



Standard Operating Procedure

**MAJOR GENERAL
KEITH L. WARE
PUBLIC AFFAIRS
COMPETITION**



SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**Administrative updates and notes****SUMMARY of CHANGE**

- Addition of Print Category N: Infographic (Individual)
- Addition of Category R: Public Affairs Officer Rising Star the Year (Individual Category)
- Addition of Category S: Master Communicator of the Year (Individual Category)
- Addition of Category N: Social Media Video (Individual)
- Sergeants First Class are now eligible to enter Print Category P: Paul D. Savanuck Military Print Journalist of the Year (Individual Category) and Broadcast Category P: John T. Anderson Military Broadcast Journalist of the Year (Individual Category)

A. Department of the Army point of contact is SFC Matthew MacRoberts at (703) 614-1649 or matthew.t.macroberts.mil@mail.mil.

B. Entries must be received at HQDA by **FEBRUARY 15, 2016**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.

C. With the exception of community relations and some print categories, submit all entries as URL links. Do not submit physical media such as discs or printed newspapers. All competitors will direct submission questions to the POC in their command hierarchy.

D. The entry form is available via the competition website at <http://www.army.mil/klw/>. The 2015 KLV website will go live no later than **Dec. 15, 2015**. Detailed entry processes will be posted at the address and provided to MACOM POCs via email. Obtain signatures on memorandums and other documents required for specific categories 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 headquarters elements not directly involved in PA operations. All entries and supporting documents must include a complete, verified and official mailing address. ACOMs, ASCCs and DRU POCs will validate entries via a submission log sent directly to HQDA KLV POC.

E. Submit Department of Defense, Defense Media Activity or joint command civilian and unit entries through DMA rather than DA competition channels. Soldiers serving with DMA organizations remain eligible for the KLV competition in individual categories and will submit through DMA Army channels.

F. 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 SGM of Army PA will judge all scholarship submissions. The submission deadline and results announcement coincide with the KLV

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timeline. The award will be presented at the AUSA Annual Meeting and Exposition in Washington, D.C. See Appendix F for details.

G. Only MACOMs, ASCCs, DRUs and other units listed in Appendix B are eligible to host a command-level competition and forward products directly to the MG Keith L. Ware Public Affairs Competition. All other units must submit entries through their command hierarchy.

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**2015 MG Keith L. Ware Public Affairs Competition
and Thomas Jefferson Award Program Timeline and Target Dates**

January 1 - December 31, 2015 - Production dates for materials entered in the 2015 competition

December 7, 2015 - SOP released to MACOM, ASCC and DRU POCs

December 15, 2015 - K LW website published

Mid - January - early February 2016 - MACOM, ASCC and DRU competitions

February 15, 2016 - Entries due at HQDA; late submissions are subject to disqualification

February 16 - 29, 2016 - K LW judging by DA panelists

March 1 - 3, 2016 - K LW results announced through OCPA and competition POCs

March 1 - 11, 2016 - DA facilitators submit first-place K LW winners to DINFOS for entry in the TJ competition

April 5 - 7, 2016 - DINFOS conducts judging for TJ competition

April 15, 2016 - DINFOS announces TJ award winners

May 13, 2016 - K LW awards mailed to MACOMs (NLT this date)

May 16, 2016 - OASD (PA) conducts DoD Communicators of Excellence Awards Ceremony.
This is a pending ceremony date confirmation.

June/July 2016 - Projected K LW award ceremony for winners of select categories (EG: Civilian Journalist of the Year, etc.)

October 2016 - Projected 2016 TJ SOP release

October 2016 - SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient recognized at a ceremony conducted during the AUSA Annual Meeting and Exposition in Washington, D.C.

November 1, 2016 - **2016** K LW PA Competition SOP released to MACOM, ASCC and DRU POCs. NOTE: *This is a goal pending TJ SOP release.*

December 15, 2016 - K LW website published

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**Department of the Army
MG Keith L. Ware Public Affairs Competition
Standard Operating Procedure
Jan. 1 - Dec. 31, 2015**

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. On behalf of the Secretary of the Army, 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 KLV competition as closely as possible with the annual Department of Defense Thomas Jefferson Awards Program, establishes competition criteria and provides the Army with guidance for recognizing the most notable work of its public affairs professionals. The competition includes the Department of the Army Community Relations Awards Program of Excellence and SGM Dawn Kilpatrick Memorial AUSA Scholarship.

Competition dates: Materials submitted for the competition must have been published, aired or posted between Jan. 1 and Dec. 31, 2015.

I. Eligibility

A. This year's competition recognizes work in 16 print, 16 broadcast and three community relations categories. In addition, information for the SGM Dawn Kilpatrick Memorial AUSA Scholarship can be found in Appendix F.

