DA-OCPA **Jan. 19, 2012**

SUBJECT: 2011 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2011 Major General Keith L. Ware Public Affairs Competition

Administrative notes

A. Department of the Army point of contact is MSG Michael Pintagro at (703) 697-7590 and michael.pintagro@us.army.mil

B. The mandatory submission date for unit print products is **Feb. 11, 2011**. If no issue was published on that date, enter the issue published closest to it.

C. Submit all print entries electronically in ".pdf" format. Do not submit printed materials. Final broadcast submission guidance will be distributed to Army Command, Army Service Component Command and Direct Reporting Unit points of contact in January. Contact your POC with any submission questions.

D. The entry form is available via the competition Web site at http://www.army.mil/klw/. Use the form for all print, broadcast and Community Relations award categories. Signatures are required. Electronic as well as handwritten signatures are welcome. Obtain signatures from leaders familiar with organizational Command Information operations and personnel conducting them. Examples include Public Affairs officers, PA officers in charge and CI chiefs but not officers commanding broad headquarters elements not directly involved in PA operations.

E. Submit Defense Media Activity civilian and unit entries through DMA rather than KLW channels. Soldiers serving with DMA organizations remain eligible for KLW competition and submit through their respective DMA or American Forces Network regions.

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2011 MG Keith L. Ware and Thomas Jefferson Competition timeline

Jan. 1 - Dec. 31, 2011 – production dates for materials entered in the 2011 competition

Feb. 11, 2011 – mandatory submission date for unit print categories

Oct. 20, 2011 – SOP released to ACOM, ASCC and DRU POCs

Mid-January – mid-February 2012 – ACOM, ASCC and DRU competitions

Feb. 15, 2012 – entries due at Department of the Army Headquarters; late submissions are subject to disqualification

Feb. 27 – March 2, 2012 – KLW judging by DA panelists

March 13, 2012 – KLW results announced through OCPA and competition POCs

March 16, 2012 – DA facilitators submit first-place KLW winners to the Office of the Assistant Secretary of Defense (Public Affairs) for entry in the Thomas Jefferson competition

April 9-13, 2012 – OASD (PA) conducts judging for Thomas Jefferson competition

April 19, 2012 – DINFOS announces Thomas Jefferson award winners

Spring 2012 – Journalists of the Year and Outstanding New Writer, “Rising Star” and Kathy Canham-Ross award recipients recognized at a ceremony conducted during the Worldwide Public Affairs Symposium; in the absence of a capstone DA Public Affairs event, appropriate ceremonies will be held at a later date

May 11, 2012 – Thomas Jefferson awards ceremony conducted at DINFOS

SUBJECT: 2011 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

Department of the Army
MG Keith L. Ware Public Affairs Competition
Standard Operating Procedure
Jan. 1, 2011 through Dec. 31, 2011

The MG Keith L. Ware Public Affairs Competition recognizes Soldiers and Department of the Army civilian employees for excellence in achieving the objectives of the Army Public Affairs program. The Secretary of the Army sponsors the program. The Office of the Chief of Public Affairs conducts the competition annually in order to recognize, cultivate and inspire excellence within the Army Public Affairs community.

This standard operating procedure aligns the KLW Competition as closely as possible with the annual Department of Defense Thomas Jefferson Awards Program, establishes competition criteria and provides the DA with guidance for recognizing the most notable work of its Public Affairs practitioners. The competition includes the Army's Community Relations Awards program.

Competition dates: Materials submitted for the competition must have run, aired or posted between Jan. 1, 2011 and Dec. 31, 2011.

I. Eligibility

A. This year's competition recognizes work in 24 print, 22 broadcast and three Community Relations categories.

B. The competition is designed for Career Management Field/Functional Area 46-series Soldiers and DA Public Affairs civilians. Stringers and broadcast volunteers may also enter in specified categories. All work must be published, broadcast or produced under the authority of Army Regulation 360-1, the Army Public Affairs Program, in order to compete. The only exception is content published under AR 25-30 in Soldiers Magazine, since it is produced for an Army audience and published under the direct supervision of the Army Chief of Public Affairs.

C. All nominees – stringer categories excepted – must work in the PA career field through the end of the contest calendar year (Dec. 31, 2011). PA professionals, in turn, are not eligible to compete in stringer categories. Individuals may not submit in stringer and regular PA categories during the same contest year. Personnel who obtain formal PA credentials during the competition year compete as PA professionals in non-stringer categories.

D. Soldiers must meet Army height and weight standards as outlined in AR 600-9 and reflect the Army Values in order to participate. Soldiers flagged at any point during the judging and presentation period are ineligible to receive awards.

E. Members of other services and civilians serving in DOD or joint commands may not enter the KLW competition. DOD employees and unit broadcast products created by DMA personnel participate in the DMA, not the KLW, competition. Army personnel serving on staffs of unified and specified command publications as well as joint-service publications remain eligible for competition in all individual categories.

F. Contractors may compete as part of production teams (as members of a newspaper staff, for instance) in unit categories but cannot compete in individual categories or receive recognition through awards or certificates. Do not list them as "significant contributors" on entry forms. Contractors cannot compete in stringer categories.

