

Department of the Army  
Office of the Chief of Public Affairs



Standard Operating Procedure

**MAJOR GENERAL**

**KEITH L. WARE**

**COMMUNICATIONS AWARDS**

**COMPETITION**



Headquarters  
Department of The Army  
Washington, DC  
1 November 2017

**UNCLASSIFIED**

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION*****SUMMARY OF CHANGE***

- Change of DA Point of Contact
- Total pages reduced from 47 to 33
- Individual eligibility entries merged to Part II: Eligibility
- Individual entry criteria entries merged to Part III: Entry Criteria
- Individual judging entries merged to Part IV: Judging
- **Deleted** – Pictorial category
- **Deleted** – Print Series category
- **Deleted** – Audio Series category
- **Deleted** – Audio Newscast category
- **Deleted** – Audio Information Program category
- **Deleted** – Video Information Program category
- **Deleted** – Local Video Newscast category
- **Added** – Photo Awards section
- **Added** – PDF Publication category
- **Added** – Operational Videography category
- **Added** – Training Videography category
- **Added** – Long-Form Production Video category
- **Added** – Short-Form Production Video category
- **Added** – Blog Post category
- **Rename** – Digital Publication to Online Publication
- **Rename** – Outstanding Communication Campaign to Media Campaign Plan
- **Rename** – News Article to News/Information Story
- **Rename** – Visual Information Awards section to Graphic Arts Awards section
- **Merged/Rename** – Civilian Enterprise (CE) News Publication & Army Funded (AF) News Publication categories to Printed Publication category
- **Merged/Rename** – Master Communicator of the Year & Defense Communicator of the Year categories to Army Storyteller of the Year category
- **Merged/Rename** – Outstanding Digital Presence & Website/Blog categories to Outstanding Digital Media Management category
- **Merged/Rename** – Video News & Video Feature categories to Video Story category
- **Merged/Rename** – Audio News & Audio Feature categories to Audio Report category
- **Merged/Rename** – John T. Anderson Military Broadcaster of the Year & Military Videographer of the Year categories to John T. Anderson Military Videographer of the Year category
- **Merged/Rename** – Clark Taylor Civilian Broadcaster of the Year & Civilian Videographer of the Year categories to Clark Taylor Civilian Videographer of the Year category
- **Moved** – Multimedia Product to Broadcast Awards Section
- **Moved** – Infographic to Graphic Arts Awards Section
- **Moved** – News Photo, Feature Photo, Portrait, Picture Story, Operational Photo Series, Training Photo Series, Military Photographer of the Year and Civilian Photographer of the Year categories to Photo Awards Section

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**2017 MG Keith L. Ware Communications Competition  
and Defense Media Awards Program Timeline and Target Dates**

**January 1 - December 31, 2017** - Production dates for materials entered in the 2017 competition

**November 1, 2017** - SOP released to MACOM, ASCC and DRU POCs

**November - December 2017** - KLV website published

**Mid - January - early February 2018** - MACOM, ASCC and DRU competitions

**February 15, 2018** – DA KLV Judges selected

**March 2, 2018** - Entries due at HQDA; late submissions are subject to disqualification

**March 12 - 16, 2018** - KLV judging by DA panelists

**March 20, 2018** - KLV results announced through OCPA (**Note: Dates are tentative.**)

**March 23, 2018** – Deadline for DA to submit winners for entry in the Defense Media Awards

**April 9 - 15, 2018** - DMA conducts judging for Defense Media Awards competition

**April 27, 2018** - DMA sends winners list to services

**May 2018** - KLV awards mailed to MACOMs (**Note: Dates are tentative.**)

**May 19, 2018** – DMA winners announced on DVIDS

**June/July 2018** - Projected KLV award ceremony for winners of select categories (EG: Civilian Writer of the Year, etc.) (**Note: Dates are tentative.**)

**October 2018** - SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient recognized at a ceremony conducted during the AUSA Annual Meeting and Exposition in Washington, D.C.

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**Department of the Army  
MG Keith L. Ware Communications Competition  
Standard Operating Procedure  
Jan. 1 - Dec. 31, 2017**

**I. Purpose**

The MG Keith L. Ware (KLW) Communications Competition recognizes Department of the Army (DA) Soldiers and civilian employees for excellence in achieving the objectives of the Army Public Affairs Program. 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, graphic arts, and community engagement. There are 48 categories in the 2017 competition. The competition includes the Department of the Army Community Engagement Awards Program of Excellence and SGM Dawn Kilpatrick Memorial AUSA Scholarship. This standard operating procedure 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 IV, Categories; Section G.

The Department of the Army KLW point of contact is SFC Carlos M. Burger II at (301) 677-7282 or carlos.m.burger.mil@mail.mil.

**II. Eligibility**

- A. The competition is open to U.S. Army Soldiers holding PA or VI military occupational specialties and DA civilians assigned to PA or VI units, offices and sections during the contest year whose primary duties are to produce command or visual information products.
- B. Army personnel assigned to combatant commands, defense agencies, DoD field activities, American Forces Network and joint task forces, may submit in **individual** categories only. All products entering **unit** award categories compete in the Defense Media Merit Awards competition sponsored by the Defense Media Activity.
- C. Soldiers must meet Army height and weight standards as outlined in AR 600-9, The Army Body Composition Program to participate. Soldiers flagged **at any point** from the judging period to the presentation are ineligible to receive the award. Major Army Commands (MACOMs), Army Service Component Commands (ASCCs) and Direct Reporting Units (DRUs) points of contact are responsible for informing the HQDA KLW POC of any change in status.
- D. Government contract employees and Korean Augmentees (KATUSAs) to the U.S. Army are not authorized to compete in any individual category. KATUSAs may be listed as significant contributors on unit categories. Entries produced with the assistance of government contract employees are eligible in unit categories. However, in accordance with the Federal Acquisition

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Regulation, contract employees will not be recognized individually for their contributions or receive awards or certificates. Do not list them as significant contributors.

- E. Personnel currently assigned to Stars & Stripes are ineligible for the KLV competition. However, work produced in the contest year prior to or following a Stars & Stripes assignment remains eligible.
- F. 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. Timothy L. Hale of U.S. Army Reserve Command. Mr. Hale can be reached at [timothy.l.hale.civ@mail.mil](mailto:timothy.l.hale.civ@mail.mil) or (910) 570-8149.
  - 2) Forward National Guard entries to SFC Thomas Wheeler of the National Guard Bureau. SFC Wheeler can be reached at [thomas.w.wheeler.mil@mail.mil](mailto:thomas.w.wheeler.mil@mail.mil) or (703) 601-6741.
  - 3) Forward ROTC entries to Mr. Michael Maddox of Cadet Command. Mr. Maddox can be reached at [james.m.maddox.civ@mail.mil](mailto:james.m.maddox.civ@mail.mil) or (502) 624-4904.
- G. No individual may enter the competition directly. Individuals must enter through their respective MACOM, ASCC or DRU competition. Participants can only submit through one command or DRU. Personnel who transition to another unit during the contest year may submit work produced for a previous organization through their new command in individual categories. 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.
- H. The SGM Dawn Kilpatrick Memorial AUSA Scholarship is a competition open to all **Active, Reserve and National Guard** NCOs in the ranks of sergeant to sergeant major with a CMF 46 primary MOS. A special panel selected by the Army PA Regimental Sergeant Major will judge all scholarship submissions. The submission deadline and results announcement coincide with the KLV timeline. The award will be presented at the AUSA Annual Convention in Washington, D.C. See Part IV, Categories; Section G for details.