B. The competition is designed for Career Management Field/Functional Area 46-series Soldiers and DA public affairs civilians assigned to PA positions. However, all Soldiers assigned to PA units, offices and sections during the contest year, whose primary duties are to produce command information products, may also enter the competition. This includes CMF 25-series Soldiers holding visual information military occupational specialties assigned to an American Forces Network detachment or press camp headquarters. 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.

C. 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. MACOM, ASCC, and DRU POCs are responsible for informing the HQDA KLV POC of any change in status.

D. Members of other services and civilians serving in DOD, DMA, and joint commands may not enter the KLV competition. DOD, DMA, and joint command civilian and unit products participate in the DMA, not the KLV, competition. Army personnel serving on staffs of unified and specified command publications and broadcasts, as well as DMA joint-service publications and broadcasts, remain eligible for competition in all individual categories.

E. Government contract employees are not authorized to compete in any individual category.

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F. Entries produced with the assistance of government contract employees are eligible in unit categories. However, in accordance with the Federal Acquisition Regulation, contract employees will not be recognized individually for their contributions or receive awards or certificates. Do not list them as “significant contributors” on entry forms.

G. Personnel 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.

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.b.martin.civ@mail.mil or (910) 570-8152.
- (2) Forward National Guard entries to Ms. Glenna Linville of the National Guard Bureau. Ms. Linville can be reached at glenna.l.linville.civ@mail.mil or (703) 607-2558.
- (3) Forward ROTC entries to Mr. Michael Maddox of Cadet Command. Mr. Wright can be reached at james.m.maddox.civ@mail.mil or (502) 624-4904.

I. Korean Augmentees to the U.S. Army may compete as teammates in unit categories and be listed as “significant contributors” on entry forms. KATUSAs may not compete in individual categories.

J. 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. But each participant can submit through only one command or DRU. Soldiers and civilians who transition out of government service are ineligible to compete.

K. 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.

II. Awards

A. Each category will have a first place and honorable mention selected. Those selected, including significant contributors, will receive a MG Keith L. Ware Certificate of Excellence signed by the Chief of Public Affairs. All first-place winners in individual categories will also receive a trophy, and their commands will receive a standard award recommendation for the individual.

B. 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. Each “significant contributor” will receive a MG Keith L. Ware Certificate of Excellence signed by the Chief of Public Affairs if the unit entry wins first place or honorable mention.

C. Recipients of all top honors, journalist of the year, broadcast journalist of the year, outstanding new writer, outstanding new broadcaster and Kathy Canham-Ross awards, will

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receive a trophy, and their commands will receive a standard award recommendation for the individual.

D. First-place winners in multiple individual categories, to include the top honors, will receive multiple trophies, and their commands will receive a standard award recommendation encapsulating all the individual's achievements.

E. OCPA's Resource Management Division and KLV POC will process and mail all awards and certificates within 60 days of the announcement of the results. MACOM, ASCC, and DRU POCs are responsible for informing the HQDA KLV POC of any change in awardees' status, rank, name or address changes.

III. Entries and Judging**A. Entries**

- (1) Only designated points of contact will submit entries.
 - a. Detailed submission instructions for POCs will be posted at <http://www.army.mil/klw/>
 - b. All entries will use forms and documents located at <http://www.army.mil/klw/>
 - c. POCs will transmit their organization's KLV submissions using <https://safe.amrdec.army.mil/SAFE/> to SFC Matthew MacRoberts at matthew.t.macroberts.mil@mail.mil. Please utilize file compression (zip files) where possible and transmit submissions as close together as possible to eliminate the trickle-in effect. POC's experiencing problems using AMRDEC should contact SFC MacRoberts for guidance.
 - d. Entry forms and any required supporting documentation will use the following file naming convention for folders and files (IAW TJ naming conventions). Use your MACOM acronym followed by an underscore, JCAT or BCAT for print or broadcast entry followed by an underscore, what category the entry is followed by an underscore, USA for branch of service, description of the file: entryform, scholarshipmemo, eligibilitymemo, etc. followed by an underscore, and the file extension.
 - i. Example: FORSCOM_JCAT_K_USA_photograph.jpg or FORSCOM_JCAT_K_USA_entryform.jpg
 1. MACOM
 2. J = journalism
 3. Category K
 4. U.S. Army
 5. File description
 6. File extension type
 - ii. Create a folder for each entry with the same naming conventions, minus the file description and file extension. File submission folder/documents

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IAW instructions from KIW facilitators. Example:
FORSCOM_JCAT_K_USA

