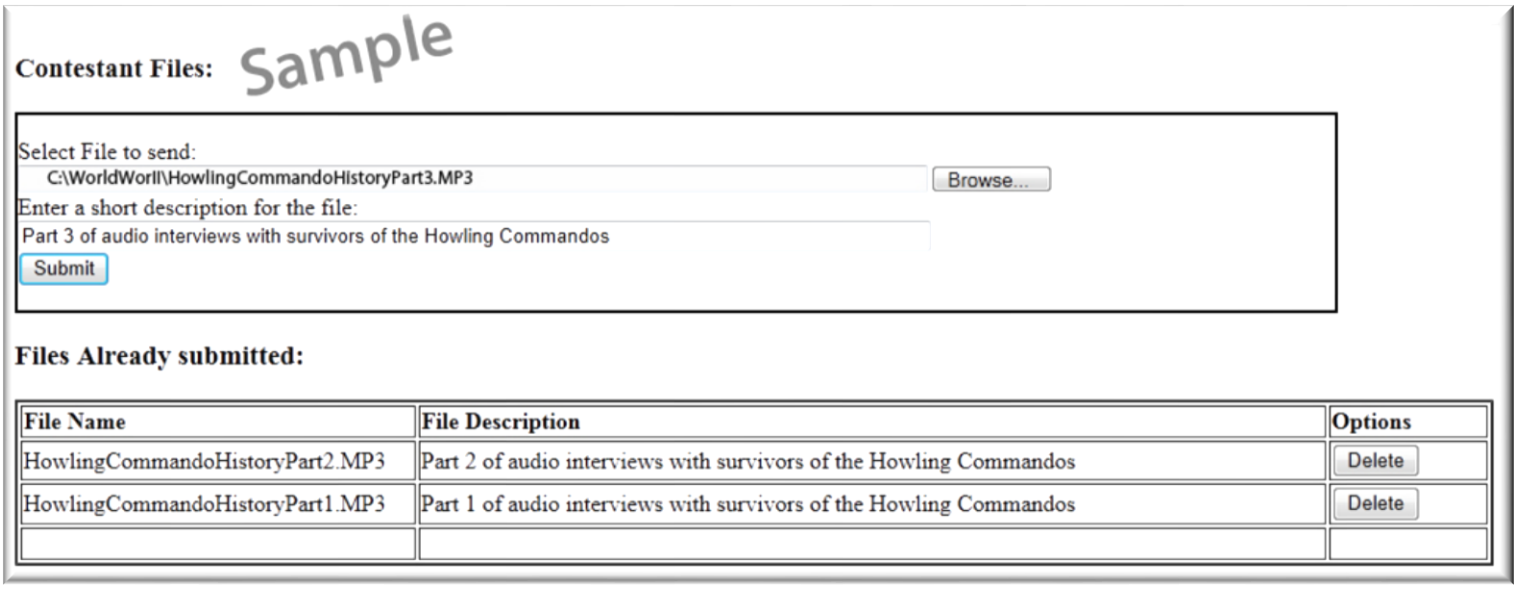


Figure 5

Field Information:

Contest Files:

Select File to send: Is a non-editable text box. It gets filled in when the Browse Button is used.

Browse Button: This Button allows users to select a file from their computer for file uploading.

Enter a short description for the file: This is a text field. Maximum characters = 100. It is a required entry for the Submit Button to be used.

Submit Button: This button uploads the selected file and description. If the destination already has a file with the same name, the upload will not succeed.

Field Information:

Files already submitted:

Table:
Headers: File Name, File Description, Options
Rows: Displays information about contest files that have been previously uploaded to the server.

File Name: Name of the file that was uploaded. Not editable

File Description: The description of the file. Editable, Required.

Options: The **Delete Button** will delete the file stored on the server