



**2020 Department of the Air Force Public Affairs
Chief Master Sgt. Douglas W. Morrell
Media Awards Guidelines**

Published: December 2020

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

This Page Left Intentionally Blank

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

The Department of the Air Force Media Awards are named in memory of Chief Master Sgt. Douglas Morrell, a combat photographer who bailed out of aircraft three times, earned two Purples Hearts and a Bronze Star, and was held as prisoner of war during World War II.

Morrell's passion for production started at a young age when he shot and sold his first motion picture for \$10 at age 12.

He joined the Army Air Corps in 1939, beginning a career that would go on to span three wars. In 1943, by then in the Army Air Forces, he was transferred to Africa and Italy, where he flew 33 missions as a combat photographer in B-17 Flying Fortress and B-24 Liberator bombers, hitting Germany, Italy, Hungary, Austria, Yugoslavia, France and Romania.

In March 1944, his B-24 bomber was disabled by anti-aircraft fire over Romania, forcing the crew to bail out. He evaded capture for 27 days, ultimately making his way to Italy.

In May 1944, while documenting his fifth raid against the oil refineries at Ploesti, his aircraft was disabled by anti-aircraft fire and Morrell bailed out as the aircraft exploded. He was captured by German troops upon landing and was held prisoner in Bucharest until released by the advancing Russian Army 4 ½ months later.

He was then sent to Tinian in the Pacific to document a "special" bomb drop over Hiroshima, Japan, but was not aboard the Enola Gay due to a last-minute decision. During a 3-month stay in Tinian, then-Staff Sgt. Morrell flew six B-29 Superfortress firebomb missions over Japan as practice for the raid on Hiroshima.

He later was assigned to the 509th Composite Group and sent to Kwajalein Atoll as a senior photographer to document the atomic tests at Bikini in the Marshall Islands. Morrell documented two devices set off during the test in Bikini lagoon.

Upon returning again to the U.S., he documented guided missile tests in the Sahara Desert in Africa for two months and Alaska for two more months. Morrell was voluntarily discharged from the Army Air Forces Feb. 12, 1947, seven months before the Air Force became a separate service from the Army.

Morrell returned to service with the Air Force in March 1952 during the Korean War. He served three years as lead and standardization first photo on RB/GRB-36 Peacemaker aircraft with the 99th Strategic Reconnaissance Wing at Fairchild Air Force Base, Washington.

He served as a loadmaster aboard C-124 Globemaster aircraft at Pinecastle Air Force Base in Orlando, Florida, for three months before pursuing a special assignment as an Air Force Advisor (Photo) to the Alabama Air National Guard in Birmingham for five years.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

Morrell was then reassigned to the Air Photographic and Charting Service's 1365th Photo Squadron in Orlando as chief documentary cameraman until September 1963, when he was sent to the Panama Canal Zone to start a new detachment for coverage of Air Force activities in Latin America. He received commendations from three Latin American presidents for coverage of civic actions in their countries. Morrell arrived in Panama as a technical sergeant and left five years later as a chief-select.

He was assigned to Detachment 2, 1352nd Audiovisual Squadron, at Ent Air Force Base in Colorado Springs, Colorado, and was sent to Keflavik, Iceland, for three months to fly with F-102 Delta Dagger fighters intercepting Russian "Bear" aircraft over the North Sea. He documented a total of 24 intercepts (14 in one day) and was made an honorary member of the 57th Fighter/Interceptor Squadron.

Morrell was then assigned to the 601st Photo Flight at Korat Royal Thai Air Base, Thailand, in November 1968 as the Operations NCOIC and chief of Aircrew Standardization.

At age 50, he was on a mission over the Ho Chi Minh Trail in Laos when his aircraft was hit by anti-aircraft fire. Morrell and the pilot bailed out and were fired upon by the anti-aircraft gunners. He was picked up by a rescue helicopter nine hours after he hit the ground. After three months in the hospital at Clark Air Base in the Philippines, Morrell was reassigned to Headquarters Aerospace Audiovisual Service at Norton Air Force Base, California, where he served as chief of Aircrew Standardization for AAVS worldwide until he retired in 1974.

He returned to HQ AAVS in 1980 as a civilian, critiquing documentary projects and coordinating the Air Force combat documentation program.

During the next 15 years he conducted annual 2-day seminars on Combat Camera documentation techniques at each AAVS unit worldwide. He wrote operational regulations, including a comprehensive Combat Camera Documentation Techniques manual, the Combat Camera Basic Unit Supplement and supplements to Department of Defense and Air Force regulations and directives.

Chief Morrell managed the Military Cinematographer of the Year competition for the Department of Defense and was a leader in the establishment of the Military Motion Media Studies Program at Syracuse University that he managed for the Air Force.

Prior to his retirement in 1994 he was awarded the Combat Camera Lifetime Achievement Award and, on his retirement, the Air Force Outstanding Civilian Career Service Award. Chief Morrell died Sept. 2, 2017, at age 98 and is buried at the Riverside, California, National Cemetery.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

Table of Contents

1. The Awards Program	7
2. Points of Contact	7
3. Milestones	7
4. Eligibility	8
5. Entry Criteria	10
6. Entry Disqualification and Rejection	12
7. How to Submit Entries	12
8. Entry Authority	13
9. Notification of Winners	14
10. Judging Guidance	14
11. DoD Eligible Award Categories	15
a. Communicator of the Year	15
b. Civilian Graphic Designer of the Year	16
c. Military Graphic Designer of the Year	16
d. Civilian Photographer of the Year	17
e. Military Photographer of the Year	18
f. Civilian Videographer of the Year	19
g. Military Videographer of the Year	20
h. Civilian Writer of the Year	20
i. Military Writer of the Year	21
12. Department of the Air Force Award Categories	22
a. Graphic Design Products	23
1) Animation	23
2) Digital Art	23
3) Identity Design	23
4) Layout & Design	23
5) Photo Illustration	24
b. Photo Products	24
1) Feature Photo	24
2) News Photo	24
3) Picture Story	24
4) Photo Series	24
5) Portrait	25
6) Sports Photo	25
7) New Photographer of the Year	25