- e. Community relations category submissions: Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or printed newspapers. For categories requiring submissions in “.pdf” format, OCPA will provide technical guidance, including electronic portal locations, directly to command POCs.
 - f. Print category submissions: MACOM, ASCC, and DRU POCs will forward .pdf files of memorandums and supporting documents using the same method used for community relations and publications categories.
 - g. Broadcast category submissions: Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or tapes. OCPA will provide technical guidance, including electronic portal locations, directly to command POCs, for categories requiring submissions in “.mp3” and “.mp4” type formats.
- (2) Print and broadcast entries must be authorized products released, published, posted and/or broadcast in one or more communication means available for public consumption. All submissions must be approved by the proper release authority. All mediums must be an official Army, DoD or DMA platform, 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 OSMD. Unregistered social media sites will disqualify an entry.
- (3) With the exception of FORSCOM, IMCOM, DMA, NGB and USARC, all MACOMs, ASCCs, and DRUs 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 more depending on the category. See sections VI and VIII for details.
- (4) All ACOMs, ASCCs and DRUs must provide a submission log that lists all entries in the DA-level competition. See Appendix C or KIW website for an example.
- (5) No entry may be submitted through two different commands.
- (6) Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through their respective commands, not FORSCOM or USARCENT.
- (7) Submit DMA civilian and unit broadcast entries through DMA, not KIW, channels.

B. Preliminary Judging and Forwarding of Entries

- (1) All applicants submit entries through their MACOM, ASCC or DRU POCs. Entries are judged within their commands, and winning entries move on to the DA level. Only

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command POCs submit to DA. All entries must arrive to DA by **Feb. 15, 2016**. DA does not accept direct submissions from subordinate units, installations or individuals.

- (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 KLV competitions.
- (3) MACOM, ASCC and DRU POCs will submit all entries as URL links. It is the responsibility of the command POCs to validate the links and ensure they are accessible on commercial networks and Army government computers. Do not submit physical media. OCPA will provide additional technical guidance, including electronic portal locations, directly to command POCs for categories requiring submission in “.pdf”, “.mp3” and “.mp4” formats.
- (4) MACOMs, ASCCs and DRUs should judge internal contests according to the same procedures and criteria as DA. It is strongly encouraged to draw from the ranks of civilian media members, academia, and senior PA personnel for judges.

C. Entry Forms

- (1) Examples of correct entry forms and any other required supporting documents can be found in winning entries of last year's competition on the microsite at <http://www.army.mil/klw/>.
- (2) All entries must use the official KLV entry form (Appendix A) located at <http://www.army.mil/klw/>. Responsibility for any errors resulting from the use of improper or outdated forms (such as incorrect certificates due to incomplete contact or personal data) rests with individuals, not DA or DOD competition managers.
- (3) Names will appear on certificates and citations as they appear on the entry forms. To avoid errors, use the correct entry form, provide complete information, type out names and unit designations. Do not use organizational nicknames or acronyms.
- (4) DA contest facilitators will attempt to resolve administrative issues before disqualifying an entry. However, ultimate responsibility rests with entrants, units and POCs. Address any issue as soon as possible.

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 OCPA personnel resulted in the creation of inaccurate or defective products.

D. DA KLV Judging Panel

- (1) Judges may include distinguished CMF/FA 46 senior noncommissioned officers, officers and civilians in the public affairs career field, civilian media professionals from private industry and academia, government employees and military retirees. Entries will be

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judged on overall professional excellence. Judges will score entries on a scale of zero (lowest) through 10 (highest).

- (2) No ties are allowed. Judges may designate no more than one first-place winner and one honorable mention. If no first-place winner is selected, no honorable mention will be selected.
- (3) Judges may decide not to name a winner in a category if they decide no submission meets KLV 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 KLV microsite at <http://www.army.mil/klw/submissions/information.html>. Command POCs are encouraged to apply DA standards and judging criteria during their internal competitions.

E. Results

- (1) The Office of the Chief of Public Affairs will announce competition winners promptly after judging. First-place winners in categories aligned with the DOD SOP will represent the Army in the 2015 Thomas Jefferson Awards Program.

IV. DA Community Relations Awards Submission Guidelines

A. The Community Relations Awards recognize 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 KLV entry form and follow the procedures below.
- (2) Limit packets to 20 total printed pages of conventional type size (no smaller than 10 point). Include written synopses of broadcast coverage, if necessary.
- (3) Submission packets must include all the listed materials in each category.
- (4) Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.

V. DA Community Relations Awards Categories**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

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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. Concrete evidence of 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
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. Concrete evidence of 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. Concrete evidence of success and achievement of stated goals will strengthen the packet.

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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 This award is presented to the highest scoring entry in categories A, B and C, recognizing extraordinary community relations 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.

