

NAVY PUBLIC AFFAIRS
AWARDS PROGRAM
STANDARD
OPERATING
PROCEDURES
CY2022

NAVY PUBLIC AFFAIRS AWARDS STANDARD OPERATING PROCEDURES CY2022

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SECTION 1: SUMMARY OF CHANGES AND PLANNING AHEAD

1.1. Summary of Changes

a. The Thompson-Ravitz program and the Russell Egnor Navy Media Awards program have been merged into the Navy Public Affairs Awards program.

1.2. Planning Ahead

a. **DON'T WAIT!** Ensure you have access to the DVIDS awards site (cms.dvidshub.net/awards) and the CHINFO Portal (<https://portal.secnav.navy.mil/orgs/CHINFO/>) before you try to submit. To gain access to the CHINFO portal, send a digitally signed email to suzette.m.kettenhofen.civ@us.navy.mil. If you have questions, please contact the POCs below.

(1) General awards questions and assistance:

(a) MCCS Peter Lawlor, peter.d.lawlor.mil@us.navy.mil, 757-836-6737

(b) MCCS Stacey McCarroll, anastasia.m.mccarroll.mil@us.navy.mil, 703-695-5591

(c) Lt.j.g. Molly Sanders, molly.t.sanders.mil@us.navy.mil, 703-614-9617

(2) DVIDS login questions: dvicustomerservice@defense.gov, 1-888-743-4662 or 678-421-6690

(3) CHINFO Portal questions: Ms. Suzette Kettenhofen, suzette.m.kettenhofen.civ@us.navy.mil, 703-692-4752.

(4) Program Administrator: MCCS Peter Lawlor, peter.d.lawlor.mil@us.navy.mil, 757-836-6737

b. Start selecting entries **TODAY** and have them ready when the submission windows open 15 December 2022. Be critical when selecting entries. Only submit the best of the best.

c. We need judges. Any Public Affairs Officers (PAO), Mass Communication Specialist (MC), or Civilian can be a judge. If you would like to judge, contact the Fleet and/or regional coordinators, who will be announced by 31 January.

SECTION 2: ELIGIBILITY

2.1. The Navy Public Affairs Awards program recognizes U.S. Navy Active Duty, Reserve, and Civilian communication professionals. With the exception of CHINFO, all units are eligible to submit entries. Navy personnel at Joint/Unified Commands, Defense Agencies, and Joint Task Forces may submit for Excellence categories or Individual categories, but Unit categories must be submitted through the chain of command to the DMA program.

2.2. Other services are not eligible to compete in any Individual or Excellence category regardless of the command they are assigned.

a. Government contracted employees are not authorized to compete in any category. Contractor-produced products may be included in Unit submissions, however communication strategy, planning, and analysis must be performed by Navy personnel.

b. Personnel assigned to Stars and Stripes newspapers are not eligible to compete in the program.

c. Use of copyrighted audio, video, and imagery are not authorized without documented permission. If copyrighted materials are used in a submission, you must provide a statement on the source of the items used and what permission for use was granted.

d. Entries must be submitted by the unit that planned and executed the program EXCEPT the Communication Innovation of the Year category.

e. The competition year is 1 January to 31 December 2022. All entries will be submitted electronically from 0001 (Eastern) on 15 December 2022 to 2359 (Eastern) on 1 February 2023 using the guidance below. The submission buttons will only be active during this timeframe.

f. Winners will be formally announced via NAVADMIN and Team PA emails.

SECTION 3: ENTRIES AND SUBMISSION PROCEDURES

3.1. All submitted products must have been posted to DVIDS between 1 January 2022 and 31 December 2022.

3.2. Late entries will not be accepted. Entries must be submitted by 1 February 2023.

3.3 All entries must have been approved for public release.

3.4. No single product may be entered in more than one category, except when used as part of a submission in an Excellence category or as part of the Media Campaign category.

3.5. Individuals may submit only one entry in each Individual category. There is no limit on the number of individual entries a unit can submit. Navy personnel are not eligible to submit entries in other service media competitions.

3.6. Units may submit only one entry in each unit category and may submit only one entry in each Excellence category. The unit category includes not only the organic command units but also can include regions (e.g, 5th Fleet; Southeast Region MCs, etc.). Units submitting in any of the Unit categories shall verify that they have and use an appropriate Defense Visual Information Activity Number (DVIAN) in accordance with Department of Defense Instruction (DoDI) 5040.02 on Visual Information (VI).

3.7. All still and motion imagery and graphic products must contain embedded captions and other required metadata, plus must be assigned a Visual Information Record Identification Number (VIRIN) as instructed in DoDI 5040.02.

3.8. All units, commands, and individuals must submit an Excel spreadsheet denoting the categories and numbers of submissions to the Program Administrator to allow for validation of products received to products submitted.

3.9. Submission Procedures

a. The following Of the Year category entries must be submitted via the CHINFO Portal's Public Affairs - Visual Information Awards Page. The submission window is open only 15 December 2022 - 1 February 2023.

- Y001: Junior MC of the Year
- Y002: MC of the Year
- Y003: Junior MC of the Year (Reserve)
- Y004: MC of the Year (Reserve)
- Y005: Navy Media Excellence Award of the Year. Also, overall 'Best-in-Show' is a recommended award and will be selected by a board comprised of senior enlisted MCs. No submissions for this category will be accepted.

b. The following Excellence category entries must be submitted via (cms.dvidshub.net/awards), the DVIDS Awards page:

- E001: Navy Videographer of the Year
- E002: Navy Civilian Videographer of the Year
- E003: Navy Writer of the Year

SECTION 3: ENTRIES AND SUBMISSION PROCEDURES (continued)

- E004: Navy Civilian Writer of the Year
- E005: Navy Photographer of the Year
- E006: Navy Civilian Photographer of the Year
- E007: Navy Graphic Designer of the Year
- E008: Navy Civilian Graphic Designer of the Year
- E009: Navy Communicator of the Year

c. All Excellence category entries must include the required content for each category as outlined in Section 4.

d. The following Unit category entries must be submitted via (cms.dvidshub.net/awards), the DVIDS Awards page:

- U001: Print or Digital Publication
- U004: Audio Short-form production
- U005: Audio Long-form production
- U006: Video Short-form production
- U007: Video Long-form production

e. The following Unit category entries must be submitted via the CHINFO Portal's Public Affairs - Visual Information Awards Page. The submission window is open only 15 December 2022 - 1 February 2023.

- U002: Online Publication
- U003: Web Based Informational Campaign

f. Individual Category I025: Blog Post entries must be submitted via the CHINFO Portal's Public Affairs - Visual Information Awards Page – The submission window is open only 15 December 2022 - 1 February 2023.

g. Individual Category entries except I025: Post must be submitted via the DVIDS Awards page, cms.dvidshub.net/awards. Each entrant must submit their own award submission.

h. Entries must be selected by the chain of command as a winner in order to be pushed through DVIDS for higher echelon judging. Failure to obtain approval will result in the entry not being judged. Commands are responsible for ensuring all approved entries are routed to the echelon level.

SECTION 4: OF THE YEAR AWARDS

4.1. “Of the Year” Award Categories

- a. All Of the Year categories are submitted via the CHINFO Portal.
- b. Of the Year categories (Y001 through Y005) descriptions and eligibility requirements are:

(1) Junior MC of the Year (Y001) recognizes the Navy's well-rounded E-5 and junior MC who represents the highest standards of the career field and the Navy.

- (a) The nomination package will include one PDF document that contains:

1. CO's endorsement letter;
2. Nomination letter;
3. The Sailor's three most recent evaluations; and
4. A portfolio submission consisting of four examples of projects led or produced during this awards

period.

(b) Candidates must submit a one-page biography (without photograph) with their portfolio. The biography will not be judged.

(2) MC of the Year (Y002) recognizes the Navy's well-rounded E-6 MC who represents the highest standards of the career field and the Navy through leadership in both the rating community and the command.

- (a) The nomination package will include one PDF document that contains:

1. CO's endorsement letter;
2. Nomination letter;
3. The Sailor's three most recent evaluations; and
4. A portfolio submission consisting of six examples of projects led or produced during this awards

period.

(b) Candidates must submit a one-page biography (without photograph) with their portfolio. The biography will not be judged.

(3) Reserve Junior MC of the Year (Y003) recognizes the Navy's well-rounded E-5 and junior Reserve MC who represents the highest standards of the career field and the Navy through leadership in both the rating community and the Navy Reserve community.

- (a) The nomination package will include one PDF document that contains:

1. CO's endorsement letter;
2. Nomination letter;
3. The Sailor's three most recent evaluations; and
4. A portfolio submission consisting of four examples of projects led or produced during this awards

period.

(b) Projects led or produced by applicants can be photos, videos, multimedia or written products released through DVIDS, or projects or initiatives led or produced for use internally for the benefit of the Navy Reserve community.

(c) Candidates must submit a one-page biography (without photograph) with their portfolio. The biography will not be judged.

SECTION 4: OF THE YEAR AWARDS (continued)

(4) Reserve MC of the Year (Y004) recognizes the Navy's well-rounded E-6 Reserve MC who represents the highest standards of the career field and the Navy through leadership in both the rating community and the Navy Reserve community.

(a) The nomination package will include one PDF document that contains:

1. CO's endorsement letter;

2. Nomination letter;

3. The Sailor's three most recent evaluations; and

4. A portfolio submission consisting of four examples of projects led or produced during this awards

period.

(b) Projects led or produced by applicants can be photos, videos, multimedia or written products released through DVIDS, or projects or initiatives led or produced for use internally for the benefit of the Navy Reserve community.

(c) Candidates must submit a one-page biography (without photograph) with their portfolio. The biography will not be judged.

(5) Navy Media Excellence Award (Y005) recognizes the overall 'Best-in-Show' award and will be selected from all submissions by a board comprised of senior enlisted MCs. No additional submissions needed.

c. Of the Year categories (officer and civilian) descriptions and eligibility requirements are:

(1) Junior Public Affairs Officer of the Year. This category recognizes active duty O-1 to O-3 PAOs, designator 1650.