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

c. Video Products	26
1) Video Documentation (B-Roll)	26
2) Multimedia Product	26
3) Video Series	27
4) Video Story	27
5) Video Spot	27
6) Audio Product	27
7) Short-form Production Video	27
8) Long-form Production Video	27
9) New Videographer of the Year	28
d. Written Products	29
1) Blog Post	29
2) Commentary	29
3) Feature Story	30
4) Information Story	31
5) Photojournalism	32
6) New Writer of the Year	32
e. Music Products	34
1) Live Recording Instrumental	34
2) Live Recording Vocal	34
3) Studio Recording	34
4) Large Instrumental Composition/Arrangement	35
5) Small Instrumental Composition/Arrangement	35
6) Jazz Instrumental Composition/Arrangement	36
7) Original Popular Song	36
8) New Musician of the Year	37
9) Musician of the Year	37
Appendix A - Federal Law and DoD Policy	38
Appendix B - Captions	39

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

1. The Awards Program

a. The Chief Master Sgt. Douglas W. Morrell Public Affairs Media Awards (short title is Morrell Media Awards (MMA)) are a Department of the Air Force Public Affairs competition for Active Duty, National Guard, Reserve and Department of the Air Force civilians sponsored and administered by the Secretary of the Air Force Office of Public Affairs. The awards recognize military and civilian public affairs practitioners and military musicians for excellence in outstanding achievements in furthering Air Force, Space Force, and Department of Defense communication objectives. It also fosters an environment of innovation and growth, leading to more effective communication programs. Individuals and units receive awards for outstanding achievements in furthering Air Force, Space Force, and Department of Defense communication objectives. The 2020 contest is the 65th iteration of the competition. At the DoD level, awards are administered by the Defense Media Activity under the authority of Department of Defense Directive 5105.74, "Defense Media Activity (DMA)," paragraph E3.1.22.

b. Entry requirements and category descriptions for the 2020 Department of the Air Force MMA competition were created and approved by Department of the Air Force PA leadership.

c. There are nine categories in the 2020 competition that will be forwarded to the DoD level. The highest-level award in the DoD program is the Defense Communicator of the Year Award, which recognizes the individual who used his or her photography, writing, videography, and other skills to communicate information and stories relevant to his or her unit or command.

2. Points of Contact:

- a. David Steele (Primary)
david.steele.24@us.af.mil
301-885-9926 (cell)
- b. MSgt Evelyn Chavez (Alternate)
evelyn.chavez@us.af.mil
703-693-9193
- c. SMSgt Eugene King (for music categories only)
eugene.king.1@us.af.mil
703-692-8168

3. Milestones

Name	Date	Description
Competition year	January 1 to December 31, 2020	Products must have been uploaded to DVIDS between Jan. 1, 2020, and 11:59 p.m. Eastern Standard Time on Dec.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

		31, 2020.
Submission deadline (Submissions to MAJCOM will set by individual MAJCOM)	February 26, 2021	Last day for MAJCOM and Band submissions to be forwarded to SAF/PAI and SAF/PAB.
Official results released	March 28, 2021	Department of the Air Force announces winners
Submissions to DMA	March 29, 2021	Service submission deadlines to DMA
DoD judging begins	April 5, 2021	Judging will be conducted using DVIDS
DoD judging feedback sessions via livestream	April 13 – Communicator OTY April 14 – Graphics April 15 – Photo April 16 – Video	<i>Judging will be complete prior to the feedback sessions. Scores will not be shared nor will winners be announced during these sessions.</i> For times and livestream details, visit the Defense Media Awards webpage, www.dma.mil/Services/Defense-Media-Awards
DoD winners announced to services	April 23, 2021	Winners list sent to Service’s PA chiefs, Service’ contest coordinators, and NGB PA office.
Winners list posted to Defense Media Activity’s social media platforms DMA	April 30, 2021	Winners list posted to Defense Media Activity’s social media platforms.
Winners Posted	May 7, 2021	Winning entries posted to Defense Visual Information Distribution System (DVIDS).
After-Action review	May 7, 2021 (Tentative)	Conduct after-action review with Service representatives.

4. Eligibility

a. All entries for the MMAs must be submitted through their respective MAJCOM, FOA, DRU or DoD activity (see paragraph 8, Entry Authority). No individual may enter the competition directly. Only one entry per category may be submitted.

b. SAF/PA is responsible for establishing Department of the Air Force-specific procedures to judge and select their qualified entries for submission to the Defense Media Awards competition. Each unit and MAJCOM will ensure military nominees meet quality force standards prior to their entrance to the MMAs.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

c. Products entering the MMAs must be the work of active-duty, Reserve, and National Guard members of the Department of the Air Force, as well as U.S. government civilian employees with the photographer, journalist, photojournalist, videographer, broadcast journalist, graphic artist, mass communication specialist, public affairs specialist, band specialist or equivalent occupation specialty. Products created by service members who leave the Armed Forces during the year may not compete. Personnel assigned to the Civil Air Patrol are prohibited from competing unless they meet the eligibility criteria stated above.

d. Individuals can enter a product in any award category as long as they carry one of the occupation specialties listed below.

- 1) Enlisted: 3N0XX, 3N1XX, 3N2XX, or 3N3XX
- 2) Civilian: 1001, 1020, 1035, 1060, 1071, 1082 or 1084

e. Products produced by personnel assigned to “Stars and Stripes” newspapers are not eligible to participate. All non-appropriated fund (NAF) products and NAF personnel are also ineligible.

f. Products created by government contractor employees are not authorized to compete. Products produced with the assistance of government contract employees are eligible to compete in the MMAs. However, contractor employees will not be recognized individually for their contributions.

g. Local national employees performing a Department of the Air Force public affairs function may compete in all categories open to DAF civilians that are commensurate with their assigned position description. **However, no host-nation employee winner(s) will be forwarded to the DAF level of the MMAs.** Host nation civilians are not allowed to compete at the DoD level and will be disqualified if forwarded to the AF level.

h. Those assigned to combatant commands, defense agencies, DoD field activities and joint task forces, must refer to the DMMA competition rules for entry information. The Department of the Air Force will not judge civilian or unit awards from the Defense Media Activity, joint/unified commands, other defense agencies or joint task forces. U.S. government civilians assigned to the Defense Media Activity’s military production divisions are ineligible to submit their individual and unit entries to the Services’ competitions. DMA will judge these individuals and submit winners to the MMAs.

i. If a member was assigned to a different MAJCOM (or unit) in the awards year, it is the current unit of assignment that the person will submit through, regardless of time in the unit. It is the member’s responsibility to update the unit of assignment in DVIDS when PCSing or changing unit of assignment. If the unit of assignment is not updated, the member may be disqualified.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

j. Air National Guard members and U.S. government civilian staff members assigned to Air National Guard units will enter individual and unit categories through the National Guard Bureau, which will, in turn, submit winning entries through the Services' competitions. However, Joint Force Headquarters staff members will submit unit products produced at the state level through the Defense Media Merit Awards competition sponsored by the Defense Media Activity.