VI. Print Submission Guidelines and Judging Criteria**A. Submission Guidelines**

- (1) Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or printed newspapers. For categories requiring submissions in ".pdf" format, OCPA will provide technical guidance, including electronic portal locations, directly to command POCs.
- (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 memorandum 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 O, P and Q (JOY and "Outstanding New Writer" categories).
- (5) With the exception of FORSCOM, IMCOM, NGB and USARC, all MACOMs, 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 two entries in each category.
- (6) Entries must be received at HQDA by **Feb. 15, 2016**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.
- (7) The use of non-military facilities for production is authorized, provided eligible personnel conduct the production in accordance with Section III of this SOP.

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- (8) Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.
- (9) Entries not eligible to compete include, but are not limited to: civilian enterprise guides, directories, yearbooks, cruise books, publications, pamphlets, educational, training or motivational materials, or any product funded by non-appropriated funds.

B. Judging Criteria

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 on their technical excellence, creativity, originality and overall support of Army and command information themes and objectives.

VII. Print Categories

Category A: Civilian Enterprise (CE) News Publication (Unit Category) Refer to AR 360-1 for a complete explanation of what constitutes a CE publication.

Category B: Army Funded (AF) News Publication (Unit Category) Refer to AR 360-1 for a complete explanation of what constitutes an AF publication.

Guidance for Categories A and B:

- (1) Enter only one issue for the 2015 competition year. There is no mandatory issue date. Package all publications in a single .pdf document. Do **not** submit each page as a separate .pdf. Do **not** send hard copies.
- (2) These categories must be entered as unit entries.
- (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.
- (4) If the organization submitting an entry adheres to a 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.

Category C: Digital Publication (Unit Category)

- (1) Entries will be evaluated as they exist online during the judging period (Feb. 16-29, 2016).
- (2) Must be an issue or edition such as newsletter, magazine or newspaper designed natively for the Web.

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- (3) This category must be entered as a unit entry.
- (4) This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow) and be built on HTML 5, iFrames or some other mobile enabled platform.

Category D: Outstanding Digital Presence (Unit Category) This award recognizes the overall excellence of the official digital presence of Army organizations. It includes all the digital platforms that are used to achieve unit-level communication objectives.

- (1) Content for the publication must be provided by PA professionals with overall management of the site(s)/publication(s) and release authority residing within the MACOM, ASCC, or DRU.
- (2) The sites/platforms must conform to DoD and Army information, security review, and Web instructions and regulations. All platforms must be registered as the unit's official presence with OCPA's Online and Social Media Division. See www.army.mil/socialmedia.
- (3) The sites/platforms must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly).
- (5) Sites/platforms will be evaluated as they exist during the judging period (March 1-7, 2016).
 - a. Command POCs must provide URLs and any logon information.
 - b. If the URLs are not workable, judges have the right to disqualify the entry.
 - c. Must include at least two digital communication platforms used to achieve unit communication objectives.
 - d. Entries must include an explanation of how the sites/platforms accomplished local strategic communication objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and - if applicable - how multimedia storytelling was used.
 - e. MACOM, ASCC, and DRU POCs will forward .pdf files of explanation and entry forms using the same method used for community relations and publications categories.

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

- (1) Entries must include a two-page documentation package composed of:

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- a. A background paper that identifies the campaign's communication objective(s); target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with other organizations or broadcast stations, such as those run by the installation PAO. The campaign start date and - if applicable - the end date must be included.
 - b. A products and air history sheet that includes both a list of the elements produced (spots, news stories, special programs) and a brief history summary. It may continue onto a second page if necessary.
- (2) At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.
 - (3) Content for the sites must be provided by PA practitioners with overall management of the sites and release authority residing within the command.
 - (4) The sites must conform to AR 360-1 information, security review, and Web instructions and regulations.
 - (5) The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly).
 - (6) The sites will be evaluated as they exist during the judging period (Feb. 16-29, 2016). If the URLs are not workable, judges have the right to disqualify the entry.
 - a. Entrants must provide the site URLs. Sites requiring a login or password are ineligible for entry into KLV competition.
 - b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
 - c. Entries must include an explanation of how the platforms accomplished strategic communication objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

NOTE: *The difference between categories D and E is that E is a specific, targeted campaign, with a specified communication objective and audience. It is also conducted with a specific start and stop date*

Category F: Website/Blog (Unit Category) An organizational Internet site, hosted on a DoD-authorized domain, or "Web logs," or "blogs," designed to communicate Army themes, messages and other relevant information to on-line audiences.

- (1) Content for the website/blog must be provided by PA professionals with overall management of the site and release authority residing within the organization.