**III. Entry Criteria**

- A. All entries must be published, broadcasted or produced under the authority of Army Regulation 360-1, the Army Public Affairs Program, in order to compete. All submissions must be approved by the proper release authority, released to the public and posted to the Digital Video and Imagery Distribution System (DVIDS) between **Jan. 1 and Dec. 31, 2017**. All mediums must be an official Army, DoD or DMA platform, an external media site or a registered external official presence under the authority of DoDI 8550.01. Some examples of acceptable platforms are "army.mil", "dvidshub.net", "dodlive.mil", official Facebook, Flickr, and YouTube pages and accounts registered with OCPA Online Social Media Division. **Unregistered social media sites will disqualify an entry.**

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- B. Entries must be received at Headquarters, Department of the Army by **March 2, 2018**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.
- C. **Unless specifically mentioned otherwise**, entries to the competition will be submitted through DVIDS. Go to <https://www.dvidshub.net> for instructions on how to upload products to DVIDS and enter the contest using the Awards Media Contest interface module within DVIDS. Exempted entries will use forms and documents located at <http://www.army.mil/klw>. See Appendix A for details.
- D. Top honor categories contain required supporting documentation. This documentation **will not be** submitted through DVIDS. Include all documentation as one PDF document and submit to DA through MACOMs, ASCCs, and DRU POCs.
- E. Tracking of all entries will be accomplished on a submission log. All MACOMs, ASCCs and DRUs must provide a submission log that lists all entries and URL links to entries in the DA-level competition. See the **KLW website** for an example. Detailed entry information to POCs will be provided via email upon request. MACOMs, ASCCs and DRUs will validate entries via a submission log sent directly to HQDA KLV POC. All entries and supporting documents must include a complete, verified and official mailing address.
- F. Only MACOMs, ASCCs, DRUs and other 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. Detailed submission instructions for POCs will be posted at <http://www.army.mil/klw>. All other units must submit entries through their command hierarchy.
- G. All MACOMs, ASCCs, and DRUs except FORSCOM, IMCOM, DMA, NGB and USARC may submit one first-place entry from the field in each category directly to DA level. FORSCOM, IMCOM, DMA, NGB and USARC are authorized to submit one first place entry and two honorable mentions. Each entry must be from a different competitor. The of-the-year categories are limited to one nomination.
- H. Only one category entry may be submitted through one command. Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through their respective commands, not FORSCOM or USARCENT. Active duty Regionally Aligned Forces (RAF) should enter their submissions through FORSCOM, not the respective ASCC.
- I. It is the sole responsibility of each contestant to ensure his/her entry meets its entry criteria. Contest coordinators and judges will not move entries into different categories; the entry will be disqualified. It is the responsibility of command POCs to validate links to ensure it is accessible on Army government computers. Unless otherwise mentioned, do not submit physical media.
- J. The following products are not eligible to compete: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational, training or motivational videos or films.

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**IV. Judging**

- A. Entries will be judged on their technical excellence, creativity, originality, storytelling ability and/or overall support of Army themes and objectives. Entries must meet the highest standards of execution and professional excellence, while contributing to the command information objectives of the Army.
- B. Judging panels may include distinguished CMF/FA 46/25 senior noncommissioned officers, officers and civilians in each respective field. Entries will be judged on overall professional excellence. Judges will score entries on a scale of zero (lowest) through 10 (highest). Judging will occur within DVIDS.
- C. No ties are allowed. Judges may designate no more than one first-place winner and two honorable mentions. If no first-place winner is selected, no honorable mention will be selected.
- D. Judges may decide not to name a winner in a category if the entry has an infraction worthy of disqualification or if the entry does not meet basic technical standards outlined by the Defense Information School.
- E. An entry **will be disqualified** if a product does not meet the specific entry criteria outlined in Part III; is entered by personnel who do not meet eligibility requirements; fails to follow federal law or established DoD policy; or is not uploaded to DVIDS as required in the category descriptions.
- F. Judges' decisions are final. The judges' discretionary comments and feedback will be provided after the competition.
- G. Judges' decisions are reviewed by OCPA, who retains discretion for final approval and authority for release of results and other contest information.
- H. Judging criteria will be available on the KLV microsite at <http://www.army.mil/klw/>. Command POCs are encouraged to apply judging criteria during their internal competitions.

**V. Winners**

- A. OCPA will announce competition winners promptly after judging. First-place winners in categories aligned with the Defense Media Awards will represent the Army in the Defense Media Awards for calendar year 2017. Understand the Department of the Army maintains the right to withhold a submission from advancing to the next competition.

***NOTE:*** *The following entries are not aligned with the Defense Media Awards: All community relations entries; Outstanding Digital Media Management; James P. Hunter Award for Outstanding New Writer; Public Affairs Officer Rising Star of the Year; Audio Entertainment Program; Audio Spot; Audio Report; Social Media Video; "Rising Star" Award for Outstanding New Videographer; and Infographic.*



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- B. Each category will have a first place and two honorable mentions selected. Those selected, including significant contributors, will receive a MG Keith L. Ware Certificate of Achievement signed by the Chief of Public Affairs and the Regimental SGM.
- C. Recipients of all top honors (Writer of the Year, Videographer of the Year, Kathy Canham-Ross award, etc.) will also receive a trophy.
- D. For unit awards, recommenders can list a maximum of five individuals as contributors to each entry. These should be staff members who contributed significantly and consistently to the team enterprise. Each significant contributor will receive a MG Keith L. Ware Certificate of Achievement signed by the Chief of Public Affairs and the Regimental SGM if the unit entry wins first place.
- E. To highlight outstanding individual achievement, it is highly recommended that first line supervisors and commanders submit an impact Army Achievement Medal for first-place category winners and Army Commendation Medal for top honor winners. Civilian winners should be considered for their equivalent medal. Units may elect to defer presentation of ARCOMs to top honor winners so it coincides with trophy presentation (usually the annual Public Affairs forum).
- F. OCPA's Resource Management Division and K LW POC will process and mail all awards and certificates as soon as possible. MACOM, ASCC, and DRU POCs are responsible for informing the HQDA K LW POC of any change in awardees' status, rank, name or address changes.
- G. Names will appear on certificates and citations as they appear on the submission. To avoid errors, provide complete information, type out names and unit designations. Do not use organizational nicknames or acronyms.

***NOTE:*** Responsibility for certificate, citation 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 certificates reflecting more accurate or complete information they must do so at their own expense. DA will facilitate the replacement of materials only when mistakes by HQDA K LW personnel resulted in the creation of inaccurate or defective products.