k. Reserve members will enter through their respective Service competition.

l. Deployed personnel. For the purpose of the Department of the Air Force Public Affairs MMAs, deployed broadcast networks (i.e., American Forces Network Afghanistan) are not considered a part of DMA. These submissions must be made through ACC. All other deployed personnel will submit individual entries through their home stations and major commands. Unit awards for deployed locations will be submitted through ACC.

m. Guard or Reserve Airmen that also fill civilian PA positions. Guard or Reserve personnel who also fill a Department of the Air Force civilian public affairs position are allowed to submit separate products done in their two different capacities. These personnel may not submit mixed products from military and civilian status to compete in a category. If the product is authored by TSgt XXX, that product is eligible for military categories only. The same rule applies for products created in a civilian status, personnel may not submit mixed products from military and civilian status.

n. Air Reserve Technicians. ARTs are eligible to submit products for the Department of the Air Force media awards. All products must be entered in the correct categories based on the technician's status at the time of product publication. Technicians' status will be determined by the byline/author name of the original publication. If the product is authored by TSgt XXX, that product is eligible for military categories only. The same rule applies for products created in a civilian status. Technicians may not submit mixed products from military and civilian status to compete in any category.

o. Bands. All submissions to the music categories from Active Duty and Air National Guard Bands, to include the AFCENT Band and the Airmen assigned to the SHAPE International Band will be submitted directly to SAF/PAB. The SHAPE International Band is not eligible for the unit music awards.

5. Entry Criteria

a. There is no rank/grade requirement for the Defense Media Awards.

b. Only Airmen with the rank of technical sergeant and below and Department of the Air Force public affairs civilians working in their job series up to GS-11 are eligible for the MMAs.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- c. Products entering the competition must have been created, approved for public release, and published between Jan. 1, 2020 and Dec. 31, 2020. **Products must have been uploaded and published to the Defense Video Visual Information Distribution System (DVIDS) between Jan. 1, 2020, and 11:59 p.m. Eastern Standard Time on Dec. 31, 2020.**
- d. All products must support or contribute to organizational communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release. ***All products must have a military tie.***
- e. No single product may be entered in more than once.
- f. Entries to the Communicator of the Year category may be from a military member or a U.S. government civilian employee as long as the entrant meets the eligibility criteria listed in paragraph 4. The entrant is also eligible to enter only **one** additional of the year category (either the graphic designer, photographer, videographer or writer of-the-year category) during the same competition year. Products may not be used more than once per paragraph 5.e. Entries found to contain the same products will be disqualified from the Defense Communicator of the Year and the other of-the-year category. If duplicate products are discovered, the Military Services and Defense Media Activity will not be allowed to replace the duplicate product nor will they be allowed to submit a replacement entry.
- g. Individuals who are **not** being entered into the Communicator of the Year category may be entered into more than one of the following categories: graphic designer, photographer, videographer or writer of the year. Products may not be used more than once per paragraph 5.e. If duplicate products are discovered, MAJCOMs will not be allowed to replace the duplicate product nor will they be allowed to submit a replacement entry.
- h. Each entry requires multiple products highlighting the entrant's work. In order to create the entry, ***each product must be uploaded and published to DVIDS as a separate file.***
- i. Each graphic, photo or video product must contain an embedded caption and other required metadata. Also assign a Visual Information Record Identification Number (VIRIN) as required in the DoD Visual Information Style Guide and Change 2 to DoDI 5040.02, "Visual Information," dated April 23, 2018. While editing metadata during upload to DVIDS, list the person who created the product in the credit field and ensure their name is included in the caption.
- j. All products must comply with federal law and DoD policy. See Appendix A.

6. Entry Disqualification and Rejection

- a. Entrants not adhering to established ethical guidelines will be automatically disqualified and not judged.
- b. Products entered by personnel who do not meet eligibility requirements listed in paragraph 4 will be disqualified.
- c. Products that do not meet the specific requirements in this guide or that fail to follow federal law or established DoD policy will be disqualified.
- d. Entries not uploaded to DVIDS, unless otherwise stated, will be disqualified.
- e. Challenges will be decided by SAF/PA.

7. How to Submit Entries.

- a. MAJCOMs, FOAs, DRUs, or DoD will only submit/forward first place winners for the DoD and Department of the Air Force awards to SAF/PA.
- b. Entry to the MMAs will be accomplished through DVIDS. Entry is a two-step process.
 - (1) Upload and publish products to DVIDS at <https://www.dvidshub.net/>. Once logged in, go to the training section for upload instructions. Only products uploaded and published to DVIDS between Jan. 1, 2020 and 11:59 p.m. Eastern Standard Time Dec. 31, 2020 are eligible to enter. Requests for exceptions will be denied.
 - (2) Submit products using the DVIDS Awards interface module. Instructions may be found on the DVIDS website. Entries must be submitted through the DVIDS Awards interface module to enter the competition. Requests for exceptions to this rule will be denied.
- c. The MAJCOM, FOA, DRU or DoD activity will submit a list of their nominees by February 26, 2021 and will ensure military nominees meet quality force standards prior to submission. Information required is as follows:
 - (1) Entrant's first name, middle initial, last name.
 - (2) Rank/Grade for military and civilian members along with courtesy title (Mr., Ms., Miss or Mrs.) for U.S. government employees.
 - (3) Unit Name (do not abbreviate) and complete unit mailing address (where award will be mailed).

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

(4) The DVIDS Awards submission number for each entry as well as the product ID number and public URL for each product in the entry.

d. Should a name on the submission list be different from the name associated with the product in DVIDS, the name associated with the entrant's DVIDS profile will take precedence.

e. Entry to the MMAs, except the music categories, will be accomplished through DVIDS. Send or upload the Music entries to SAF/PAB in accordance with guidance from contest coordinator.

8. Entry Authority.

a. Submissions to the MMAs must be approved by the contestant's chain of command and submitted through their respective MAJCOM, FOA, DRU or DoD activity.

b. Uniformed Airmen assigned to offices under the Secretary of Defense may compete in individual categories of the media awards through their corresponding geographic MAJCOM/FOA/DRU public affairs office. Geographic OPRs are:

(1) Airmen assigned to United States European Command (EUCOM) and United States Africa Command (AFRICOM) submit through U.S. Air Forces in Europe (USAFE).

(2) Airmen in United States Pacific Command (PACOM), including Alaska, submit through Pacific Air Forces (PACAF).

(3) Airmen in United States Central Command (CENTCOM) submit through Air Combat Command (ACC).