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- (2) The website must conform to DoD and Army internal information, security review, and Web instructions and regulations. Consult the site at <http://www.army.mil/create/> to ensure your website adheres to DA guidelines and standards. It is important that all Army organizations correctly display and represent the U.S. Army brand.
- (3) The website/blog will be evaluated as it exists during the judging period. (March 1-7, 2016).
- (4) Units must provide the publication URL. Simply provide links and any relevant information on the entry form. Sites that require login or passwords are ineligible for entry into the KLV competition.
- (5) Entries must include a background paper outlining how the blog accomplished local strategic communication 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.
- (6) Entries must represent official command or unit content. Personal blogs are ineligible.
- (7) MACOM, ASCC, and DRU POCs will forward .pdf files of background paper and entry forms using the same method used for community relations and publications categories.

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

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

Category I: Commentary (Individual Category) Commentaries are articles that convey the writer's opinion on a topic, while editorials convey command position, as specified in DoDI 5120.4. Therefore, articles written by commanders or those in a leadership position are ineligible to compete in this category.

Category J: Series (Individual Category) Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.

- (1) Entries must follow all other specifications as entries to categories G, H and I above.

NOTE: 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.

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Category K: Photojournalism (Individual Category) Entries must include a story with three to five photographs and the accompanying captions for the photographs. All elements of the submission must be the work of one photojournalist. All elements will be judged. No elements may be entered in any other category.

- (1) Entries in these categories must be the work of an individual.
- (2) A .pdf file of the final product is required in the submission packet.

Category L: News Photo (Individual Category) A single, stand-alone photo of a newsworthy event.

- (1) The photo must have strong elements of newsworthiness.
- (2) The caption which clearly identify the news peg must be included in the submission.
- (3) A PDF of the final product is required.

Category M: Feature Photo (Individual Category) A single, stand-alone storytelling picture.

- (1) It must have strong subject and focus.
- (2) The caption must be included in the submission.
- (3) Entries should entertain or inform the reader.
- (4) The essential elements are identification and action.
- (5) Acceptable images are news, sports, human interest and personality feature photos.
- (6) A PDF of the final product is required.

NOTE: *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 Lisa Hennessey at lisa.m.hennessey.ctr@mail.mil for more information. Consult the site at http://www.dinfos.dma.mil/events/viap/viap_index.aspx for rules and regulations concerning this program.*

Category N: Infographic (Individual) A single information graphic that communicates complex information quickly and clearly.

- (1) May include charts, diagrams, graphs, tables, maps and lists.
- (2) Must contribute to command communication objectives.
- (3) Examples include historical facts, informational statistics, and training or education topics.
- (4) The infographic may be printed or posted online. Submit as a .jpg, .png or .gif.

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The James P. Hunter Award for Outstanding New Writer recognizes excellence in Army journalism among enlisted Soldiers with less than 24 months 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, 2016 are eligible for this award.

NOTE: Soldiers competing in Category N cannot compete in Category O during the same contest year.

Category P: Paul D. Savanuck Military Print 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 sergeant first class and below on Jan. 1, 2016 are eligible for this award.

Category Q: Moss-Holland Civilian Print Journalist of the Year (Individual Category)

The Moss-Holland Civilian Journalist of the Year award recognizes outstanding print journalism among Army public affairs civilians. This 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 holding the grade of GS-12 and below on Jan. 1, 2016 are eligible for this award.

Additional specifications for Categories O, P and Q.

- (1) Competitors must be full-time practicing journalists contributing to a publication authorized under AR 360-1 through Dec. 31, 2015.
- (2) Individuals may win a journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.
- (3) Materials submitted in support of nominees must have been produced and published during the contest year.
- (4) 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 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, 2015.
- (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:

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- a. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)
- b. An official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear his or her Class-A uniform. It is highly encouraged that this be the ASU Class-A. Exceptions may be made for individuals in a deployed environment. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.
- c. A one-page chronological biography of the nominee, written in third person, 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 (G, H, I, J). For example, a nomination packet might include two news stories, two features and one commentary.
- e. A memorandum of authenticity must be provided by the responsible PAO for articles that were published without a byline.
- f. Category O must also include a memorandum from the responsible PAO confirming the nominee’s eligibility based on the time served within the career field.

Category R: Public Affairs Officer Rising Star the Year (Individual Category)

This one-time award recognizes the top commissioned Army officer with less than 24 months service in functional area 46.