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**NOTE:** Examples from last year's winners of the Defense Media Awards can be found at <https://www.dvidshub.net/awards/dma>. These winners should be used as an example for highest standards of execution and professional excellence in the communications field.

**A. Army Storyteller of the Year (Individual Category)** The Army Storyteller of the Year is the **highest** award in the MG Keith L. Ware communications competition. This award recognizes the most complete individual in Army public affairs and visual information career fields. Competitors can be Army officers O-3 or above, noncommissioned officers E-6 or above, or government civilians GS-12 and below serving in the public affairs or visual information communities. This is a one-time award.

Competitors must have completed all products through Dec. 31, 2017. Individuals who elect to compete in the Army Storyteller of the Year category may also enter one other top honor category (either the graphic designer, photographer, videographer or writer of-the-year category) during the same competition year.

- 1) Each entry must include the following:
  - a. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. 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 all areas, including storytelling 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.
  - b. A one-page biography and a digital photograph with their portfolio; they will not be judged. The official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear his or her ASU Class-A uniform. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo. The chronological biography of the nominee will be written in third person, beginning with his or her current position and recent accomplishments. Upload biography and official photo to DVIDS.
  - c. Candidates must submit five entries: one print feature story, one video story, one graphic design product from any of the graphic design categories, one photo from any of the photo categories and one entry of the candidate's choice from any individual award category outlined in this SOP. (**NOTE: The following categories cannot enter Storyteller of the Year: all audio categories, operational or training videography, social media video and infographic.**) Each product must follow the rules listed in the respective category descriptions. Candidates may enter one photo from either the operational or training photos series, or the picture story, or one of the videos from the video series as their candidate's choice. However, if electing to enter a photojournalism entry, it must be the entire package: story and photos.

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- (1) All products will contain required metadata, including a VIRIN. They must also support or contribute to organizational communication objectives and be approved for release. Slates are not required and should not be included. However, slate information may be useful when completing the metadata fields, including the caption field, upon file upload to DVIDS. Those that do not follow these requirements will be disqualified.
- (2) All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted “as aired” on the original DMA broadcast/webcast and not altered in any way.
- (3) Participants may only enter one product into one individual category. A participant can submit an entry from an individual category into either the Videographer of the Year or Storyteller of the Year, but not both. Candidates who enter duplicate products into the Army Storyteller of the Year and the Videographer of the Year categories will be disqualified from **both**. Categories A, B, C and L cannot be submitted into the Storyteller of the Year or Videographer of the Year categories.

**Note:** “Caption” and “captioning” is not the same as “closed caption” or “closed captioning.” A caption is used to describe what the product is about and is added to the product’s metadata upon upload to DVIDS. Specifically, a caption describes who is being profiled in the product, what is happening in the product, where the action is happening, when the action happened and why the event took place (e.g. the purpose of the event). See the DoD Captioning and Style Guide for specific information. A closed caption (or closed captioning) is used to display the audio portion of a television program or video product as text on the screen for individuals who are deaf or hard-of-hearing. Video products submitted may contain closed captions, but they are not required. However, a caption in the metadata field is required.

**Category A: Multimedia Product (Unit Category)** Entry must illustrate the use of visual storytelling techniques across multiple digital mediums while telling a story. All forms of media are allowed: audio, video, photography, graphics, animation, design or any other visual tool. Must use a minimum of three elements. Entry may be a narrative feature, personality or news journalism piece. Entry may not include dramatization. An entry is defined as a single story produced and edited by one individual with at least 51 percent of the story’s content created by the producer. Entry must not exceed 5 minutes. Entry will be judged by the quality of storytelling and creative use of combined mediums.

**Category B: Long-Form Production Video (Unit Category)** A self-contained video production conveying military information using process components such as script, talent, pre-production, production and post-production. Sound, music, narration and interviews with identified participants for voice-over may be used. Appropriate effects, graphics, fades or wipes are allowed. The product must be created by more than one individual. Since it is a team product, the VIRIN must contain a DVIAN in

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place of the Vision ID. Production entries must be greater than 5 minutes in duration. Enter productions 15 minutes or less in duration in their entirety. Productions greater than 15 minutes must be telescoped down to 15 minutes for judging purposes with a link provided in the metadata to the entire production. The entire production must also be submitted to DVIDS. Product may not be submitted in any other category.

**Category C: Short-Form Production Video (Unit Category)** A self-contained video production conveying military information using process components such as script, talent, pre-production, production and post-production. Sound, music, narration and interviews with identified participants for voice-over may be used. Appropriate effects, graphics, fades or wipes are allowed. The product must be created by more than one individual. Since it is a team product, the VIRIN must contain a DVIAN in place of the Vision ID. Production in its entirety must be 5 minutes or less in duration. Product may not be submitted in any other category.

**Category D: Audio Entertainment Program (Individual Category)** A special or regularly scheduled audio program. Entry will be telescoped to the broadcaster's voice and only those elements that are unique to the program (air-checks), eliminating pre-produced spots, and non-local elements. If a program has multiple broadcasters, both may not submit the same entry. Entry must be less than 15 minutes in total length. The target audience must be identified in the caption.

**Category E: Audio Report (Individual Category)** A story, five minutes or less in length, which has a focus that is maintained throughout the report. Story would place at or near the top of the newscast. They can be sports, human interest, personality or news that either conveys information while answering the five W's (who, what, where, when, why). Entrant must have contributed at least 51 percent of the production of the report. The target audience must be identified in the caption.

**Category F: Audio Spot (Individual Category)** A 30- or 60-second public service announcement to promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation.) Entrant must have contributed at least 51 percent of the production of the spot. The target audience must be identified in the caption.

**Category G: Operational Videography (Individual Category)** A video composed primarily of uncontrolled action depicting the U.S. military's participation in a combined, interagency, joint or service operation or contingency. Can be prime cuts and b-roll. There will be no reporter standups or narration, and no music bed. Some of the footage may also be used to create an entry for the multimedia product category. May be submitted as one file or as multiple files as long as total run time does not exceed 5 minutes.

**Category H: Training Videography (Individual Category)** A video composed primarily of uncontrolled action depicting the U.S. military's participation in a combined, interagency, joint or Service exercise or other training event. Can be prime cuts and b-roll. There will be no reporter standups or narration, and no music bed. Some of the footage may also be used to create an entry for the multimedia product category. May be submitted as one file or as multiple files as long as total run time does not exceed 5 minutes.

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**Category I: Video Spot (Individual Category)** A 60-second public service announcement to promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation. Entrant must have contributed at least 51 percent of the production of the spot. The target audience must be identified in the caption.

**Category J: Video Story (Individual Category)** A storytelling video not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence. Story must have a military tie. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Footage from the entry submitted for operational and training videography may be used. 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. Entry must not exceed 5 minutes.

**Category K: Video Series (Individual Category)** Entry must include two, but no more than four video stories dealing with a common theme. The series must have been planned in advance as a sequence of videos on a common theme and each video must be 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. Each video in the series must not exceed 5 minutes. Reporter stand-ups are allowed but not required. One video from the series may be submitted as part of the videographer's portfolio. One video from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same video submitted to the videographer's portfolio. Entrants electing to enter videos from series to the portfolio categories may not enter the remaining videos to any other category.

