
MAJOR GENERAL KEITH L. WARE COMMUNICATIONS AWARDS COMPETITION

1 NOVEMBER 2021



Department of the Army,
Office of the Chief of Public Affairs

SUMMARY of CHANGE

Major General Keith L. Ware Communications Awards Competition

- **Changes** Physical requirements applied only to “of the year” categories
- **Changes** use of physical fitness scorecard for APFT
- **Clarifies** use of assigned weapon, allowing M249 as an assigned weapon (para 3-14).
- **Added** 13 categories:
 - Manual or Digital Illustration
 - Identity Design
 - Layout and Design
 - News Photograph
 - Feature Photograph
 - Training Documentation Photograph
 - News Video
 - Feature Video
 - Social Media Video
 - Training Video
 - News Article
 - Feature Article
 - Commentary

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MILESTONES

JANUARY 1 – DECEMBER 31, 2021

Production dates for materials entered into the 2021 competition

DECEMBER 1, 2021 – FEBRUARY 27, 2022

DVIDS submission window

MID-JANUARY – EARLY FEBRUARY 2022

ACOM, ASCC, DRU competitions take place

FEBRUARY 2022

DA KLW judge selection

FEBRUARY 28, 2022

Entries due to HQDA; late submissions are subject to disqualification

MARCH 14 – 18, 2022

KLW judging

MARCH 28, 2022

Winners selected

APRIL 30, 2022

KLW results announced on DVIDS

MAY 2022

Awards presentation

OCTOBER 2022

Recognition of the SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient during the AUSA Annual Meeting and Exposition in Washington, D.C.

INTRODUCTION

PURPOSE

The MG Keith L. Ware (KLW) Communications Award Competition recognizes Soldiers and Department of the Army (DA) Civilians for excellence in achieving Army communication and public affairs objectives. On behalf of the Secretary of the Army, the Office of the Chief of Public Affairs (OCPA) conducts the competition annually to recognize, cultivate and inspire excellence within the Army public affairs (PA) and visual information (VI) communities.

This year's competition recognizes work in photo, print, audio/video, and graphic arts. There are 14 categories in the 2021 competition. The competition includes the SGM Dawn Kilpatrick Memorial AUSA Scholarship. This standard operating procedure establishes competition criteria and provides the Army with guidance for recognizing the most notable work of its communication professionals. In addition, information for the SGM Dawn Kilpatrick Memorial AUSA Scholarship can be found in Part IV, Categories, Section G.

This SOP applies to the Active Army, Army National Guard and the Army Reserve unless otherwise stated.

All competing personnel should read through this SOP in its entirety.

CONTACT INFORMATION

The proponent of this SOP is the Office of the Chief of Public Affairs. The preparing agency is the Army Public Affairs Center. Send comments and recommendations to the Army Public Affairs Center by e-mail to usarmy.meade.hqda-ocpa.mbx.apac-force-development@army.mil.

The Department of the Army KLW point of contact is: SFC Kristen Duus at (301) 677-7271.

This publication is available at
<https://www.army.mil/klw>

CHAPTER 1

ELIGIBILITY AND WINNER INFORMATION

The MG Keith L. Ware competition is open to U.S. Army Soldiers holding PA or VI military occupational specialties and DA Civilians assigned to PA or VI units, offices and sections during the contest year and whose primary duties are to produce command or visual information products. All PA and VI personnel who want to enter must meet the eligibility criteria outlined in this chapter.

PERSONNEL ELIGIBILITY

1-1. Army personnel assigned to combatant commands, defense agencies, DoD field activities, NGB joint force headquarters, American Forces Network or joint task forces may submit in all categories. Civilians assigned to joint headquarters must submit their products through Defense Media Merit Awards (DMMA) program and are not eligible to compete in KLW.

1-2. Personnel currently assigned to Stars & Stripes are ineligible for the KLW competition. However, work produced in the contest year prior to or following a Stars & Stripes assignment remains eligible.

1-3. Personnel assigned to the Office of the Chief of Public Affairs (OCPA), Army Reserve Command and the National Guard Bureau are eligible to submit in all categories.

1-4. Army Reserve, National Guard and Reserve Officer Training Corps personnel are eligible to compete in all categories provided they meet category qualifications.

- Forward Army Reserve entries to SFC John Freese of U.S. Army Reserve Command. SFC Freese can be reached at john.k.freese@mail.mil or (301) 677-7271.

- Forward National Guard entries to MSG Thomas Wheeler of the National Guard Bureau. MSG Wheeler can be reached at thomas.w.wheeler.mil@army.mil or (703) 601-6741.

- Forward ROTC entries to Mr. Michael Maddox of Cadet Command. Mr. Maddox can be reached at james.m.maddox.civ@mail.mil or (502) 624-4904.

1-5. Soldiers who transition out of government service may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status.

UNIT PUBLIC AFFAIRS REPRESENTATIVES (UPARs)

1-6. UPARs are eligible to submit in the UPAR of the Year category through their higher echelon Public Affairs office, as outlined AR 360-1.

1-7. UPARs must be assigned as a UPAR as outlined in AR 360-1.

GOVERNMENT CONTRACT EMPLOYEES AND KOREAN AUGMENTEES (KATUSAs)

1-8. Government contract employees and Korean Augmentees (KATUSAs) to the U.S. Army are not eligible to compete in civilian categories.