G. Personnel assigned to Stars & Stripes are ineligible for the KLW competition. However, work produced in the contest year prior to or following a Stars & Stripes assignment remains eligible.

H. Army Reserve, National Guard and Reserve Officer Training Corps personnel are eligible to compete in all categories provided they meet category qualifications.

(1) Forward Army Reserve entries to Mr. Byron B. Martin of U.S. Army Reserve Command. Mr. Martin can be reached at byron.martin@us.army.mil and byron.martin@usar.army.mil or (404) 464-8489/DSN 367-8489.

(2) Forward National Guard entries to TSgt. Leisa Grant of the National Guard Bureau. TSgt. Grant can be reached at leisa.l.grant@us.army.mil or (703) 607-1261/2649.

(3) Forward ROTC entries to Mr. Steve Arel of Cadet Command. Mr. Arel can be reached at steve.arel@usacc.army.mil or (502) 624-1842.

I. Korean Augmentation to the U.S. Army personnel may compete as stringers and teammates in unit categories but not in individual categories reserved for U.S. Army PA professionals.

J. Personnel who transition during the contest year may submit work produced for a previous organization through their new command in individual categories. But each participant can submit through only one command or DRU.

K. Civilian enterprise guides and directories, yearbooks, cruise books and productions funded by non-appropriated funds are not eligible for entry in the print competition.

II. Awards

A. First, second and third-place awardees in each category receive plaques. Soldiers and Army civilians listed as significant contributors to publications and those receiving honorable mention receive certificates. All Journalists of the Year, Outstanding New Writer and "Rising Star" award recipients and the winner of the Kathy Canham-Ross award will receive trophies and certificates in an appropriate ceremony facilitated by DA Public Affairs representatives. OCPA's Resource Management Division will facilitate funding of the awards.

B. OCPA will initiate submission of appropriate medals for recipients of Journalist of the Year, Outstanding New Writer, "Rising Star" and Kathy Canham-Ross awards. Military awardees normally receive the Army Commendation Medal. Civilian awardees receive the Commander's Award for Civilian Service.

C. Recommenders can list a maximum of five individuals as "significant contributors" to potential *unit* awards on each entry form. These should be staff members who contributed significantly and consistently to the team enterprise. They receive certificates if the unit entry wins an award.

III. Entries and judging

A. Submissions

(1) With the exception of FORSCOM, IMCOM, NGB and USARC, all ACOMs, ASCCs, and DRUs may submit one first-place entry from the field in each (print) category directly to DA level. FORSCOM, IMCOM, NGB and USARC are authorized to submit up to three entries in each category.

(2) Include an annotated list of all entries in the DA-level competition with print and broadcast entry packages.

(3) No entry can be submitted through two different commands.

(4) Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through their respective commands, not FORSCOM or ARCENT.

(5) Submit DMA civilian and unit broadcast entries through DMA, not KLW, channels.

B. Judging and forwarding of entries

(1) All applicants submit entries through their ASCC, ACOM or DRU POCs. Entries are judged within their commands, and winning entries move on to the DA level. *Only command POCs submit to DA*. Their entries must arrive by **Feb. 15, 2011**.

(2) Entries must be authorized and produced for Command Information purposes, and published, broadcast or posted during the contest time period. No part of any product entered may be entered in subsequent KLW competitions.

(3) ACOM, ASCC and DRU POCs upload entries electronically in ".pdf" format. Files may not exceed 5 MB in size. OCPA will provide technical guidance, including electronic portal locations, directly to command POCs.

(4) ACOM, ASCC and DRUs should judge internal contests according to the same procedures and criteria as DA. They're strongly encouraged to draw from the ranks of civilian media members and academia as well as senior PA personnel for judges.

C. Entry forms

(1) Examples of correct entry forms and any other required supporting documents can be found on the micro site at http://www.army.mil/klw/.

(2) All entries must use the official KLW entry form available in Appendix B of this document as well as http://www.army.mil/klw/. Responsibility for any errors resulting from the use of improper or outdated forms (such as incorrect plaques and certificates due to incomplete contact or personal data) rests with the lazy individuals who insist on using the wrong form, not DA or DOD competition managers.

(3) Names will appear on plaques and certificates as they appear on the entry forms. To avert errors, use the correct entry form, provide complete information, type out names and unit designations, and avoid organizational nicknames and acronyms.

(4) DA contest facilitators will attempt to resolve administrative issues before disqualifying an entry. But ultimate responsibility rests with entrants, units and POCs. Address any issues as soon as possible. If DA representatives can't resolve an issue a week prior to judging, the entry faces almost certain disqualification.

(5) Note responsibility for plaque, certificate and administrative errors resulting from late, incomplete or incorrect information provided by units or commands rests *solely with the organizations and their headquarters. If they wish to produce new plaques reflecting more accurate or complete information they must do so at their own expense*. DA will not initiate a new contract to produce updated materials for individuals, organizations or units. DA will facilitate the replacement of materials *only* when mistakes by OCPA personnel or the vendor resulted in the creation of inaccurate or defective products.