**Category L: Social Media Video (Individual Category)** Entry must be *specifically designed* to be shared on social media and be designed to deliver information and support command communication goals. There is no time limit for social media videos, but the entry is typically short in length and must deliver the communication objective in a clear and concise manner. Successful social media videos usually are timely, creative, inspiring and authentic. They typically follow a basic three act structure: exposition (Scene setter), rising action (Very quickly) and climax (Reveal). Analytics on video (likes, shares, etc.) and audience comments to demonstrate how the social media video was received by the audience(s) will also be judged.

**Category M: "Rising Star" Award for Outstanding New Videographer (Individual Category)** This one-time award recognizes excellence in Army videography among enlisted Soldiers with less than 24 months' time in the public affairs and visual information career fields. Only CMF 25 & 46 Soldiers in the rank of staff sergeant and below on Jan. 1, 2017 are eligible for this award.

**Category N: John T. Anderson Military Videographer of the Year (Individual Category)** The John T. Anderson Military Videographer of the Year award recognizes the Soldier who best exemplifies excellence in Army videography. This one-time award is named after MSG John T. Anderson served as noncommissioned officer-in-charge of an American Forces Radio and Television Service station at Hue, Vietnam. He was captured and held as a prisoner of war from February 1968 to March 1973. He

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retired in August of that year after 26 years of active-duty service. MSG Anderson died April 1, 1988. Only CMF 25 and 46 Soldiers in the rank of sergeant first class and below on Jan. 1, 2017 are eligible for this award.

**NOTE:** *Soldiers cannot compete in Category M and Category N during the same contest year.*

**Category O: Clark Taylor Civilian Videographer of the Year (Individual Category)** This one-time award recognizes the Army civilian videographer who best exemplifies excellence in Army videography. Only Army civilians holding the grade of GS-12 and below on Jan. 1, 2017 are eligible for this award.

**Additional guidance for Categories M, N and O:**

- (1) Competitors must have completed all products through Dec. 31, 2017. Individuals can only win a top honor category once. They remain eligible to compete in other individual categories during subsequent competitions.
- (2) Each entry must include the following:
  - a. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. Nomination letters must include verification that any 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 all areas, including video and broadcasting 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.
  - b. A one-page biography and a digital photograph with their portfolio; they will not be judged. The official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear his or her ASU Class-A uniform. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo. The chronological biography of the nominee will be written in third person, beginning with his or her current position and recent accomplishments. Upload biography and official photo to DVIDS.
  - c. Candidates must submit four entries: either an operational or training videography entry, one video story and two products of the candidate's choosing from categories D through K (**do not include entries from the audio or social media categories**). Submission in its entirety may not exceed 15 minutes in length. All entries must be from separate events. Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption.
- (3) Category M must also include a memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field.

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- 1) *The Community Engagement categories are exempt to the DVIDS submission requirement.*
- 2) Submissions must include a KLV entry form and follow the procedures below. Limit PDF packets to 20 total pages of conventional type size (no smaller than 10 point). Include written synopses of broadcast coverage, if necessary. Submission packets must include all the listed materials in each category. Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.
- 3) Obtain signatures on memorandums and other documents required for specific categories from leaders familiar with organizational command information operations and the personnel conducting them. Examples include public affairs officers, PA officers in charge and Command Information chiefs, but not officers commanding headquarters elements not directly involved in PA operations.

**Category A: Individual Achievement**

1. Name, position and duty description of the entrant
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the entrant's role in the mission under consideration
6. Planning: describe the individual's planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the individual's execution of mission(s).
8. Effectiveness: describe what the individual achieved. Measurable success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe the importance of the individual's work, how it benefitted the organization, the community and the Army, and how its costs compared to its benefits.
10. Entries may also be supported with internal and external media accounts of the individual's achievements, and relevant feedback from participants, leaders and impacted members of the community. Don't include routine administrative documents or slide shows. Summarize internal coordination if necessary and appropriate in the "Planning" and "Execution" sections.

**Category B: Program**

1. Name and description of the organization and program
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the program's context and purpose

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6. Planning: describe the program organizers' planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the conduct of the program.
8. Effectiveness: describe what the program achieved. Measurable success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe the program's importance to the sponsoring organization, installation and community. Describe how it benefitted the Army and how its costs compared to its benefits.
10. Entries may also be supported with internal and external media accounts of the program's achievements, and relevant feedback from participants, leaders and impacted members of the community. Don't include routine administrative documents or slide shows. Summarize internal coordination if necessary and appropriate in the "Planning" and "Execution" sections.

**Category C: Special Event**

1. Name and description of the organization and event
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the event's context and purpose
6. Planning: describe the event organizers' planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the conduct of the event.
8. Effectiveness: describe what the event achieved. Measurable success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe the event's importance to the sponsoring organization, installation and community. Describe how it benefitted the Army and how its costs compared to its benefits.
10. Entries may also be supported with internal and external media accounts of the event's achievements, and relevant feedback from participants, leaders and impacted members of the community. Don't include routine administrative documents or slide shows. Summarize internal coordination if necessary and appropriate in the "Planning" and "Execution" sections.

**Category D: Kathy Canham-Ross Award of Distinction** The Kathy Canham-Ross Award recognizes the product that best exemplifies excellence community engagement contributions. 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. Judges select one of the deadlocked entries by name in the event of a tie. This award is presented to the highest scoring entry in categories A, B and C.



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- 1) Products must contain embedded captions and other required metadata, including a VIRIN and a caption. In addition, products must support or contribute to organizational communication objectives and be authorized products approved for public release. Those that do not follow these requirements will be disqualified. Ineligible to compete: 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.
- 2) Participants may only enter one product into one individual category. A participant can submit an entry from an individual category into either the Graphic Designer of the Year or Storyteller of the Year, but not both. Candidates who enter duplicate products into the Army Storyteller of the Year and the Graphic Designer of the Year categories will be disqualified from **both**. Category D cannot be submitted into the Storyteller of the Year or Graphic Designer of the Year categories.

**Category A: Digital Art (Individual Category)** This category is for original work created by digital means. Examples of work accepted in this category are digital paintings, vector art, and 3D 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. Ineligible to compete: animation, cartoons, comic strips, and still photographs enhanced by digital means. Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design. Submit entry as a high-resolution file.

**Category B: Identity Design (Individual Category)** This category includes 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. An entry entered in the Digital Art category cannot be entered in this category. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design. Submit entry as a high-resolution JPEG file.

**Category C: Layout and Design (Individual Category)** This category is for single-page or double-truck layouts created using elements from various sources. Examples include info charts, info graphics, fliers, certificates, CD covers, cover art, and posters. All layout and design work 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, 2017, and Dec. 31, 2017. Layouts from interactive publications or interactive PDF documents are not allowed. An entry created and entered as a Digital Art entry cannot be entered in this category. For example, adding elements to a Digital Art entry and submitting it as a Layout and Design entry. Using a Digital Art entry as part of the layout is also not permitted. Submit entry as a high-resolution file.