LOCAL NATIONAL EMPLOYEES

1-9. Local national employees are not eligible to compete in civilian categories.

STANDARDS

1-10. As the Army's premier communications award program, entrants must be of the highest caliber, demonstrating excellence in the performance of their duties, maintaining the Army Values, and demonstrating their support of EO, EEO and SHARP. Any person, military or civilian, who has received, is pending or under administrative actions, or is pending or under civilian legal actions during the competition year, is ineligible to compete in that same calendar year. Flagged Soldiers are ineligible to compete in the competition. Soldiers flagged at any point from the judging period to the presentation are ineligible to receive the award. Army Commands (ACOMs), Army Service Component Commands (ASCCs) and Direct Reporting Units (DRUs) points of contact are responsible for informing the HQDA KLW POC of any change in status.

1-11. Soldiers must meet Army height and weight standards as outlined in AR 600-9, The Army Body Composition Program, to participate. Soldiers who do not meet these standards are not eligible to enter the competition.

RANK ELIGIBILITY

1-12. Military personnel in the ranks of MSG, SGM/CSM, LTC and COL are ineligible to submit in all categories. PA and VI civilians GS-14 and above are ineligible to compete in all categories.

PRODUCT ELIGIBILITY

1-13. The following products are ineligible:

- Civilian Enterprise Guides and Directories.
- Yearbooks.
- Cruise books.

- Publications and Productions funded by non-appropriated funds.
- Educational, training, and motivational videos or films.

SGM DAWN KILPATRICK SCHOLARSHIP

1-14. The SGM Dawn Kilpatrick Memorial AUSA Scholarship is a competition open to all Active, Reserve and National Guard NCOs in the ranks of sergeant to sergeant major with a CMF 46 primary MOS. A special panel selected by the Army PA Regimental Sergeant Major will judge all scholarship submissions. The submission deadline and results announcement coincide with the KLV timeline. This award is presented during the AUSA Annual Convention in Washington, D.C. See Part IV, Categories, Section G for details.

WINNER INFORMATION

1-15. Each category will have one winner selected. Except for Army only categories, winners will represent the Army in the Department of Defense Media Awards for calendar year 2021. The Chief of Public Affairs maintains the right to withhold a submission from advancing to the next competition.

1-16. The HQDA KLV POC will process and mail awards to the address listed in the DVIDS award module. ACOM, ASCC, and DRU POCs are responsible for informing the HQDA KLV POC of any change in awardees' status, rank, name or address changes.

1-17. Rank and names will appear on awards as they appear on the submission log as pulled directly from the DVIDS awards module. To avoid errors, entrants and ACOM, ASCC and DRU POCs will ensure information in DVIDS is correct. Do not use organizational nicknames or acronyms.

NOTE: Responsibility for certificate, citation and administrative errors resulting from late, incomplete, or incorrect information provided by units or commands rests solely with the organizations and their headquarters. If they wish to produce new certificates reflecting more accurate or complete information they must do so at their own expense. DA will facilitate the replacement of materials only when mistakes by HQDA KLV personnel resulted in the creation of inaccurate or defective products.

CHAPTER 2

JUDGING INFORMATION

The following chapter covers the entry criteria for the KLV Competition. Entry criteria will include the dates that materials must have been published and the platform on which they must be published in order to be eligible. If the entries do not meet their respective criteria, they will be disqualified.

RESPONSIBILITY

2-1. It is the sole responsibility of each contestant to ensure his/her entry meets its entry criteria. Contest coordinators and judges will not move entries into different categories. It is the responsibility of command POCs to validate links to ensure accessibility on Army government computers. Unless otherwise mentioned, do not submit physical media.

ELIGIBILITY DATES

2-2 All entries must be published, broadcasted or produced under the authority of Army Regulation 360-1, the Army Public Affairs Program, in order to compete. All submissions must be approved by the proper release authority, released to the public and posted to the Digital Video and Imagery Distribution System (DVIDS) between January 1 and 2359 hrs./11:59 p.m. Eastern Time on December 31, 2021.

2-3 Entries must be received at Headquarters, Department of the Army by February 28, 2022. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged and will be disqualified.

PUBLISHING PLATFORM REQUIREMENTS

2-4. Unless specifically mentioned otherwise, entries to the competition will be submitted through DVIDS. Go to <https://www.dvidshub.net> for instructions on how to upload products to DVIDS and enter the contest using the Awards interface module within DVIDS. Exempted entries will use forms and documents located at <http://www.army.mil/klw>. See Appendix C for details.

GENERAL PRODUCT ENTRY CRITERIA

2-5. All products must support or contribute to organizational communication objectives and meet the highest standards of production, execution and professional excellence. Products must convey, by content and delivery, relevant information that supports the command's information and/or mission needs and, therefore, must be authorized products approved for public release. Consequently, all products must have a military tie.

2-6. All entries must have been published in command information outlets except where otherwise cited under the provisions of AR 360-1. Those that do not follow these requirements will be disqualified.

2-7. No single product may be entered more than once.

2-8. Entries to the Army Communicator of the Year category may be from a Soldier or a U.S. government civilian employee as long as the entrant meets the eligibility criteria listed in the category's respective section. The entrant is also eligible to enter one other portfolio category (either the graphic designer, photographer, videographer or writer of-the-year category) during the same competition year. Portfolios found to contain the same products will be disqualified from the Army Communicator of the Year and the other "of-the-year" category. If duplicate products are discovered, Commands/Units will not be allowed to replace the duplicate product, nor will they be allowed to submit a replacement entry.