(4) Airmen in United States Transportation Command (TRANSCOM) submit through Air Mobility Command (AMC).

(5) Airmen in United States Special Operations Command (SOCOM) submit through Air Force Special Operations Command (AFSOC).

(6) Airmen in United States Strategic Command (STRATCOM) and United States Space Command (SPACECOM) submit through United States Space Force (USSF).

(7) Non-Defense Media Activity (DMA) Airmen in United States Northern Command (NORTHCOM) and United States Southern Command (SOUTHCOM) submit through SAF/PA.

(8) Airmen assigned to DMA, DMA-Atlantic or DMA-Pacific submit through their appropriate headquarters or regional headquarters to DMA.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

(9) Airmen assigned to Combat Camera and subordinate units submit through Air Force Public Affairs Agency (AFPAA).

9. Notification of Winners. Department of the Air Force Notification - notification of winners will be sent to the field by SAF/PA in March.

10. Judging Guidance

a. Judges will be selected for each medium: graphic design, photo, video and journalism. Selection criteria for judges will be based on their professional experience in the communication and visual information fields.

b. All entries will be judged on professional excellence, originality, storytelling ability, and creativity. Judges' decisions are final. The judges' discretionary comments and feedback will be provided to the MAJCOM after the competition, if available.

c. **DoD Awards.** There is no rank requirement for the Defense Media Awards.

(1) Awards will be given in nine categories: (1) Defense Communicator of the Year, (2) Civilian Graphic Designer of the Year, (3) Military Graphic Designer of the Year, (4) Civilian Photographer of the Year, (5) Military Photographer of the Year, (6) Civilian Videographer of the Year, (7) Military Videographer of the Year, (8) Thomas Jefferson Civilian Writer of the Year, and (9) Thomas Jefferson Military Writer of the Year.

(2) The winner of each category listed above will receive a trophy/plaque from the Defense Media Awards. Requests to replace a lost or misplaced trophy will not be honored.

d. Department of the **Air Force Awards.** Only Airmen with the rank of technical sergeant and below and Department of the Air Force public affairs civilians up to GS-11 working in their job series (see paragraph 4.d.) are eligible for MMAs, with the exception of the band awards.

(1) Judges will select first-place winners only for the MMAs. Awards will be given for all categories listed in paragraphs 11 and 12.

(2) First place finishers, individuals and units, will receive a trophy/plaque. Only one trophy/plaque will be given for unit awards.

(3) Products with more than one name, with the exception of unit awards, in a story's byline or the video, graphic or photo credit line will be disqualified.

11. DoD Eligible Award Categories. The first-place winners in the “of the Year” categories (except Music categories) in the MMAs are the only awards that will be forwarded to the Defense Media Awards. All products will contain embedded captions and other required metadata, including a VIRIN. Refer to the [DoD Visual Information Style Guide](#) for specific details. In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for public release.

a. Communicator of the Year. Open to both military and civilian personnel as long as they meet eligibility criteria listed in paragraph 4. Entry must be a portfolio profiling the work credited to one individual. Submit entry as a portfolio within the DVIDS Awards interface module. *Products with more than one name in a story’s byline or credit line will be disqualified.*

(1) The portfolio will consist of *five* products:

(a) One print story (Must be either a commentary, feature story, information story or one story of a series.)

(b) One video story

(c) One photo (Must be either a news photo, feature photo, portrait or one photo from a photo series.)

(d) Two products of the candidate’s choice (Must not be a photo series,)

(2) Other requirements:

(a) Follow entry criteria listed in paragraph 5.

(b) Only one of the candidate’s choices may be a photojournalism product (3-5 photos and a story), but it must be on a topic or event different from the other products in the portfolio. Only one photojournalism product may be entered as part of the portfolio.

(c) Any of the candidate’s choice may *not* be a photo series.

(d) Do not extract and submit component elements of a product as a candidate’s choice if that product in its entirety is being submitted by the entrant to this or another category. For example, do not extract and submit as a logo or other graphic from a multimedia product if the entire multimedia product is being submitted as a candidate’s choice to this or another category. This rule, however, does not prohibit individuals from submitting a graphic element extracted from a team-produced video, a multimedia product or a video credited to another person, but the extracted element

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

must be the work of the entrant and it must have been uploaded and published to DIVIDS as a separate file.

b. Civilian Graphic Designer of the Year. Entry must be the work of one individual. Submit entry as a **collection** within the DIVIDS Awards interface module. ***Products with more than one name in the credit line will be disqualified.***

(1) Entry must consist of **six** graphic design products:

- (a) One layout & design product
- (b) One digital art products
- (c) Four graphic design products of the candidate's choice

(2) Other requirements:

- (a) Follow entry criteria listed in paragraph 5.
- (b) Do not submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.
- (c) Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic design products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product or a product credited to another individual, but the extracted element must be the work of the entrant.
- (d) Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or other category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.
- (e) Do not submit layouts from interactive publications or interactive PDF documents.

c. Military Graphic Designer of the Year. Entry must be the work of one individual. Submit entry as a **collection** within the DIVIDS Awards interface module. ***Products with more than one name in the credit line will be disqualified.***

(1) Entry must consist of **six** graphic design products:

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- (a) One layout & design product
 - (c) One digital art product
 - (d) Four graphic design products of the candidate's choice
- (2) Other requirements:
- (a) Follow entry criteria listed in paragraph 5.
 - (b) Do not submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, water colors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.
 - (c) Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic design products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product or a product credited to another individual, but the extracted element must be the work of the entrant.
 - (d) Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or other category. Conversely, do not enter a layout & design product that contains elements submitted into the digital art and identity design products. Each product must be separate and distinct from the other.
 - (e) Do not submit layouts from interactive publications or interactive PDF documents.

d. Civilian Photographer of the Year. Entry must be the work of one individual. Submit entry as a **portfolio** within DVIDS Awards interface module. ***Products with more than one name in the credit line will be disqualified.***

- (1) Each entry must contain ***seven*** photo products:
- (a) One news photo
 - (b) One feature photo
 - (c) One portrait
 - (d) Three photos of the candidate's choice

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- (e) One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout. **Tip:** It may be easier to create the photo series as a collection within DVIDS before attempting to create the entry.
- (2) Entry will consist of 13 to 18 images in total.
- (3) Other requirements:
 - (a) Follow entry criteria listed in paragraph 5.
 - (b) Submit only one photo series.
 - (c) Photo illustrations are not authorized.
 - (d) Do not submit a photojournalism product as a candidate's choice.
 - (e) Do not submit photos from a photojournalism product if it is part of the Defense Communicator of the Year portfolio.
 - (f) Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.
 - (g) **Do not submit the same photo more than once.** Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

e. Military Photographer of the Year. Entry must be the work of one individual. Submit entry as a **portfolio** within the DVIDS Awards interface module. ***Products with more than one name in the credit line will be disqualified.***

