

2020

U.S. COAST GUARD

CHIEF JOURNALIST ALEX HALEY AND COMMANDER JIM SIMPSON AWARDS PROGRAM GUIDELINES

Information is the catalyst for accountability in our society. Inherent in the first amendment, under freedom of speech and freedom of the press, the American people have an expectation of transparency and a “right to know” from their government. United States Code Title 14, specifically empowers the Commandant to collect, publish, and distribute information concerning Coast Guard operations to meet this public expectation. As servants of this public trust, we have an obligation and responsibility to educate the public on Coast Guard activities. Communication with the public is an element of operations that is fundamental to mission success.

The Chief Journalist Alex Haley Award recognizes the special achievements of individual Coast Guard members whose efforts and published works have furthered the operational goals of local commanders and the service at large. The Commander Jim Simpson Award recognizes a unit’s overall achievement in supporting the Coast Guard’s Public Affairs Program.

These awards exist to encourage and formally recognize Coast Guard-wide participation in conducting public affairs. The Coast Guard’s success depends in great measure upon the American public’s understanding and support of our missions.

CHIEF JOURNALIST ALEX HALEY AWARD

I. Background

The Chief Journalist Alex Haley Award is named in honor of the renowned author and Coast Guard journalist. The award recognizes the achievement of individuals whose efforts and published works have helped raise the visibility of the Coast Guard.

For individuals holding full-time public affairs positions, the award acts as the clearing house for the Defense Media Awards. Award recipients will be automatically entered to compete against professional communicators from all branches of the Armed Forces.

II. Eligibility

This competition is open to Coast Guard active duty, reserve, civilian, and auxiliary members. Members of other services are not authorized to compete in any category. Government contract employees, and products where content is produced by government contractors, are not authorized to compete in any category.

Use of copyrighted audio, video, and imagery is not authorized without documented permissions. If copyrighted materials are used in a submission, provide a statement on the source of the items used and what permissions for use were granted.

III. Timeline

Jan. 1, 2020, Competition Year Begins

Dec. 31, 2020, Competition Year Ends

Feb. 15, 2021, Entry Deadline

March. 1-5, 2021, Entry Judging

March 15, 2021, Award Recipients Announced, Submissions Forwarded to the [Defense Media Awards](#)

IV. Award Categories

The Chief Journalist Alex Haley Award is divided into 14 separate categories. Ten categories include: B-Roll Video, Blog Post, Feature Photo, Feature Story, Information Story, News Photo, Photo Series, Photojournalism, Portrait, and Video Story. There are four award categories for overall achievement. These categories include: Coast Guard Photographer of the Year, Coast Guard Videographer of the Year, Coast Guard Writer of the Year, and Coast Guard Communicator of the Year. The competition is divided into two groups as outlined below.

Group A: Coast Guard public affairs specialists may compete in all categories. Public affairs specialists are defined as active duty (E6 and below), reserve (E6 and below), and civilian members filling a full-time public affairs position.

Group B: Individual Coast Guard members are defined as active duty (E6 and below), reserve (E6 and below), civilian, and auxiliary members not filling a full-time public affairs position. Group B may compete in all categories except Coast Guard Photographer of the Year, Coast Guard Videographer of the Year, Coast Guard Writer of the Year, and Coast Guard Communicator of the Year.

Group A: Competition Categories for Coast Guard Public Affairs Specialists

Title	Description
News Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Feature Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Portrait	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
B-Roll Video	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Information Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Feature Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.

Blog Post	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photojournalism	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Coast Guard Writer of the Year	Submission must follow Defense Media Awards submission criteria for the Thomas Jefferson Military Writer of the Year.
Coast Guard Communicator of the Year	Submission must follow Defense Media Awards submission criteria for Defense Communicator of the Year
Coast Guard Photographer of the Year	Submission must follow Defense Media Awards submission criteria for Military Photographer of the Year.
Coast Guard Videographer of the Year	Submission must follow Defense Media Awards submission criteria for Military Videographer of the Year.

Group B: Competition Categories for Individual Coast Guard Members

Title	Description
News Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Feature Photo	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Portrait	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Photo Series	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Video Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
B-Roll Video	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Information Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Feature Story	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.
Blog Post	See Defense Media Awards nomination guidance, Appendix B, Product Definitions.

V. Judging

Commandant (CG-0922) will select judges based on their experience level in the Public Affairs Program. The panel will judge on creativity, composition, initiative, consistency, impact, and achievement in journalism and the media arts. The judging panel will provide its recommendations to Commandant (CG-0922) for final approval.