D. Judging

(1) Judges consist of distinguished CMF/FA 46 senior noncommissioned officers, officers and civilians in the Public Affairs career field, as well as civilian media professionals from private industry and academia, government employees and military retirees**.** Entries will be judged on overall professional excellence. Judges will score entries on a scale of one (lowest) through five (highest).

(2) No ties are allowed; but judges may designate more than one honorable mention.

(3) Judges may decide not to name a winner in a category if they decide no submission meets KLW standards for an award-winning entry.

(4) Judges' decisions are reviewed by the Chief of Public Affairs, who retains discretion for final approval and authority for release of results and other contest information.

(5) Judging criteria and DA grading sheets are also available on the KLW micro site at http://www.army.mil/klw/. Command POCs are encouraged to apply DA standards and judging criteria during their internal competitions.

E. Results

DA Public Affairs will announce competition winners as soon after the judging as possible. First place winners in categories aligned with the DOD's SOP represent the Army in the 2011 Thomas Jefferson Awards competition. DA Public Affairs will engage a vendor to produce certificates, plaques and trophies as appropriate. The vendor mails certificates and plaques to respective ACOM, ASCC and DRU POCs. The POCs in turn distribute the materials to the winners' units.

IV. DA Community Relations Awards submission guidelines

The Community Relations Awards program recognizes outstanding achievements in the realm of Community Relations by Public Affairs professionals throughout the Army. All military and civilian participants in Army Public Affairs programs are eligible and encouraged to participate.

(1) Submissions must include a KLW entry form and follow the procedures noted below.

(2) OCPA contest facilitators established a folder within AKO to collect all Community Relations competition submissions. In the appropriate category folders, POCs should create a folder for each entry and name it with the POC's command. Place all relevant supporting materials in this folder and label each document according to function and the submission it supports. For example, a FORSCOM POC entering CPT Ben Pierce in Category A should create a folder named "FORSCOM-Pierce." The POC might name his documents "Pierce-Entry.pdf," "Pierce-Endorsement.pdf," "Pierce-Contents.pdf," "Pierce-Justification.pdf," "Pierce-Recommendation.pdf," "Pierce-Supporting1.pdf" and "Pierce-Supporting2.pdf." Do not submit unnamed materials along the lines of "doc1.pdf" under any circumstances.

V. Community Relations categories. Submissions must include the noted materials.

Category A: Individual Achievement

1. Letter of endorsement from installation or major unit headquarters.
2. Table of contents.
3. Name, position and duty description of the individual being nominated.
4. Justification. In two pages or less, describe the individual 's specific contributions to Army Community Relations efforts during Calendar Year 2011 (visit the competition Web site at http://www.army.mil/klw/ to view judging criteria. Include accounts of the below items in your packet.
5. Research – describe the formal and informal research methods used to develop the program. Describe the research, planning, implementation and results in terms of stated short and long-term objectives for the project.
6. Planning – list objectives, tactics, techniques, procedures and results of the project, including information about budget and resources allocated. State strategic communication messages clearly.
7. Implementation – provide details on the execution of the program.
8. Evaluation – provide documentation of how the project contributed to the Army's Community Relations outreach objectives; document evidence of its success and achievement of stated project goals.
9. Recommendation from supervisor. Include the supervisor's e-mail address, telephone number and fax numbers.
10. Entries may also be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the program by name.

Category B: Program

1. Letter of endorsement from installation or major unit headquarters.
2. Table of contents.
3. Name and context of the program.

4. Research – describe the formal and informal research methods used to develop the program. Describe the research, planning, implementation and results in terms of stated short and long-term objectives for the project.
5. Planning – list objectives, tactics, techniques, procedures, and results of the project, including information about budget and resources allocated. State strategic communication messages clearly.
6. Implementation – provide details on the execution of the program.
7. Evaluation – provide documentation of how the program contributed to the Army's Community Relations outreach objectives; document evidence of its success and achievement of stated program goals.
8. Recommendation from the program supervisor. Include the supervisor's e-mail address, telephone number and fax number.
9. Entries may be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the program by name.

Category C: Special Event

1. Letter of endorsement from installation or major unit headquarters.
2. Table of contents.
3. Name and context of the event.
4. Research – describe the formal and informal research methods used to develop the event. Describe the research, planning, implementation and results in terms of stated short and long-term event objectives.
5. Planning – list event objectives, tactics, techniques, procedures and results, including information about budget and resources allocated. State strategic communication messages clearly.
6. Implementation – provide details on execution of the special event.
7. Evaluation – provide documentation of how the event contributed to the Army's Community Relations outreach objectives; document evidence of its success and achievement of stated event goals.
8. Recommendation from the event supervisor. Include the supervisor's e-mail address, telephone number and fax number.
9. Entries may be supported with internal, external, print and electronic media accounts, copies of awards for Community Relations outreach activities earned during Calendar Year 2011, and relevant feedback that mentions the event by name.

Category D: Kathy Canham-Ross Award of Distinction

This award is presented to an Army individual or organization in recognition of extraordinary Community Relations contributions. The highest scoring entry in Categories A, B and C is named the year's recipient of the Kathy Canham-Ross Award of Distinction. Judges choose one of the deadlocked entries by name in the event of a tie. 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.

VI. General print submission guidelines

These guidelines apply to the individual writing, photography, Outstanding New Writer and Journalist of the Year categories.