2-9. Individuals who are not entering the Army Communicator of the Year category may be entered into more than one of the following categories: graphic designer, photographer, videographer or writer of the year. Products may not be used more than once per paragraph 0 of this section. Portfolios found to contain the same products will be disqualified from all categories. If duplicate products are discovered, Commands/Units will not be allowed to replace the duplicate nor will they be allowed to submit a replacement entry.

2-10. Each entry requires multiple products highlighting the entrant's work. In order to create the entry, each product must be uploaded and published to DVIDS as a separate file.

2-11. Each graphic, photo or video product must contain an embedded caption and other required metadata as outlined in the DoD Visual Information Style Guide dated January 20, 2020, and Change 2 to DoDI 5040.02, "Visual Information," dated April 23, 2018. Also assign to each product a Visual Information Record Identification Number (VIRIN) as required in the DoD Visual Information Style Guide dated January 20, 2020, and Change 2 to DoDI 5040.02, "Visual Information," dated April 23, 2018.

2-12. All products must comply with federal law, DoD and Army policy. See Appendix A.

UNIT ENTRY CRITERIA

2-13. Only ACOMs, ASCCs, DRUs and units listed in Appendix B are eligible to host a command-level competition and only those points of contact will submit entries to the DA level. Detailed submission instructions for POCs will be posted at <http://www.army.mil/klw/>. All other units must submit entries through their command hierarchy.

2-14. FORSCOM, AMC, USASOC, DMA, NGB and USARC are authorized four submissions in each category. All other ACOMs, ASCCs, DRUs may submit three entries in each category.

2-15. No individual may enter the competition directly. Individuals must enter through their respective ACOM, ASCC or DRU competition. Entries may only be submitted through one command. Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through NGB and USARC, respectively, not FORSCOM or USARCENT. Active

duty Regionally Aligned Forces (RAF) should enter their submissions through FORSCOM, not the respective ASCC.

2-16. PA and VI personnel assigned to the Pentagon working in OCPA and its regional offices, Army Photo, Army Multimedia and Visual Information Directorate or in a public affairs capacity for senior Army leadership (SECARMY, SMA, etc.,) will submit through the Military District of Washington.

2-17. Personnel who transition to another unit during the contest year may submit individual work produced for a previous organization through their new command.

The rank requirement for each category can be found in its respective section of the SOP

SOLDIER ENTRY CRITERIA

2-18. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership. Nomination letters must include verification that the nominated Soldier meets Army height and weight standards as prescribed in AR 600-9, The Army Body Composition Program, and reflects the Army Core Values.

2-19. The KLW entry form (digitally signed), memorandums, and all other DVIDS exempt required paperwork must be scanned in or provided as one single PDF document. The naming convention will follow the example in Appendix C.

2-20. An official digital photo, head and waist-up digital photograph of the entrant must be sent up as a separate file (.JPG, .JPEG, .PNG) with the PDF document. The photo is not judged as part of the packet, but submission ensures photos of winners are available for recognition purposes. Soldiers must wear ASU Class-A uniform or AGSU; deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.

2-21. A one-page chronological biography of the nominee, written in third person, beginning with current position and recent accomplishments.

2-22. Copyrighted material usage memorandums or information pages must be included in the PDF document.

2-23. Soldiers participating in the “Of the Year” categories, require the following additional documentation:

- DA Form 705, Army Physical Fitness Test Scorecard.
- Personnel with a permanent medical profile may compete as long as they do not violate their profile by participating. These personnel take the APFT and any alternate event in

accordance with their profile and APFT instructions. The average score of completed events will be used as the score for events they are unable to complete and as the score for any alternate cardio event.

- Weapons Scorecard: DA Form 3595 or DA Form 5790 (Weapons Scorecard for M16/M4); or DA 85-R (Weapons Scorecard for M249); or DA Form 88 or DA Form 5704 (Weapons Scorecard for M9).
- Memorandum for Record signed by the first CSM in the chain of command annotating the completion time of a 12-mile ruck march.
 - All entrants must successfully complete the march with 35lbs dry weight.
 - The 12-mile road march must be executed in the OCP/ACU uniform with approved boots. The ruck march is to be conducted the same way as a forced march and is not tactical in nature. No assigned weapons or extra TA-50 gear is required to complete this event.
 - There is no minimum time required to complete the 12-mile ruck march. This event will be scored on a sliding scale, with more points awarded to those individuals who complete event in the fastest times.
 - Personnel with a permanent medical profile are still permitted to compete but must submit a copy of their valid permanent profile in lieu of the memorandum for record. These individuals will receive a baseline score for the ruck march portion of the scorecard.

CIVILIAN ENTRY CRITERIA

2-24. A memorandum of nomination with regional command endorsement (see example in Appendix E). Individuals must be nominated by their unit/organizational leadership.

- The K LW entry form (digitally signed), memorandums, and all other DVIDS exempt required paperwork must be scanned in or provided as one single PDF document. The naming convention will follow the example in Appendix C.
- An official digital photo, head and waist-up digital photograph of the entrant must be sent up as a separate file (.JPG, .JPEG, .PNG) with the PDF document. The photo is not judged as part of the packet, but submission ensures photos of winners are available for recognition purposes. Civilians must submit a head and shoulders color photo.
- A one-page chronological biography of the nominee, written in third person, beginning with current position and recent accomplishments must be included in the PDF document.
- Upload each product as a separate file in DVIDS. Each product must contain an embedded caption, other required metadata and have its own VIRIN.