(2) Junior Civilian Public Affairs Specialist of the Year. This category recognizes civilians in paygrades GS-11 and below, series 1035 or equivalent.

(3) Unit Public Affairs Representative of the Year (UPAR). This category recognizes O-1 to O-4 personnel of any designator other than 1650 or 1655, E-1 to E-9 in any rating other than MC, and civilian GS-13 or below who are assigned to collateral duties in public affairs.

(4) Junior Reserve Public Affairs Officer of the Year. This category recognizes Reserve O-1 to O-3 PAOs, designator 1655.

4.2. Of the Year Submission Requirements

a. Mandatory submission documents include:

(1) A Summary of Contributions, not to exceed two pages, which demonstrates the nominee's performance and contributions to the Unit. The summary will use 11-point font.

(2) A Letter of Nomination from the Unit commanding officer or authorized command or higher headquarters representative recommending the individual nominee.

(3) An official biography, and

SECTION 4: OF THE YEAR AWARDS (continued)

(4) Junior PAO of the Year, Junior Reserve PAO of the Year, and UPAR of the Year nominations must include a completed OPNAV 1650/3 (03-20) PDF v3 Personal Award Recommendation Form in its entirety, except for blocks 1-4 on page 1.

b. Nominations per Command/Region. Commands may submit only one nomination in each Individual category. Commands with multiple regions, such as Navy Public Affairs Support Element (NPASE), shall submit one nomination per region. If more than one candidate in a command or region is deemed worthy of nomination, the command must conduct an internal review to select the nominee. This rule does not apply to the Reserve PA community.

c. Letter of Nomination. For Individual award nominees only, nomination letters may be signed by O-4 and above PAOs serving as command Officer in Charge. Individual nomination letters should always be signed by the highest-ranking officer or civilian with direct knowledge of the performance of the nominee.

d. Individual entries may include up to three additional supporting documents that add value to their nominations.

e. Individual entries may include hyperlinks for up to three published media products created by the nominee.

f. Individual categories may only include accomplishments or performance details from the period 1 January - 31 December 2022.

g. Individuals nominated in previous competition years, including previous winners, may be re-nominated if they continue to meet eligibility requirements.

h. To reflect the importance of strong writing skills, submissions will be critiqued and graded for quality, clarity, and organization.

i. Once all required documentation is ready to submit, fill out the Individual Award submission form in the awards section of the CHINFO Portal.

j. The Active and Reserve Junior MCs of the Year will receive a Navy/Marine Corps Achievement Medal. The Active and Reserve MCs of the Year, as well as the PAO and Junior Reserve PAO of the Year will receive a Navy/Marine Corps Commendation Medal. The awardee in the civilian category will receive the Navy Meritorious Civilian Service Award. The Unit Public Affairs Representative (UPAR) of the Year awardee receives a Navy/Marine Corps Achievement medal. Civilian UPAR awardees receive the Navy Meritorious Civilian Service Award. All individual excellence award winners will also receive a plaque.

k. Individual submissions will be judged by senior leaders in each category. Active duty PAOs will be judged by active duty O-6s, Reserve PAOs will be judged by Reserve O-6s, etc. UPARs will be judged by senior PAOs who work extensively with those assigned as collateral duties. MCs will be judged by a panel of E-9s.

4.3. Junior PAO of the Year/Civilian PA Specialist of the Year

a. The Summary of Contributions and attachments should demonstrate excellence across the spectrum of communication skills required to be a successful PAO or civilian PA Specialist.

b. The Summary of Contributions must provide detailed examples for each of these areas:

(1) Describe the nominees' contributions to your command's communication activities.

SECTION 4: OF THE YEAR AWARDS (continued)

(2) Describe the impact of the nominees' communications on internal or public audiences.

(3) Describe any additional attributes or activities the nominee contributed to the command's mission.

(4) Describe the nominees' leadership contributions in working with subordinates, peers, leadership, and/or external organizations.

4.4. Unit Public Affairs Representative of the Year

a. The Summary of Contributions and attachments should demonstrate excellence across the spectrum of communication skills required to be a successful UPAR.

b. The Summary of Contributions must provide detailed examples for each of these areas:

(1) Describe the nominees' contributions to your command's communication activities.

(2) Describe the impact of the nominees' communication activities on internal or public audiences.

(3) Describe the nominees' contributions in working with local, regional, and service PAOs and/or media.

(4) Describe how the nominees' primary billet responsibilities contribute to their understanding, effectiveness, and leadership as the command UPAR.

4.5. Junior Reserve PAO of the Year

a. The Summary of Contributions and attachments should demonstrate excellence across the spectrum of communication skills required to be a successful PAO.

b. The Summary of Contributions must provide detailed examples for each of these areas:

(1) Unit Support: Describe the nominees' contributions to their primary Reserve unit's management. If cross-assigned, specify the unit with which the nominee holds leadership responsibilities (What does the nominee do for the unit they are cross-assigned into?).

(2) AC Mission Support: Describe the nominees' contributions to their primary unit's active duty supported-command mission and communication activities.

(3) Describe any additional attributes or activities that should be considered in the nomination.

(4) Describe any additional training or education courses, civilian or military, started or completed during the nomination year that strengthens the nominees' ability as a Navy PAO.

c. Warfighting Readiness Essay. In a separate document no longer than one page, the nominee is required to answer the following: If you were ordered to active duty to provide public affairs support in a time of crisis, what would make you a "plug and play" asset? What would make it hard for you to provide seamless surge support to the active component?

SECTION 5: EXCELLENCE AWARDS

5.1. Excellence Award Categories and Requirements

a. Excellence categories (E001 to E009) are submitted via DVIDS at cms.dvidshub.net/awards.

(1) Navy Videographer of the Year (E001) recognizes the Navy enlisted communicator whose portfolio represents the highest standards of Navy videography.

(a) Submit four video products: one video story; one b-roll video; and two products of the candidate's choice, either a video story, multimedia product, video spot, video designed exclusively for social media or one video from a video series.

(b) Portfolio in its entirety must not exceed 20 minutes. A b-roll video may not be submitted as a candidate's choice.

(c) All products must be the work of one individual. Products with more than one person in the credit line will be disqualified. Slates are not required.

(d) Videos may contain closed captions, but they are not required.

(e) Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption. Submit entry as a collection in DVIDS.

(2) Navy Civilian Videographer of the Year (E002) recognizes the Navy civilian whose portfolio represent the highest standards of Navy videography.

(a) Submit four video products: one video story; one b-roll video; and two products of the candidate's choice, either a video story, multimedia product, video spot, video designed exclusively for social media or one video from a video series.

(b) Portfolio in its entirety must not exceed 20 minutes. A b-roll video may not be submitted as a candidate's choice.

(c) All products must be the work of one individual. Products with more than one person in the credit line will be disqualified. Slates are not required.

(d) Videos may contain closed captions, but they are not required.

(e) Upload each video as a separate file in DVIDS, ensuring each video contains the required metadata including a VIRIN and a caption. Submit entry as a collection in DVIDS.

(3) Navy Writer of the Year (E003) recognizes the Navy enlisted communicator whose writing portfolio represents the highest standards of Navy writing.

(a) Entries must include five writing examples by the same individual including: one feature story; one information story; and three stories of the entrant's choice.

(b) A letter of authenticity from the responsible public affairs officer must accompany any article published without a byline. **Products must be written about separate events.**

SECTION 5: EXCELLENCE AWARDS (continued)

(c) 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 **Navy Communicator of the Year category**.

(d) 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 following the last paragraph of the story.

(e) Upload each article as a separate story in DVIDS. Do not submit a photojournalism product in its entirety. Submit entry as a collection in DVIDS.

(4) Navy Civilian Writer of the Year (E004) recognizes the Navy civilian whose writing portfolio represents the highest standards of Navy writing.

(a) Entries must include five writing examples by the same individual including: one feature story; one information story; and three stories of the entrant's choice.

(b) A letter of authenticity from the responsible public affairs officer must accompany any article published without a byline. **Stories with multiple names in the byline will be disqualified.**

(c) 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 **Navy Communicator of the Year category**.

(d) 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 following last paragraph of the story.

(e) Upload each article as a separate story in DVIDS. Do not submit a photojournalism product in its entirety. Submit entry as a collection in DVIDS.

(5) Navy Photographer of the Year (E005) recognizes the Navy enlisted communicator whose portfolio represents the highest standards of Navy photography.

(a) Candidates must submit a portfolio consisting of seven examples of their work from the photo categories. The portfolio will consist of: one News Photo entry; one Feature Photo entry; one Portrait entry; one photo series entry [either the Operational Photo Series, Training Photo Series or Picture Story category] and three photos of the candidate's choice.

(b) Entries must contain 13-18 images in total. **Do not submit the same photo more than once in the portfolio.** For example, candidates entering an Operational Photo Series as their series entry may not use one of these images as their news or feature photo, portrait or as one of their candidate's choice entries. This rule, however, does not prohibit photographers from using a different photo from that same operation as their news, feature or photographer's choice photos. Note, however, that the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, photos taken from more than one operation or event typically earn higher scores.

(c) The Portfolio may **not** include Photojournalism or Multimedia Product entries and will include only one photo series. **Do not submit a photojournalism product as a candidate's choice or submit photos from a photojournalism product if it is part of the Navy Communicator of the Year portfolio.**

SECTION 5: EXCELLENCE AWARDS (continued)

(d) Upload each photo separately in DVIDS as a high-res file, each with its own VIRIN, and then group the photos for the series entry as a collection prior to creating the portfolio entry. Submit entry as a collection in DVIDS.

(6) Navy Civilian Photographer of the Year (E006) recognizes the Navy civilian whose portfolio represents the highest standards of Navy photography.

(a) Candidates must submit a portfolio consisting of seven examples of their work from the photo categories. The portfolio will consist of: one News Photo entry; one Feature Photo entry; one Portrait entry; one photo series entry [either the Operational Photo Series, Training Photo Series or Picture Story category] and three photos of the candidate's choice.