- (1) Competitors must be a practicing public affairs officer assigned to a unit, office, command, DOD or joint organization through Dec. 31, 2015.
- (2) Materials submitted in support of nominees must have been produced and executed during the contest year.
- (3) 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 and reflects the Army Core Values. Officers flagged at any time during the judging or award-presentation process are ineligible to receive an award. Nominees must be serving as a public affairs officer in the active-duty Army, Reserve or National Guard through Dec. 31, 2015.
- (4) Nominees must clearly exceed prescribed standards in all areas, including providing media training for senior leaders, responding to media queries, planning and coordinating community events, developing and executing communication plans, evaluating the effectiveness of communication activities, supervising photojournalists and broadcasters, advising senior leaders on the implications of unit actions, communicating news and information to the internal military audience, gaining the support of the American public, military bearing, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.

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- (5) Each entry must include the following:
- a. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)
 - 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. At least two letters of recommendation, maximum of four (if the nominator is not the nominee's PAO or commander, one of the recommendation letters must be written by one of those individuals).
 - e. Each entry may include up to five different examples of work by the nominee (i.e. CI Products, Media or Communication Plans, or analysis of efforts or effectiveness, etc.).
 - f. Category R must also include a memorandum of eligibility/authenticity provided by the nominator. The memorandum must confirm 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 (see Appendix G).

Category S: Master Communicator of the Year (Individual Category)

This one-time award recognizes the top Army senior commissioned officer, noncommissioned officer, or government civilian serving in functional area/CMF 46/CP 22.

- (1) Competitors must be a practicing public affairs officer, NCO or civilian (O5 or above, E8 or above or GS14 or above) working for the Department of the Army or as an Army employee (military or government civilian) at a joint or DoD organization, or assigned to a unit, office, or command through Dec. 31, 2015.
- (2) Materials submitted in support of nominees must have been produced and executed during the contest year.
- (3) 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 nominee's PAO or commander. 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 flagged at any time during the competition year, judging or award-presentation process are ineligible to receive an award. Nominees must be working as a military or civilian public affairs professional in the active-duty Army, Reserve or National Guard through Dec. 31, 2015.
- (4) Nominees must clearly exceed prescribed standards in all areas of public affairs responsibilities to include public information, command information and community engagement (as outlined in AR 360-1/FM3-61). Nomination letters must discuss the candidates in their totality, not simply their technical expertise.

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(5) Each entry must include the following:

- a. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>
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. Civilians must submit a head and shoulders color photo. Photos are not used in the judging process, but for use once the winner is announced. This is a similar practice to the other major awards in the KLV competition.
- b. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
- c. Each may include up to five different examples of work by the nominee.
- d. At least two letters of recommendation, maximum of four (if the nominator is not the nominee's PAO or commander, one of the recommendation letters must be written by one of these individuals)
- e. A memorandum of eligibility/authenticity must be provided by the nominator. The memorandum must confirm 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 nominee (see Appendix G).

VIII. Broadcast Submission Guidelines and Judging Criteria**A. Submission Guidelines**

- (1) Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or tapes. OCPA will provide technical guidance, including electronic portal locations, directly to command POCs, for categories requiring submissions in ".mp3", Quicktime, ".mp4" or Windows Media formats.
- (2) Entries must identify the producer of the piece, either by audio slug, video slate, downstream font, or anchor lead in. Products with more than one producer are not eligible for individual categories. If producer is not identified for mechanical reasons (editorial decisions made outside the organization, for example) submit a memorandum of authenticity from the responsible PAO attesting to the authorship of the nominee.
- (3) All entries must have been posted or broadcast in command information outlets, except where otherwise cited under the provisions of AR 360-1.
- (4) Except for Categories O, P and Q, no product may be entered in more than one category.
- (5) With the exception of FORSCOM, DMA, NGB and USARC, all MACOMs, ASCCs, and DRUs may submit one first-place entry from the field in each print category directly to DA

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level. FORSCOM, DMA, NGB and USARC are authorized to submit up to two entries in each category.

- (6) Entries must be received at HQDA by **Feb. 20, 2016**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.
- (7) The use of non-military facilities for production is authorized, provided eligible personnel conduct the production in accordance with Section III of this SOP.
- (8) Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.
- (9) 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.

D. Judging Criteria

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: Audio 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: Audio Spot Production (Individual Category)

- (1) Enter one 30- or 60-second spot.
- (2) The target audience must be identified.
- (3) 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).

Category C: Audio News Report (Individual Category)

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- (1) Story must be event-/mission-oriented. It would place at or near the top of the newscast.
- (2) Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a .pdf document along with the entry.
- (3) If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- (4) Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Audio Feature Report (Individual Category)

- (1) Story must be 5 minutes or less in length.
- (2) Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- (3) If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- (4) Do not include the anchor's lead-in/tag on the media with the story.

Category E: Audio Series (Individual Category)

- (1) Entries must include two or more audio news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of the series.
- (2) Entries must follow all other specifications as entries to categories C and D above.