- (1) The portfolio will contain ***seven*** photo products:
 - (a) One news photo
 - (b) One feature photo
 - (c) One portrait

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- (d) Three photos of the candidate's choice
 - (e) One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout. **Tip:** It may be easier to create the photo series as a collection within DVIDS before attempting to create the entry.
- (2) Entry will consist of 13 to 18 images in total.
- (3) Other requirements:
- (a) Follow entry criteria listed in paragraph 5.
 - (b) Submit only one photo series.
 - (c) Photo illustrations are not authorized.
 - (d) Do not submit a photojournalism product as a candidate's choice.
 - (e) Do not submit photos from a photojournalism product if it is part of the Defense Communicator of the Year portfolio.
 - (f) Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.
 - (g) **Do not submit the same photo more than once.** Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

f. Civilian Videographer of the Year. Entry must be the work of one individual. Submit entry as a **collection** within the DVIDS Awards interface module. ***Products with more than one person listed in the credit line will be disqualified.***

- (1) The portfolio will contain ***four*** videos:
- (a) One b-roll product
 - (b) One video story

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

(c) Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.

(2) Other requirements:

- (a) Follow entry criteria listed in paragraph 5.
- (b) A b-roll video may not be submitted as a candidate's choice.
- (c) Slates are not required.
- (d) Videos may contain closed captions, but they are not required.

g. Military Videographer of the Year. Entry must be the work of one individual. Submit entry as a **collection** within the DVIDS Awards interface module. ***Products with more than one person listed in the credit line will be disqualified.***

(1) The portfolio will contain ***four*** videos:

- (a) One b-roll product
- (b) One video story
- (c) Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.

(2) Other requirements:

- (a) Follow entry criteria listed in paragraph 5.
- (b) A b-roll video may not be submitted as a candidate's choice.
- (c) Slates are not required.
- (d) Videos may contain closed captions, but they are not required.

h. Civilian Writer of the Year. Entry must be work of one individual. Submit entry as a **collection** within the DVIDS Awards interface module. ***Stories with more than one person listed in the byline will be disqualified.***

(1) Entry must contain ***five*** products:

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- (a) One information story
 - (b) One feature story
 - (c) Three stories of the candidate's choice
- (2) Other requirements:
- (a) Follow entry criteria listed in paragraph 5.
 - (b) Products must be from separate events.
 - (c) Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
 - (d) Upload each article as a separate story in DVIDS. Do **not** upload PDF files.
 - (e) 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 articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:
 - Example 1: Story was originally published on Page 12 of the Feb. 12, 2020 issue of "Publication Name." It may also be found at <URL>.
 - Example 2: Story was originally posted to the Base X website on Feb. 12, 2020 and may be found at <URL>.
 - (f) Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:
 - Example 1: This story differs from the article originally published on page 12 of Feb. 12, 2020 issue of "Publication Name" in that John Peter's name has been corrected.
 - Example 2: This story differs from the article originally posted Feb. 12, 2020 on the Base X website at <URL>. It was updated Feb. 15, 2020 to correct the address for the family center.
- i. Military Writer of the Year.** Entry must be work of one individual. Submit entry as a **collection** within the DVIDS Awards interface module. ***Products with more than one person listed in the byline will be disqualified.***
- (1) Entry must contain ***five*** products:

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- (a) One information story
 - (b) One feature story
 - (c) Three stories of the candidate's choice
- (2) Other requirements:
- (a) Follow entry criteria listed in paragraph 5.
 - (b) Products must be from separate events.
 - (c) Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
 - (d) Upload each article as a separate story in DVIDS. Do **not** upload PDF files.
 - (e) 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 articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:
 - Example 1: Story was originally published on Page 12 of the Feb. 12, 2020 issue of "Publication Name." It may also be found at <URL>.
 - Example 2: Story was originally posted to the Base X website on Feb. 12, 2020 and may be found at <URL>.
 - (f) Ensure DVIDS and published versions are the same except for **minor** corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:
 - Example 1: This story differs from the article originally published on page 12 of Feb. 12, 2020 issue of "Publication Name" in that John Peter's name has been corrected.
 - Example 2: This story differs from the article originally posted Feb. 12, 2020 on the Base X website at <URL>. It was updated Feb. 15, 2020 to correct the address for the family center.

12. Department of the Air Force Award Categories. Only Airmen with the rank of technical sergeant and below and Department of the Air Force public affairs civilians up to GS-11 working in their job series are eligible for MMAs, with the exception of the band awards. All

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

ranks are eligible to be part of a unit award. All products will contain embedded captions and other required metadata, including a VIRIN, as required by the [DoD Visual Information Style Guide](#). In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for public release. Products that do not follow these requirements will be disqualified. These products are not forwarded to the DoD competition.

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

(1) Animation. Products include various media components that allow for animation, such as video production elements, digital displays, web animations or info graphics. Any animation style is allowed, such as 2-D, 2.5-D, 3-D, or stop motion. Must not use any copyrighted materials, such as movie clips and sound bites or music without broadcast rights. Product may not contain copyrighted rigs, props or characters. Upload to DVIDS as a high-resolution MP4 or SVG file. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award type: Individual.**

(2) Digital Art. Original work created by digital means. Examples include digital paintings, vector art, and 3-D renderings. A hand-drawn sketch, which is then digitized, may be used as the starting point, but these marks may not be visible in the final product. Does ***not*** include animation, cartoons, comic strips, and still photographs enhanced by digital means. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award type: Individual.**

(3) Identity Design. Original work that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration. Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(4) Layout & Design. Single- or two-page layouts created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, CD covers, cover art, and posters. All must be completed by the entrant, but elements can come from other sources. Entry is limited to two pages that may be extracted from a larger work published between Jan. 1, 2020 and Dec. 31, 2020. Layouts from interactive publications or interactive PDF documents are **not** allowed. **An entry created and entered in the**

Digital Art category cannot enter 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.** Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(5) Photo Illustrations. Single image or graphic created using a single or multiple images. Images used may be sourced from other means (i.e. not the nominee), but 100% of graphic production must be from the nominee. **Must be properly identified as a photo illustration in the caption.** Product may be submitted as part of a graphic designer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

b. Photo Products. Upload entries in DVIDS as a high-resolution file.