(b) Entries must contain 13-18 images in total. **Do not submit the same photo more than once in the portfolio.** For example, candidates entering an Operational Photo Series as their series entry may not use one of these images as their news or feature photo, portrait or as one of their candidate's choice entries. This rule, however, does not prohibit photographers from using a different photo from that same operation as their news, feature or photographer's choice photos. Note, however, that the purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, photos taken from more than one operation or event typically earn higher scores.

(c) The Portfolio may **not** include Photojournalism or Multimedia Product entries and will include only one photo series. **Do not submit a photojournalism product as a candidate's choice or submit photos from a photojournalism product if it is part of the Navy Communicator of the Year portfolio.**

(d) Upload each photo separately in DVIDS as a high-res file, each with its own VIRIN, and then group the photos for the series entry as a collection prior to creating the portfolio entry. Submit entry as a collection in DVIDS.

(7) Navy Graphic Designer of the Year (E007) recognizes the Navy communicator whose graphic design portfolio represents the highest standards of Navy graphic design.

(a) Submit six entries; one entry from the Layout & Design category; one entry from the Digital Art category, and four entries of the candidate's choice, including animation and identity design.

(b) Do not submit elements from a layout & design product as a separate product if the entire layout & design is being entered to this or another category. Do not extract and submit elements of a multimedia product, video story or video spot as a graphic design product if the multimedia product, video story or video spot in its entirety is being submitted to this or another category.

(c) **Products with more than one name in the credit line will be disqualified.**

(d) Submit entry as a collection within the DVIDS Awards interface module. Each product must contain a caption and have its own VIRIN. Submit entry as a collection. Graphic may be labeled an image in DVIDS. Submission can be uploaded into a graphic category as an image.

(8) Navy Civilian Graphic Designer of the Year (E008) recognizes the Navy civilian whose graphic design portfolio represents the highest standards of Navy graphic design.

(a) Submit six entries; one entry from the Layout & Design category; one entry from the Digital Art category, and four entries of the candidate's choice, including animation and identity design.

SECTION 5: EXCELLENCE AWARDS (continued)

(b) Do not submit elements from a layout & design product as a separate product if the entire layout & design is being entered to this or another category. Do not extract and submit elements of a multimedia product, video story or video spot as a graphic design product if the multimedia product, video story or video spot in its entirety is being submitted to this or another category.

(c) Products with more than one name in the credit line will be disqualified.

(d) Submit entry as a collection within the DVIDS Awards interface module. Each product must contain a caption and have its own VIRIN. Submit entry as a collection. Graphic may be labeled an image in DVIDS. Submission can be uploaded into a graphic category as an image.

(9) Navy Communicator of the Year (E009) recognizes the Navy communicator (military or civilian) whose communication products across the full-spectrum of media disciplines represents the highest standards of the Navy.

(a) Candidates must submit a portfolio consisting of five examples of their work. Portfolio must contain the following: one print story entry [must be either a commentary, feature story, information story or one story of a series]; one video story entry; one photo entry [must be either a news photo, feature photo, portrait or one photo from a photo series]; and two entries of the candidate's choice from any of the individual award categories except for the Photo Series categories.

(b) Each product must follow the rules listed in the category descriptions. Entrant's choice may be a photojournalism product (3-5 photos and a story), but it must be on a topic different from the other products in the portfolio.


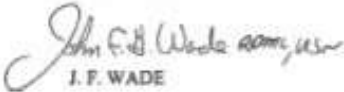
(c) Candidates are allowed to enter the Navy Communicator of the Year and one other of-the-year category: graphic designer, photographer, videographer or writer of the year. Each portfolio, however, may not contain the same products. Candidates who enter duplicate products in each portfolio will be disqualified.

(d) Products with more than one name in a byline or credit line will be disqualified.

(e) Upload each entry as a separate product in DVIDS, and then follow the submission instructions to complete the portfolio. Submit entry as a portfolio.

SECTION 6: SUPPORTING DOCUMENT TEMPLATES

Official Biography Template:

| | | |
|---|--|---|
|  | <p>DEPARTMENT OF THE NAVY COMMANDER NAVAL SURFACE AND MINE WARFIGHTING DEVELOPMENT CENTER 4170 NORMAN SCOTT ROAD, SUITE 4 SAN DIEGO, CALIFORNIA 92136-5519</p> | <p>FORM NO. 1000 Ser N00023 xx Jan xx</p> |
| <p>From: Rear Admiral John F. Wade, USN. 1110 To: Director, Navy Public Affairs Awards</p> | | |
| <p>Subj: LETTER OF NOMINATION ICO XXXXXXXXXX</p> | | |
| <p>USN Ref (a) OPNAVINST 5305.7C</p> | | |
| <p>1. In accordance with reference (a), it is my distinct pleasure and honor to provide my strongest possible endorsement for the nomination of XXXXXXXXXX, as the Navy's Junior Public Affairs Officer of the Year, 20xx. He is my public affairs conscience and trusted advisor who flawlessly communicates my strategic messages to all key audiences with maximum visibility.</p> <p>2. XXXXX is the sole public affairs resource for my headquarters and four subordinate divisions in Virginia and San Diego. He single-handedly created the command's public affairs shop and unveiled a communication strategy – targeted at marketing to the surface warfare community as well as global audiences. He used qualitative and quantitative research to prepare efficient strategies to educate and recruit an elite cadre of junior surface warfare officers (SWO) to become Warfare Tactics Instructors (WTI) – all done with minimal resources, infrastructure, equipment or manpower. The WTI program is essentially TOP GUN for SWOs. At the end of calendar year 20xx, applications across the fleet rose from 33 to 94, a 184 percent increase in 12 months. XXXXX's efforts weren't limited to internal navy communication. His innovative communication initiatives led to global recognition in the 20xx <i>Call of Duty: Infinite Warfare</i> video game; Tom Clancy's bestselling novel <i>Commander in Chief</i> by Mark Greaney, a Ron Howard produced National Geographic documentary on the WTI program; and finally, WTIs were utilized as technical advisors for TNT's <i>The Last Ship</i> – a Navy drama series with weekly viewership of 14 million. These projects expanded the WTI brand to global audiences of more than 100 million. As a result of XXXXX's efforts 20xx ended with 125 WTIs in the fleet in just 18 months of activating the Naval Surface and Mine Warfighting Development Center (SMWDC). His innovative strategic communications plan was integral to achieving the capacity and momentum to produce 110 WTIs annually who will systematically increase the tactical proficiency of the Surface Navy, in support of maintaining sea control and maritime superiority.</p> <p>3. XXXXX's efforts extended beyond public outreach. Operationally he was the Public Affairs (PA) lead for Rim of Pacific, Southern California (SOCAL), where Commander, U.S. THIRD Fleet designated SMWDC as Mine Warfare Commander, Task Force (CTF) 177. To support this effort, XXXXX led a temporarily assigned duty (TAD) PA team in the coverage of CTF 177 training events – encompassing of six nations, 24 units and more than 1,000 military personnel conducting mine countermeasure operations. Simultaneously, he was the PA lead for daily white cell terrorist scenarios involving immediate crisis communication for the international coalition force. He also led an underway TAD PA team the inaugural Surface Warfare Advanced Tactical Training (SWATT) exercise with USS NIMITZ Carrier Strike Group. This two week exercise consisted of 13 WTIs embarked on six ships leading live fire events in the SOCAL operating area. XXXXX's underway team produced more than 60 multimedia products – which were crucial to strategic messaging in the Surface Navy.</p> <p>4. SMWDC would not be where we are today without XXXXXXXXXX's PA expertise, and strategic imaginative vision. He has earned my highest possible recommendation for Junior Public Affairs Officer of the Year!</p> | | |
| <p> J. F. WADE</p> | | |

SECTION 6: SUPPORTING DOCUMENT TEMPLATES (continued)

OPNAV Form1650/3 (Rev03-20) v3 Personal Award Recommendation:

| PERSONAL AWARD RECOMMENDATION | | ENSURE ALL BLOCKS ARE FILLED IN, SIGNED AND DATED COMPLETE MAILING ADDRESSES ARE REQUIRED | | |
|--|---|--|--|----------|
| FOR OFFICIAL USE ONLY Privacy Act Statement on Page 4 | | | | |
| 1. FROM: ASSISTANT CHIEF OF INFORMATION OI-8 ADDRESS: OFFICE OF INFORMATION 1200 NAVY PENTAGON, RM 4B463 WASHINGTON, D.C. 20350-1200 | | 1a. UIC / RUC 31705 | 2. TO: CHIEF OF INFORMATION ADDRESS: OFFICE OF INFORMATION 1200 NAVY PENTAGON, RM 4B463 WASHINGTON, D.C. 20350-1200 | |
| 3. COMMAND POC: NAME: YNC(AW) TERRENCE C. AFFLERBAUGH EMAIL: TERRENCE.C.AFFLERBAUGH.MIL@US.NAVY.MIL | | 4. PHONE: (DSN): (COM):703-693-3570 | 5. EXP DATE OF ACTIVE DUTY (DD-Mmm-YYYY): 5.a. IF RETIREMENT/SEPARATION, NUMBER OF YEARS: | |
| 6. SSN or DoD ID | 7. DESIG/NEC/MOS | 8. DETACHMENT OR CEREMONY DATE (EARLIER DATE): | | |
| 9. NAME (LAST, FIRST, MIDDLE, SUFFIX) | | 10. RETIREMENT TRANSFER SEPARATION SPECIFIC ACHIEVEMENT <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> | | |
| 11. COMPONENT USN | | 12. NEW DUTY STATION AND ADDRESS (Home address for retirement/separation) | | |
| 13. PAYGRADE AND RATING | | | | |
| 14. WARFARE QUALIFICATION | 15. UNIT AT TIME OF ACTION/SERVICE | 16. DUTY ASSIGNMENT | | |
| 17. UIC/RUC | 18. CAMPAIGN NA Not Applicable | 18a. OPERATION: | 19. PREVIOUS PERSONAL DECORATIONS AND PERIOD RECOGNIZED (exclude Combat Action Ribbon) | |
| 20. RECOMMENDED AWARD | | | | |
| 21. HEROIC MERITORIOUS HEROIC POSTHUMOUS MERITORIOUS POSTHUMOUS MIA <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | 22. PERSONAL AWARDS RECOMMENDED-NOT YET APPROVED | | | |
| 23. RECOMMENDED AWARD NUMBER (EX: 1,2,3 ...) | 24. OTHER PERSONNEL BEING RECOMMENDED FOR SAME ACTION: | | | |
| 25. ACTION DATE/ MERITORIOUS PERIOD | | 26. (FOR O-6 AND ABOVE) RANK AND NAME OF PREDECESSOR: | | |
| 27. GEOGRAPHIC AREA OF ACTION/SERVICE | | 28. IF FOREIGN NATIONAL, INDICATE FOREIGN SERVICE AND COUNTRY: | | |
| 29. I CERTIFY THAT THE FACTS CONTAINED IN THE SUMMARY OF ACTION ARE <input type="checkbox"/> KNOWN TO ME <input type="checkbox"/> A MATTER OF RECORD | | | | |
| 30a. NAME, RANK/GRADE, COMPONENT, TITLE OF ORIGINATOR J. M. WARD, GS15, ASSISTANT CHIEF OF INFORMATION OI-1/OI-8 | | 30b. SIGNATURE | 30c. DATE | |
| 31. FORWARDING ENDORSEMENTS BY VIA ADDRESSEE(S) | | | | |
| VIA | COMMAND (To be completed by originator) (Include Telephone Number) | RECOMMENDED AWARD | SIGNATURE, GRADE | DATE FWD |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 32. TO BE COMPLETED BY AWARDING AUTHORITY | | | | |
| DISPOSITION OF BASIC RECOMMENDATION | EXTRAORDINARY HEROISM RECOMMENDED | SIGNATURE, GRADE, TITLE | DATE APPROVED | |
| | <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO | R. M. PERRY, RDML, USN, CHINFO | | |
| 33. NDAWS SERIAL NO: | | DNS-35 RECEIVED DATE: | NDBDM RECEIVED DATE: | |

