



Public Affairs Awards and Recognition Program

20 October 2023

Department of the Army
Office of the Chief of Public Affairs



Summary of Change

- *Changes*

- Eligibility for Public Affairs Officer "Rising Star" Award to stipulate the nominee must be a graduate of the Public Affairs and Communication Strategy Qualification course (PACS-Q) or a current student in class.
- Eligibility for nomination to the Army Public Affairs Hall of Fame to three years removed from Army Public Affairs service instead of Federal service

- *Adds:*

- "Public Affairs Organization of the Year" category that recognizes the Public Affairs Office with the greatest support to HQDA-approved storylines.
- Requirement for one-page executive summary for Kathy Canham-Ross Award of Distinction.
- Additional MOS eligible for SGM Dawn Kilpatrick Memorial Scholarship (46T, 46V, 46Y)

- *Clarifies*

- Guidance for Kathy Canham-Ross Award of Distinction criteria: only two total letters of endorsement are required.

- *Removes*

- Requirement for KLV Entry Form and Memorandum of Eligibility to accompany all entries.
- Requirement for submitting individuals to have a current biography on their DVIDS profile.

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I. MAJ. GEN. Keith L. Ware Communications Award Competition

The MG Keith L. Ware (KLW) Communications Award Competition recognizes Soldiers and Department of the Army (DA) Civilians for excellence in achieving Army communication and public affairs objectives. On behalf of the Secretary of the Army, the Office of the Chief of Public Affairs (OCPA) conducts the competition annually to recognize, cultivate and inspire excellence within the Army public affairs (PA) and visual information (VI) communities.

This year's competition recognizes work in photo, print, audio/video, and graphic arts. There are 13 categories in the 2022 competition. The competition includes the SGM Dawn Kilpatrick Memorial AUSA Scholarship. This standard operating procedure (SOP) establishes competition criteria and provides the Army with guidance for recognizing the most notable work of its communication professionals. In addition, information for the SGM Dawn Kilpatrick Memorial AUSA Scholarship can be found in Part XII Award Categories; Category M. This SOP applies to the Active Army, Army National Guard and the Army Reserve unless otherwise stated. No additional categories will be added without the expressed consent of the Chief of Public Affairs.

All competing personnel should read through this SOP in its entirety.

II. Point of Contact

The proponent of this SOP is OCPA. The preparing agency is the Army Public Affairs Center. Send comments and recommendations to the Army Public Affairs Center by e-mail to apacadmin@army.mil.

The Department of the Army KLW point of contact is: SFC Adam Ross at (301) 677-7284; adam.f.ross.mil@army.mil

III. MILESTONES

JANUARY 1 – DECEMBER 31, 2023

Production dates for materials entered into the 2023-24 competition

MID-JANUARY – EARLY FEBRUARY 2024

ACOM, ASCC, DRU competitions

FEBRUARY 2024

DA KLW Judges selected

FEBRUARY 28, 2024

Entries due at HQDA; late submissions are subject to disqualification

MARCH 11-15, 2024

KLW judging by DA panelists

APRIL 2024

KLW results announced

MAY 2024

DA-level awards presented

JUNE 2024

DoD-level winners announced

OCTOBER 2024

SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient recognized at a ceremony conducted during the AUSA Annual Meeting and Exposition in Washington, D.C.

IV. ELIGIBILITY

A. GENERAL GUIDELINES

1. The competition is open to U.S. Army Soldiers holding a 46-series military occupational specialty and DA Civilians assigned to PA or VI units, offices and sections during the contest year and whose primary duties are to produce command or visual information products. Qualified entrants will submit through their command level competition (see Appendix B).
2. Personnel currently assigned to Stars & Stripes are ineligible for the KLV competition. Work produced in the contest year prior to or following a Stars & Stripes assignment remains eligible.
3. Personnel assigned to the Office of the Chief of Public Affairs (OCPA), Army Reserve Command and the National Guard Bureau are eligible to submit in all categories.
4. Soldiers who transition out of government service may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status.
5. Army Reserve, National Guard and Reserve Officer Training Corps personnel are eligible to compete in all categories provided they meet category qualifications.
 - a. Forward Army Reserve entries to SFC Brent Powell of U.S. Army Reserve Command -- brent.c.powell.mil@army.mil or (910) 570-8330.
 - b. Forward National Guard entries to SFC Christy VanDrunen of the National Guard Bureau -- christy.l.vandrunen.mil@army.mil or (703) 607-2638.
 - c. Forward ROTC entries to Mr. Michael Maddox of Cadet Command. Mr. Maddox can be reached at james.m.maddox.civ@mail.mil or (502) 624-4904.

B. UNIT PUBLIC AFFAIRS REPRESENTATIVES (UPARS)

1. UPARs are eligible to submit in the UPAR of the Year category through their higher echelon PAO, as outlined AR 360-1. UPARs must be appointed as a UPAR as outlined in AR 360-1.

C. GOVERNMENT CONTRACT EMPLOYEES AND KOREAN AUGMENTEES (KATUSAS)

1. Government contract employees and Korean Augmentees to the U.S. Army (KATUSAs) are not eligible to compete in civilian categories.

D. LOCAL NATIONAL EMPLOYEES

1. Local national employees are not eligible to compete in civilian categories.

E. STANDARDS

1. Any person, military or civilian, who has received, is pending or under administrative actions, or is pending or under civilian legal actions during the competition year, is ineligible to compete in that same calendar year.
2. Soldiers flagged for misconduct are ineligible to compete in the competition. Soldiers flagged at any point from the judging period to the presentation are ineligible to receive the award. Commands points of contact are responsible for informing the HQDA KLV POC of any change in status.
3. Soldiers must meet Army height and weight standards as outlined in AR 600-9, The Army Body Composition Program, to participate.

4. ***Selecting a winner is the organization's certification that the individual meets all eligibility requirements.***

F. PRODUCT ELIGIBILITY

1. The following products are ineligible: Civilian Enterprise Guides and Directories, yearbooks, publications and productions funded by non-appropriated funds; educational, training, and motivational videos or films.