**Category D: Infographic (Individual Category)** A single information graphic that communicates complex information quickly and clearly. Examples include charts, diagrams, graphs, tables, maps and

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lists. Within the caption, explain why the product was created, how it was used and how it contributes to command communication objectives. Submit entry as a high-resolution file.

**Category E: Animation (Individual Category)** Products include various media components that allow for animation, such as video production elements, digital displays, web animations or info graphics. Productions must not use any copyrighted materials, such as movie clips and sound bites or music without broadcast rights. Any animation style is allowed, such as 2D, 2.5D, 3D or stop motion. Products will be judged on the use of cleverness to convey information, entertainment value and evidence of animation skill. Do not submit copyrighted rigs, props or characters. Within the caption, explain why the product was created and how it was used such as a broadcast product, video production, or as a web element. Animation created and used as a part of another entry, such as a video product or multimedia story, may not be entered. Submit entry as a high-resolution MP4 or SVG file using the graphics upload portal on DVIDS.

**Category F: Military Graphic Designer of the Year (Individual)** The Military Graphic Designer of the Year award recognizes the Soldier who best exemplifies excellence in Army graphic arts. This is a one-time award. Only Soldiers holding a MOS in visual information and public affairs career fields in the rank of Sergeant First Class and below on Jan. 1, 2017 are eligible for this award.

**Category G: Civilian Graphic Designer of the Year (Individual)** The Civilian Graphic Designer of the Year award recognizes outstanding Army graphic artistry among Army civilians in the public affairs and visual information communities. This is a one-time award. Only Department of the Army civilians holding the grade of GS-12 and below on Jan. 1, 2017 are eligible for this award.

**Additional guidance for Categories F and G:**

- 1) Competitors must have completed all products through Dec. 31, 2017. Individuals can only win a top honor category once. They remain eligible to compete in other individual categories during subsequent competitions.
- 2) Each entry must include the following:
  - a. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. Nomination letters must include verification that any 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 all areas, including technical 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.
  - b. A one-page biography and a digital photograph with their portfolio; they will not be judged. The official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear his or her ASU Class-A uniform. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo. The chronological biography of the nominee will be written in third person, beginning with his or her current position and recent accomplishments. Upload biography and official photo to DVIDS.

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- c. Candidates must submit no less than six and no more than eight entries from the graphic design categories with at least one from each of the following categories: Digital Art, Identity Design, and Layout and Design (do not submit infographics as an entry). Upload each product as a separate file in DVIDS. Each product must contain a caption and have its own VIRIN.

**E. Photo Awards****Additional Instructions**

- 1) All products will contain embedded captions and other required metadata, including a VIRIN. In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for release. All entries must have been published in command information outlets except where otherwise cited under the provisions of AR 360-1. Those that do not follow these requirements will be disqualified.
- 2) Series photos must be uploaded separately in DVIDS as JPEG files, each with its own VIRIN. VIRINs must be sequential, using the series field to attribute the proper and intended order. Once each photo is uploaded, group them as a collection within DVIDS.
- 3) Participants may only enter one product into one individual category. A participant can submit an entry from an individual category into either the Photographer of the Year or Storyteller of the Year, but not both. Candidates who enter duplicate products into the Army Storyteller of the Year and the Photographer of the Year categories will be disqualified from **both**. Entrants electing to enter photos from any series to the top honors categories may not enter any remaining photos in the series into any other category.

**Category A: Operational Photo Series (Individual Category)** A series of at least 7, but no more than 12 photos that depict the U.S. military's participation in a combined, interagency, joint or service operation or contingency and composed entirely of uncontrolled action. Photos will depict operations to include combat, disaster relief, and any contingency event not related to training, exercise or simulation. Photos may depict one particular aspect of the operation or the entire event.

**Category B: Training Photo Series (Individual Category)** A series of at least 7, but no more than 12 photos that depict U.S. military's participation in a combined, interagency, joint or Service exercise or other training event and composed entirely of uncontrolled action. The series may depict one particular aspect of the training event or the entire event.

**Category C: News Photo (Individual Category)** Entries will depict a stand-alone photo of a newsworthy event with strong elements of newsworthiness. Examples include a scheduled or unscheduled military news event featuring a military organization, employees and equipment or family members.

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**Category D: Feature Photo (Individual Category)** Entries will depict a stand-alone storytelling picture not news related that has a strong subject and focus. Entries should entertain or inform the reader; usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, employees, equipment or family members. Acceptable images are sports, human interest and personality feature photos.

**Category E: Portrait (Individual Category)** A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Only one subject per photo is allowed. Official photos not allowed.

**Category F: Picture Story (Individual Category)** A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme that does not meet the criteria specified in the operational or training photo categories. Controlled and uncontrolled action photos are acceptable. A composite picture story layout is not required.

**Category G: Military Photographer of the Year (Individual Category)**

The Military Photographer of the Year award recognizes the Soldier-photographer who best exemplifies excellence in Army photography. This is a one-time award. Only Soldiers holding a MOS in visual information and public affairs career fields in the rank of Sergeant First Class and below on Jan. 1, 2017 are eligible for this award.

**Category H: Civilian Photographer of the Year (Individual Category)**

The Civilian Photographer of the Year award recognizes outstanding Army photography among Army civilians in the public affairs and visual information communities. This is a one-time award. Only Department of the Army civilians holding the grade of GS-12 and below on Jan. 1, 2017 are eligible for this award.

**Additional instructions for Categories G and H**

- (1) Competitors must have completed all products through Dec. 31, 2017. Individuals can only win a top honor category once. They remain eligible to compete in other individual categories during subsequent competitions.
- (2) Each entry must include the following:
  - a. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. Nomination letters must include verification that any 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 all areas, including photographic and storytelling 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.

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- b. A one-page biography and a digital photograph with their portfolio; this will not be judged. The official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear his or her ASU Class-A uniform. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo. The chronological biography of the nominee will be written in third person, beginning with his or her current position and recent accomplishments. Upload biography and official photo to DVIDS.
- c. Entries must consist of one news photo; one feature photo; one portrait; three photos of the photographer’s choosing and one of series (either an operational or training photo series, or a picture story) that consists of at least 7, but no more than 12 photos.
- d. Do not submit the same photo more than once. For example, candidates entering an operational photo series as their series entry may not use one of these images as their news or feature photo, portrait or as one of their photographer’s choice photos. This rule, however, does not prohibit photographers from using a different photo from that same operation as their news, feature or photographer’s choice entries. Note, however, that the purpose is to demonstrate one’s ability to take photos in a variety of settings.

**F. Print Awards****Additional Instructions**

- 1) Upload entry to DVIDS as a story with or without photos. Photos will not be judged.
- 2) Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the article first appeared. Use the appropriate version of the following examples:
  - a. Story was originally published on page 12 of the Feb. 12, 2017 issue of “Publication Name.” It may also be found at <ULR>.
  - b. Story was originally posted to the Base X website on Feb. 12, 2017 and may be found at <URL>.
- 3) DVIDS and published versions must be the same with one exception: to make minor corrections the story. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:
  - a. This story differs from the version published in the Feb. 12, 2017 issue of “Publication Name” in that John Peter’s name has been corrected.
  - b. This story differs from the version posted Feb. 12, 2017 on the Installation X website. It was updated Feb. 15 to correct the address for the family center.
- 4) Participants may only enter one product into one individual category. A participant can submit an entry from an individual category into either the Writer of the Year or Storyteller of the Year, but not both. Candidates who enter duplicate products into the Army Storyteller of the Year and the Writer of the Year categories will be disqualified from **both**.