(1) Feature Photo. Storytelling picture not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, military equipment, employees or family members. Photo may be submitted as part of a photographer's portfolio or the Communicator of the Year category, but no other categories. **Award Type: Individual.**

(2) News Photo. Scheduled or unscheduled news event featuring a military organization, employees, equipment or family members. Photo may be submitted as part of a photographer's portfolio or to the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(3) Picture Story. See photo series.

(4) Photo Series. A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme, including a military operation or contingency, or participation in a military exercise or other training event. ***Coverage of the event must be preplanned and deliberate.*** Photos of a cancer victim receiving treatment over the course of the contest year are acceptable. Photos depicting one particular aspect of a military operation or exercise, or the entire event are also acceptable. Key is that the coverage was planned with a specific communication objective. Controlled and uncontrolled action photos are acceptable. A picture story is considered a photo series. One photo from the Photo Series (Picture Story) or the entire series may be submitted as part of a photographer's portfolio. One photo from the series also may be submitted as part of the Defense Storyteller of the Year portfolio, but it must not be the same photo submitted to the photographer of the year portfolio. Entrants electing to enter photos from the Picture Story series to the portfolio categories may not enter the remaining photos in any other category. **Upload each photo separately in DVIDS as a high-resolution file, each with its own VISION ID, and then upload them as a collection within DVIDS in the order in which the entrant wishes them to be judged.** **Award Type: Individual.**

(5) Portrait. A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Subject must have a connection to the military. Only one person may be portrayed prominently (as the main subject) in the photo. Official photos are not allowed. Photo may be submitted as part of a photographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file. **Award Type: Individual.**

(6) Sports Photo. A picture depicting some form of physical activity or sport (football, martial arts, swimming, etc.). Subjects must have a connection to the military. Photo may be submitted as part of a photographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS as a high-resolution file. **Award Type: Individual.**

(7) New Photographer of the Year. Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force public affairs civilians up to GS-11 working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority may enter. Entry must be the work of one individual. Submit entry as a **portfolio** within the DVIDS Awards interface module. ***Products with more than one name in the credit line will be disqualified.***

(a) The portfolio will contain *seven* photo products:

1 One news photo

2 One feature photo

3 One portrait

4 Three photos of the candidate's choice

5 One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout. Tip: It may be easier to create the photos series as a collection within DVIDS before attempting to create the entry.

(b) Entry must contain 13 to 18 images in total.

(c) Other requirements:

1 Follow entry criteria listed in paragraph 5.

2 Submit only one photo series.

3 Photo Illustrations are not authorized

4 Do not submit a photojournalism product as a candidate's choice.

5 Do not submit photos from a photojournalism product if it is part of the Defense Communicator of the Year portfolio.

6 Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.

7 **Do not submit the same photo more than once.** Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo. Note, however, the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

c. Video Products. Ensure product contains the required metadata, including a VIRIN and a caption prior to uploading to DVIDS.

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

(2) Multimedia Product. Illustrates the use of visual storytelling techniques across multiple digital mediums while telling a story. Must have a military tie. All forms of media are allowed: audio, video, photography, graphics, animation, or any other visual tool. **Product must use a minimum of four elements.** May be a feature, personality or news journalism piece. Product must be a single story produced and edited by one individual with at least 51 percent of the story's content created by that individual. Product may include dramatization if (1) the enhancement does not misrepresent the subject of the original, (2) it is clearly and readily apparent from the content that it is not intended to be an accurate representation of the actual event, and (3) the caption indicates the product contains dramatization. See Enclosure 10 of DoD Instruction 5040.02 for specific requirements. Entry will be judged by the quality of storytelling and creative use of combined mediums. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(3) **Video Series**. A sequence of video stories on a common military-related theme. Must be planned in advance with each video clearly identified as part of a series with either an anchor lead, or a consistent opening and closing. For example, this video is the first (second, third, or fourth) in a series of four videos about <topic>. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(4) **Video Story**. May be a feature, personality or news journalism piece. Lower-thirds and an opening title are acceptable. 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. 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. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS. **Award Type: Individual.**

(5) **Video Spot**. Must be 60 seconds or less in duration. Must be the work of one individual in its entirety. Identify the target audience in the caption. Product may be submitted as part of a videographer's portfolio or the Defense Storyteller of the Year category, but no other categories. Upload entry in DVIDS. **Award Type: Individual.**

(6) **Audio Product**. The target audience must be readily identifiable from the product. Story must be event/mission-oriented. Lead-in/tags are not required. **Award Type: Individual.**

(7) **Short-form Production Video**. 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. This is a unit award, which means that the product was created by more than one individual. **Since it is a team product, the VIRIN must contain a DVIAN in place of the Vision ID. The production must have a Product Identification Number (PIN). Entries without a PIN issued by AFPAA will be disqualified.** List all contributors in the credit field during metadata review.

(a) Production in its entirety must be 5 minutes or less in duration.

(b) Product may not be submitted in any other category. **Award Type: Unit.**

(8) **Long-form Production Video**. A self-contained video production conveying military information using process components such as script, talent, pre-production, production

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

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. This is a unit award, which means that the product was created by more than one individual. **Since it is a team product, the VIRIN must contain a DVIAN in place of the VISION ID. The production must have a Product Identification Number (PIN). Entries without a PIN issued by AFPAA will be disqualified.**

(a) Entry 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 condensed to 15 minutes or less for judging. Upload original production in DVIDS first and then upload the condensed version. While editing metadata during upload to DVIDS, list all contributors in the credit field and add a link to the original version in the caption. For example:

- U.S. Soldiers assigned to the 842nd Signal Company participate in a unit history commemoration at Fort Bragg, N.C., April 21, 2017. (U.S. Army video by Cpl. Jane Smith, Sgt. 1st Class Jack Sparrow and Staff Sgt. Jill Jones.
- This is a condensed version of the original production, which may be found at www.dvidshub.net/video/XXXXXX/title-of-product.

(b) Product may not be submitted in any other category.

Award Type: Unit.

(9) New Videographer of the Year. Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force public affairs civilians up to GS-11 working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority may enter. Entry must be the work of one individual. Submit entry as a **collection** within the DVIDS Awards interface module. ***Products with more than one person listed in the credit line will be disqualified.***

(a) The portfolio will contain ***four*** videos:

1 One video documentation (b-roll) product

2 One video story

3 Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on a social media platform may also be entered as a candidate's choice.