G. WINNER INFORMATION

1. **Each category will have one winner selected.** Winners will represent the Army in the Department of Defense Media Awards for calendar year 2023-24. The Chief of Public Affairs (CPA) maintains the right to withhold a submission from advancing to the next competition.
2. The HQDA KLV POC will process and mail awards to all first place winners. All ACOM/ASCC and DRU KLV POCs are encouraged to recognize second and third place winners through local command channels.
3. Rank and names will appear on awards as they appear on the submission log as pulled directly from the DVIDS awards module. To avoid errors, entrants and ACOM, ASCC and DRU POCs will ensure information in DVIDS is correct. Do not use organizational nicknames or acronyms.
4. Responsibility for certificate, citation and administrative errors resulting from late, incomplete or incorrect information rests solely with the organizations and their headquarters.

V. ENTRY CRITERIA

- A. ***Products submitted to the competition must have been created, approved for public release, and published to DVIDS between Jan. 1, 2023 and 11:59 p.m. Eastern Standard Time on Dec. 31, 2023.***
- B. All products must support or contribute to organizational communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release. Consequently, ***all products must have military or DoD relevance.***
- C. No single product may be entered more than once (Category O is only exception, see Page 21).
- D. Entries to the Army Communicator of the Year category may be from a Soldier or a Department of the Army civilian employee as long as the entrant meets the eligibility criteria listed in Section IV. The entrant is also eligible to enter only ***one*** additional category (either the graphic designer, photographer, videographer or writer-of-the-year category) during the same competition year. Products may not be used more than once per paragraph C of this section. Entries found to contain the same products will be disqualified from the Army Communicator of the Year and the other of-the-year category. If duplicate products are discovered, the submitting command will not be allowed to replace the duplicate product nor will they be allowed to submit a replacement entry.
- E. Individuals who are ***not*** entering the Army Communicator of the Year category may enter more than one of the following categories: graphic designer, photographer, videographer or

writer of the year. Products may not be used more than once per paragraph C of this section. Entries found to contain the same products will be disqualified from all categories. If duplicate products are discovered, the submitting command will not be allowed to replace the duplicate nor will they be allowed to submit a replacement entry.

- F. Each entry requires multiple products highlighting the entrant's work. In order to create the entry, ***each product must be uploaded and published to DVIDS as a separate file.***
- G. Each graphic, photo or video product must contain an embedded caption and other required metadata. Also assign a Visual Information Record Identification Number (VIRIN) as required in the [DoD Visual Information Style Guide](#) and Change 2 to [DoD Instruction 5040.02](#), "Visual Information," dated April 23, 2018. While editing metadata during upload to DVIDS, list the person who created the product in the credit field and ensure their name is included in the caption.
- H. All products must comply with federal law and DoD policy. See Appendix A.

VI. ENTRY DISQUALIFICATION AND REJECTION

- A. Products entered by personnel who do not meet eligibility requirements listed in Section IV will be disqualified.
- B. Products that do not meet the specific requirements listed in Sections XII and V, and Appendix B, or that fail to follow federal law or established DoD policy will be disqualified.
- C. ***Individual products with more than one name in a byline or credit line will be disqualified.***
- D. Unit products will be disqualified. Individual products containing a DVIAN will also be disqualified.
- E. Products containing copyright protected or licensed music, video or graphics will be disqualified unless clarified in the caption. Individual or personal licenses may not be used in accordance with DoD policy. Authorized licenses must be notated in DVIDS caption.

VII. HOW TO SUBMIT ENTRIES

- A. Entry to the KLV Awards will be accomplished through DVIDS, except for the Non-DVIDS categories L through O.
 - 1. Upload and publish products to DVIDS at <https://www.dvidshub.net/>. Once logged in, go to the training section for upload instructions. Publishing graphics after they have been uploaded requires extra steps; refer to the DVIDS website for instructions.
 - 2. Select products using the DVIDS Awards interface module under the Admin Portal. Instructions are found on the DVIDS website. Entries must be submitted through the DVIDS Awards interface module. Requests for exceptions to this rule will be denied.
- B. Non-DVIDS categories (L through O) will submit paperwork as one single PDF document. The file name will include the entrant's name, command and entry category.

VIII. UNIT COMPETITION CRITERIA

- A. Only ACOMs, ASCCs, DRUs and units listed in Appendix B are eligible to host a command-level competition and only those points of contact will submit entries to the DA level.
- B. All ACOMs, ASCCs, DRUs may submit three entries in each category.
- C. DVIDS only allows for one Unit competition, before those winners flow to the Command-level competition.
- D. No individual may enter the competition directly. Individuals must enter through their respective ACOM, ASCC or DRU competition. Entries may only be submitted through one command.
- E. PA and VI personnel assigned to the Pentagon working in OCPA and its regional offices, Army Photo, Army Multimedia and Visual Information Directorate or in a public affairs capacity for senior Army leadership (SECARMY, SMA, etc.) will submit through the Military District of Washington.
- F. Personnel who transition to another unit during the contest year may submit individual work produced for a previous organization through their new command.

IX. JUDGING GUIDANCE

- A. Judging panels comprise CMF/FA 46/CP 22 officers, senior noncommissioned officers, and civilians. Contractors and other non-government employees will not be included in judging panels.
- B. Decisions from the judging panels are reviewed by the Chief of Public Affairs, who retains discretion for final approval, as well as authority for release of contest information and results.
- C. All entries will be judged on professional excellence, communication impact, originality, and caption / description. Refer to Appendix E for details. Judges' decisions are final.
- D. Entries that support OCPA approved storylines (My Army Life, Making a Difference, Army 2030 and Be All You Can Be) will receive extra consideration for communication impact.
- E. Judges will select only one winner in each category. If no entry in a category is considered within contest standards, judges may choose to withhold any award within that category.
- F. An entrant of a category may NOT be a judge in the same category. When practical, supervisors may NOT be a judge of a category in which subordinates have entered.