- Copyrighted material usage memorandums or information pages must be included in the PDF document.

SUPPORTING DOCUMENTATION

2-25. All categories require supporting documentation. This documentation will not be submitted through DVIDS. Include all documentation as **one single PDF document** and submit to DA through ACOMs, ASCCs, and DRU POCs.

2-26. HQDA KLV POCs will pull submission information directly from the DVIDS Awards Module, eliminating the need to submit a separate excel document. However, the KLV Entry Form will be required for ALL entries.

CHAPTER 3

JUDGING INFORMATION

All entries will be judged and assessed with the criteria outlined in this chapter. Only one winner will be chosen in each category and that winner will be submitted through to the DoD Media Awards at the DoD level. A second and third place winner will be identified but will not be submitted to the DoD Media Awards at the DoD level.

JUDGING PANELS

3-1. Judging panels comprise CMF/FA 46/25 officers, senior noncommissioned officers, and civilians. Contractors and other non-government employees will not be included in judging panels. Decisions from the judging panels are reviewed by the Chief of Public Affairs, who retains discretion for final approval, as well as authority for release of contest information and results. Comments and feedback from the judges will be provided after the competition.

SCORING

3-2. The KLV Communications Awards Competition uses a 10-point grading system for all categories that are entered into DVIDS. Entries are scored in DVIDS on a scale of zero (lowest) through 10 (highest). Judges may designate no more than one first-place winner. There will be no ties for first place.

3-3. The categories that are not entered into DVIDS will have their own grading criteria outlined in their respective sections.

3-4. Judges will be provided with grading sheets for the category which they have been assigned. For all categories, each of the fundamental, technical, effectiveness and creativity criteria can be awarded a star/point. After an entry has been evaluated in its entirety, the grading sheet will determine the average of all the products and provide the judge with the score that they will need to put into the DVIDS awards module.

3-5. Judges will disqualify entries that –

- Do not meet the specific entry criteria outlined in Chapter 2 of the KLV SOP.
- Do not meet the criteria for the category entered
- Fail to follow federal law and/or established DoD policy
- Are not uploaded to DVIDS during the period specified in the SOP
- Are not uploaded to the DVIDS Award Module in accordance guidance in the SOP

- Do not meet basic technical standards outlined by the Defense Information School
- Are entered by personnel who do not meet eligibility requirements.

3-6. Entries are judged on technical excellence, creativity, originality, storytelling ability and use of Army themes, and overall support to Army objectives. Entries must meet the highest standards of professional excellence.

JUDGING CRITERIA FOR CATEGORIES

3-7. The following sections contain the specific judging criteria for each group of categories. While the criteria are for those selected as judges, the information is provided to maintain the highest level of integrity and transparency with the field.

3-8. It is incumbent upon all judges to read the following sections in their entirety.

ARMY COMMUNICATOR OF THE YEAR

3-9. Consider accomplishments and qualities identified in supporting materials as well as the products submitted in support of these packets. The Army Communicator of the Year should contribute heavily to the team, the command, and the Army, embody the qualities of an outstanding PA/VI professional, and demonstrate outstanding writing and/or photography skills.

3-10. Military personnel competing in this category require the following scores for the Soldier Requirements in order to be eligible:

- APFT
- Weapons Scorecard
- Ruck March

3-11. There are no exceptions to requirements for this category.

3-13. The fundamental, technical, and creativity criteria make up the remaining stars for this category. This category uses 12-star grading criteria. Each of the criteria can be awarded a star. After an entry has been evaluated, the scoring sheets include an algorithm to determine the finalized score of the entry so that a judge may then score the entry in the DVIDS awards module.

FUNDAMENTAL CRITERIA

3-14. Judges may award a maximum of three stars for fundamental criteria. Refer to the fundamental criteria below.

TECHNICAL CRITERIA

3-15. Judges may award a maximum of seven stars for technical criteria. Judges may disqualify entries that do not earn at least one technical criteria star. Refer to the technical criteria below.

EFFECTIVENESS & CREATIVITY

3-16. Judges may award a maximum of two stars for effectiveness and creativity. Judges will evaluate originality/creativity of the product and/or if the product was effective at meeting its intended goal.

ALL MILITARY “OF THE YEAR” CATEGORIES

3-17. All Military “of the Year” categories follow the grading criteria outlined in the Army Communicator of Year category. This includes the following two categories:

- “Rising Star Award for Outstanding New Military Videographer
- James P. Hunter Award for Outstanding New Military Writer

3-18. All Military “of-the-year” categories besides the Army Communicator of the Year use 13-star grading criteria. Three of the stars are for the Soldier Requirements and the 10 remaining stars make up the fundamental, technical, effectiveness and creativity criteria.

3-19. All Soldiers entering the “of-the-year” competition require the following additional documentation:

- DA Form 705, Army Physical Fitness Test Scorecard.
- Weapons Scorecard.
- Memorandum for Record signed by the first CSM in the chain annotating completion of a 12-mile ruck march.

3-20. The APFT, Weapons Card, and Ruck march are evaluated using the criteria outlined below.

ARMY PHYSICAL FITNESS TEST

3-21. A maximum of three stars is given to this element.