(b) Other requirements:

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

1 Follow entry criteria listed in paragraph 5.

2 A video documentation (b-roll) video may not be submitted as a candidate's choice.

3 Slates are not required and should not be included.

4 Videos may contain closed captions, but they are not required.

d. Written Products. Upload blog posts and stories to DVIDS as a news story with the same photos that were published with the original. Photos will not be judged. Include the URL at the bottom of the story to indicate where the blog post and story was originally published. The DVIDS version and original published version must be the same.

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

a) Upload entry to DVIDS as a story with the same photos, if any, posted to the blog post. Photos will not be judged. The DVIDS version and the blog post version must be the same.

b) Add date and URL in which the original blog post was published as the last line of text during the DVIDS upload process. For example: Blog post was originally posted on Feb. 12, 2020, to the <Command Name> official blog site and may be found at <URL>.

c) Judges will navigate to the original blog post to judge the entry. If the URL is not working, the judges reserve the right to disqualify the entry.

d) Blog post may be submitted as part of a writer's portfolio or the Defense Storyteller of the Year category, but no other categories.

e) Photos uploaded with blog post to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories, as appropriate, since they are not being judged as part of this entry. The photos, however, may not be used in any other category.

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

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

(a) Upload entry to DVIDS as a story with or without photos. Photos will not be judged. Add the page number (if published in a printed or PDF 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:

1 Commentary was originally published on Page 12 of the Feb. 12, 2020, issue of “Publication Name.” It may also be found at <URL>.

2 Commentary was originally posted to the Base X website on Feb. 12, 2020, and may be found at <URL>.

(b) DVIDS and published versions must be the same with one exception: to make *minor* corrections. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:

1 This commentary differs from the version published in the Feb. 12, 2019, issue of “Publication Name” in that John Peter’s name has been corrected.

2 This commentary differs from the version posted Feb. 12, 2019, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

(c) Story may be submitted as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.

(d) Photos uploaded with the commentary to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories as appropriate since they are not being judged. They may not be used in any other category.

(3) Feature Story. Feature story must have a focus that is maintained and supported throughout. Product may be a sports, human interest, personality or news feature. **Award Type: Individual.**

(a) Upload entry to DVIDS as a story with or without photos. Photos will not be judged.

(b) Add the page number (if published in a printed or PDF 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:

- Story was originally published on Page 12 of the Feb. 12, 2020, issue of “Publication Name.” It may also be found at <URL>.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- Story was originally posted to the Base X website on Feb. 12, 2020, and may be found at <URL>.

(c) DVIDS and published versions must be the same with one exception: to make *minor* corrections to the story. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:

- This story differs from the version published in the Feb. 12, 2020, issue of “Publication Name” in that John Peter’s name has been corrected.
- This story differs from the version posted Feb. 12, 2020, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

(d) Story may be submitted as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.

(e) Photos uploaded with the story to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories as appropriate since they are not being judged. They may not be used in any other category.

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

(a) Upload entry to DVIDS as a story with or without photos. Photos will not be judged.

(b) Add the page number (if published in a printed or PDF 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:

1 Story was originally published on Page 12 of the Feb. 12, 2020, issue of “Publication Name.” It may also be found at <URL>.

2 Story was originally posted to the Base X website on Feb. 12, 2020, and may be found at <URL>.

(c) DVIDS and published versions must be the same with one exception: to make *minor* corrections to the story. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

1 This story differs from the version published in the Feb. 12, 2020, issue of “Publication Name” in that John Peter’s name has been corrected.

2 This story differs from the version posted Feb. 12, 2020, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

(d) Story may be submitted as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories.

(e) Photos uploaded with the story to DVIDS may be submitted in the News Photo, Feature Photo or Portrait categories as appropriate since they are not being judged. They may not be used in any other category.

(5) Photojournalism. Product includes 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, and must be the work of one individual. Story may be submitted in its entirety as part of a writer’s portfolio or the Defense Storyteller of the Year category, but no other categories. **Award Type: Individual.**

(a) Upload entry to DVIDS, adding 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:

1 Story was originally published on Page 12 of the Feb. 12, 2020, issue of “Publication Name.” It may also be found at <URL>.

2 Commentary was originally posted to the Base X website on Feb. 12, 2020, and may be found at <URL>.

(b) DVIDS and published versions must be the same with one exception: to make *minor* corrections. If corrections are made, an explanation must be provided as the last line of the DVIDS version. Here are two examples:

1 This version differs from the one published in the Feb. 12, 2020, issue of “Publication Name” in that John Peter’s name has been corrected.

2 This version differs from the one posted Feb. 12, 2020, on the Installation X website. It was updated Feb. 15 to correct the address for the family center.

(6) New Writer of the Year. Only Airmen through the rank of technical sergeant working in Public Affairs and Department of the Air Force public affairs civilians up to GS-11 working in their job series, with no prior public affairs experience, for 24 months or less as certified by the submitting entry authority may enter. Entry must be the work of

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

one individual. Submit entry as a **collection** within the DVIDS Awards interface module.
Stories with more than one person listed in the byline will be disqualified.

(a) The portfolio will contain ***five*** products:

- One information story
- One feature story
- Three stories of the candidate's choice

(b) Other requirements:

- Follow entry criteria listed in paragraph 5.
- Products must be from separate events.
- Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Defense Communicator of the Year category.
- Upload each article as a separate story in DVIDS. Do **not** upload PDF files.
- 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 articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:
 - Example 1: Story was originally published on Page 12 of the Feb. 12, 2020 issue of "Publication Name." It may also be found at <URL>.
 - Example 2: Story was originally posted to the Base X website on Feb. 12, 2020 and may be found at <URL>.
- Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:
 - Example 1: This story differs from the article originally published on page 12 of Feb. 12, 2020 issue of "Publication Name" in that John Peter's name has been corrected.
 - Example 2: This story differs from the article originally posted Feb. 12, 2020 on the Base X website at <URL>. It was updated Feb. 15, 2019 to correct the address for the family center.

Award Type: Individual.

e. Music. Upload all spreadsheets and products for categories 1 – 7 to the AF Bands Google Drive (instructions to follow); submit categories 8 and 9 directly to SAF/PAB via e-mail. For unit awards, one submission per unit is allowed. For individual/team awards, one submission per location is allowed. The SHAPE International Band is not eligible for unit awards.

(1) Live Recording Instrumental. Outstanding live instrumental (instrumental only, without vocals, and can be an ensemble of any kind) recording of a song during 2020 calendar year. The genre of music isn't being judged. Judging will be based on the performance of the ensemble, audience appeal, and the quality of the recording. Audio recording only – no video. One submission per unit will be permitted. **Award Type: Unit**

(a) The submission will include:

- MP3 recording
- Brief synopsis of the performance to include, but not limited to who, where, what, why and when – location, target audience and size, special event, etc.