X. AWARD CATEGORIES

A. Army Communicator of the Year

1. Open to both military and civilian personnel as long as they meet eligibility criteria listed in Section IV. Entry must be a portfolio profiling the work credited to one individual. ***Products with more than one name in a byline or credit line will be disqualified.***
2. Submit entry as a portfolio within the DVIDS Awards interface module.
3. Entry will consist of ***five*** products (refer to Appendix C for product descriptions):
 - a. One print story (Must be either a commentary, feature story, information story or one story of a series.)
 - b. One video story
 - c. One photo (Must be either a news photo, feature photo, portrait or one photo from a photo series.)
 - d. Two products of the candidate's choice.
4. Other requirements:
 - e. Follow entry criteria listed in Section V.
 - f. Only one of the candidate's choices may be a photojournalism product (3-5 photos and a story), but it must be on a topic or event different from the other products in the portfolio. Only one photojournalism product may be entered as part of the portfolio.
 - g. None of the candidate's choices may be a photo series.
 - h. Do not extract and submit component elements of a product as a candidate's choice if that product in its entirety is being submitted by the entrant to this or another category. For example, do not extract and submit as a logo or other graphic from a multimedia product if the entire multimedia product is being submitted as a candidate's choice to this or another category. This rule, however, does not prohibit individuals from submitting a graphic element extracted from a team-produced video, a multimedia product or a video credited to another person, but the extracted element must be the work of the entrant and it must have been uploaded and published to DVIDS as a separate file.

B. Civilian Graphic Designer of the Year

1. Entry must be the work of one individual. ***Products with more than one name in the credit line will be disqualified.***
2. Submit entry as a collection within the DVIDS Awards interface module.
3. Entry must consist of **six** graphic design products:
 - a. One layout & design product
 - b. One digital art product
 - c. Four graphic design products of the candidate's choice Refer to Appendix C for product descriptions.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Do not submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.
 - c. Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic design products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product or a product credited to another individual, but the extracted element must be the work of the entrant.
 - d. Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or other category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.
 - e. Do not submit layouts from interactive publications or interactive PDF documents.

C. Military Graphic Designer of the Year

1. Entry must be the work of one individual. ***Products with more than one name in the credit line will be disqualified.***
2. Submit entry as a collection within the DVIDS Awards interface module.
3. Entry must consist of **six** graphic design products (Refer to Appendix C for product descriptions):
 - a. One layout & design product
 - b. One digital art product
 - c. Four graphic design products of the candidate's choice.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Do not submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.
 - c. Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic design products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product or a product credited to another individual, but the extracted element must be the work of the entrant.
 - d. Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or other category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.
 - e. Do not submit layouts from interactive publications or interactive PDF documents.

D. Civilian Photographer of the Year

1. Entry must be the work of one individual. *Products with more than one name in the credit line will be disqualified.*
2. Submit entry as a **portfolio** within the DVIDS Awards interface module.
3. Portfolio must contain *seven* photo products: (refer to Appendix C for product descriptions):
 - a. One news photo
 - b. One feature photo
 - c. One portrait
 - d. Three photos of the candidate's choice
 - e. One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout. **Tip: Create the photo series as a collection within DVIDS before adding the collection to the portfolio and attempting to enter the category.**
 - f. Entry must contain 13 to 18 images in total.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Submit only one photo series.
 - c. Photo illustrations are not authorized.
 - d. Do not submit a photojournalism product as a candidate's choice.
 - e. Do not submit photos from a photojournalism product if it is part of the Army Communicator of the Year portfolio.
 - f. Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.
 - g. Do not submit the same photo more than once. Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

E. Military Photographer of the Year

1. Entry must be the work of one individual. ***Products with more than one name in the credit line will be disqualified.***
2. Submit entry as a **portfolio** within the DVIDS Awards interface module.
3. Portfolio must contain *seven* photo products (refer to Appendix C for product descriptions):
 - a. One news photo
 - b. One feature photo
 - c. One portrait (**see Appendix C for definition**)
 - d. Three photos of the candidate's choice
 - e. One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout. **Tip: Create the photo series as a collection within DVIDS before adding the collection to the portfolio and attempting to enter the category.**
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Submit only one photo series.
 - c. Photo illustrations are not authorized.
 - d. Do not submit a photojournalism product as a candidate's choice.
 - e. Do not submit photos from a photojournalism product if it is part of the Army Communicator of the Year portfolio.
 - f. Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.
 - g. Do not submit the same photo more than once. Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

F. Clark Taylor Civilian Videographer of the Year

1. Entry must be the work of one individual. ***Products with more than one person listed in the credit line will be disqualified.***
2. Submit entry as a **collection** within the DVIDS Awards interface module.
3. Entry must contain ***four*** video products (refer to Appendix C for product descriptions):
 - a. One b-roll video
 - b. One video story
 - c. Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. A b-roll video package may not be submitted as a candidate's choice however, a portion of the b-roll may be used to create the candidate's choice products (e.g. video story, multimedia product... etc)
 - c. Slates are not required.
 - d. Videos may contain closed captions, but they are not required.

G. John T. Anderson Military Videographer of the Year

1. Entry must be the work of one individual. *Products with more than one person listed in the credit line will be disqualified.*
2. Submit entry as a **collection** within the DVIDS Awards interface module.
3. Entry must contain *four* video products (refer to Appendix C for product descriptions):
 - a. One b-roll video
 - b. One video story
 - c. Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. A b-roll video package may not be submitted as a candidate's choice however, a portion of the b-roll may be used to create the candidate's choice products (e.g. video story, multimedia product... etc)
 - c. Slates are not required.
 - d. Videos may contain closed captions, but they are not required.

H. Moss-Holland Civilian Writer of the Year

1. Entry must be work of one individual. *Stories with more than one person listed in the byline will be disqualified.*
2. Submit entry as a **collection** within the DVIDS Awards interface module.
3. Entry must contain **five** products (refer to Appendix C for product descriptions):
 - a. One information story
 - b. One feature story
 - c. Three stories of the candidate's choice, one of which may be a commentary
 - d. Other requirements
 - e. Follow entry criteria listed in Section V.
4. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Products must be from separate events.
 - c. Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
5. Upload each article as a separate story in DVIDS. Do not upload PDF files.