(1) Submit all print entries as a .pdf file of the entire publication or the entire page on which the relevant article(s) and photo(s) appeared. Do not delete anything.

(2) Articles must include bylines. Articles with dual bylines are not eligible. If no byline appeared for mechanical reasons (design or layout decisions made outside the organization, for example) submit a certificate of authenticity from the responsible PAO attesting to the authorship of the nominee.

(3) All entries must have been published in Command Information outlets except where otherwise cited under the provisions of AR 360-1.

(4) No product may be entered in more than one category, except for Categories V, W and X (JOY and “Outstanding New Journalist” categories).

(5) Package all newspapers in a single .pdf document. Do **not** submit each page as a separate .pdf.

(6) OCPA contest facilitators established a folder within AKO to collect all print competition submissions. In the appropriate category folders, POCs should create a folder for each entry and name it with the POC’s command. Place all relevant supporting materials in this folder and label each document according to function and the submission it supports. For example, a POC entering the Fort Bragg Paraglide in Category A should create a folder named "IMCOM-Fort Bragg." The POC might name his documents "Paragalide-Entry.pdf,” “Paraglide-Feb5.pdf," “Paraglide-June4.pdf" and "Paraglide-Mission.pdf." Similarly, an USARC POC entering SPC John Schmidt in Category Q should create a folder named "USARC-Schmidt." The POC might name the supporting documents “Schmidt-Entry.pdf," “Schmidt-Nomination.pdf," "Schmidt-Photo," "Schmidt-Biography,pdf," "Schmidt-Sample1.pdf," "Schmidt-Sample2.pdf," "Schmidt-Sample3.pdf," "Schmidt-Sample4.pdf" and "Schmidt-Sample5.pdf." Do not submit unnamed materials such as "document.pdf" under any circumstances.

VII. Print media categories

Category A: Metro-Format Newspaper (unit category) Otherwise known as “broadsheets.”

Category B: Tabloid-Format Newspapers (unit category) Newspapers smaller than metros and larger than newsletters.

Category C: Magazine-Format Publication (unit category) Publications designed and bound like magazines. Entries must meet the following industry-standard requirements: smaller-than-tabloid size; single-theme photo or art cover; saddle-stitched (stapled through the center from the back and clinched in the fold); and a table of contents on the inside.

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Category D: Newsletter/Field Newspapers (unit category) This category recognizes units that publish newspapers under field conditions during operational and combat deployments. The headquarters presiding over the exercise or operation is the final authority on the entry forwarded to the DA. In the case of ongoing deployments, regional commands may evaluate as many rotational issues as they see fit in order to choose the best issue. Only one field newspaper in this category per regional command may be forwarded to the DA-level competition. Publications such as the special issues produced by Reserve Officer Training Corps units during Summer Camp and Army Reserve and National Guard publications produced during active duty training fall into this category.

Guidance for Categories A, B, C and D:

(1) Entrants must submit two publications, the issue published closest to **Feb. 11, 2011** and a second issue of the entrant's choice. Any issue that ran in 2011 qualifies. An electronic version of each entry must be submitted as a single .pdf file. Do **not** send hard copies.

(2) Entrants also electronically submit a one-page internal information outline. This document must, at a minimum, describe audience demographics and strategies for providing pertinent information. The outline clarifies the purpose and scope of the publication. The information requirements for a recruiting battalion, for instance, differ greatly from the information needs of a maintenance depot manned primarily by DA civilians. See the KLW micro site at http://www.army.mil/klw/ for an example.

(3) Entries must be published under the provisions of AR 360-1 and conform to relevant policy guidance, masthead requirements and use of commercial copy, for example.

(4) If the organization submitting an entry adheres to a local or special style guide or publication SOP, include it in the submission package. The document will serve only as a reference and will not be judged.

(5) Publications belong to the sponsoring regional command, even when that deployment is over. Units deployed with a stated return date must submit that field publication to the regional command they are or were supporting rather than their permanent regional command.

(6) Submit a newspaper mission statement with the entry. This should not be a unit mission statement, but rather a dialogue written by the editor explaining information philosophy. See the KLW micro site at http://www.army.mil/klw/ for an example.

Category E: Web-based Publication (unit category) An Internet or an intranet publication hosted on a military Internet domain (.mil) that presents news and information to a primarily internal audience.

(1) Enter two issues. For the 2011 competition year, the mandatory issue date is Feb. 11, 2011. If no issue was published on that date, enter the issue published closest to Feb. 11, 2011. The second issue may be any edition posted during the program year. Electronic versions must be entered via FTP as .pdf files.

(2) Entries must be an archival product, issue or edition – such as a newsletter, magazine or newspaper – designed natively for the web.

Category F: 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 Army 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 a background paper outlining 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 Army communications.

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

Category G: Command Blog (unit category) This category includes "Web logs," or "blogs," designed to communicate Army themes, messages and other relevant information to on-line audiences.

(1) Entries must include a background paper outlining 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 Army communications.

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

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.

(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 publication URL and any necessary logon information. Simply provide links and any relevant admin information on the entry form. There's no requirement or need to provide additional documents or files of any kind.