SECTION 6: SUPPORTING DOCUMENT TEMPLATES (continued)

35. Summary of Action (not required for Command approved NAMs)

XXXXX is hereby authorized the award of the Navy/Marine Corps Commendation Medal in recognition of her selection as the Junior Public Affairs Officer of the Year for the 20xx Navy Public Affairs Awards for Excellence in Navy Public Affairs.

As the public affairs officer for XXXXXX, she researched, planned, implemented, and evaluated a communication strategy that aligned and supported the communication campaigns of XXXXX and XXXXX. To execute these initiatives, she developed a comprehensive plan to build awareness and strengthen support for the strategic objectives of forward deployed naval forces operating in the region. These accomplishments were compounded by an evolving and turbulent year that included an operational shift from XXXXXX to XXXXXX, a temporary deployment gap of Littoral Combat Ships (LCS), a COVID-19 impacted theater security cooperation schedule, and increased integration between XXXX with XXXXXXX.

She developed communication strategies and tactics that increased awareness and understanding of the Navy's mission in the region. She established communication goals and objectives that were attainable, specific, and measurable and that conveyed the importance of XXXXXX as a pillar under XXXXX and its essential role in supporting U.S. forward naval presence. She found numerous methods to highlight important aspects of XXXXX mission to include: outlining decisive missions as the Sea Combat Commander (SCC) for XXXXX, providing XXXX the flexibility to execute tactics and procedures in surface and anti-submarine warfare; leveraging the interoperability of the Navy-Marine Corps team in support of Theater Littoral Warfare Commander (TLWC); defining impact of operational concepts of Littoral Operations in a Contested Environment (LOCE); addressing the LCS deployment gap; building relationships with ASEAN neighbors through CARAT exercises and other operations; and executing expeditionary maintenance.

XXXXXXX worked with the administrative chains of command for XXXXXX type commanders within the Navy public affairs community across fleets, and with ASEAN public affairs representatives and associated U.S. Embassies to initiate and use a wide array of tactics. Using NPASE support, she kept the XXXX crews consistently manned with temporary duty mass communication specialists and provided mission- and fleet-specific training to the unit public affairs representative (UPAR). XXXXXXX carried out the publicity for the simultaneous operations in the South China Sea, signaling sustained commitment of U.S. Navy presence in the region. Using both virtual and in-person coordination, she executed meetings, conducted interviews, processed imagery, and developed publications for operating and exercising with allied and partner navies, to include India, South Korea, Japan, Thailand, Indonesia, Australia, Singapore, Bangladesh, Brunei and France. She helped to enhance allied and partner nation understanding of XXXXX and XXXX role in the region shaping the environment for positive reception of announcements. Additionally, her efforts supported increased force presence in Southeast Asia to maintain region stability and to assure regional allies, partners and friends. Through media releases and responses to query, she highlighted the versatility and flexibility of XXXX rotationally deployed to Southeast Asia as a game changer during high-visibility presence operations including Freedom of Navigation operations, routine operations in the Spratly Islands and tailored operations in the vicinity of Panamanian-flagged drillship, West Capella. This active posture emphasized the Navy's support of transparency, the rule of law, freedom of navigation for a free and open Indo-Pacific for all nations, and increased understanding that the U.S. supports the efforts of its allies and partners in the lawful pursuit of their economic interests.

Outside the normal duties of a Public Affairs Officer and adding maximum positive impact to operations in the region, XXXXXX volunteered to be part of the XXXX team that got underway on XXXXXX. With the goal of enhancing the tactical readiness and awareness of XXXXX she deployed with XXXXX for half of their 2020 deployment, integrating with XXXXX, and also served underway on XXXX as the sole XXXX representative during XXX spring patrol. During her time on XXXX, she qualified as Staff Tactical Action Officer and Strike Group a Combat Coordinator with XXXX in order to gain experience to lead XXXX staff certification as a Sea Combat Commander. As tactically proficient as any Surface Warfare Officer Department Head, her willingness to go well beyond her job description to make the staff better was a critical factor in enabling the effectiveness of XXXXX.

A hand-selected member of the command resilience team, she assisted in the execution of two Command Climate Surveys by identifying attainable action items to improve command morale, promote equal opportunity, resolve procedural deficiencies, and increase overall command climate. Remaining involved in Sailor 360 training, she provided regular updated public affairs training and guidance to the command in support of current events and message alignment.

As the command's planner for organizing and executing all distinguished visitors to XXXXXX, she worked directly with U.S. Embassy and staffs from XXXXX to execute VIP visits from these delegations. Her consistent efforts directly impacted top-level understanding of the value of XXXX, XXXXX staff's lynchpin role in the region, and the United States's strategic relationship with Singapore.

XXXXXXX exceptional professionalism, unrelenting perseverance, and loyal devotion to duty reflected credit upon her and were in keeping with the highest traditions of the United States Naval service.

SECTION 6: SUPPORTING DOCUMENT TEMPLATES (continued)

MC of the Year (Junior/MC/Reserve) Nomination Form

1650
Ser/
DD Mmm YY

From: Commanding Officer, NAME OF COMMAND
To: Director, Navy Public Affairs Awards Program

Subj: CALENDAR YEAR 2022 MASS COMMUNICATION SPECIALIST OF THE YEAR ICO
MC1 JOHN R. DOE

Ref: (a) OPNAVINST 5305.7D

Encl: (1) Nomination Form
(2) Last Three Evaluations
(3) Biography

1. Your commanding officer's recommendation will go on this page.

I. M. SAILOR

SECTION 6: SUPPORTING DOCUMENT TEMPLATES (continued)

MC of the Year (Junior/MC/Reserve) Nomination Form (Continued)

NOMINATION FORM MASS COMMUNICATION SPECIALIST
OF THE YEAR JUNIOR/MC/RESERVE CANDIDATE

Name: First M. Last

Rank/Rate:

Command:

Time at Command:

Length of Service:

Category of Entry:

Nominee's Duties and Responsibilities:

Nominees Overall Performance in Category of Entry:

How does the nominee use their skills as an MC to improve their department/command?

If an entry was published in a printed product first, add the page number, the date, and complete name of the publication and/or the website URL in which the articles first appeared.

Use the appropriate version of the following examples:

- Story was originally published on Page 12 of the February 12, 2022, issue of "Publication Name." It may also be found at <URL>.
- Story was originally posted to the Base X website on February 12, 2022 and may be found at <URL>.

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:

- This version differs from the article published in the February 12, 2022, issue of "Publication Name" in that John Peter's name has been corrected.
- This version differs from the article posted February 12, 2022, on the Installation X website. It was updated February 15, 2022 to correct the address for the family center.

SECTION 7: CAMPAIGN AWARDS

7.1. Campaign Award Descriptions

a. Community Outreach (C001)

(1) This category recognizes programs aimed at informing, educating, and increasing understanding of the Navy, its people, and its importance to national security and prosperity. Programs should be unique and narrowly focused on understanding and addressing a particular challenge or issue. Submissions must identify specific ways in which they are substantively unique from previous years.

(2) Special consideration will be afforded to community outreach and distinguished visitor programs that demonstrate intent to create understanding in key audience groups where U.S. Navy favorability and understanding are relatively lacking. See the quarterly Gallup dashboard.

(3) Examples of unique programs include environmental outreach, community service projects, and STEM-focused programs.

b. Crisis and Emergent Issue Communication (C002)

(1) This category recognizes communication efforts in response to crisis, and emergent situations that, if left unattended, could easily result in crisis.

(2) “Emergent” situations must qualitatively or quantitatively demonstrate trending or environmental factors that compel a unit to develop and execute a communication plan to eliminate or mitigate the potential for unfavorable consequences that might constitute a crisis.

(3) “Crises” are sudden, predictable or unpredictable events with high potential for property or personnel risks or costs and have a likelihood for adverse public or media reaction. Submissions should consider the degree of potential harm for this category; a minor emergent issue may fit better in the Public Information or Internal Communication categories.

(4) Examples include, but are not limited to: Accidents, disasters, fires, explosions, outbreaks of contagious or fatal diseases, protest demonstrations, and allegations of improper actions or conduct on the part of individuals in a command.

c. Special Events and Projects (C003)

(1) This category recognizes programs such as national or local observances, heritage celebrations, and anniversaries; special recognition of military and civilian personnel, families, veterans and similar groups; commissioning ceremonies; and other activities.