I. Paul D. Savanuck Military Writer of the Year

5. Entry must be the work of one individual. *Stories with more than one person listed in the byline will be disqualified.*
6. Submit entry as a **collection** within the DVIDS Awards interface module.
Entry must contain ***five*** products (refer to Appendix C for product descriptions):
7. One information story
8. One feature story
9. Three stories of the candidate's choice, one of which may be a commentary or photojournalism product
10. Other requirements:
 - a. Follow entry criteria listed in Section V.
 - b. Products must be from separate events.
 - c. Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
11. Upload each article as a separate story in DVIDS. Do not upload PDF files.

J: James P. Hunter Award for Outstanding New Military Writer

1. This one-time award recognizes excellence in Army writing among enlisted Soldiers with less than 24 months time in the public affairs career field. Only Public Affairs Soldiers in the rank of SGT(P) and below before December 31, 2023 are eligible for this award.
2. This award is named in honor of SSG James P. Hunter, who died in 2010 as he covered a combat patrol while serving with the 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division in Southern Afghanistan.
3. In addition to all eligibility requirements in Section VIII, Soldiers must also provide documentation of a 12-mile foot march with a 35-pound dry weight ruck sack, completed in less than three hours. This documentation can be either a memorandum signed by a Command Sergeant Major, or a grading sheet or certificate showing the foot march was completed during an Expert Soldier Badge qualification event. The foot march must be completed during the 2023 calendar year.
4. Additional tactical readiness requirements:
 - a. Army Combat Fitness Test completed during 2023 calendar year.
 - b. Basic Rifle Qualification completed during 2023 calendar year.
 - c. Documentation of tactical readiness requirements can be submitted as either a properly-signed Army form, or a grading sheet from an Expert Soldier Badge competition or a similar brigade or division-level Best Soldier/NCO competition.
5. Submit entry as a **collection** within the DVIDS Awards interface module. The collection must contain *five* products (refer to Appendix C for product descriptions):
 - a. One information story
 - b. Two feature stories
 - c. Two additional stories of the candidates choice, one of which may be a commentary or photojournalism product
6. Submitted products must be from separate events.
7. Upload each article as a separate story in DVIDS. Do not upload PDF files

K. Unit Public Affairs Representative of the Year

1. This award recognizes Soldiers that serve their commanders as a Unit Public Affairs Representative. This category is open to non-Functional Area 46 officers in the rank of CPT(P) and below, and non-Public Affairs/non-Visual Information Soldiers in the rank of SFC – with less than 6 months’ time in grade as of December 31, 2023 – and below.
2. FA 46 Officers and Soldiers holding a PA/VI MOS are ineligible to compete in this category.
3. Submit entry as a **portfolio** within the DVIDS Awards interface module.
4. Signed additional duty memorandum to operate as a UPAR.
5. Individuals must meet all eligibility requirements outlined in Section IV-B.
6. Entries into the UPAR of the Year will consist of 4 products:
 - a. One photo story
 - b. One print story (can be Information, Feature, etc.)
 - c. Two products of the next echelon of command’s Public Affairs Office choosing
 - i. Video product
 - ii. Graphic product
 - iii. One additional photo or print story

XI. NON-DVIDS AWARD CATEGORIES

L. Kathy Canham-Ross Award of Distinction

1. The Kathy Canham-Ross Award recognizes the products that best exemplify excellence in community engagement contributions.
2. The award is named for Kathy Canham-Ross, a distinguished director of OCPA-Los Angeles, who set an outstanding example to emulate throughout her 30 years as a PAO.
3. Entries must be submitted as a 20-page (maximum) single-file PDF. Entry PDF file name should include entrant's name, command and category. A cover page and table of contents is required but will not count toward page limit.
4. The Kathy Canham-Ross Award of Distinction entry will consist of 3 sections:
 - a. Individual Achievement
 - b. Community Engagement Program
 - c. Community Engagement Special Event
5. Each section will be supported by products showing the planning, execution, effectiveness and overall value to the Army:
 - a. Planning: describe the planning process, communication objectives, key findings and budget analysis, as appropriate.
 - b. Execution: provide details related to the execution of mission/program/event.
 - c. Effectiveness: describe the impact of the execution and what was measurably achieved.
 - d. Overall value to the Army: how did the larger organization or community benefit from the achievements and the programs/events they helped plan and execute?
6. Entries may be supported with internal and external media accounts, relevant feedback from participants, leaders and impacted members of the community. Don't include routine administrative documents or slide shows. Summarize internal coordination of necessary and appropriate in the Planning and Execution sections.
7. Entry must include two letters of endorsement:
 - a. One letter of endorsement from unit or installation Public Affairs Officer.
 - b. One letter of endorsement from installation or major unit headquarters leader who is familiar with organizational command information operations and the personnel conducting them.
8. Entry must include a one-page executive summary highlighting the top overall accomplishments of the entrant and how they impacted their unit/community. This can include details not covered in three main sections of entry.
9. For more information contact SFC Adam Ross at adam.f.ross.mil@army.mil

M. Public Affairs Officer "Rising Star" Award

1. This one-time award recognizes the top commissioned Army officer with less than 24 months of service in functional area 46.
2. Competitors must have completed all products through Dec. 31, 2023.
3. Individuals must meet all eligibility requirements outlined in Section VIII, and either be a graduate of, or current student attending, the Public Affairs and Communication Strategy Qualification course (PACS-Q).
4. At least two letters of recommendation with regional command endorsement (see example in Appendix E). Individuals must be nominated by their higher military or civilian section OIC, Deputy PAO, PAO or commanding officer. When nominated by anyone other than the PAO or commander, one of the letters of recommendation must be written by the officer's PAO or commander. Nomination letters must include verification that the nominated Soldier meets Army height and weight standards as prescribed in AR 600-9, The Army Body Composition Program, and reflects the Army Core Values. Nominees must clearly exceed prescribed standards in public affairs areas and discuss the candidates in their totality, not simply their technical expertise.
5. A memorandum from the responsible PAO confirming the nominee's eligibility. Additionally, the letter must confirm the work submitted is that of the officer nominated.
6. The memorandums, and all other required paperwork must be scanned in or provided as one single PDF document. The naming convention will consist of the entrant's name, command and category name.
7. Entries will contain examples of the officer's best work while serving in the career field. The entrant will choose four of the below categories to fulfill this requirement:
 - a. Communications Campaign Plan
 - b. Single-Event Communication Strategy
 - c. Two plans/OPORD-related elements of the officer's choosing:
 - d. Public Affairs Guidance
 - e. Annex J
 - f. Either another Communications Campaign Plan or a Single-Event Communications Strategy