Category I: News Article (individual category) News article entries may be straight news or news features, but features should contain a strong news angle.

Category J: News Feature Article (individual category) News feature entries must include a relatively recent news peg and a focus maintained and supported in the lead, "nutgraph," body and conclusion.

Category K: Human Interest Feature Article (individual category) Human interest features must contain a lead, "nutgraph," body and conclusion – but not a news peg.

Category L: Personality Feature Article (individual category) Personality features must focus on one aspect of an individual – hobby, lifestyle, characteristic, etc.

Category M: Commentary (individual category) This category includes editorials, opinion columns, and other materials built around observations and reflections.

Category N: Sports Article (individual category) Sports articles may include straight news sports stories or sports features, but features should contain a strong news angle.

Category O: Story Series (individual or unit category) Entries must include two or more feature or news analysis articles dealing with a common topic. The articles must be clearly identified in the original publication as parts of a defined series of articles that appeared sequentially in two or more editions of the publication. Entries follow the same specifications as provided for categories I through L, except that entries may also be submitted as a unit if more than one individual contributed to the series. Entrants must submit all stories in the series.

Additional specifications for Categories I, J, K, L, M, N and O

(1) Submit a .pdf file of the entire page(s) the story ran.

(2) Articles published in field newspapers may be submitted in individual categories. These individual entries are entered through their permanent regional command. For example, a National Guard Soldier contributing to a CENTCOM publication in Iraq or Afghanistan submits individual entries through the National Guard Bureau even if the unit entry went through CENTCOM.

(3) Sports features are not eligible for Categories J, K and L (other features categories).

Category P: Photojournalism (individual category) Entries must include two or more photographs, captions and story by the same photojournalist – no dual credits. All elements are judged. No elements may be entered in another category (with the exception of JOY and Outstanding New Journalist categories). Do not send original photographs.

Category Q: Photograph (individual category) Entries may consist of a single photograph supporting a story or a stand-alone photo. Photos extracted from a picture page, double-truck, calendar or front-page teaser box are not eligible. Include cutlines and catchlines accompanying the photograph; they're among the judging criteria.

Note: *Military and civilian entrants compete separately in Categories I, J, K, L, M, N, O, P and Q. DA will recognize distinct slates of military and civilian winners in these categories. Army journalists are also encouraged to compete in the DOD Military Photographer of the Year competition under the Visual Information Awards Program. Contact the program manager at milphog@dinfos.osd.mil for more information. Consult the site at http://events.dinfos.osd.mil/viap/* for rules and regulations concerning this program.

Category R: Picture Page (individual or unit category) This new category includes "double trucks" as well as single photo pages running in print or electronic publications. Entries must consist of designed pages – a series of linked images accessed through a Web site doesn't qualify. Include all accompanying story text and cutline information. Unit entries may include materials from two or more contributors. This category ends at DA level.

Category S: Deployed Photograph (individual category) This new category consists of a single photograph supporting a story or a stand-alone photo taken "downrange" in support of a named overseas operation. Unit Public Affairs Representatives and unit stringers as well as PA personnel are eligible to compete in this category. The category ends at DA level.

Category T: Contribution by Stringer – Writing (individual category) Entries consist of one stringer story falling into any of the aforementioned writing categories.

Category U: Contribution by Stringer – Photojournalism (individual category) Entries must include two or more photographs, captions and story by the same stringer – no dual credits. All elements are judged. No elements may be entered in another category.

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Category V: James P. Hunter Award for Outstanding New Writer (individual category) The James P. Hunter Award for Outstanding New Writer recognizes excellence in Army journalism among enlisted Soldiers with 24 months or fewer in CMF 46. This one-time award is named in honor of SSG James P. Hunter, who died as he covered a combat patrol while serving with the 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division in southern Afghanistan in 2010. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award.

Note: *Soldiers competing in Category V cannot compete in Category W during the same contest year.*

Category W: Paul D. Savanuck Military Journalist of the Year (individual category) The Paul D. Savanuck Military Print Journalist of the Year award recognizes the Soldier-journalist who best exemplifies excellence in Army print journalism. This one-time award is named in honor of SSG Paul D. Savanuck, who was killed in Vietnam in 1969 while serving with the Pacific Stars and Stripes. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award.

Category X: Moss-Holland Civilian Journalist of the Year (individual category) The Moss-Holland Civilian Print Journalist of the Year award recognizes outstanding print journalism among Army Public Affairs civilians. The one-time award is named in honor of John Moss and Peggy Holland, civilian journalists who worked for the Oklahoma City Recruiting Battalion and died during the 1995 bombing of the Murrah Federal Office Building in Oklahoma City. Only Army civilians in the GS-12/YA-02 and below on Jan. 1, 2012 are eligible for this award.

Additional specifications for Categories V, W and X

(1) Competitors must be full-time practicing journalists contributing to a publication authorized under AR 360-1 through Dec. 31, 2011.

(2) Individuals may win a journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.

(3) Individuals must be nominated by their PAO. Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who do not meet these standards or are flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2011.

(4) Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing in the case of Soldiers, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.