Category F: Audio Newscast (Unit Category)

- (1) Must be targeted toward a local audience
- (2) Must contain two or more elements
- (3) Newscast must be a minimum of 2 minutes in length
- (4) Telescope out all non-news elements and products not provided by a military source.

Category G: Audio Information Program (Unit Category)

- (1) This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.
- (2) Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program must be telescoped to

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include the open, anchor leads/tags and close. Documentary and feature pieces must be limited to 30 minutes or less.

- (3) Telescope out all products not provided by a military source.

Category H: Video Information Program (Unit Category) This category includes Commanders' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

- (1) Commanders' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers.
- (2) A year-end program must be telescoped to include the open, anchor leads/tags and close.
- (3) Documentary and feature pieces must be limited to 30 minutes or less.
- (4) Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

- (1) Enter one 30 or 60 second spot.
- (2) The target audience must be identified.
- (3) 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).

Category J: Video News Report (Individual Category)

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

Category K: Video Feature Report (Individual Category)

- (1) Stories must be 5 minutes or less in length.
- (2) Do not include the anchor's studio story lead-in/tag.

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- (3) Story lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the following information: the category, title, and name of the contributor.
- (4) If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Video Series (Individual Category)

- (1) Entries must include two or more video news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of the series.
- (2) Entries must follow all other specifications as entries to categories J and K above.

Category M: Local Video Newscast (Unit Category)

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

Category N: Social Media Video (Individual)

- (1) Must be specifically designed to be shared on social media and be designed to deliver information and support command communication objectives.
- (2) Typically short in length, timely, creative, inspiring and authentic. Successful social media videos typically follow a basic three act structure:
 - a. Exposition (Scene setter)
 - b. Rising Action (Very quickly)
 - c. Climax (Reveal).
- (3) No time limit for social media videos, but the entry must deliver the communication objective in a clear and concise manner.
- (4) Include the web address for the video with the entry. Websites that require login or passwords are not eligible for KLV competition.
- (5) Include analytics analysis
 - a. Detailed information on plays, likes, shares, etc. and a critical explanation of how the video advanced command communication objectives.

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- b. Sampling of audience comments to demonstrate how the social media video was received by the audience(s) to support command communication objectives.

Category O: “Rising Star” Award for Outstanding New Broadcaster (Individual Category)

This one-time award recognizes excellence in Army broadcasting among enlisted Soldiers with less than 24 months in CMF 46. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2016 are eligible for this award.

Category P: 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. Only Soldiers in the rank of sergeant first class and below on Jan. 1, 2016 are eligible for this award.

NOTE: Soldiers competing in Category N cannot compete in Category O during the same contest year.

Category Q: Clark Taylor Civilian Broadcast Journalist of the Year (Individual Category)

This one-time award recognizes the Army civilian broadcast journalist who best exemplifies excellence in military broadcast journalism. Only Army civilians holding the grade of GS-12 and below on Jan. 1, 2016 are eligible for this award.

Additional Specifications for Categories O, P and Q:

- (1) Competitors must be full-time practicing broadcast journalists contributing to products authorized under AR 360-1 through Dec. 31, 2015.
- (2) Individuals may win a broadcast journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.
- (3) Materials submitted in support of nominees must have been produced and broadcast during the contest year. The play date marks the first day the product aired/posted.
- (4) 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 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, 2015.
- (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 memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)

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- b. An official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear his or her Class-A uniform. It is highly encouraged that this be the ASU Class-A. Exceptions may be made for individuals in a deployed environment. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.
- c. A one-page, chronological biography of the nominee written in third person, beginning with his or her current position and recent accomplishments.
- d. Entrants should submit the widest possible range of products and select materials that best represent their writing skills, voicing ability, videography, editing skills, and ability to host and produce programs.
- e. 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. All scripts, leads and tags used in producing and airing the entry must be included in the submission packet.
- f. 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. Enclose the run sheet with the entry form.
- g. A memorandum of authenticity must be provided by the responsible PAO for packages that were broadcast without lower-third/font information (byline).
- h. Category O must also include a memorandum from the responsible PAO confirming the nominee’s eligibility based on time within the career field.