For more information contact SFC Adam Ross at adam.f.ross.mil@army.mil

N. SGM Dawn Kilpatrick Memorial AUSA Scholarship

1. In 1999, the Army and the Association of the United States Army formed a partnership as a tribute to Sergeant Major Dawn Kilpatrick and her 20 years of service to this nation. Kilpatrick served in a variety of positions, including Airborne positions, paving the way forward for not only public affairs Soldiers, but female service members as well. Kilpatrick was a master parachutist with more than 650 jumps to her credit. For two years, she was a member of the prestigious Golden Knights, the Army's parachute demonstration team. She died at her home in Herndon, Va., May 23, 1999, after a two-year battle with cervical cancer and just eight days after she retired. SGM Kilpatrick was laid to rest at Arlington National Cemetery on May 27, 1999.
2. The Office of the Chief of Public Affairs established an ongoing scholarship in her name -- The SGM Dawn Kilpatrick Memorial AUSA Scholarship. The recipients of this scholarship are NCOs who best exemplify the Army's vision, and influence others by shaping future leaders and practicing excellent stewardship of the nation's most precious resource - our Soldiers.
3. The scholarship allows mid-level and senior noncommissioned officers the opportunity to compete for an educational scholarship grant. This grant is intended to assist NCOs in achieving their educational goals. The SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient receives a \$4,000.00 check for tuition assistance, books and fees associated with their educational experience.
4. To be considered, the NCO's leadership must submit the nomination by the application deadline. Specific requirements: must be in the Active component, Army Reserve or Army National Guard; a CMF 46 sergeant to sergeant major with less than 18 years of active service; hold a primary MOS of 46S, 46T, 46V, 46Y or 46Z; and, the NCO must be in an indefinite status or have at least 3 years remaining in service upon receipt of the scholarship.
5. To compete, Soldiers who meet the eligibility criteria must submit the following:
6. The Soldier Talent Profile (showing time in service remaining), a head and shoulders photo against a plain background or with the American flag, and copies of last two ACFTs and last two NCOERs.
7. A supervisor's recommendation is required and is used for AUSA publicity of the scholarship and the Soldier. Supervisors should include how the nominee best exemplifies the Army's vision, cares for Soldiers, and works toward shaping our future leaders. The recommendation will address the NCO's leadership traits to include: responsibility, initiative, adaptability, competence and resilience.
8. A separate supervisor's memorandum is required, stating that the Soldier meets Army height and weight standards and is not flagged.
9. An endorsement memorandum from the first CMF 46 sergeant major in the nominee's chain of command is highly encouraged.
10. A 1,000 word essay from the nominee explaining how he or she can impact the future of Army public affairs. See the essay grading rubric in Appendix E for more information.
11. For application questions or submissions, contact the HQDA K LW POCs: SFC Adam Ross, at 301-677-7274, adam.f.ross.mil@army.mil

O. Public Affairs Organization of the Year

1. This award honors the collaborative spirit and collective skills of Army Public Affairs units and sections, while reinforcing the importance of the Army narrative.
2. This is an organizational award and may include the collective work of one or more individuals. Any public affairs section or unit (including SRC45 units and National Guard state offices) is eligible to compete.
3. Entries must be submitted as a single-file PDF. Entry PDF file name should include entrant's unit name, command and category. A cover page and table of contents is required but will not count toward page limit. Each product should be listed on a separate page with its full title, upload date and DVIDS URL.
4. The Public Affairs Organization of the Year entry will consist of between three and five products from any of the descriptions in Appendix C. If competing as a medium or large organization, each product must be credited to a different individual. Products included in this portfolio may be submitted as individual category submissions as well.
5. Entry must include an executive summary signed by the commander, OIC or director of the organization that identifies the number of organic public affairs personnel assigned, explains how the products supported the higher command's communication priorities, and highlights the organization's strategy to support the Office of the Chief of Public Affairs' approved storylines and communication objectives listed in Section IX, Paragraph D.
6. Entries will be judged on the overall quality relative to the size of their organization and how they directly support command and Army communication priorities. Size breakdowns are: Small – one to five personnel assigned; Medium – six to 15 personnel assigned; large – 16 or more personnel assigned.
7. Entries will be e-mailed from MACOM awards POC to KLV POC, with each MACOM allowed to submit one entry in each size bracket.
8. For more information contact SFC Adam Ross at adam.f.ross.mil@army.mil

XII. Army Public Affairs Hall of Fame

1. The U.S. Army Public Affairs Hall of Fame was established in 2000 to provide a lasting and visible means of honoring Army Public Affairs personnel who have made lasting and significant contributions to the Army Public Affairs profession. Additionally, through the achievements of inductees who have served during periods of conflict and peace, the Hall of Fame serves to educate the current generation of Public Affairs practitioners on the history of Army Public Affairs, inspiring them to build upon the achievements of these honored professionals.
2. On behalf of the Chief of Public Affairs, the Sergeant Major of Army Public Affairs manages the nomination and selection process. Nomination packets are accepted and voted throughout the calendar year. The Chief of Public Affairs notifies the inductees of their selection and then makes a public announcement.
3. Nominees must be prior military or government civilian U.S. Army Public Affairs professionals who have been retired from service within Army Public Affairs for at least three years. Nominees may still be serving in a different capacity within the Army or Federal Service. Nominations for deceased personnel are not bound by the three-year rule.
4. Nominees who did not retire from active federal service must have served for a minimum of 15 years. These nominees must have an approved exception from the Sergeant Major of Army Public Affairs.
5. Nominees must have distinguished themselves through significant and lasting contributions to the profession, history or traditions of the U.S. Army or the U.S. Army Public Affairs career field. Nominees.
6. To nominate an individual, send a completed Army Public Affairs Hall of Fame Nomination Form, available for download at <https://www.army.mil/publicaffairs/halloffame/>, to SGM Stephanie Carl at stephanie.l.carl.mil@army.mil

XIII. MAJ. GEN. KEITH L. WARE BIOGRAPHY

Maj. Gen. Keith L. Ware was born in Denver on November 23, 1915. His military career began on July 9, 1941 when he undertook his basic training at Camp Roberts, California following his induction into the Army under the Selective Service Act. He attended Officer Candidate School at Fort Benning, Georgia and was commissioned a Second Lieutenant of Infantry on July 18, 1942.