(5) Each entry must include the following:

a. A letter of nomination with regional command endorsement (see a relevant example via the Keith L. Ware AKO link at http://www.army.mil/klw/

b. An official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear dress uniforms (Army Service Uniforms or "Class As") unless deployed. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.

c. A one-page biography of the nominee written in third person, chronological order beginning with his or her current position and recent accomplishments.

d. Each entry must include five different examples of work by the nominee, including stories from at least three different writing categories. For example, a nomination packet might include two news stories, two features and one commentary.

e. Outstanding New Writer and JOY first-place winners receive trophies from OCPA during an appropriate ceremony typically but not always conducted during the year's keystone branch event. OCPA also recommends the winners for awards commensurate with their achievements.

VIII. General broadcast submission guidelines

A. Submission guidelines

(1) Submit entries in Quicktime, MP4 or Windows Media formats. Files cannot exceed 500 MB in size. Final submission guidance will be disseminated in January 2012.

(2) No product may be entered in more than one category, except for Categories Q, R and S (BJOY and "Rising Star" categories).

(3) The use of non-military facilities for production is authorized, provided eligible personnel conduct the production in accordance with Section III of this SOP.

(4) Entrants must forward submissions through their appropriate ACOM, ASCC or DRU POCs for judging. DA does not accept direct submissions from subordinate units, installations or individuals.

(5) FORSCOM, the National Guard Bureau and Reserve Command may forward up to three entries for Categories A-P and T-V, and two for Categories Q, R and S. All other Army commands forward one entry for all categories.

B. Guidelines for parent organizations

(1) Entries must be received at HQDA by Feb. 15, 2012. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.

(2) Submission directions will be disseminated in January 2012.

(3) Each command must enclose a transmittal letter signed by the POC with its submission package. A sample transmittal letter is available on the KLW micro site, http://www.army.mil/klw/. The letter must include each entry's category, title and primary contributor. The command POC must write "no entry" next to any category without a submission. The transmittal letter must also identify the POC, and include his or her phone number and e-mail address. Entries unaccompanied by signed transmittal letters are disqualified.

(4) Command POCs must ensure the official KLW entry form accompanies each product entered. They must also ensure any additional documentation required for each entry (font information, story leads or additional paperwork required for categories P, Q, R and S, for instance) accompanies the submission.

(5) OCPA contest facilitators will established an PFP site to collect all broadcast competition submissions. In the appropriate category folders, POCs should create a folder for each entry and name it with the POC's command. Place all relevant supporting materials in this folder and label each document according to function and the submission it supports. For example, a CENTCOM POC entering CPL Walter O'Reily in Category S should create a folder named "CENTCOM-OReily." The POC might name his documents "OReily-Entry.pdf," "OReily-Nom.pdf," "OReily-Photo" (compress photo files to minimize size), "OReily-Bio.pdf," "OReily-Runsheet.pdf" and "OReily-Work." Video file names must not exceed 15 characters. Do not submit unnamed materials along the lines of "doc1.pdf."

(6) All entries that use commercial music must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. The same applies to commercially produced video and graphics. Entrees from the DMA are an exception to this requirement since appropriate permission has already been granted.

C. Audio submissions

(1) Audio entries can 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 audio entry must include the following elements, in order:

a) Audio slug. The audio slug includes the title of the entry, the name of the primary contributor, the target audience and total run time of the entry.

b) Two seconds of silence.

c) The entry.

D. Video submissions

(1) Audio will be mixed down for all entries.

(2) Each entry must have the following elements in order:

a) A 10-second slate, including the lead and tag for Categories J–L.

b) Five seconds of black.

c) The entry.

(3) Entries should be “as aired” versions including required fonts and graphics. Add font information to the 10-second lead/tag slate for products in which the information no longer appears.

(4) Preferred file format is Quicktime H.264, but Windows Media Video (WMV) 9 Advanced is acceptable. 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"

(5) 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.

E. Judging standards

Entries must meet the highest standards of production, execution and professional excellence, while contributing to the Command Information objectives of the Army. Entries will be judged for their technical excellence, creativity, originality and overall support of Army and Command Information themes and objectives.

IX. Broadcast categories

Category A: Radio Entertainment Program (individual category)

(1) A special or regularly scheduled disc jockey program.

(2) Entry will be telescoped to the disc-jockey’s voice and only those elements that are unique to the program (air-checks), eliminating pre-produced spots, and non-local elements.

(3) Entry must be less than 15 minutes in total length.

Category B: Radio Spot Production (individual category)

(1) Enter one 30 second spot, identifying the target audience.

(2) Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation, for instance).

Category C: Radio News Report (individual category)

(1) A news story on an event or mission, typically run at or near the top of the newscast.

(2) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

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

Category D: Radio Features Report (individual category)

(1) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

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

Category E: Radio Sports Report (individual category)

(1) A news story related to any recreational, competitive sporting event with a military tie. This includes stories about competitive athletic events but not stories about physical fitness training and ceremonies associated with sporting events. A story about an intramural base softball game or combatives tournament qualifies, for instance, while a story about innovative PT techniques does not.

(2) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

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

Category F: Radio Newscast (unit category)

(1) Telescope out any non-news elements.

(2) Telescope out any product not provided by a military source.