(2) Live Recording Vocal. Outstanding live recording of a song with vocal during the 2020 calendar year. This category is specifically targeting recordings that include vocals and can be an ensemble of any size. The genre of music isn't being judged. Judging will be based on the performance of the vocalist(s), ensemble, audience appeal, and the quality of the recording. One submission per unit will be permitted. Audio recording only – no video. **Award Type: Unit**

(a) The submission will include:

- MP3 recording
- Brief synopsis of the performance to include, but not limited to who, where, what, why and when – location, target audience and size, special event, etc.

(3) Studio Recording. Outstanding studio recording is a single musical work. The work may be one track or multiple tracks of the same composition. The work (either CD or downloadable) must have been produced during the 2020 calendar year. Judging will be based on the performance of the ensemble and the quality of the recording. One submission per unit will be permitted. **Award Type: Unit**

(a) The submission will include:

- MP3 recording(s)

(4) Large Instrumental Composition/Arrangement. Outstanding large instrumental is for a new, original composition or arrangement written during the 2020 calendar year for concert band. Solo, vocal, or chamber works with concert band accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recording must be of the instrumentation provided in the score. MIDI/electronic mockups will not be accepted in lieu of performance. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process. One submission per location will be permitted. **Award Type: Individual or Team**

(a) The submission will include:

- Score – PDF
- Lyrics, if applicable
- MP3 recording
- Brief synopsis of the intent of the work, when was it premiered, for whom, tie to mission, etc.

(5) Small Instrumental Composition/Arrangement. Outstanding small instrumental is for a new, original composition or arrangement written during the 2020 calendar year for small groups (brass quintet, woodwind quintet, etc.). Solo or vocal with small group accompaniment are allowed. There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recordings must be of the instrumentation provided in the score. MIDI/electronic mockups will not be accepted in lieu of performance. The genre of music isn't being judged. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process. One submission per location will be permitted. **Award Type: Individual or Team**

(a) The submission will include:

- Score – PDF
- Lyrics, if applicable
- MP3 recording

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

- Brief synopsis of the intent of the work, when was it premiered, for whom, tie to mission, etc.

(6) Jazz Instrumental Composition/Arrangement. Outstanding jazz instrumental is for a new original composition or arrangement written during the 2020 calendar year for any jazz ensemble (big band, combo, etc.). There is neither a time limit on the length of entries, nor is there a limit on the number of movements. Recording must be of the instrumentation provided in the score. MIDI/electronic mockups will not be accepted in lieu of performance. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process. One submission per location will be permitted. **Award Type: Individual or Team**

(a) The submission will include:

- Score – PDF
- Lyrics, if applicable
- MP3 recording
- Brief synopsis of the intent of the work, when was it premiered, for whom, tie to mission, etc.

(7) Original Popular Song. Outstanding original popular song is for a new original popular song written by a member of the Air Force during the calendar year 2020. The song may be instrumental or with vocal. Judging will be based on originality, creativity, audience appeal, and how it represents the prescribed genre, target audience, and mission. Recording quality will not be a primary factor considered in the judging process. **Award Type: Individual or Team**

(a) The submission will include:

- Score/Lead sheet – PDF
- Lyrics, if applicable
- MP3 recording
- Brief synopsis of the intent of the work, when was it premiered, for whom, tie to mission, etc.

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

(8) New Musician of the Year. This award recognizes 3N1XX/3N2XX/3N3XX Airmen in the grades E-6 and below, performing musician duties for 24 months or less as certified by the submitting unit. The intent of this submission is to focus on the primary duty (music) and its impact on both the Air Force and the public. Only one submission per location will be permitted. **Award Type: Individual**

(a) The submission will include:

- AF Form 1206
 - No category headings
 - 10 bullets

(9) Musician of the Year. This award recognizes 3N1XX/3N2XX/3N3XX Airmen in the grades E-7 and below, performing musician duties. The intent of this submission is to focus on the primary duty (music) and its impact on both the Air Force and the public. Only one submission per location will be permitted. **Award Type: Individual**

(a) The submission will include:

- AF Form 1206
 - No category headings
 - 10 bullets

Appendix A, Federal Laws and DoD Policy

1. All products must comply with applicable laws and DoD policy, including copyright and intellectual property laws and regulations, and the Health Insurance Portability and Accountability Act (HIPAA). Information regarding copyright and intellectual property laws may be found at www.copyright.gov. HIPPA information may be found at www.hhs.gov.
2. Productions containing commercial music must conform to U.S. copyright laws. This generally includes synchronization rights obtained via a music license agency. Otherwise, military units must obtain written approval from the artist, musicians' union and/or record company, to include synchronization rights. Rights obtained for commercial music used in productions submitted to the Defense Media Awards contest must include unlimited distribution. Organizations may be asked to provide written confirmation that all music complies with copyright law and DoD standards.
3. All products must meet the requirements for public affairs release as stated in Change 1 of DoD Instruction 5230.29, "Security and Policy Review of Information for Public Release." Any questions regarding public release should be directed to the local public affairs office.
4. Stories must conform to Change 1 of DoD Instruction 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps," dated November 20, 2017. Blog posts must be from an official military blog that has been registered as such as required in DoD Instruction 8170.01, "Online Information Management and Electronic Messaging," dated January 2, 2019.
5. Graphics, photos and video products must conform to Change 2 of DoD Instruction 5040.02, "Visual Information," dated April 23, 2018, and include metadata in accordance with the [DoD Visual Information Style Guide dated July 16, 2018](#).

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

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

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

Graphic Caption



The 1st Marine Division Band held the Honor Our Fallen concert at the Marines' Memorial Theatre in San Francisco Oct. 4, 2018. The graphic depicts a Fallen Soldier Battle Cross, the San Francisco Fleet Week logo and text with information about the event. This graphic was designed Oct. 3, 2018 at I Marine Expeditionary Force CommStrat, Camp Pendleton, California, and intended for use by any U.S. Marine Corps units or installations. (U.S. Marine Corps graphic by Cpl. Rachel E. Conrad)

Photo Caption



U.S. Air Force military working dog Ukkie jumps out of a patrol car during training at RAF Mildenhall, England, Nov. 6, 2018. Military working dog teams train the six phases of aggression daily, including the field interview, pursuit of attach, search, escort and a standoff. (U.S. Air Force photo by Staff Sgt. Christine Groening)

Department of the Air Force Public Affairs Chief Master Sgt. Douglas W. Morrell Media Awards
Nomination Guidance for Calendar Year 2020

Video Caption



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