3-22. Personnel with a permanent medical profile may compete as long as they do not violate their profile by participating. These personnel take the APFT and any alternate event in accordance with their profile and APFT instructions, using the average of the two regular events to determine the score for the alternate event.

MARKSMANSHIP

3-23. A maximum of one star is given to this element.

RUCK MARCH

3-24. A maximum of three stars is given to this element. The ruck march is executed in accordance with the guidance listed in this judging criteria and ATP 3-21.18, Foot Marches. To receive full star credit, all entrants must successfully complete the march in 3 hours or less with 35lbs dry weight.

3-25. The 12-mile road march must be executed in the OCP/ACU uniform with approved boots. The ruck march is to be conducted the same way as a forced march and is not tactical in nature. Assigned weapons and extra TA-50 gear are not required to complete this event.

3-26. Personnel with a permanent medical profile precluding the ruck march must submit a copy of their valid permanent profile in lieu of the memorandum for record.

ALL CIVILIAN “OF THE YEAR” CATEGORIES

3-27. All Civilian “of the Year” categories are scored as follows:

- Judges may award a maximum of 3 stars for Fundamental Criteria.
- Judges may award a maximum of 7 stars for Technical Criteria.
- Judges may award a maximum of 2 stars for Effectiveness & Creativity.

NON- “OF THE YEAR” CATEGORIES

3-28. All non- “of-the-year” categories are scored as follows:

- Judges may award a maximum of 3 stars for Fundamental Criteria.
- Judges may award a maximum of 7 stars for Technical Criteria.
- Judges may award a maximum of 2 stars for Effectiveness & Creativity

3-29. These categories are open to both civilians and Soldiers

3-30. In these categories, except where stated above, Soldiers are *not* required to submit APFT, marksmanship or ruck march documentation.

COMMUNITY ENGAGEMENT AND PAO RISING STAR

3-31. The Kathy Canham-Ross Award for Distinction (refer to para 3-57) and Public Affairs Officer Rising Star of the Year (refer to para 3-49) categories follow their own grading criteria, outlined in their respective sections.

PRODUCT CRITERIA GUIDELINES

3-32. The following sections contain all the criteria that Judges should use to evaluate products.

GRAPHIC ARTS CATEGORY

3-33. Judges evaluate the effectiveness of the graphic and its value to units, commands, Soldiers, and the Army as a whole. As each product will differ significantly in scope, type and emphasis, judges allow some flexibility when assessing the value of products. Judges will consider the CI relevance and impact, as well as talent, energy, technical mastery and entertainment value when evaluating graphic arts products, remembering most graphic products are command directed.

Fundamental Criteria

3-34. If a product meets a criteria requirement, it will earn one star for that criterion. Meeting all three requirements will earn it the maximum stars allowable. The fundamental graphic arts criteria are:

- **Focus:** Entries should support commanders' communication objectives. If the material does not effectively communicate the objectives of a command, its Soldiers and/or the Army, it is not an effective product, regardless of technical quality.
- **Newly eligible methods:** Entries should not contain two-dimensional work created by free-hand methods; using dry or wet-based methods such as line art, sketches, watercolors and oil paintings; work created using pencil, chalk and/or charcoal; pictures of displays and fine art pieces.
- **SAPP:** Graphics compromising security are inconsistent with commanders' intent interfere with the success of the competition and will be disqualified. Judges will disqualify graphics that violate command or service policy, or include inappropriate subject matter, unacceptable style, or tone.

Technical Criteria

3-35. Judges evaluate the technical aspects of every product. If a product meets a criteria requirement, it will earn one star for that criterion. Judges may disqualify products that do not earn at least one technical criteria star. Graphic arts technical criteria include:

- **Alignment:** Entry keeps design objects in line, not only vertically or horizontally but also across any linear plane.
- **Balance:** A design composition does not have to be symmetrical or linear to be considered balanced, the balance is global to all elements even the absence of content.
- **Emphasis:** Emphasis can be achieved in graphic design by placing elements on the page in positions where the eye is naturally drawn, by using other principles such as contrast, repetition, or movement. Bold and italic type provides emphasis for text. Graphic elements can gain emphasis through size, visual weight, color, complexity, uniqueness, placement on the page and other features.
- **Gestalt:** Sometimes considered a distinct principle of design, gestalt is the concept that "the whole is greater than the sum of its parts."
- **Proportion:** This indicates the relative visual size width, and weight of a particular graphical elements in a design composition.
- **Unity:** The individual parts come together as visually compelling and a meaningful whole.
- **White Space:** In graphic design, white space, or negative space, is considered an important element of the overall design, and is evaluated using the same criteria as the rest of the elements in the design. White space can add to or detract from the balance, unity, harmony, rhythm and overall success of a design. White space can give emphasis, contrast, and movement. It can be used for repetition and pattern, and work within various relationships with other elements of the positive and negative spaces in the design.

Effectiveness and Creativity

3-36. Judges will evaluate originality/creativity of the product and/or if the product was effective at meeting its intended goal. If a product meets a criteria requirement, it will earn one star for that criterion.