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**Category A: Printed Publication (Unit Category)** Printed DoD publications (newspapers, newsletters or magazines) that support the command's information mission. Publications include those that are printed by a commercial publisher under an exclusive contract with the command using appropriated funds (which means they do not have advertising) or those printed using the commercial-enterprise concept (which means the publication contains advertisements) as stated in DoDI 5120.04. The use of non-military facilities for production is authorized. Entrant must be prepared to provide a copy of the signed contract between the command and the publisher. Publication must contain a publication flag (nameplate) and a masthead specifically stating the publication is an official publication printed under contract with the commercial publisher as required by DoDI 5120.04. Upload entry as a PDF in DVIDS. If the PDF version is also found on the command's website, provide the URL on the nomination letter; both versions must be the same. Publications that use the commercial-enterprise concept may include advertisements in the PDF version, but they are not required to do so.

**Category B: PDF Publication (Unit Category)** DoD publications (newspapers, newsletters and magazines) that support the command's information mission. They are produced using desktop publishing software with no printing contracts and a PDF as the final product. They are page oriented and have static layouts. Entries may not contain interactive design elements, including animation, slideshows or embedded video. Publication must contain a publication flag (nameplate) and a masthead using similar language required of funded publications as specified in DoDI 5120.04.

**Additional Instructions for Categories A and B:**

- 1) At least four editions of the publication must have been produced in calendar year 2017. For the 2017 competition year, enter only one issue.
- 2) Deployed publications belong to the sponsoring regional command. Units must submit that field publication to the deployed regional command they are (or were supporting) rather than their permanent regional command.

**NOTE:** *Print Categories C, D and E are exemptions to the DVIDS submission requirement. Submissions must include a KLW entry form and follow the procedures below.*

**Category C: Online Publication (Unit Category)** Entry is a publication designed exclusively for the Web and must display transmedia properties, such as hyperlinks, embedded video, 3-D imagery and slideshow, and be built on HTML 5, iFrames or some other mobile-enabled platform. This entry will be judged as it exists the day of judging. Publications created using publication software and then posted to an organization's website as a PDF are not eligible nor are electronic versions of printed publications. Also ineligible are command websites. Examples of what constitutes an online publication include "[The Washington Post](#)," "[USA Today](#)" and "[Rolling Stone](#)." Do not upload entry to DVIDS. Provide URL information on the entry form & submission log.

**Category D: Outstanding Digital Media Management (Unit Category)** This award recognizes the overall excellence of digital content produced for Army organizations. It includes an organizational Internet site, hosted on a DoD-authorized domain and social media platforms designed to communicate Army themes, messages and other relevant information to on-line audiences and achieve unit-level

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communication objectives. Entries must include a two-page background paper submitted as one PDF document.

- 1) Three online platforms must be selected (official unit websites and social media sites such as Facebook, YouTube, etc. are eligible. Any combination of sites can be used, for example: a website and two social media sites, three social media sites, etc.) Ideally, entries should outline how the sites/platforms accomplished local communication objectives, to include an analysis of what was achieved. Include short and long-term objectives, target audiences or communities, and - if applicable - how multimedia storytelling was used. It is important to clarify that the content of sites/platforms will be judged, not layout. The background paper should also include the URL or Web address for the products. If the URLs are not workable, judges have the right to disqualify the entry.
- 2) Site content must be provided by PA professionals with MACOM, ASCC, or DRU overall site(s)/publication(s) management and release authority. Sites/platforms must have existed for a minimum of six months during the program year and must be updated on a regular schedule (for example, daily, weekly). They will be evaluated as they exist during the judging period.
- 3) The sites/platforms must conform to DoD and Army information, security review, and Web instructions and regulations. All social media platforms must be registered with OCPA's Online and Social Media Division. See [www.army.mil/socialmedia](http://www.army.mil/socialmedia). Consult the site at [www.army.mil/create/](http://www.army.mil/create/) to ensure your website adheres to DA guidelines and standards.

**Category E: Media Campaign Plan (Unit Category)** This award recognizes an organization's ability to assist the command in achieving its goals through the use of a media campaign. Entry is comprised of a four-page information paper submitted as one PDF document.

1. Definition of the problem to be solved or the opportunity to be leveraged through the media campaign. This section must include:
  - a. Issue statement. A paragraph on either (1) how the issue, problem or potential problem affects the command's ability to achieve its goal or (2) how the opportunity helps the command attain goal achievement.
  - b. Problem or Opportunity statement. A single sentence framing either the problem or the opportunity.
  - c. A paragraph describing the research conducted. Include the types of research (primary and/or secondary) used to define or redefine the situation and the publics affected by the issue, problem or potential problem, or opportunity.
2. A section that describes the media campaign plan. This section must include:
  - a. A brief overview of the various ideas considered to (1) solve the issue or problem or (2) take advantage of the opportunity and a statement on why the plan selected was used over other ideas.
  - b. Specific and measurable objectives.
  - c. Tactics planned and the specific audience each tactic was designed to reach.
3. A section that describes the content created to support the media campaign. This section will include a list of media products produced to support the selected tactics. These products could

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include social media content, spots, news stories, and special programs; be sure to provide hyperlinks to where the products may be found.

4. A section that evaluates the results. This section must include:
  - a. An analysis of the specific and measurable objectives and whether they were met or not met.
  - b. A brief overview of the evaluation methods used. For example, pre-plan and post-plan assessments/survey.
  - c. A brief overview of outputs and their measures of performance. For example, numbers of products produced overall and number of website views.

A summary of the outcomes achieved, such as increased awareness of the unit's mission, and how the media campaign helped the command either (1) resolve the issue or problem, (2) avert a potential problem or (3) leverage an opportunity.

**Category F: News/Information Story (Individual Category)** Entries must convey 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.

**Category G: Feature Article (Individual Category)** Entries must have a focus that is maintained and supported in the lead, nutgraph, body and conclusion. They can be sports, human interest, personality or news features.

**Category H: Commentary (Individual Category)** Entries must convey the writer's opinion on a topic as specified in DoDI 5120.04. Ghost-written commentaries and those written by commanders or those in a leadership position are ineligible. Commentaries posted to an official military website are eligible as are commentaries published in a command newspaper, magazine or newsletter.

**Category I: Blog Post (Individual Category)** A blog post is an article written using an informational or conversational style and conveys the writer's opinion. Ghost-written blogs and those written by commanders or those in a leadership position are ineligible. Blog posts must be from an official military blog that has been registered as such as required in DoDI 8550.01, "DoD Internet Services and Internet-based Capabilities."