(2) Activities conducted in a completely virtual environment may be considered for this category.

d. Internal Communications (C004)

(1) This category recognizes specific programs used by organizations to establish and maintain communication with its military and civilian personnel and their families.

SECTION 7: CAMPAIGN AWARDS (continued)

(2) Programs related to command safety and security are examples.

e. Public Information (C005)

(1) This category recognizes planned, short- or long-term public information programs not considered community outreach. This will generally include media relations activities, but those are not a required element of the program.

(2) Examples are communicating about the command and its missions, noise abatement, command accomplishments, supporting a healthy command environment, and business or employment opportunities.

f. Communication Innovation (C006)

(1) This category recognizes a unit's innovation in applying rarely or never-used technologies, techniques, and/or platforms, and is designed to reward initiative and foster continuous improvement by community public affairs professionals.

(2) Examples include, but are not limited to, use of virtual tools, creative partnerships, new methods for reaching widely dispersed audiences and stakeholders, and use of existing technologies in new ways to create impactful communication strategies and tactics.

(3) Self-nominations will NOT be accepted for this category. Nominations must be submitted by Public Affairs Officers or Public Affairs Specialists who have sufficient knowledge of the program being nominated (see Section 6 for nomination form).

7.2. Unit Campaign Submission Categories – Amplifying Information

a. Unit categories are sub-divided into four groups: Shore Large; Shore Small; Afloat Large; and Afloat Small designations. Unit categories and descriptions are listed on the following page.

b. A “Large” public affairs staff consists of four or more members; a “Small” public affairs staff is three or less members.

c. Units may submit only one entry in each Unit category.

d. Units may not submit the same entry in more than one category. While a single communication plan may be adaptable to more than one award category, Units should submit to the category that best fits the communication campaign as it was executed. Each unique entry may only be submitted under a single category.

e. Because research, planning, implementation and evaluation of a PA program might take more than one year, a unit entry can include combined performance during the competition year and the year preceding it.

f. A single winner may be selected in each category. If judges determine that none of the entries in a given category are worthy of an award, no winner will be selected. If two entries in a category are of acceptable quality to receive an award, an Honorable Mention may be awarded to the second-best entry.

SECTION 7: CAMPAIGN AWARDS (continued)

g. Two Units working together on a campaign or event plan may submit a combined entry in any Unit category. One of the participating Units is required to take lead in preparing the submission, including preparing the Information Paper and all required documents. Campaign responsibilities and activities of each Unit must be clearly delineated in the Information Paper and supporting documents.

h. Mandatory submission documents include a two-page Information Paper which demonstrates the organization's strategic approach to researching, planning, implementing, and evaluating programs; a Letter of Nomination from the Unit commanding officer or authorized representative, and a communication plan specific to the submitted program.

i. Letter of Nomination: The Letter of Nomination is a requirement which indicates that command leadership (Chief of Staff, Executive Officer, or higher) has reviewed the submission and supports the nomination at the highest level. A single nomination letter listing all submissions is acceptable; multiple letters are not required. Public Affairs Officer "By Direction" authority will only be accepted from supervisors at the O6/GS-15 level.

j. Unit entries may include up to three additional supporting documents which add value to their nomination. Other examples include an execution or synchronization matrix, documented quantitative and qualitative measures, and after action reviews.

k. Unit entries may include hyperlinks for up to three published media products created to support the communication plan.

l. All submitting organizations will receive feedback on their entry from the judging team.

m. Unit category winners will receive a trophy and certificate. The Communication Innovation winner will receive an engraved plaque, certificate, and group Letter of Commendation (LOC) from the Chief of Information listing each contributor.

n. All Unit category winners will compete against each other for "Best in Show" honors. The entry receiving the highest overall rating from judges will be recognized with a Best in Show plaque.

o. Once a Unit entry is ready to submit, complete the submission form at the link provided below. Access to the CHINFO Portal is required. Entries submitted prior to the submission deadline can be reviewed and revised by the submitting organization's personnel up to the submission deadline. Early submission is highly recommended.

p. For submission forms, helpful tips and more, go to the CHINFO Portal at portal.secnav.navy.mil/orgs/CHINFO/ then either click on the PA & VI Awards icon or through the left menu link listed under Resources.

7.3. Unit Campaign Submission – Information Paper Requirements

a. Information Papers must not exceed two pages, single-spaced, using 11-point font. There is no preferred typeface. Review final papers carefully; converting Word documents to PDF may adjust formatting for spaces.

b. The Information Paper and attachments should demonstrate the organization's strategic approach to researching, planning, implementing and evaluating communication programs.

c. This format is modeled after the Public Relations Society of America's (PRSA) Silver Anvil Awards, which recognizes outstanding strategic communication programs in 13 categories.

SECTION 7: CAMPAIGN AWARDS (continued)

d. Using this format, award submissions may be easily re-purposed and submitted for award consideration (for a fee) to the PRSA awards program. For more information on the Silver Anvil Awards, go to www.prsa.org/conferences-and-awards/awards.

e. Strong writing skills are integral to the success of outstanding PAOs. To reflect the importance of this skill set, submissions will be critiqued and graded for writing quality, clarity, and organization.

f. Information papers must address each of the six topic areas listed below:

(1) Executive Summary One: Clearly and concisely describe the program or issue the command is trying to address through communication, the potential problem the command wishes to avert, or the opportunity the command wishes to leverage. Why was the program necessary?

(2) Executive Summary Two: How did the program or issue relate to the command's mission, goals, and objectives?

(3) Research. Briefly describe the research conducted. How was research used to aid development of the communication plan? Explain what type of research (primary and/or secondary) was conducted to define or redefine the situation. Identify primary stakeholders and target audiences.

(4) Planning. Identify the communication goals and objectives for the program or issue. Objectives should be SMART: Specific, Measurable, Attainable, Relevant, and Time-Specific. Measures should include appropriate quantitative and qualitative measurements. SMART objectives should seek to answer the "So what?" question. How was the program designed to "move the needle" on attitudes or behavior? Submissions must clearly articulate the communication strategy.

(5) Implementation. Identify communication tactics and products used during the implementation phase. Identify information channels used to distribute media products. What was the strategic thinking behind those choices?

(6) Evaluation. Briefly summarize program results, including quantitative and qualitative measurements. Describe the IMPACT of the program. Did the program achieve stated goals? This section may be used to summarize lessons learned.

7.4. Unit Campaign Submission - Communication Innovation of the Year

a. This category recognizes innovations in communication using new technologies, techniques, and/or platforms. Describe the innovative strategy and tactics utilized by the program being nominated, as well as results, if available. Responses must be limited to ONE page only and include the following.

(1) Unit Name

(2) Name of Program or Subject of Communication

(3) Program Public Affairs Officer

(4) Describe the issue, innovative strategy and/or tactics applied, and the result observed.

(5) Describe how this innovation might be further exploited by other public affairs individuals, units or the community? (Please limit complete nomination to a single page.)

SECTION 7: CAMPAIGN AWARDS (continued)

Unit Campaign Letter of Nomination – Sample



DEPARTMENT OF THE NAVY
EXPLOSIVE ORDNANCE DISPOSAL GROUP ONE
2424 RENDOVA ROAD BLDG 156
SAN DIEGO CA 92155-5584

1650
Ser N00/024
31 Jan XX

From: Commander, Explosive Ordnance Disposal Group ONE
To: Director, Navy Public Affairs Award Program

Subj: CALENDAR YEAR 2022 NAVY PUBLIC AFFAIRS AWARD PROGRAM
SUBMISSION ICO EXPLOSIVE ORDNANCE DISPOSAL GROUP ONE

Ref: (a) OPNAVINST 5305.7C

Encl: (1) OPNAVINST 5305.7B Navy Public Affairs Award Entry Form

1. Per reference (a) enclosure (1) is submitted for consideration.
2. Campaign Category: Public Informatin.
3. Point of contact for this matter is XX Xxxxx Xxxxxx, who can be reached at (619) 999-9999 or email: xxxxxx.x.xxxx.mil@us.navy.mil.

A handwritten signature in black ink, appearing to be "JA". Below the signature is a horizontal line with the text "JA/REAS" written underneath it.

SECTION 7: CAMPAIGN AWARDS (continued)

Communication Innovation of the Year Nomination Letter

Unit Name:

Name or Subject of Communication Program:

Public Affairs Officer:

1. Describe the issue, innovative strategy and/or tactics applied, and the result achieved.
2. How might this innovation be further exploited by other public affairs individuals, units or the community? (Please limit complete nomination to a single page.)

SECTION 8: UNIT CONTENT AWARD DESCRIPTIONS

8.1. Unit/Team Categories. There are seven Unit/Team categories. Each unit may submit one entry per Unit/Team category. A primary contributor may be listed by the command. There is no limit to the number of significant contributors that may be recognized for each entry however, each must be a DoN contributor.

a. Print or Digital Publication (U001)

(1) Printed DoD publications (newspapers, newsletters, magazines, and cruise books) that support the command's information mission and are printed using the commercial - enterprise concept as stated in DoDI 5120.04, or publications created using publication software and then posted to an organization's website, social media site or intranet as a PDF or other digital file. If publication is a CE publication, entrant must be prepared to provide a copy of the signed contract between the command and the private publisher. Publication may or may not contain a publication flag (nameplate) and a masthead with the required language as specified in DoDI 5120.04. Advertisements may be included but are not required. Enter only one issue.

(2) If a digital version is also created, provide the URL. Printed and online version must be the same. Cruise book artwork, design, content & layout must be completed by members of the submitting command.

(3) Upload into DVIDS as a publication. Must submit a list of all contributors.

b. Online Publication (U002)

(1) Entry will be judged as it exists on the day of judging. Entry must be a publication designed exclusively for the web and viewable on mobile devices. Online publications use responsive design and, therefore, are interactive by definition. This entry must display transmedia properties, such as hyperlinks, embedded video, 3-D imagery and/or slideshows. They are created using web or HTML/CSS - based content application software such as HTML 5, iFrames or some other mobile-enabled platform.