PHOTOGRAPHY CATEGORY

3-37. Judges evaluate the effectiveness of captions and imagery, and how they combine to form a unique medium. These elements should complement, support and reinforce each other effectively. Consider how images and words communicate a story as well as the poignancy of the pictures(s). Evaluate the pictures in terms of their story telling and CI function as well as their focus, composition, creativity and poignancy. Pay attention to context when evaluating captions. A "skeleton" or deliberately terse caption may be more effective and appropriate than an elaborate "extended outline" when accompanying a story. Captions ideally complement, rather than reiterate, a full-length story. Judges will not automatically punish the entry for using a short caption or reward the producer for a comprehensive one.

Fundamental Criteria

3-38. If a product meets a criteria requirement, it will earn one star. Meeting all three requirements will earn it the maximum stars allowable. The fundamental graphic arts criteria are:

- **Subject:** Entries should support commanders' communication objectives. If the material doesn't effectively communicate the objectives of a command, its Soldiers and/or the Army, it is not an effective product regardless of technical quality.
- **Attribution:** Captions that identify the subject should include the correct rank (if appropriate), unit, job title, and organization as well as service when ambiguous.
- **SAPP:** Photos compromising security are inconsistent with commanders' intent and success in the competition. Judges will disqualify photos that violate command or service policy or are published with inappropriate subject matter, improper language or unacceptable style or tone.

Technical Criteria

3-39. Judges will evaluate the technical aspects of the product. Multiple mistakes in one respective area or minor mistakes across multiple areas should result in a loss of a star. If a product does not earn at least one technical criteria star, the judge can recommend the entry be disqualified due to lack of technical standards. Photo technical criteria includes:

- **Action:** Entries should display strong action appropriate to the subject matter at hand. Inaction, weak action, hidden action, action out of frame and posed action detract from the quality of a photograph.
- **Camera Movement:** Shooting at slow shutter speeds, unsteady camera grip and poor shooting technique can produce blurry images or poor focus.
- **Composition:** Composition errors include, but are not limited to, cluttered foreground or background, cutting off of essential body parts, inclusion of objects apparently "growing out of heads," extraneous appendages in the frame, wrong format, too much extra space and inappropriate distance from the subject.
- **Exposure:** Exposure mistakes may result in "whitewashed" or inappropriately dark photos, poor color and "blown out" highlights. Army photojournalists tend to employ automatic settings; but the best photographers will effectively manage camera settings, ambient light and flash to achieve proper exposure.
- **Flash Technique:** Shadows should fall behind the subject's head. Good photographers will tend to employ indirect flash and more sophisticated technique, producing balanced lighting and an appropriate level of illumination.

- **Focus:** Good photographers select and capture an appropriate focal point and achieve a consciously crafted level of focus for the subject matter at hand. An ideal action photo of a rifleman in action, for instance, might focus on the Soldier's eyes and face with the body and foreground remaining relatively crisp and the background somewhat blurred. The subject matter should inform expectations. A close-up taken in a garrison environment should achieve intense and dominant focus on the subject's eyes; allow greater tolerance for a long-distance shot of a rapidly moving object.

- **Special Technique:** Special techniques like multiple exposures, sandwiching, panning, or cross processing. If the image is digitally manipulated, has the manipulation altered composition or only technical issues (exposure, focus, etc.), which could be also accomplished by conventional techniques.

- **Story/Mood:** How well does the photograph capture or illustrate the {topic of contest}? Does the image effectively tell a story about {topic of contest} or convey a mood or value?

Effectiveness and Creativity

3-40. Judges will evaluate originality/creativity of the product and/or if the product was effective at meeting its intended goal.

VIDEO CATEGORY

3-41. Judges evaluate the audio and video qualities of every product. Imagination, ingenuity, and story shot and interview selection – not to mention camera work, script writing, editing and announcing – contribute heavily to the quality of a video product. Judges must consider impact, effectiveness and, in many cases, contribution to the CI mission.

Fundamental Criteria

3-42. If a product meets a criteria requirement, it will earn one star. Meeting all three requirements will earn it the maximum stars allowable. The fundamental video criteria are:

- **Command Information:** Entries should support commanders' communication objectives. If the material doesn't effectively communicate the story of a command, its Soldiers and/or the Army, it is not an effective product regardless of technical quality.

- **Focus:** Strong focus is paramount to an excellent product. The product must remain on a central theme throughout the entire piece. Does the video engage you from the onset or does it lose momentum? Video entries should include two or more three-shot sequences; video spots should include at least one. Opening and closing shots should be strong, well composed and arouse audience interest. Shots, sequences, and narration should be appropriately paced and edited to complement the product.

- **Copyright/SAPP:** All products must comply with copyright guidelines as noted in the Keith L. Ware Competition SOP. Entries compromising security are inconsistent with

commanders' intent and success in the competition. Judges will disqualify entries that violate command or service policy, contain inappropriate subject matter or improper language, or include unacceptable style or tone. A factual error pertaining directly to the focus of the story seriously jeopardizes the credibility of the story and its author.