Judges will select one first place recipient in each category; judges will have the discretion to recommend additional award recipients (second, third place) if appropriate. Judges will select only one award recipient in each of the over-all achievement categories. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category. Alex Haley Award recipients will be announced via ALCOAST message.

VI. Submission

All submissions for the Alex Haley Awards, regardless of group, must have been uploaded and published to the Defense Video and Imagery Distribution System (DVIDS) within the competition year with appropriate captions and formatting. Submissions should effectively depict a person's overall contribution to the Public Affairs Program and should show achievement in journalism and the media arts. Entries may be submitted for competition from Jan. 1, 2021 through Feb. 15, 2021. Entries received after Feb. 15, 2021 will not be judged. Entries must be authorized products approved and published for public release.

A DVIDS account is required to make a submission. After logging into DVIDS, select the ADMIN link at the top of the page and select AWARDS from the column on the left. Select SUBMIT from the top menu bar. Additional [guidance](#) can be found at the DVIDS website.

No single product may be entered in more than one category except when used as part of a submission for Coast Guard Photographer of the Year, Coast Guard Videographer of the Year, Coast Guard Writer of the Year, or Coast Guard Communicator of the Year. All entries must follow the Defense Media Awards nomination [guidance](#) for each category.

COMMANDER JIM SIMPSON AWARD

I. Background

The Commander Jim Simpson Award is named in honor of the late public affairs officer who is best known for his efforts to raise the Coast Guard’s visibility through the news media. The award recognizes a unit’s excellence in its entire public affairs program – media relations, social media, internal information, and community relations.

II. Eligibility

The Commander Jim Simpson Award recognizes Coast Guard active duty, reserve, and civilian members assigned to Coast Guard units. Eligibility is not restricted to public affairs specialists or full-time public affairs officers. Members of other services are not authorized to compete in any category.

III. Timeline

Jan. 1, 2020, Competition Year Begins

Dec. 31, 2020, Competition Year Ends

Feb. 15, 2021, Entry Deadline

March. 1-5, 2021, Entry Judging

March 15, 2021, Awards Recipients Announced

IV. Award Categories

Competition for the Commander Jim Simpson Award is divided into two groups.

Group A: Public affairs offices may compete for the Coast Guard Public Affairs Office of the Year award. Public affairs offices are those teams of public affairs professionals who are assigned to Coast Guard Area or District command cadre. District public affairs detachments are not independently eligible for this award.

Group B: All other Coast Guard units, including training centers, may compete in the Outstanding Unit Achievement in Coast Guard Public Affairs award within their respective category.

Group A: Public Affairs Offices

Title	Description
Coast Guard Public Affairs Office of the Year	Public affairs professionals who are assigned to Coast Guard Area, or District command cadre.

Group B: Coast Guard Units

Title	Description
Outstanding Unit Achievement in Coast Guard Public Affairs (Large Afloat)	All vessels equal to or greater than 225- feet
Outstanding Unit Achievement in Coast Guard Public Affairs (Small Afloat)	All vessels less than 225-feet
Outstanding Unit Achievement in Coast Guard Public Affairs (Sector)	All sectors
Outstanding Unit Achievement in Coast Guard Public Affairs (Operations Ashore)	All operations ashore (stations, aids to navigation teams, (etc.)
Outstanding Unit Achievement in Coast Guard Public Affairs (Air Station)	All air stations
Outstanding Support Unit Achievement in Coast Guard Public Affairs	All training commands, bases, logistics and service centers

V. Entry Submission Content

Command Endorsement: A commanding officer’s recommendation memorandum is required, not to exceed two pages. The memorandum should articulate which award the office/unit is recommended for, a brief description of the office/unit’s achievements, and validation that all work was produced by the office/unit during the competition calendar year.

Entry Outline: Use PDF format when submitting entries. Please name the PDF using the following format: (Year) CDR Jim Simpson Award - Unit Name. Other file formats may delay or prevent judging. Units submitting unreadable formats will be disqualified. Submissions should depict a unit’s overall public affairs program and demonstrate how the unit furthered the goals and objectives of the local command, the District Commander, and the Coast Guard at large through internal and external engagement. Units should only provide their best examples to demonstrate achievement in the following areas.

1. **Media Relations:** Media relations includes efforts undertaken to inform a specific target audience via traditional media with the intent of furthering a goal or goals of the organization. An example would be conducting media interviews to promote boating safety.
2. **Social Media Planning:** Social media planning includes efforts to inform a specific target audience via social media channels with the intent of furthering a goal or goals of the organization. An example would be a Facebook campaign to increase lifejacket use.
3. **Community Relations:** Community relations includes efforts undertaken to improve or maintain a relationship with a local public, not directly through media relations tactics,

i.e. unit open houses, static displays and booths, speaker's bureaus, etc.