**Category J: Photojournalism (Individual Category)** Entries must include a story and at least three, but no more than five photographs with embedded captions. All elements will be judged. Photos and story must be on the same topic. Story and photos must be the work of one individual. No elements may be entered in any other individual category.

**Category K: James P. Hunter Award for Outstanding New Writer (Individual Category)**

The James P. Hunter Award for Outstanding New Writer recognizes excellence in Army storytelling among enlisted Soldiers with less than 24 months' time in the public affairs career field. 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 502<sup>nd</sup> Infantry Regiment, 2<sup>nd</sup> Brigade Combat Team, 101<sup>st</sup> Airborne Division in southern Afghanistan in 2010. Only CMF 46 Soldiers in the rank of staff sergeant and below on Jan. 1, 2017 are eligible for this award.



**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION****Category L: Paul D. Savanuck Military Writer of the Year (Individual Category)**

The Paul D. Savanuck Military Writer of the Year award recognizes the Soldier-writer who best exemplifies excellence in Army storytelling. 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 CMF 46 Soldiers in the rank of sergeant first class and below on Jan. 1, 2017 are eligible for this award.

*NOTE: Soldiers cannot compete in Categories K and L during the same contest year.*

**Category M: Moss-Holland Civilian Writer of the Year (Individual Category)**

The Moss-Holland Civilian Writer of the Year award recognizes outstanding writers among Army public affairs civilians. This one-time award is named in honor of John Moss and Peggy Holland, civilian writers who worked for the Oklahoma City Recruiting Battalion and died during the 1995 bombing of the Alfred P. Murrah Federal Building in Oklahoma City, Oklahoma. Only Army civilians holding the grade of GS-12 and below on Jan. 1, 2017 are eligible for this award.

**Additional guidance for Categories K, L and M.**

- 1) Competitors must have completed all products through Dec. 31, 2017. Individuals can only win a top honor category once. They remain eligible to compete in other individual categories during subsequent competitions.
- 2) Each entry must include the following:
  - a. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. Nomination letters must include verification that any 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 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.
  - b. A one-page biography and a digital photograph with their portfolio; they will not be judged. The official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear his or her ASU Class-A uniform. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo. The chronological biography of the nominee will be written in third person, beginning with his or her current position and recent accomplishments. Upload biography and official photo to DVIDS.
  - c. Candidates must submit five entries: one news/information story, two feature stories, and two stories of the candidate's choosing from the remaining categories (commentary, blog post and photojournalism). While not required, entrants may only submit one photojournalism entry as one of his or her choices (Category K entrants must submit two photojournalism entries, if no commentary or blog post have been produced). All entries must be from separate events.

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- 3) Category K must also include a memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field.

**Category N: Public Affairs Officer Rising Star of the Year (Individual Category)** The Public Affairs Officer Rising Star of the Year award recognizes the top commissioned Army officer with less than 24 months of service in functional area 46. This is a one-time award. **NOTE:** Category N is exempt to the DVIDS submission requirement.

- 1) Competitors must have completed all products through Dec. 31, 2017. Individuals can only win a top honor category once. They remain eligible to compete in other individual categories during subsequent competitions.
- 2) Each entry must include the following:
  - a. 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.
  - b. An official digital photo, head and waist-up, in ".jpg" format. Soldiers must wear his or her Class-A ASU uniform. Exceptions may be made for individuals in a deployed environment. Deployed Soldiers may wear duty uniforms.
  - c. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
  - d. Candidates must submit four entries: one news/information story, one feature story, one media campaign plan and one story of the candidate's choosing from the remaining categories (commentary, blog post and photojournalism). While not required, entrants may only submit one photojournalism entry as one of his or her choices. All entries must be from separate events.
  - e. A memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field. Additionally, it must also confirm the work submitted is that of the officer nominated.

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION****G. SGM Dawn Kilpatrick Memorial AUSA Scholarship**

**NOTE:** Although outlined in this SOP, the SGM Kilpatrick Scholarship is not a competition held at any subordinate level and is exempt to the DVIDS requirement. Any submission should be submitted straight to DA.

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. She died at her home in Herndon, Va., May 23, 1999, after a two-year battle with cervical cancer and eight days after she retired. SGM Kilpatrick was laid to rest at Arlington National Cemetery on May 27, 1999.

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 in shaping future leaders while practicing excellent stewardship of the nation's most precious resource - our Soldiers.

The scholarship is designed to allow 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 will receive a \$4,000.00 check for tuition assistance, books and associated fees connected with their educational expenses. The recipient will also receive a laptop computer and trophy from the AUSA.

In order to be eligible, 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 46Q, 46R or 46Z. In addition, the Soldier must be in an indefinite status or have at least 3 years remaining in service upon receipt of the scholarship.

To compete for the SGM Dawn Kilpatrick Memorial AUSA Scholarship, Soldiers who meet the above eligibility criteria must submit the following in a digital packet:

- An Enlisted Record Brief (showing time in service remaining), official DA photograph, and copies of last two APFT and last two NCOERs.
- A supervisor's recommendation is required for the basis of the selection 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.
- A separate supervisor's memorandum is required that states the Soldier meets Army height and weight standards and is not flagged.
- An endorsement memorandum from the first CMF 46 sergeant major in the applicant's chain of command is highly encouraged.
- A 1,000 word essay from the nominee on how he or she can impact the future of Army public affairs.

For application questions or submissions, contact the HQDA KLV POC at 301-677-7282.


**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION**

**Appendix A**  
**2017 MG Keith L. Ware Public Affairs Competition Entry Form**

Using the fillable PDF forms found at <http://www.army.mil/klw/>. Instructions on how to sign are outlined on the form. The required leadership levels will also CAC sign. MACOM, ASCC or DRU POC will CAC sign the submission forms. A. Entry forms and any required supporting documentation will use the following file naming convention for folders and files. POC's experiencing problems should contact the HQDA KLW POC immediately. Staff will not accept submission forms which are reproduced locally and submitted using any other method. **(See Sample Form Below)** Use your MACOM acronym followed by an underscore, what category the entry is followed by an underscore, USA for branch of service, description of the file: entry form, scholarship memo, eligibility memo, etc. followed by an underscore, and the file extension.

- a. MACOM
- b. Award/Category type
- c. U.S. Army
- d. File description
- e. File extension type

Example: FORSCOM\_PrintCAT\_K\_USA\_photograph.jpg or  
 FORSCOM\_PrintCAT\_K\_USA\_entryform.jpg

 <b>2015 Major General Keith L. Ware Public Affairs Competition</b> <small>Print Category A: Civilian Enterprise Newspaper</small>		
Entrant Last Name	Rank/GS	
<input type="text"/>	<input type="text"/>	
First	Middle	Gender
<input type="text"/>	<input type="text"/>	<input type="radio"/> Male <input type="radio"/> Female
MACOM		
Unit Name	UIC	
<input type="text"/>	<input type="text"/>	
Street		
<input type="text"/>		
City/Post	State	ZIP Code +4
<input type="text"/>	<input type="text"/>	<input type="text"/>
Office phone number (Commercial)	Office phone number (DSN)	
<input type="text"/>	<input type="text"/>	
E-mail (Official government)		
<input type="text"/>		
Title of Submission	URL Product	
<input type="text"/>	<input type="text"/>	
Date of publication	Where published	
<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>
<small>Entrant CAC Signature</small>	<small>NCOIC/OIC CAC Signature</small>	<small>MACOM/DRU/ASCC CAC Signature</small>

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION****Appendix B  
Unit Eligibility List**

Below is a list of commands that are eligible to host a command-level competition and forward products to the 2017 Department of the Army MG Keith L. Ware Communications Awards Competition.