Technical Criteria

3-43. Judges will evaluate the technical aspects of the product. Multiple mistakes in one respective area or minor mistakes across multiple areas should result in a loss of a star. If a product does not earn at least one technical criteria star, the judge can recommend the entry be disqualified due to lack of technical standards. Video product technical criteria includes:

- **Storytelling:** Entrant was able to convey their idea, message or thought in an original and imaginative way through their lens, narrative, performance, etc. The product evokes the viewer's imagination which may differ by each viewer. Is the story being told the right story for the Sponsor and their brand?
- **Production:** The quality of the video including how smooth the transitions are, and whether the editing compliments the flow of content. Having that finished look. Edits should be smooth and free of "dirty" edits. No jump cuts or 180-degree violations. All shots and sequences should complement each other and avoid "pop-ins" and "pop-outs." Special effects should be aesthetically pleasing and appropriate to the tone and substance of the product they support.
- **Speaking/Delivery:** The contestant articulates and enunciates well, does not stumble and pronounces words properly. The contestant should have a solid grasp of the copy and makes effective transitions. He or she should speak with authority and avoid reading.
- **Soundbites & Stand-ups:** Stand-ups and soundbites should contribute significantly to the product. Their duration should be commensurate with the length of the story and the importance of the input; accompanying video should not distract the audience. Military subjects should adhere to an appropriate standard of wear and appearance of uniform. Extraneous items such as access and security badges, microphones and cords should not appear in video.
- **Composition:** Shots should be effectively composed. Proper head space and rule of thirds should be applied. Video should be properly white balanced. Video should avoid unnecessary movement. Jerky video distracts from natural video flow and should be avoided (exceptions should be considered in training and operational photography categories).
- **Lighting:** Video should be appropriately illuminated and free of hot, dark or auto iris shots. Was the lighting applied in the video (manmade or natural) properly used to enhance the visuals? Is the entrant and images clearly visible, centered, in focus and without any glare? Was the video well-lit throughout filming and each shot properly exposed?
- **Audio:** Audio/sound should be heard, and the dialogue should be intelligible and dynamically balanced. The sound in all shots should have the same volume. Audio levels should

be properly adjusted and synchronized. The contestant should apply solid microphone placement technique, producing audio free from distortion and including good natural sound.

Effectiveness and Creativity

3-44. Judges will evaluate originality/creativity of the product and/or if the product was effective at meeting its intended goal.

PRINT CATEGORY

3-45. Consider the quality of interviews, source selection, writing and storytelling, and value to the audience as well as the prevalence or absence of mechanical mistakes. Human Interest Features cover the broadest range of subject matter – potentially virtually anything relevant to primary audiences. Allow some creative license in judging features. Ideally, Army writing strives to meet command information objectives and communicate material in the most compelling manner, not following a rigid formula. Skillful judges understand the difference between a literary device consciously employed for effect and a mechanical error. By definition, commentaries tend to be critical or opinionated writing, so allow some leeway in “objectivity” standards. Ideas communicated in commentaries should support command and Army information objectives. A well written, persuasively presented commentary advocating a position you disagree with should score higher than a less well-argued commentary you agree with.

Fundamental Criteria

3-46. If a product meets a criteria requirement, it will earn one star. Meeting all three requirements will earn it the maximum stars allowable. The fundamental print criteria are:

- **Focus:** Entries should support commanders’ communication objectives. If the material doesn’t effectively communicate the story of a command, its Soldiers and/or the Army, it is not an effective product regardless of technical quality. Strong focus is a paramount to an excellent product. The product must remain on a central theme throughout the entire piece. The focus is the main theme to a story, and it should be maintained throughout the article. The conclusion must not leave the reader wondering what the story was about. Just as the lead gives the reader an idea of what the story is about, the conclusion confirms, restates or provides perspective on an idea. Obviously, not every story will include a riveting conclusion, but each should entail a conscious strategy. No conclusion is a weak conclusion.

- **Attribution:** The entry should properly attribute any direct or indirect quote. Stories should include the correct rank (if appropriate), unit, job title, and organization as well as service when ambiguous. Observations require no attribution but should be supported by empirical evidence. You obviously won’t have access to entrants’ interview notes or recordings to determine inaccurate attribution however experts can determine obvious shifts in sources, word choices and implausible quotes. (ex. A Pashtun tribal chieftain quotes read like theater Public Affairs Guidance.)

- **SAPP:** Entries compromising security are inconsistent with commanders' intent and success in the competition. Judges will disqualify entries that violate command or service policy, contain inappropriate subject matter or improper language, or include unacceptable style or tone. A factual error pertaining directly to the focus of the story seriously jeopardizes the credibility of the story and its author.

Technical Criteria

3-47. Judges will evaluate the technical aspects of the product. Multiple mistakes in one area or minor mistakes across multiple areas should result in a loss of a star. If a product does not earn at least one technical criteria star, the judge can recommend the entry be disqualified due to lack of technical standards. Print technical criteria includes:

- **Storytelling:** The entry has a strong lead emphasis. A weak lead fails to emphasize the most important information. A lead that omits important information fails to communicate the gist of the story or includes an inordinate amount of extraneous or irrelevant material. A feature lead should attract the reader's attention, give them an idea what the story is about and compel them to continue. The substance of the lead should reflect the substance, focus and tone of the story.

- **Clarity:** If the meaning of text is not apparent to the reasonable reader, writing creates unintended or detrimental ambiguity, or a story leaves obvious lingering questions, lack of clarity may be a problem.

- **No Variety:** The entry uses alternate word use, sentence and paragraph length, structure and opening words and avoids repetitive prose.

- **Omission:** Entry should not appear to have essential parts missing.

- **Redundancy:** Repetition employed to avoid additional research, avert mistakes, pad story length or forestall the need for creativity is inconsistent with excellent writing.

- **Wordiness:** Occurs when three or more total words can be deleted from any sentence, or the entire sentence can be deleted.