Assigned to the 3rd Infantry Division, he sailed on October 22, 1942 from Hampton Roads, Virginia and was part of the North African invasion force. He participated in the Algeria-French Morocco and Tunisian Campaigns. The next major operations he participated in were the invasion of Sicily, the Naples-Foggia battles of Italy, the landings at Anzio and then on the San Tropez beaches of France in August of 1944.

On June 18, 1945, he was awarded the Medal of Honor. An excerpt from the citation states, "On December 26, 1944, while serving as battalion commander of 1st Battalion, 15th Infantry, near Sigolsheim, France, he went forward of the front line elements of his command and for two hours reconnoitered a strongly held enemy position. He then led a small patrol forward and destroyed or captured four machine-gun positions and killed numerous enemy riflemen. Half of the patrol including himself were wounded, but he refused medical attention until the position was captured by his men. As an interesting side note, Audie Murphy received his Medal of Honor for actions in January 1945 as a member of Lt. Col. Ware's battalion. Later, he served as one of Ware's company commanders.

After serving six months in the occupation forces of Germany, Ware returned to attend the Command and General Staff College at Fort Leavenworth and then was assigned to the Military District of Washington. This is where he met his future wife Joyce, and they were married five months later on May 3, 1947. Ware was then assigned to West Point to teach Military Psychology and Leadership, then attended the Armed Forces Staff College and was assigned to serve in Korea from March 1955 until June of 1957. It was then off to the National War College, back to Washington D.C. to serve as a Congressional Liaison and then a tour in Europe. During his next assignment as Assistant Division Commander of the 2d Armored Division ("Hell on Wheels") at Fort Hood, Texas, he was promoted to brigadier general. His next tour of duty was as Deputy Chief and Chief of Information for the Department of the Army from Sept. 1964 through Nov. 1967. During that tour, he was promoted to Maj. Gen. on July 1, 1966.

Originally due for assignment to Germany, Ware appealed to the Secretary of the Army and was reassigned to Vietnam where he initially served in major command assignments until taking over as commander of the 1st Infantry Division ("Big Red One"). Six months after assuming command, while moving forward to get "first hand" observations of the offensive operation in progress, he was killed when his helicopter was shot down on September 13, 1968. His funeral was held and he was laid to rest in Arlington National Cemetery. President Johnson, whom Ware had known from his legislative liaison days, attended.

His wife, who resides in Colorado, said that "he loved his country dearly and was a man of very high morals, very dedicated and a wonderful human being."

The Army continues to recognize Maj. Gen. Ware and his accomplishments to this day. The Army's annual Awards for Journalism are named after him as are the Parade Ground and an Elementary School at Fort Riley, Kansas (traditional home of the "Big Red One"); a range facility at Fort Benning, Georgia (home of the Infantry"); a Simulation Center at Rock Island Arsenal, Illinois; and, of course, an etching on panel 44W of the Vietnam War Memorial. His Medal of Honor is currently on display at the National Infantry Museum at Fort Benning.

Appendix A, Federal Laws and DoD Policy

- A. All products must comply with applicable laws and DoD policy, including copyright and intellectual property laws and regulations, and the Health Insurance Portability and Accountability Act (HIPAA). Information regarding copyright and intellectual property laws may be found at www.copyright.gov. HIPPA information may be found at www.hhs.gov.
- B. Productions containing commercial music must conform to U.S. copyright laws. This generally includes synchronization rights obtained via a music license agency. Otherwise, military units must obtain written approval from the artist, musicians' union and/or record company, to include synchronization rights. Rights obtained for commercial music used in productions submitted to the competition must include unlimited distribution. Individual or personally purchased licenses may not be used. Organizations may be asked to provide written confirmation that all music complies with copyright law and DoD standards.
- C. All products must meet the requirements for public affairs release as stated in Change 1 of [DoD Instruction 5230.29](#), "Security and Policy Review of Information for Public Release," dated April 14, 2017. Any questions regarding public release should be directed to the local public affairs office.
- D. Stories must conform to Change 1 of [DoD Instruction 5120.04](#), "DoD Newspapers, Magazines, Guides, and Installation Maps," dated November 20, 2017. Blog posts must be from an official military blog that has been registered as required in [DoD Instruction 8170.01](#), "Online Information Management and Electronic Messaging," dated January 2, 2019.
- E. Graphics, photos and video products must conform to Change 2 of [DoD Instruction 5040.02](#), "Visual Information," dated April 23, 2018, and include metadata in accordance with the [DoD Visual Information Style Guide](#) dated July 16, 2018.

Appendix B, Unit Eligibility List

Below is a list of commands that are authorized to conduct command level competitions prior to forwarding products to the Department of the Army MG Keith L. Ware Communications Awards Competition. FORSCOM, AMC, NGB, USARC, USASOC, and DMA are authorized four submissions in each category. All other commands may submit three entries in each category. Each entry must be from a different competitor. (Reference AR 10-87 and appropriate Army General Orders (AGOs)).