**Army Commands (MACOM):**

- U.S. Army Forces Command (FORSCOM)
- U.S. Army Training and Doctrine Command (TRADOC)
- U.S. Army Material Command (AMC)

**Army Service Component Commands (ASCC):**

- U.S. Army Africa (USARAF)
- U.S. Army Central (USARCENT)
- U.S. Army North (USARNORTH)
- U.S. Army South (USARSO)
- U.S. Army Europe (USAREUR)
- U.S. Army Pacific (USARPAC)
- U.S. Army Special Operations Command (USASOC)
- U.S. Army Military Surface Deployment and Distribution Command (SDDC)
- U.S. Army Space and Missile Defense Command/Army Strategic Command (USASMDC/ARSTRAT)
- U.S. Army Cyber Command (ARCYBER)

**Direct Reporting Units (DRU):**

- U.S. Army Medical Command (MEDCOM)
- 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)
- U.S. Army Test and Evaluation Command (ATEC)
- United States Military Academy (USMA)
- U.S. Army Reserve Command (USARC)
- U.S. Army Acquisition Support Center (ASCC)
- U.S. Army Installation Management Command (IMCOM)
- U.S. Army War College (USAWC)
- 55<sup>th</sup> Signal Company (COMCAM)

**Other Units**

- National Guard Bureau (Army National Guard (ARNG))
- Defense Media Activity Headquarters (DMA HQ)
- U.S. Army Human Resources Command (HRC)

DA-OCPA

1 November 2017

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION**

**Appendix C**  
**SGM Dawn Kilpatrick Memorial AUSA Scholarship Memorandum of Eligibility Example**



Reply to  
Attention:

**DEPARTMENT OF THE ARMY**

Office of the Chief of Public Affairs  
1500 Army Pentagon  
Washington, DC 20310

SAPA-PAC

1 February 2017

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs, Washington, DC 20310

SUBJECT: PRATER, Phillip R., ####, Memorandum of Eligibility for the SGM Dawn Kilpatrick Memorial AUSA Scholarship

1. This is to certify that SFC Prater meets height and weight standards IAW AR 600-9, The Army Body Composition Program and is not pending UCMJ actions, barred from reenlistment or flagged IAW AR 600-8-2, Suspension of Favorable Personnel Actions.
2. POC for this action is Mr./Mrs. Supervisor at (555)555-5555 or best.supervisor.civ@mail.mil.

SUPERVISOR  
COL, MP  
Director, Army Public Affairs Center

DA-OCPA

1 November 2017

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION**

**Appendix D  
KLW Top Honors Eligibility Memorandum**



Reply to  
Attention:

**DEPARTMENT OF THE ARMY**

Office of the Chief of Public Affairs  
1500 Army Pentagon  
Washington, DC 20310

SAPA-PAC

1 February 2017

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs, Washington, DC 20310

SUBJECT: PRATER, Phillip R., ####, Memorandum of Eligibility for MG Keith L. Ware Public Affairs Competition

1. This is to certify that MAJ Prater meets height and weight standards IAW AR 600-9, The Army Body Composition Program and is not pending UCMJ actions, barred from reenlistment/continued service or flagged IAW AR 600-8-2, Suspension of Favorable Personnel Actions.
2. MAJ Prater graduated DINFOS on YYYYMMDD, having served XYZ years in the career field.
3. All work examples submitted are the product of MAJ Prater and were produced during calendar year 2017.
4. POC for this action is Supervisor at (555)555-5555 or best.supervisor.civ@mail.mil.

SUPERVISOR  
COL, MP  
Director, Army Public Affairs Center

DA-OCPA

1 November 2017

**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION**

**Appendix E**  
**KLW Top Honors Nomination Memorandum**



**DEPARTMENT OF THE ARMY**

Office of the Chief of Public Affairs  
1500 Army Pentagon  
Washington, DC 20310

SAPA-PAC

1 February 2017

MEMORANDUM FOR Office of the Chief of Public Affairs, U.S. Army Something Command, ATTN: (office symbol), Fort Callahan, Virginia XXXXX-XXXX

SUBJECT: Nomination for SGT Joe Smith as Keith L. Ware Journalist (Broadcaster) of the year.

1. Start with an overall description of the individual's strengths that will be later highlighted in detail. Write in the active voice. Avoid terms that non-military judges would not understand. GOOD: "SGT Joe Smith is, by far, the top performer in our organization." POOR: "SGT Joe Smith consistently exceeds the standards." (What standards? The judges would not be familiar with the performance required of your local workers.) Limit all paragraphs to six lines.
2. Begin detailing the nominated individual's accomplishments, preferably those that have occurred most recently. Completion of a special project, a record number of news stories, appointment to a leadership position, nomination as soldier of the month -- all are meaningful to judges. DO NOT waste time highlighting performance that would be expected of any military or civilian journalist.
3. Continue highlighting achievements. When describing job performance, offer specifics rather than generalities. More judges can relate to this statement -- "SGT Smith has never missed a deadline" -- than they can to a glowing generality -- "SGT Smith is punctual." Another example: "SGT Smith is a team player," (a generality, compared to) "SGT Smith openly discusses story ideas with his fellow reporters, and, typically, is among the first to volunteer for weekend assignments."
4. Describe achievements that set the nominated individual apart on a personal level. GOOD: "SGT Smith volunteers as a youth softball coach." Wordy/obscure: "SGT Smith's selfless attitude is proven by the many hours spent volunteering at the base youth activity center." Involvements with local schools or the pursuit of college courses are also noteworthy. Again, it's best to describe specifics -- "SGT Smith regularly attends parent-teacher meetings and often serves as guest speaker at his child's school." "SGT Smith's 68 credit hours include the recent completion of a four-part creative writing course offered by the University of Tippecanoe."
5. For military nominees, add a statement that verifies height and weight compliance and successful completion of a recent (within six months) PT test. EXAMPLE: "SGT Smith is in compliance with the height and weight standards of AR 600-9. He scored XXX during his October 200X physical training test."
6. Conclude with your personal summation of the nominated individual's abilities and why you feel he or she should be chosen as the journalist of the year. Try to steer clear of the typical "rating remarks" one



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**SUBJECT: 2017 MG KEITH L.WARE COMMUNICATIONS AWARDS COMPETITION**

would find on the run-of-the-mill job performance report. Speak from the heart. In what way has this individual impressed you, and why do you feel strongly about his selection as Journalist of the Year? Keep the overall letter to a page-and-a-half, max. Remember, the judges' time is limited.

SUPERVISOR  
COL, MP  
Director, Army Public Affairs Center