Category G: Radio Information Program (unit category)

(1) An information based program covering a specific theme with a total air/run time of 5:00 minutes or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel, and "how to" programs, documentaries and features. This is not a newscast category.

(2) If the program exceeds 15:00 minutes in total air/run time, telescope the submission to a 15 minute representative sample of the entire program.

(3) Telescope out any product not provided by a military source.

Category H: Television Information Program (unit category)

(1) An information-based program covering a specific theme with a total air/run time of 5:00 minutes or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel, and "how to" programs, documentaries and features. This is not a newscast category.

(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 any product not provided by a military source.

Category I: Television Spot Production (individual category)

(1) One 30-60 second spot.

(2) Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation, for instance).

Category J: Television News Report (individual category)

(1) An event or mission-oriented news story that would run at or near the top of a newscast. The report must be produced in no more than two working days.

(2) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

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

Category K: Television Feature Report (individual category)

(1) A feature typically goes into greater depth and includes a human interest angle; story production is not limited to two working days.

(2) The story must be 5:00 minutes or less in length.

(3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the

category, title and name of the contributor on the entry form.

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

Category L: Television Sports Report (individual category)

(1) A news story related to any recreational, competitive sporting event with a military tie. This includes stories about competitive athletic events but not stories about physical fitness training and ceremonies associated with sporting events. A story about an intramural base softball game or "combatives" tournament qualifies, for instance, while a story about innovative PT techniques does not.

(2) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form.

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

Category M: Local Television Newscast (unit category)

(1) An affiliate or installation newscast that targets a local audience.

(2) Telescope out any product not provided by a military source.

(3) The newscast must be at least 2:00 minutes in length.

Category N: Regional Television Newscast (unit category)

(1) Entries must be regional (Afghanistan or Iraq, for example) or network in scope, and appropriate to their regional audience.

(2) Telescope out any product not provided by a military source.

(3) Newscast must be at least 2:00 minutes in length.

Category O: Television Newsbreak (individual category)

(1) A stand-alone news or information element between 60 and 120 seconds in length.

(2) Telescope out any product not provided by a military source.

Category P: Command Information Campaign (unit category)

(1) Entries must include a completed CI Plan entry form (See Appendix B: Entry Forms).

(2) Entries consist of no more than 10 minutes of products supporting a specific local or regional Command Information campaign. Entries must reflect local capabilities: stations with television, radio, print and Web capabilities, for instance, should include

campaign materials from all these media. Stations with only print and Web capabilities will necessarily send materials limited to those media.

(3) Entries must include a two-page documentation package consisting of:

a) A background paper that identifies the individual or organization requesting the campaign, the campaign's internal information objective(s), the target audience, a summary of actions taken to meet campaign objectives, and a summary of the campaign's results. Include information on any other communication efforts undertaken in conjunction or cooperation with the campaign, such as those by a garrison Public Affairs, Chaplain's or Equal Opportunity office. Include the campaign start and end date (if applicable) on the history sheet.

b) A broadcast/print and air/publication history sheet that includes both a list of elements produced for the campaign (spots, stories, electronic media products and special programs, for instance) and a brief air and publication history summary. Use two pages if necessary.

(4) At least half of the campaign must have occurred during the contest year, though it may have started or concluded in another year. A safety campaign initiated in December of 2009 and progressing through the spring of 2010 is eligible; an education campaign launched in the fall of 2009 and ending in February 2010 is not.

(5) Separate broadcast products with approximately three seconds of black. Do not include any other slates between examples.

(6) Each broadcast submission must include a run sheet indicating title, length and type of product (spot, news, promo, etc.) for each example.

(7) Each print product must include a history sheet outlining the title and type of product (news story, feature, commentary, etc.) for each example. The history sheet should explain the value of the product to the campaign and the reason for its selection.

Note: *this is an exclusively broadcast category in the DOD level competition. KLW judges may recommend another entry represent the Army during the DOD competition if its broadcast content clearly surpasses that of the first place winner. A second place KLW winner with markedly superior broadcast products, for instance, could represent the Army at the DOD competition.*

Category Q: John T. Anderson Military Broadcast Journalist of the Year (individual category) MSG John T. Anderson was captured while serving as noncommissioned officer-in-charge of an American Forces Radio and Television Service station at Hue, Vietnam. He was held as a prisoner of war from February 1968 to March 1973. He retired in August of that year after 26 years of active-duty service. MSG Anderson died April 1, 1988. This one-time award recognizes the CMF 46 Soldier who best exemplifies excellence in Army broadcasting.

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Category R: Civilian Broadcast Journalist of the Year (individual category) This one-time award recognizes the Army civilian broadcaster (GS-12/YA02 and below) who best exemplifies excellence in military broadcast journalism.

Category S: "Rising Star" Award for Outstanding New Broadcaster (individual category) This one-time award recognizes excellence in Army broadcasting among enlisted Soldiers with 24 months or fewer in CMF 46. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2012 are eligible for this award.

Additional specifications for Categories Q, R and S:

(1) Competitors must be full-time practicing broadcast journalists contributing to products authorized under AR 360-1 through Dec. 31, 2010.

(2) Materials submitted in support of nominees must have been produced and aired during the contest year. The play date marks the first day the product aired.