X. Additional Technical Guidance**A. Submission Procedures**

- (1) The designated MACOM, ASCC or DRU representative will submit their KLV submissions in one batch using AMRDEC Safe (<https://safe.amrdec.army.mil/SAFE/>) to matthew.t.macrobarts.mil@mail.mil. See Section III for detailed guidance.
- (2) MACOM, ASCC or DRU representatives will create a master unit folder, with appropriate subfolders for each category, and place all relevant supporting materials in the designated folder. Name all files IAW KLV guidance. For example:
 - i. A USARCENT POC entering CPL Walter O’Reily in Broadcast Category N should create a master folder named “USARCENT”
 - ii. In that folder create another called "USARCENT_BCAT_N_USA_OReily"
 - iii. Place the following documents
 - “USARCENT_BCAT_N_USA_OReilyEligibilityMemo.pdf”
 - "USARCENT_BCAT_N_USA_OReilyNominationMemo.pdf"
 - “USARCENT_BCAT_N_USA_OReilyOfficialPhoto.jpg” (compress photo files to minimize size)

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"USARCENT_BCAT_N_USA_OReilyBio.pdf".

Do not submit unnamed materials along the lines of "doc1.pdf"

- (3) Submit entries in ".pdf", ".mp3", Quicktime, ".mp4" or Windows Media formats. Files cannot exceed 500 MB in size.

B. Audio Submissions

- (1) Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or tapes. OCPA will provide technical guidance, including electronic portal locations, directly to command POCs, for categories requiring submissions in ".mp3", Quicktime, ".mp4" or Windows Media formats.
- (2) Digital media files should be .MP3 format and are capable of automatic playing using common player software (not less than approximately 128 kbps).
- (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

C. 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 that include downstream 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, choose a "medium" video compression quality. Audio can be MP3, WAV, or AAC with "Lossless" or "Uncompressed" quality.

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- b. For Windows, use the Windows Media Video 9 Advanced codec. Choose a variable bit rate with "medium".

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**Appendix A:
2015 MG Keith L. Ware Public Affairs Competition Entry Form**

Using the fillable PDF forms found at <http://www.army.mil/klw/>, competitors will enter their competition data and will CAC sign the document. Instructions on how to sign are outlined on the form. The required leadership levels will also CAC sign. Lastly the MACOM, ASCC or DRU POC will CAC sign the submission forms. These POCs will transmit their organization's KLV submissions using <https://safe.amrdec.army.mil/SAFE/> to SFC Matthew Macroberts at matthew.t.macroberts.mil@mail.mil. Please utilize file compression (zip files) where possible and transmit submissions as close together as possible to eliminate the trickle-in effect. POC's experiencing problems using AMRDEC should contact SFC MacRoberts for guidance. KLV staff will not accept submission forms which are reproduced locally and submitted using any other method.

		2015 Major General Keith L. Ware Public Affairs Competition	
Print Category A: Civilian Enterprise Newspaper			
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"/>	
Entrant CAC Signature	NCOIC/OIC CAC Signature	MACOM/DRU/ASCC CAC Signature	

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Unit Eligibility List**

Below is a list of commands that are eligible to host a command-level competition and forward products to the 2015 Department of the Army MG Keith L. Ware Public Affairs 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)

Other Units

- National Guard Bureau (Army National Guard (ARNG))
- Defense Media Activity Headquarters (DMA HQ)

SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

**Appendix C:
Digital Communication (CI) Campaign Form Example**

BACKGROUND PAPER

**DIGITAL COMMUNICATION CAMPAIGN (Unit Award)
(Name of Digital Communication Campaign)
(Submitting Unit)**

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction projects.
(Current 50 calls/day)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children;
Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas.
Secondary: All community members.

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

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

SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

**Appendix D:
Broadcast Products and Air History Sheet Example**

**BROADCAST PRODUCTS AND AIR HISTORY
FOR
(Name of Digital Communication Campaign)**

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

EXAMPLE:

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

SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**Appendix E:
SGM Dawn Kilpatrick Memorial AUSA Scholarship**

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 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 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 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 how the he or she can impact the future of Army public affairs.

For application questions or submissions, contact SFC Matthew MacRoberts at (703) 614-1649 or matthew.t.macroberts.mil@mail.mil.

SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

**Appendix F:
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 2016

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, and is not pending UCMJ actions, barred from reenlistment or flagged IAW AR 600-8-2.
2. POC for this action is Mr. Supervisor at (555)555-5555 or mr.supervisor.civ@mail.mil.

MR. SUPERVISOR
COL, IN
Director, Army Public Affairs Center

SUBJECT: 2015 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

**Appendix G:
Memorandum of Eligibility/Authenticity**



Reply to
Attention:

DEPARTMENT OF THE ARMY

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

SAPA-PAC

1 February 2016

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, and is not pending UCMJ actions, barred from reenlistment/continued service or flagged IAW AR 600-8-2.
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 2015.
4. POC for this action is Mr. Supervisor at (555)555-5555 or mr.supervisor.civ@mail.mil.

MR. SUPERVISOR
COL, IN
Director, Army Public Affairs Center