ARMY COMMAND (ACOM)

- U.S. Army Forces Command (FORSCOM)
- U.S. Army Training and Doctrine Command (TRADOC)
- U.S. Army Materiel Command (AMC)
- U.S. Army Futures Command (AFC)
- U.S. Army Network Enterprise Technology Command
- U.S. Army Cyber Command

U.S. ARMY NATIONAL GUARD

- U.S. Army National Guard Bureau (NGB)

U.S. ARMY RESERVE COMPONENT

- U.S. Army Reserves Command (USARC)

DOD LEVEL MAJOR COMMANDS (MAJCOM)

- Defense Media Activity Headquarters (DMA HQ)

ARMY SERVICE COMPONENT COMMANDS (ASCC)

- U.S. Army Africa (USARAF)/Ninth Army
- U.S. Army Central (USARCENT)/Third Army
- U.S. Army North (USARNORTH)/Fifth Army
- U.S. Army South (USARSOUTH)/Sixth Army
- U.S. Army Europe (USAREUR)/Seventh Army
- U.S. Army Pacific (USARPAC)
- U.S. Army Special Operations Command (USASOC)
- U.S. Army Intelligence and Security Command (INSCOM)
- U.S. Army Criminal Investigation Command (USACIDC)
- U.S. Army Corps of Engineers (USACE)
- U.S. Army Military District of Washington (MDW)
- United States Military Academy (USMA)
- U.S. Army War College (USAWC)
- U.S. Army Acquisition Support Center (USAASC)
- U.S. Army Financial Management Command (USAFMCOM)
- U.S. Army Human Resources Command (HRC)
- U.S. Army Civilian Human Resources Agency (USACHRA)
- Arlington National Cemetery (ANC) and U.S. Soldiers' and Airmen's Home National Cemetery (USSAHNC)

Appendix C, Product Definitions

All products will contain embedded captions and other required metadata, including a VIRIN, as required by the [DoD Visual Information Style Guide](#). In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for public release.

A. Graphic Design Products

Upload products to DVIDS using the graphics upload portal. Once uploaded, **ensure the graphics are then published to DVIDS**. This requires extra steps. See DVIDS website for instructions.

Animation. Product includes various media components that allow for animation, such as video production elements, digital displays, web animations or info graphics. Any animation style is allowed, such as 2-D, 2.5-D, 3-D, or stop motion. Standard lower thirds do not qualify as animation, even if motion is present. Must not use any copyrighted materials, such as movie clips and sound bites or music without broadcast rights. Product may not contain copyrighted rigs, props or characters. Upload to DVIDS as a high-resolution MP4 or SVG file.

Digital Art. Original work created by digital means. Examples include digital paintings, vector art, and 3-D renderings. A hand-drawn sketch, which is then digitized, may be used as the starting point, but these marks may not be visible in the final product. Does ***not*** include animation, cartoons, comic strips, and still photographs enhanced by digital means.

Identity Design. Original work that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration.

Layout & Design. Single- or two-page layouts created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, CD covers, cover art, and posters. All must be completed by the entrant, but elements can come from other sources. Entry is limited to two pages that may be extracted from a larger work published between Jan. 1, 2022 and Dec. 31, 2022. Layouts from interactive publications or interactive PDF documents are not allowed.

Photo Illustration. Single image or graphic created using a single or multiple images. Images used may be sourced from other means (i.e. not the nominee), but 100% of graphic production must be from the nominee. **Must be properly identified as a photo illustration in the caption.**

B. Photo Products

Feature Photo. Storytelling picture not news related, usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, military equipment, employees or family members.

News Photo. Scheduled or unscheduled news event featuring a military organization, employees, equipment or family members. Ensure product contains the required metadata, including a VIRIN and a caption prior to uploading to DVIDS.

Picture Story. See photo series.

Photo Series. A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme, including a military operation or contingency, or participation in a military exercise or other training event. ***Coverage of the event must be preplanned and deliberate.*** Photos of a cancer victim receiving treatment over the course of the contest year are acceptable. Photos depicting one particular aspect of a military operation or exercise, or the entire event are also acceptable. Key is that the coverage was planned with a specific communication objective. Controlled and uncontrolled action photos are acceptable. A picture story is considered a photo series.

Portrait. A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Subject must have a connection to the military. Only one person may be portrayed prominently (as the main subject) in the photo. Official photos are not allowed.

Sports Photo. A picture depicting some form of physical activity or sport (football, martial arts, swimming, etc.). Subjects must have a connection to the military.

C. Video Products

B-roll. Product must be of the same military or military-related theme, and must be filmed by one individual in its entirety. Do not include reporter standups, narration or music bed. Natural sound is allowed and encouraged. An interview with a subject matter expert may be included; however, the interview may not be used in the sound bed throughout. Some of the b-roll footage may also be used in a multimedia product, video story or video series produced by the same individual. Upload to DVIDS as one file.

Multimedia Product. Illustrates the use of visual storytelling techniques across multiple digital mediums while telling a story. Must have a military tie. All forms of media are allowed: audio, video, photography, graphics, animation, or any other visual tool. ***Product must use a minimum of four elements.*** May be a feature, personality or news journalism piece. Product must be a single story produced and edited by one individual with at least 51 percent of the story's content created by that individual. Product may include dramatization if (1) the enhancement does not misrepresent the subject of the original, (2) it is clearly and readily apparent from the content that it is not intended to be an accurate representation of the actual event, and (3) the caption indicates the product contains dramatization. See Enclosure 10 of DoD Instruction 5040.02 for specific requirements. Entry will be judged by the quality of storytelling and creative use of combined mediums.

Video Series. A sequence of videos on a common military-related theme. Must be planned in advance with each video clearly identified as part of a series with either an anchor lead, or a consistent opening and closing. For example, this video is the first (second, third, or fourth) in

a series of four videos about <topic>. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used.

Video Story. May be a feature, personality or news journalism piece. Lower-thirds and an opening title are acceptable. The product must have military relevance. Entrant must have filmed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Reporter stand-ups are allowed but not required.

Video Spot. Must be 60 seconds or less in duration. Must be the work of one individual in its entirety (planned, filmed and edited). Identify the target audience in the caption.

D. Written Products

Upload blog posts and stories to DVIDS as a news story with or without photos. Photos will not be judged.

Blog Post. An article written using an informational or conversational style that conveys the writer's opinion. Ghost-written blogs are ineligible. Blog posts must be from an official military blog that has been registered as such as required in [DoD Instruction 8170.01](#), "Online Information Management and Electronic Messaging," dated January 2, 2019.

Commentary. A commentary is an article that conveys the writer's opinion on a topic as specified in DoDI 5120.04. Ghost-written commentaries are ineligible. Commentaries posted to an official military website are allowed as are commentaries published in a command newspaper, magazine or newsletter.

Feature Story. Feature story must have a focus that is maintained and supported throughout. Product may be a sports, human interest, personality or news feature.