(3) Individuals may win a journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.

(4) Individuals must be nominated by their Public Affairs officer. Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who do not meet these standards or are flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2010.

(5) Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing in the case of Soldiers, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.

(6) Each entry must include the following:

a) A letter of nomination with regional command endorsement (see a relevant example via the Keith L. Ware AKO link at http://www.army.mil/klw/)

b) An official digital photo, head and waist-up, in .jpg format. Soldiers must wear dress uniforms (Army Service Uniforms or "Class As") unless deployed. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.

c) A one-page biography of the nominee written in third person, chronological order beginning with his or her current position and recent accomplishments.

(7) Entrants should submit the widest possible range of products and select materials that best represent their writing skills, voicing ability, and videography and editing skills, as well as their ability to host and produce programs.

(8) Total entry run time must not exceed 15:00 minutes and must include three seconds of silence between examples. Do not include any other slates between examples. Include all audio and video products to be judged on the same tape. All scripts, leads and tags used in producing and airing the entry must be included in the submission packet.

(9) Each entry must include a run sheet indicating the nominee's name, contribution to the segment (writer, producer, reporter, etc.), run time, first play date and location played (see the entry form in Appendix A for an example). Enclose the run sheet with the entry form.

(10) "Rising Star" and BOY first-place winners receive trophies from the OCPA during an appropriate ceremony typically but not always conducted during the year's keystone branch event. OCPA also recommends the winners for awards commensurate with their achievements.

Category T: Deployed Television News Report (Individual category)

(1) A news story about an event/mission and is produced in no more than one day. The story can be no more than 2:00 minutes in length.

(2) Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions "downrange."

(3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information does not appear in the entry, include it on the lead-in/tag sheet.

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

Category U: Deployed Television Feature Report (individual category)

(1) A feature story typically goes into greater in-depth and includes a strong human interest angle; story production is not limited to one day. The story must be 2:00 to 5:00 minutes in length.

(2) Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions "downrange."

(3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper. If the lead-ins/tags are provided on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information does not appear in the entry, include it on the lead-in/tag sheet.

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

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Category V: Deployed "B-Roll" Package (individual category)

(1) A "B-Roll" package for a "downrange" event or mission produced in 5:00 hours or less; the package must include a proposed script.

(2) Must be a separate "stand-alone" package created for purpose of export to external media for independent production, not a stripped-down version of a full story

(3) The package must be 5:00 or less in length, with individual video clips typically ranging from :05 to :07 seconds in length. Judges will consider environmental conditions as they appraise footage; but clips should be well-composed, steady and compelling.

(4) Entries are produced in a deployed environment under austere conditions (typically with a laptop video acquisition kit) and cover Soldiers and units performing operational missions "downrange."

(5) Include package information on the entry form or a separate sheet of paper. The information should describe the mission, its circumstances, its location and its significance to tactical and strategic theater objectives.

Note: *Categories T, U and V end at DA level*

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Appendix A: Entry Form

MEDIUM (print or broadcast): _____

CATEGORY: _____ **TYPE OF AWARD (unit or individual):** _____

ENTRY TITLE: _____

PUBLICATION/AIR DATE: _____ **LOCATION:** _____

UNIT POC (include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

_____

_____

SUBMITTING UNIT (include unit name and complete mailing address, DSN and commercial phone number and fax number; please spell out all acronyms)

_____

_____

PLAQUE SHOULD BE ISSUED TO (enter an individual's name for individual awards only)

_____

Gender: _____

SIGNIFICANT CONTRIBUTORS (list up to five for unit awards only):

_____

_____

_____

_____

_____

UNIT/DUTY SECTION: _____

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:

_____

_____

Appendix B:
Army Service Commands, Army Component Commands and Direct Reporting Units

Below is a list of commands that are eligible to host a command-level competition and forward products to the 2011 Department of the Army MG Keith L. Ware Public Affairs Competition.

1. U.S. Army Forces Command (FORSCOM)
2. National Guard Bureau
3. U.S. Army Reserve Command
4. Installation Management Command (IMCOM)
5. Defense Media Activity (DMA) Headquarters
6. Defense Media Activity Europe
7. Defense Media Activity Pacific
8. U.S. Army Europe/Seventh Army (USAREUR)
9. U.S. Army Pacific Command (PACOM)
10. Eighth U.S. Army
11. U.S. Army Central Command (ARCENT)
12. U.S. Army Special Operations Command (USASOC)
13. U.S. Army Medical Command (MEDCOM)
14. U.S. Army Corps of Engineers
15. U.S. Army Space and Missile Defense Command
16. U.S. Army Materiel Command (AMC)
17. U.S. Army Recruiting Command (USAREC)
18. U.S. Army Training and Doctrine Command (TRADOC)
19. U.S. Army North (ARNORTH)
20. U.S. Army South (ARSOUTH)
21. U.S. Military Academy (West Point)
22. U.S. Army Intelligence and Security Command (INSCOM)
23. U.S. Army Test and Evaluation Command (ATEC)
24. Soldiers Magazine
25. U.S. Army Cadet Command
26. U.S. Army Africa
27. U.S. Army Criminal Investigation Command