(2) Publications created using publication software and then posted to an organization's website as a PDF are not eligible nor are electronic versions of printed publications. Also, ineligible are command websites. Examples of what constitutes an online publication include "The Washington Post," "USA Today" and "Rolling Stone." Service flagship publications, such as "Airman Magazine" and "All Hands Magazine," are ineligible.

(3) **DO NOT** upload entry to DVIDS; instead, provide URL information, including all contributors, on submission list.

(4) Submit a link to the CHINFO Portal with a list of all contributors.

c. Web Based Informational Campaign (U003)

(1) Web based informational campaigns are posts or information statements, written to convey a brief and clear message, and provide a link to more contextual information. Entries can be any type of post on an approved official command social media site. Links to the post must be live the day judging occurs.

(2) Submit a link to the CHINFO Portal with a list of all contributors.

SECTION 8: UNIT CONTENT AWARD DESCRIPTIONS (continued)

d. Audio Short-Form Production (U004)

(1) A self-contained audio package 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. The production in its entirety must be five minutes or less in duration.

(2) Post to DVIDS with a list of all contributors.

e. Audio Long-Form Production (U005)

(1) A self-contained audio package 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. Includes audio programs such as podcasts, travel specials, Commander's/Captain's Calls and radio call-in shows five minutes or greater in length. Programs greater than 15 minutes must be telescoped down to 15 minutes for judging purposes, ensuring it is representative of the program in its entirety, with a link provided to the entire production.

(2) Enter productions 15 minutes or less in duration in their entirety. Documentary and feature pieces must be limited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News).

(3) Post to DVIDS with a list of all contributors.

f. Video Short-Form Production (U006)

(1) A self-contained video package 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.

(2) The production in its entirety must be five minutes or less in duration.

(3) Post to DVIDS with a list of all contributors.

g. Video Long-Form Production (U007)

(1) A self-contained video package 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.

(2) Includes video programs such as documentaries, SITE TV programs or newscasts, travel specials, Commander's/Captain's Calls and magazine programs five minutes or greater in length. Programs greater than 15 minutes must be telescoped down to 15 minutes for judging purposes, ensuring it is representative of the program in its entirety, with a link provided to the entire production. Enter productions 15 minutes or less in duration in their entirety. Documentary and feature pieces must be limited to 30 minutes or less. Remove all non-news elements (ex: spot breaks) and products not provided by a military source (ex: AP News).

(3) Submit to DVIDS and must include a list of all contributors.

SECTION 9: INDIVIDUAL CONTENT AWARD

9.1. Individual Categories. There are 28 Individual categories in five sub-categories: Audio, Graphic Design, Photo, Video and Writing. All eligible entrants may submit and there is no limit on the number of total entries a single command or individual entrant may enter.

a. Audio Feature Story (I001)

(1) An audio feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact.

(2) An Audio Feature Story can be either narrative, which includes the voice-over of a feature reporter, or non-narrative, which does not include the voice-over of a feature reporter. Entries should convey an effective story and contain natural sound elements using proper audio weaving techniques.

(3) Entries must be five minutes or less in length. Sports feature reports are acceptable; stripped video feature stories are not allowed.

(4) Submit to DVIDS with complete caption and metadata embedded.

b. Audio Information Story (I002)

(1) An audio information story conveys information to the audience. The story can be either narrative, including the narrator voice-over or non-narrative, where the story does not include a narrator voice-over.

(2) Entries should contain natural sound elements using proper audio weaving techniques. Entries must be two minutes or less in length. Stripped video information stories are not eligible.

(3) Submit to DVIDS with complete caption and metadata embedded.

c. Audio - Spot (I003)

(1) An audio spot delivers an informative or persuasive announcement with a strong focus to a predetermined audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages and social media sites.

(2) Entries may be no longer than 60 seconds in length.

(3) Submit to DVIDS with complete caption and metadata embedded.

(4) Example: Public Service Announcements.

d. Audio - Series (I004)

(1) A series of stories dealing with a common theme containing audio elements only. Entries must include three or more audio, news, information or feature stories. The stories can be either narrative, including the narrator voice-over, or non-narrative, where the story does not include a narrator voice-over.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

(2) Entries should contain natural sound elements using proper audio weaving techniques. Sports stories are acceptable.

(3) Entries must be two minutes or less in length. Stripped video information stories are not eligible.

(4) Submit to DVIDS with complete caption and metadata embedded.

e. Graphic Design – Layout & Design (I005)

(1) This category is for single-page or double-truck layouts created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, cover art, and posters. All layout and design work must be completed by the entrant, but elements can come from other sources.

(2) Entry is limited to two pages that may be extracted from a larger work published between January 1, 2022, and December 31, 2022. Layouts from interactive publications or interactive PDF documents are not allowed.

(3) An entry created and entered in the Digital Art category cannot be entered into 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.

(4) Product may be submitted as part of a graphic designer's portfolio or the Defense Strategic Communicator of the Year category, but no other categories.

(5) Upload entry in DVIDS as a high-res file.

(6) Graphic may be labeled an image in DVIDs. Submission can be uploaded into a graphic category as an image.

f. Graphic Design – Digital Art (I006)

(1) This category is for original work created by digital means. Examples of work accepted in this category are 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.

(2) Ineligible: animation, cartoons, comic strips, and still photographs enhanced by digital means.

(3) Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design.

(4) Upload entry in DVIDS as a high-res file.

(5) Graphic may be labeled an image in DVIDs. Submission can be uploaded into a graphic category as an image.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

g. Graphic Design – Identity Design (I007)

- (1) This category includes original work that represents a logo or crest that was used in an official military capacity. Examples include unit coin designs, team logos and unit crests.
- (2) An entry entered in the Digital Art category cannot be entered in this category.
- (3) Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration. Within the caption, explain why the product was created, how it was used and the meaning/purpose of each composite element within the design.
- (4) Upload entry in DVIDS as a high-res file.
- (5) Graphic may be labeled an image in DVIDs. Submission can be uploaded into a graphic category as an image.

h. Graphic Design – Animation (I008)

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

i. Photo – Feature (I009)

- (1) 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, employees, and equipment or family members.
- (2) Photo may be submitted as part of the Photographer of the Year portfolio. Photos may also be submitted as part of the Navy Communicator of the Year.
- (3) Submit to DVIDS with complete caption and metadata embedded.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

j. Photo – News (I010)

- (1) Scheduled or unscheduled military news event featuring a military organization, employees, equipment or family members.
- (2) Photo may be submitted as part of the Photographer of the Year portfolio, but not any other category.
- (3) Submit to DVIDS with complete caption and metadata embedded.

k. Photo – Operational Photo Series (I011)

- (1) A series of at least seven but no more than 12 photos that depict the U.S. military's participation in a combined, interagency, joint or service operation or contingency. Controlled and uncontrolled action photos are acceptable.
- (2) Photos will depict operations to include combat, disaster relief, and any contingency event not related to training, exercise or simulation. They will be judged in order.
- (3) One photo from the series may be submitted as part of a Photographer of the Year portfolio, but other photos may not be submitted in any other category.
- (4) Upload each photo separately in DVIDS as a high- res file, with complete caption and metadata embedded.

l. Photo – Training Photo Series (I012)

- (1) A series of at least seven but no more than 12 photos that depict U.S. military's participation in a combined, interagency, joint or Service exercise or other training event.
- (2) Controlled and uncontrolled action photos are acceptable. Use the series field to attribute the intended order. They will be judged in order.
- (3) One photo from the series may be submitted as part of a Photographer of the Year portfolio, but other photos may not be submitted in any other category.
- (4) Upload each photo separately in DVIDS as a high- res file, with complete caption and metadata embedded.

m. Photo – Photojournalism (I013)

- (1) A story/photo combination by the same photojournalist. Entries must include a written story and three to five photographs with embedded captions. All elements will be judged. The story and photos must be on the same topic, and no elements may be entered in any other category. Photos and story must be the work of a single person. The subject can be news, feature or sports.
- (2) The photojournalism piece may be submitted as part of the Photographer of the Year portfolio, but the individual photos and story may not be entered into any other category.
- (3) Submit to DVIDS with complete caption and metadata embedded.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

n. Photo – Photo Series/Picture Story (I014)

(1) A series of at least seven, 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. Photos may depict one particular aspect of an operation or the entire event.

(2) Controlled and uncontrolled action photos are acceptable. A composite picture story layout is not required.

(3) Picture story may be submitted as part of a Photographer of the Year portfolio, but each individual photo may not be submitted in any other category.

(4) Upload each photo separately in DVIDS as a high-res file, with complete caption and metadata embedded. Use the series field to attribute the proper and intended order. Once each photo is uploaded, group them as a collection.

o. Photo – Portrait (I015)

(1) A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Photo must be of a single person. Subject must have a connection to the military.

(2) Photo may be submitted as part of the Photographer of the Year portfolio, but not any other category.

(3) Submit to DVIDS with complete caption and metadata embedded.

p. Video – Feature (I016)

(1) A storytelling video not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence. Story must have a military tie. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Reporter stand-ups are allowed but not required. Entry must not exceed five minutes.

(2) Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.

(3) Submit to DVIDS with complete caption and metadata embedded.

q. Video – News Story (I017)

(1) A video story that conveys information to the audience. Narratives, including a narrator voice, and non - Narratives, does not include a narrator voice-over, are accepted. Entries should contain natural sound elements using proper audio weaving techniques and should include graphics.

(2) Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.

(3) Submit to DVIDS with complete caption and metadata embedded.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

r. Video – Multimedia Product (I018)

(1) Entry must illustrate the use of visual storytelling techniques across multiple digital mediums while telling a story and must have a military tie. All forms of media are allowed: audio, video, photography, graphics, animation, design or any other visual tool.

(2) Overall, the product must use a minimum of four elements. Entry may be a narrative feature, personality or news journalism piece. Entry may not include dramatization. An entry is defined as a single story produced and edited by one individual with at least 51 percent of the story's content created by the producer. Entry will be judged by the quality of storytelling and creative use of the medium. Entry must not exceed five minutes.