4. **Communication Planning:** Communication planning may include any event that is foreseen, yet has the potential for a negative or positive impact on the organization and requires communication planning to successfully manage. Examples include cutter homeport change, significant unit deployment, court-martial, unit closure, etc.

Summary: Success in each area should be quantified in a summary not to exceed two pages. Each summary may highlight a single initiative or may encompass several initiatives supporting the same goal. For example, a submission for community relations may highlight a single event with a large impact, or several events throughout the year with a common goal. Each summary should contain the following four sections.

1. **Research:** In this section, identify a recognized communication need and key audiences. Your research goal should establish a comprehensive list of variables and findings that inform and impact communication efforts. Identify the strategic intent of the supported program or initiative and the intended effect of the communication effort. In some cases, the overall goal or desired effect may be to create awareness that can be translated into support for the Coast Guard as an organization or our missions. Discuss your strategy and tactics to achieve the overall communication goal. How did you collect information in order to execute your communication strategy? Your research should identify where to focus efforts.
2. **Planning:** What path did you chose to execute your plan according to your research? Address what went into the development and what goals and objectives were identified. How did you take your communication strategy and create tactics for mission success? What goals were determined and how did you plan to achieve those goals? What audiences/stakeholders did you identify? What were the desired communication efforts in terms of knowledge, attitude, or behavior outcomes? Define your objectives in specific, measurable, attainable, relevant, and timely means.
3. **Implementation:** The tactics used to execute the plan should be outlined. An example would be inviting media to a search and rescue demonstrations or issuing a press release to increase visitors to a unit open house event. It should note what resources went into the plan, what challenges had to be overcome, or what modifications were made to the plan to achieve success. Implementation should highlight the unit's skill and commitment at executing the communication plan in an effort to reach the end goal.
4. **Evaluation:** The evaluation section should explained in detail how the plan and implementation was successful. The best examples of an evaluation should convey how the results directly tie back to the initial communication objective.

Supporting Material: Supporting material specifically referenced in the research, planning, implementation, and evaluation sections may be included immediately following each section

and is limited to two pages per section. **Please do not provide any video.** Examples of supporting material may include a graph quantifying all press releases for the year (please do not submit all related press releases), a comprehensive list of community relations events with a breakdown of attendees, a list of published photos, or a media distribution report noting viewership or readership.

Format: All award submissions should be formatted as follows.

Use MS Word document converted to an Adobe PDF for submission.

Font: Times New Roman 12

Margins: No less than 1 inch

Running head, left aligned: (Year) CDR Jim Simpson Award - Unit name

Page numbers: bottom center

Paragraph headers: (bold) Research, Planning, Implementation, Evaluation

Do not include photographs or graphics on the summary pages.

Supporting material pages may contain photographs, graphics, and data tables that clearly support items discussed in the summary.

Do not include screen shots or shrink press releases, Twitter posts, Facebook posts, articles, etc. to create an unreadable collage.

Page 1-2: Commanding Officer's recommendation memorandum.

Do not include a photo or graphic-designed cover page.

Page 3-4: Media

Page 5-6: Supporting Material

Page 7-8: Social Media

Page 9-10: Supporting Material

Page 11-12: Community Relations

Page 13-14: Supporting Material

Page 15-16: Communications Planning

Page 17-18: Supporting Material

If there is no content for any category, omit pages rather than include intentionally blank sections.

Submission: Entries may be submitted until Feb. 15, 2021. Entries received after this date will not be judged. All content included in an entry must have been produced during the competition year, Jan. 1, 2020 to Dec. 31, 2020. Entries can be submitted in two ways. Submit entries electronically to PublicAffairsPrograms@uscg.mil or through the Public Affairs Awards [CG Portal site](#). Please compress large electronic files before sending. The Adobe PDF award submission should not exceed 20 pages. Anything beyond 20 pages will not be judged. Please do not upload multiple PDF documents.

VI. Judging

Commandant (CG-0922) will select judges based on their experience level in the Public Affairs Program. Submissions will be judged on initiative, consistency, impact, management, and

quality. The judging panel will provide its recommendations to Commandant (CG-0922) for final approval.

Judges will select one first place recipient in each category; judges will have the discretion to recommend additional award recipients (second, third place) if appropriate. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category. Simpson Award recipients will be announced via ALCOAST message.