Information Story. A story that conveys information while answering the five W's (who, what, where, when, why) and H (how). It can be written in different shapes and forms, including the Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, and Question and Answer. News and sports stories are allowed.

Photojournalism. Product includes a story and at least three, but no more than five photographs with embedded captions. Photos and story must be on the same topic, and must be the work of one individual.

E. Audio Products

Podcast. An audio program featuring a host and at least one guest, discussing topics that promote command messages. Podcasts are uploaded as either audio or video files in the DVIDS system. Must include an intro and outro.

F. Other Terms

Caption. Used to identify the people or unit profiled in the product, and to describe what happened, and where and when it happened. The caption also explains why the event took place: the purpose of the event. It is added to the product's metadata prior to upload to DVIDS. Refer to the [DoD Visual Information Style Guide](#) for specific information and Appendix D for examples.

Closed caption (closed captioning). Used to display the audio portion of a television program or video product as text on the screen for individuals who are deaf or partially deaf.

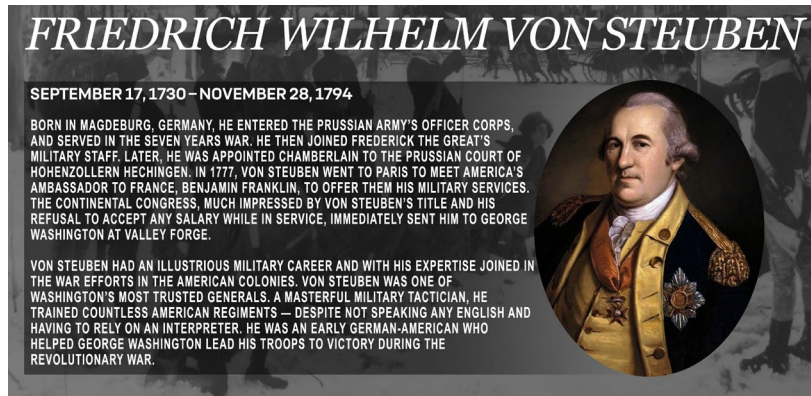
Collection. A series of photos or a group of products organized for entry in specific categories.

Portfolio. A group of specific products and a portfolio also allows a collection of other items required for entry in certain categories. *(example: the Photographer of the Year categories require a series of photos as a collection in addition to individual products rolled up as a portfolio).*

Appendix D, Caption Examples

While editing metadata during upload to DVIDS, list the person who created the product in the credit field and ensure their name is included in the credit line.

A. Graphic Caption



Graphic of a short biography of Maj. Gen. Friedrich Wilhelm von Steuben for Von Steuben Day. The holiday was designated on September 17, 1964 by President Lyndon B. Johnson as a way to honor the contributions by Von Steuben to the U.S. armed forces. (U.S. Army National Guard graphic by Spc. Hassani Ribera)

B. Photo Caption



U.S. Army Staff Sgt. Alfredo Rodriguez, an engineer assigned to 892 Multi Roll Bridge Company, Puerto Rico National Guard, trains soldiers in the Honduran Armed Forces Army on One Engineer Battalion Compound, Siguatepeque, Department of Honduras, Honduras, June 10, 2021. The U.S. Army provides further training to help advance the skillsets of foreign armed forces. (U.S. Army photo by Spc. Katelyn Strange, 55th Signal Company)

C. Video Caption



U.S. Soldiers with the 797th Engineer Company, Army Reserve, and members of the Commonwealth of Northern Marianas Islands Department of Fire and Emergency Services build tents for homeowners after Super Typhoon Yutu destroyed their homes Nov. 13, 2018 on Saipan, Commonwealth of Northern Marianas Islands. Teamwork and communication between the services and the CNMI Fire Department were instrumental in relief efforts after Yutu. (U.S. Air Force video by Staff Sgt. Bethany La Ville)

Appendix E, Weighted Judging Rubric

The below rubric will be used in the DVIDS system to judge all entries at the Major Command (MACOM) and higher. Judges will be provided specific guidance via separate correspondence.

Category	Weighed Score	Rating	Score
Professional Excellence	40%	★★★★★★★★★★ 0	0.00
Communication Impact	35%	★★★★★★★★★★ 0	0.00
Originality / Military Relevance	15%	★★★★★★★★★★ 0	0.00
Caption / Description	10%	★★★★★★★★★★ 0	0.00
			Total: 0

Appendix E, SGM Dawn Kilpatrick Memorial Scholarship Essay Rubric

Military Record (Not to Exceed 5 points)	Essay (up to 5 points per category; 15 points total)			Letters of Recommendation (Not to Exceed 5 points)
	Technical	Creativity	Feasibility	
Military Record	Technical	Creativity	Feasibility	Letters of Recommendation
0-2 - SM has history of values violations, needs improvement, ACFT/APFT/Body Composition	0-2 - Essay demonstrates lack of technical proficiency more than three grammatical errors, poor transitions, unclear thoughts, typographical errors; essay fails to clearly identify a or what problem it is addressing	0-2 - Recommendation demonstrates only a surface-level depth of thought or reflects a proposal that has already been executed; identifies a problem that is not representative of the vast majority of Army Public Affairs	0-2 - Recommendation is not feasible due to legal or resourcing constraints; recommendation does not address the problem statement identified	0-2 - Missing letters of Recommendation; letters of recommendation do not offer strong support
3-4 - SM has no negative notes in their background; evals reflect favorable performance, but not necessarily all exceeded standards	3-4 - Essay has some grammatical errors, transition gaps, clarity, but is generally solid	3-4 - Recommendation demonstrates an outside-the-box approach to solving a problem that has a far-reaching impact on Army Public Affairs	3-4 - Recommendation is legally feasible, but may require additional resources	3-4 - Letters of Recommendation offer strong support
5 - SM has substantiated history of performance that reflects far exceeded standards	5 - Essay is clearly written, well-articulated, free of grammatical errors and typos	5 - Essay reflects a wildly innovative approach to an Army-wide problem	5 - Recommendation can/should be implemented immediately	5 - Letters of Recommendation clearly articulate why this candidate is the best choice