(3) The multimedia product may be submitted as part of the Videographer of the Year portfolio, but not any other category.

(4) Submit to DVIDS with complete caption and metadata embedded.

s. Video – Operational Videography (I019)

(1) A product that depicts the U.S. military's participation in a Joint or Service operation or contingency composed primarily of uncontrolled activities. Natural sound and interviews with identified participant for voice-over may be used.

(2) An interview with a subject matter expert may be included; however, the interview may not be used in the sound bed throughout.

(3) Appropriate effects, fades or wipes are allowed. There will be no reporter standups or narration. Entry must not exceed five minutes and may not include music.

(4) Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.

(5) Submit to DVIDS with complete caption and metadata embedded.

(6) Example: Unclassified VIPER interactions, Replenishment-At-Sea, Sea & Anchor detail, Training exercises/actual casualties.

t. Video – Training Videography (I020)

(1) A video composed primarily of uncontrolled activities depicting the U.S. military's participation in a Joint or Service exercise, or other training event. Natural sound and interviews with identified participant for voice-over may be used.

(2) An interview with a subject matter expert may be included; however, the interview may not be used in the sound bed throughout.

(3) Appropriate effects, fades or wipes are allowed. There will be no reporter standups or narration. Entry must not exceed five minutes and may not include music.

(4) Submit to DVIDS with complete caption and metadata embedded.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

(5) Example: Joint service exercises, SWATT, ARGMUEX, COMPTUEX, BALTOPS, RIMPAC, GQ drills, etc.

u. Video – Series (I021)

(1) Two or more video stories dealing with a common theme. The entry must have been clearly identified as part of a series with either an anchor lead or a consistent opening and closing.

(2) Entrants must have contributed at least 51 percent of the footage with the remainder coming from any other non - copyrighted source. Entrants must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-overs may be used. Reporter stand-ups are allowed but not required.

(3) Videos may be submitted as part of the Videographer of the Year portfolio, but not any other category. Entry must not exceed five minutes.

(4) Submit to DVIDS with complete caption and metadata embedded.

v. Video – Social Media (I022)

(1) A social media video is specifically designed to be shared on social media and delivers information and supports command communication objectives. Social media videos are typically short in length, timely, creative, inspiring and authentic. Successful social media videos typically follow a basic three-act structure: 1) Exposition (scene setter); 2) Rising action (very quickly); and 3) Climax (the reveal).

(2) The video can be any creative style (news, feature, information, etc.), and should be no longer than three minutes.

(3) Submit to DVIDS with complete caption and metadata embedded. Including a working link to the web address for the video.

w. Video – Spot (I023)

(1) A video spot delivers an informative or persuasive announcement with a strong focus to an identified target audience. It communicates targeted information quickly and clearly and can be delivered on SITE-TV, through AFN or online on web pages or social media sites.

(2) Identify the target audience in the caption. Entry must not exceed 60 seconds.

(3) Video may be submitted as part of the Videographer of the Year portfolio, but not any other category.

(4) Submit to DVIDS with complete caption and metadata embedded.

x. Writing – Editorial (I024)

(1) An editorial is an article that conveys the writer's opinion on a topic as specified in DoDI 5120.04 which states, "...will clearly identify personal opinions..." Ghost-written editorials and those written by commanders or those in a leadership position are ineligible. Editorials posted to an official military website are eligible as are commentaries published in a command newspaper, magazine or newsletter.

SECTION 9: INDIVIDUAL CONTENT AWARD (continued)

(2) The Editorial may be submitted as part of the Writer of the Year and Storyteller of the Year categories, but no other categories.

(3) Upload to DVIDS with or without supporting photos.

y. Writing – Blog Post (I025)

(1) Blog posts must be from an official military blog that has been registered as such as required in DoDI 8550.01, “DoD Internet Services and Internet-based Capabilities.”

(2) Must be registered via the Navy and not a personal blog post. Ghost-written blogs are ineligible. Blog post will be judged as it exists on the day of judging. If the URL is not working, judges will disqualify the entry.

(3) Submit to CHINFO Portal.

z. Writing – Feature (I026)

(1) A feature story uses storytelling techniques, has a strong focus and includes some interpretation that goes beyond reporting just fact. It must include a focus that is maintained and supported throughout the story. Types of feature stories include profiles, personality, human interest, sport or news features, service features, or vignettes. All subject matters are eligible but must have a military tie.

(2) Story may be submitted as part of the Writer of the Year and Strategic Communicator of the Year categories, but no other categories.

(3) Upload to DVIDS with or without supporting photos.

aa. Writing – News Story (I027)

(1) A story that conveys information while answering the five “Ws” and the “H”. It can be written in different shapes and forms: Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, Question and Answer, etc. News and sports stories are allowed.

(2) Story may be submitted as part of the Writer of the Year and Strategic Communicator of the Year categories, but no other categories.

(3) Upload to DVIDS with or without supporting photos.

ab. Writing – Series (I028)

(1) Two or more information or feature articles dealing with a common theme. The articles must be clearly identified as parts of a series that appeared in two or more issues of the publication. There is no requirement for the articles to appear in consecutive issues of the publication. Stories submitted as part of the series category may not be submitted in other categories.

(2) Upload to DVIDS with or without supporting photos. Photos will not judged.

SECTION 10: JUDGING PROCEDURES

10.1. Judging for the Awards will take place annually in February 2023.

10.2. The Program Administrator will be assigned by CHINFO and will act as the executive agent for the Media Awards program, to coordinate, assign and facilitate its completion as appropriate.

10.3. PA/MC community representatives at USFFC and CPF will work directly with the CHINFO Award Program Administrator to select Board Presidents in Fleet concentration areas who will arrange, conduct and execute the Judging Panels throughout the fleet.

10.4. Fleet Board Presidents will:

- a. Recruit Panel Leaders/Subject Matter Experts to lead the judging of each individual category assigned to the region.
- b. Make every effort possible to ensure a different Panel Leader is assigned to each category. Chief Petty Officers, senior Public Affairs Officers, and GS-13 and senior or supervisory GS-12 civilians can lead a Panel.
- c. Ensure each panel has at least one Chief Petty Officer from the PA community as a member of the panel. An outstanding E6 communicator may lead a panel with oversight from an MC Chief Petty Officer.
- d. Ensure they have a working DVIDS account and that each panel leader also has a working DVIDS account.
- e. Ensure they have CHINFO Portal access and that each panel leader also has an update/current Navy Public Affairs Directory entry.
- f. Forward the names and email addresses of each panel leader to the Program Administrator via the CHINFO SEL no later than 2 February 2023.
- g. Ensure all entries submitted via DVIDS are rated via the DVIDS Awards page.
- h. Be given and are responsible for DVIDS and CHINFO Portal access.
- i. Ensure panel members have access to DVIDS and CHINFO Portal for viewing and judging entries for the category they are participating in.

10.5. Board Presidents and Panel Leaders will recruit at least two additional judges to sit each panel. Preferably, each panel will contain five or more members, including the Panel Leader, but will include no fewer than three members. There is no maximum number of panel members. Panels should reflect a wide variety of commands, paygrades and skill sets to provide training opportunities throughout the judging process and if possible, reach out to other services and civilians in the DoD communication field to participate. Although there is no paygrade requirement placed on any panel judge, judges should have experience and expertise in the category they are judging and should make up a majority of the category panel. The greater the diversity of a panel, the better the judging results will be.

10.6. The Program Administrator will assign community representatives from the fleets each a selection of categories to be judged. Separate panels will judge all submitted entries in each category and will select the winners for that category.

10.7. The Program Administrator will send a list of selection panel member's names to the CHINFO Portal Administrator so access permissions are properly given for judging.

SECTION 10: JUDGING PROCEDURES (continued)

10.8. The Fleet representatives will assist Panel Leaders to recruit, identify and screen judges for each category the region is required to judge. Judges may be used on multiple panels if they are able to complete all panel requirements prior to sitting an additional panel.

10.9. Judging Panels will be conducted during the same time period at all judging locations. Judges are not authorized to share their results with anyone in the community before they are officially released by the Chief of Information.

10.10. All entries will be judged on professional excellence, originality, strategic communication ability and creativity. Judges’ decisions are subject to review by the Program Administrator, and once reviewed are considered final.

10.11. The Awards program managers at Major Commands, (i.e., U.S. Fleet Forces Command, U.S. Pacific Fleet, Commander Navy Installations Command) will review all submissions for major errors or omissions through the first week of February. Judging assignments will be finalized, and judges will gain access to their assigned category, NLT mid-February. Judges must have DVIDS and CHINFO Portal Access.

10.12. Judging will officially take place approximately the last two weeks of February and be completed no later than the first week of March. Judges will be notified via email of all judging requirements, including deadlines, prior to beginning the judging process.

10.13. Timeline

| DATES | ACTION | RESPONSIBILITY |
|------------------------------------|---|---|
| January 1-December 31, 2022 | Program Year | Local Unit and Individual Contributors submit content to DVIDS. |
| November 2022 | Release SOP | CHINFO |
| December 2022 | Entries Identified | Local Units and Individual Contributors |
| 0001 EST December 15, 2022 | Entry window opens | CHINFO Portal Administrator |
| December 15, 2022-February 1, 2023 | Submissions accepted | Local Units and Individual Contributors |
| 2359 EST February 1, 2023 | Entry window closes | CHINFO Portal Administrator |
| February 2-14, 2023 | Entries Processed | CHINFO/Program Administrator |
| February 2, 2023 | Judging categories distributed to Fleet concentration areas | CHINFO/Program Administrator |
| February 3, 2023 | Regional Presidents submit Panel Leads info to CHINFO SEL | Regional Board Presidents |
| February 15-25, 2023 | Boards Conducted | Fleet Areas |
| March 1-6, 2023 | Results/Feedback Due | Board Presidents / Panel Leaders |
| March 2023 | Winners Announced | CHINFO |
| | Website Prepared & Published | CHINFO Portal Administrator |
| | Winners Prepped for Submission to Defense Media Awards | Program Administrator |
| | DoD Submissions Due | Program Administrator |
| | Deadline to Submit to Defense Media Awards | Program Administrator (DoD deadline is 30 March 2023) |

SECTION 10: JUDGING PROCEDURES (continued)

10.13. Timeline (continued)

| DATES | ACTION | RESPONSIBILITY |
|------------|--|--------------------|
| April 2023 | Defense Media Awards entries judged | DoD/DMA |
| | Judge Feedback via livestream: Graphics categories | DoD/DMA |
| | Judge Feedback via livestream: Photo categories | DoD/DMA |
| | Judge Feedback via livestream: Video categories | DoD/DMA |
| | Judge Feedback via livestream: Print categories | DoD/DMA |
| May 2023 | Awards Sent to Winners | CHINFO OI-8 & OI-1 |

SECTION 11: FEEDBACK AND AFTER ACTION

11.1. Feedback

a. Judging panels are **REQUIRED** to provide detailed feedback for first, second and third place entries. The questions below should be answered at a minimum:

- (1) What was the main reason this entry won this award?
- (2) What were the major strengths of this entry? Example: composition, theme, subject, displays of emotion.
- (3) What could have made this entry better? Pros/Cons.

b. Judging panels are required to submit reasoning FOR EVERY entry not chosen for placement. Bullet format is sufficient.

c. Panel Leads are responsible for submitting a **COMPLETE** feedback report. Provide report to Region Board President. Each submission should have a summarization for each entry with the following key points:

- (1) Why entry was selected for a place.
- (2) Why entry wasn't selected. What could have made the entry better?

d. Region Board Presidents will forward category feedback to the Program Administrator. CHINFO will then consolidate and release the feedback to the Fleet after announcing the winners.

11.2. Navy Award to Defense Media Award Matrix

| Navy Award Category | Navy Award Title | DMA Title |
|---------------------|--|--|
| E001 | Navy Videographer of the Year | Military Videographer of the Year |
| E002 | Navy Civilian Videographer of the Year | Civilian Videographer of the Year |
| E003 | Navy Writer of the Year | Thomas Jefferson Military Writer of the Year |
| E004 | Navy Civilian Writer of the Year | Thomas Jefferson Civilian Writer of the Year |
| E005 | Navy Photographer of the Year | Military Photographer of the Year |
| E006 | Navy Civilian Photographer of the Year | Civilian Photographer of the Year |
| E007 | Navy Graphic Designer of the Year | Military Graphic Designer of the Year |
| E008 | Navy Civilian Graphic Designer of the Year | Civilian Graphic Designer of the Year |
| E009 | Navy Communicator of the Year | Defense Communicator of the Year |

APPENDIX A: RUSSELL EGNOR BIOGRAPHY

Russell D. Egnor

Chief of U.S. Navy News Photography Senior Chief Journalist

Russell D. “Russ” Egnor entered the Navy in Detroit, Michigan on June 4, 1954 and completed Recruit Training at Great Lakes, Illinois.

After serving 18 months in shore patrol, he transferred to Kodiak, Alaska and served with the Armed Forces Radio and Television Network there until 1958.

He then reported to Great Lakes for Journalism School and upon completion, transferred to the Navy’s Military Sea Transportation Service, today’s Military Sealift Command.

In December 1960, Egnor reported for duty aboard the heavy cruiser *USS Helena* (CA 75) homeported in San Diego. He was later transferred to Staff, Commander First Fleet aboard *USS Helena* and then to *USS Saint Paul* (CA 73) when *USS Helena* was decommissioned.

Egnor transferred to the Chief of Navy Information (CHINFO) in 1963 where he served on the News Desk and in the News Photo Division. He was one of the only enlisted journalists to serve as a Media Officer on the News Desk where he responded to media queries from the Pentagon Press corps and the national press. During this tour, he deployed on the first world cruise by surface nuclear powered ships. He embarked *USS Enterprise* (CVAN 65), *USS Bainbridge* (DLGN 25) and *USS Long Beach* (CGN 9) to prepare feature news and hometown news stories for the Sailors on this historic mission.

In 1966, Egnor was one of 13 Navy students and 2 Marines selected to attend the third Navy/Syracuse one-year program in photojournalism. Egnor graduated from Syracuse in 1967 and reported to the U.S. Pacific Fleet Combat Camera Group in San Diego and later to Combat Camera Group Detachment Saigon, Detachment Alfa, in the Republic of Vietnam. Egnor traveled extensively throughout Vietnam, shooting photographs and preparing material on combat operations and Navy life in Southeast Asia for national release.

Egnor also served in Seoul and Panmunjom Korea to cover the negotiations for the release of *USS Pueblo* (AGER 2) and its crew from North Korea.

After a brief return to the United States, Egnor conducted a second tour as a combat photojournalist and traveled throughout Thailand, the Republic of the Philippines, Okinawa and Vietnam. For a five-month period, he was the only photojournalist in Vietnam with the Combat Camera Group.

Upon release from active duty in 1969, Journalist First Class Egnor joined the Navy Reserve and served in Public Affairs Units drilling in Norfolk, Little Creek and Oceana, Virginia. He also began his Navy civilian career during the same period with the Military Sealift Command in Washington D.C., eventually being promoted as the command’s Public Affairs Officer.

In 1982, Egnor became the head of the Still Media Division of the Naval Photographic Center – later renamed the Naval Media Center – at Naval Station Anacostia, Washington D.C. In 1986, Egnor became the Director of the Still Photo Branch within the Media Operations Department in CHINFO.

While in the Navy Reserve, Egnor was promoted to Chief Journalist and later, Senior Chief Journalist. He frequently deployed with active duty ships to produce print and photo features for release to the civilian media. His last reserve assignment was as the Command Chief for the 437300 Naval Reserve Public Affairs Center 106 in Norfolk. After more than 34 years active and reserve naval service, Egnor joined the Retired Reserve in 1989.

APPENDIX A: RUSSELL EGNOR BIOGRAPHY- (Continued)

While serving as Director of the CHINFO Still Photo Branch, he spearheaded the transition of the Navy's photo program into the era of digital imagery. His early vision of embracing digital photography to document and report on Navy news around the world resulted in wide National and International photographic coverage of naval operations around the world to include operations in Haiti, Bosnia, and the Persian Gulf.

The National Press Photographer's Association (NPPA) recognized Egnor's contributions to photojournalism by awarding him the Kenneth P. McLaughlin Award of Merit in 1997.

His military awards included the Joint Service Commendation Medal, Navy Commendation Medal, Navy Achievement Medal, Combat Action Ribbon, Presidential Unit Citation, Meritorious Unit Commendation, Good Conduct Medal with three bronze stars, Naval Reserve Meritorious Service Medal with one star, National Defense Service Medal, Armed Forces Expeditionary Medal for Korean Service, Vietnam Service Medal and the Republic of Vietnam Campaign Medal.

He was a member of the United States Navy League, Fleet Reserve Association, U.S. Naval Institute, Association of Naval Aviation, U.S. Navy Public Affairs Association and a charter member of the Association of Naval Photography.

APPENDIX B: WILLIAM THOMPSON BIOGRAPHY

Rear Admiral (RDML) William “Bill” Thompson, the first designated Public Affairs Officer selected for flag rank. He served as Special Assistant for Public Affairs to three Secretaries of the Navy: Paul Nitze, Paul Ignatius and John Chafee.

RDML Thompson was born on September 16, 1922 in Escanaba, Michigan and graduated from West High School in Green Bay, Wisconsin. He enlisted in the Navy Aviation Cadet Program (V-5) and Midshipman Program (V-12) attending Wabash College, Indiana, and then Midshipman School at Notre Dame, where he was commissioned in 1945. He married his lifelong companion and best friend, Dorothy zum Buttel, on July 11, 1945.

While attending Harvard University, Thompson was called by ADM Elmo R. Zumwalt Jr. to join the Chief of Naval Operations (CNO) transition team, taking a lead role in overall planning and fleet visits. In 1970, then CAPT Thompson served as U.S. Navy Deputy Chief of Information and became the first Public Affairs Officer in the Navy to be promoted to Rear Admiral and assigned as Chief of Navy Information (CHINFO). He served as CHINFO until he retired in 1975.

RDML Thompson set a standard of excellence for generations of Navy Public Affairs professionals in the decades since. He established the Navy’s internal communications program, which is recognized as one of the best in government and continues to be a model for the private sector.

RDML Thompson was awarded the Distinguished Service Medal, the Legion of Merit, two Navy Distinguished Public Service Medals, the Department of Defense Distinguished Public Service Medal, the World War II Victory Medal and numerous other awards. He is also the recipient of the Public Relations Society of America’s Silver Anvil Award for the Best Press Relations Program of the Year and the Navy League of the United States Robert M. Thompson Award for Outstanding Civilian Leadership.

APPENDIX C: ROBERT A. RAVITZ BIOGRAPHY

Rear Admiral (RDML) Robert A. Ravitz is one of the first directors of the Navy Reserve public affairs program and special assistants to the Navy Office of Information (CHINFO); the office now known as the Vice Chief of Information.

In his communications career, RDML Ravitz served as an Executive Vice President of Grey Advertising and a Senior Vice President of McCann Erickson Advertising. He was a Vice President of ad agencies in Chicago including Tatham-Laird and Kudner and Stern Walters and Simmons. During his career he managed advertising accounts for Proctor and Gamble, Wal-Mart, A&P, Coca Cola, Raytheon, Sears Roebuck, and numerous others. In 1996 he formed a consulting practice working with agencies soliciting federal contracts and has since managed over 25 RFP presentations.

RDML Ravitz also serves as National Vice President of the Navy League and on the Foundation Board of the Naval War College.

RDML Ravitz is a graduate of Northwestern University and the Reserve courses at the Army War College and the National War College. He has twice received the Secretary of the Navy's Superior Public Service Award and the Navy League's Distinguished Service award.

RDML Ravitz was a co-chairman of the *USS New York* Commissioning Committee. He also served on the Advisory Council to the Dean of the School of Communications of Northwestern University, the Service Policy Advisory Council to the U. S. Trade Representative and on the Community Advisor Board of WNET Public Television in New York.