- **Stylebook:** Entry should conform to AP style for grammar and punctuation. Material should also conform to AP style unless superseded by a local stylebook furnished by the command. Make allowance for service-directed policies such as the capitalization of "Soldier" and "Families."

Effectiveness and Creativity

3-48. Judges will evaluate originality/creativity of the product and/or if the product was effective at meeting its intended goal.

PUBLIC AFFAIRS OFFICER RISING STAR CATEGORY

3-49. Judges are assessing the effectiveness of the plans/programs/products and their value to the units, commands, Soldiers, Army Civilians, Family members and the Army as a whole. Judges will take into account that plans/programs differ significantly in scope, type, emphasis and resources when assessing the value and results of the products. Quality is more important than quantity.

3-50. There are 4 different products that can be submitted as part of the category; evaluation criteria are presented below.

3-51. This category will be graded using a 40-star scale:

- Judges may use a maximum of 1 star for Supporting Documents/Memorandums.
- A maximum of 3 stars may be used for APFT, Weapons Card, and Ruck March; see specific guidance for each of these elements.
- Judges may use a maximum of 9 stars for each individual product submitted (corresponding to the bullet points below).

Campaign Plan Evaluation Criteria

3-52. Consider the quality of print, electronic, and broadcast products generated in support of the campaign. Consider the impact, effectiveness, and value of the campaign as well as its products. Reward entrants that communicated important command-driven messages in a dynamic, powerful manner more richly than those that merely generated the greatest volume of supporting product (video, CI copy and glossy brochures). NOTE: There is no expectation or requirement for the entrant to have produced any the supporting product. The intent is to determine the PAOs ability to plan, and if the plan made effective use of the resources/skills available in the command.

3-53. Evaluate the campaign plan according to the following:

- Issue Statement:
 - Is the issue identified and does the opportunity help the command attain its goal?
- Research:
 - Was the research thorough and relevant?
 - Did the research reflect a genuine need?
 - Evaluate the research methods used to develop the program.

- Planning & Implementation:
 - Were the objectives measurably and clearly defined?
 - How well did the objectives support the organization's goals?
 - How thorough was the plan?
 - Did this plan involve synchronization with the staff and other information related capabilities?
- Evaluation:
 - How efficient and effective was execution of the plan relative to resources?

Single Event Communication Strategy Evaluation Criteria

3-54. Evaluate the Communication Strategy according to the following:

- Planning & Implementation:
 - Was the planning process identified and detailed?
 - Were command objectives clearly defined?
 - Were communication objectives clearly defined and measurable, and did they align with the command objectives?
 - Were appropriate key themes and messages accurately identified and, as appropriate, are they nested with HQDA themes and messages?
 - How was the strategy synchronized across the staff and other?
- Execution:
 - Did the products align with the command objectives?
 - Did the products incorporate the key themes and messages outlined in the plan?
- Effectiveness:
 - Are the results appropriate for the significance/size of the event, and/or were the themes and messages echoed by external media?
 - Do the results show synchronization and coordination through stakeholder amplification of the products?

Public Affairs Guidance Evaluation Criteria

3-55. Evaluate the Public Affairs Guidance according to the following:

- Background and Coordination:
 - Does the background and coordination paragraph accurately describe the purpose of the event/issue/topic?
 - Does this paragraph explain the use/participation of DoD assets, historical information, description of the current situation, and the reason for the PAG?
- Holding Statement:
 - Do the statements outlined in the PAG accurately emphasize the nature of the planning process?
- Public Statement (if using a strict RTQ posture, refer to holding statement criteria if applicable):
 - Does the public statement contain all of the required information (method of announcement, preferred time and date, and rationale)?
- Messages:
 - Are the key themes and messages appropriate to the topic and as appropriate, are they nested with HQDA themes and messages?
- Talking Points:
 - Do the talking points accurately address the issues surrounding the topic?
- Q&A:
 - Are there enough questions and answers for the Commander or spokesperson to be adequately prepared?
 - Do the questions and answers address some of the more difficult and/or politically sensitive areas?
- Digital Media:
 - Does this paragraph appropriately address the usage of social media platforms in relation to the event/issue/topic?

Public Affairs Annex J Evaluation Criteria

3-56. Evaluate the Public Affairs Guidance according to the following:

- Are the following covered accurately and appropriately in the Situation:
 - Enemy and Friendly Forces?
 - Interagency, Intergovernmental, and Nongovernmental Organizations?
 - Civil Considerations?
 - Media?
- Mission:
 - Is the mission of public affairs in support of the base plan or order accurate and complete?
- Are the following covered accurately and appropriately in the Execution:
 - Scheme of Public Affairs?
 - Task to subordinate units and coordinating instructions?
- Sustainment:
 - Are all sections of the sustainment paragraph accurate and appropriate?
- Command and Signal:
 - Are all sections of the command and signal paragraph accurate and appropriate?

KATHY CANHAM-ROSS AWARD FOR DISTINCTION CATEGORY

3-57. This category is evaluated using 25-star grading criteria. Each package will be evaluated using the following guidelines:

- Individual Evaluation Criteria – 3 stars.
- Program Evaluation Criteria – 11 stars.
- Special Event Evaluation Criteria – 11 stars.

3-58. Each bullet point in the following paragraphs will be awarded a star if it meets that criterion. If it does not meet that specific criterion, then it will not be awarded a star.

3-59. Judges are assessing the effectiveness of the programs and their value to units, commands, Soldiers, Army Civilians, Family members and the Army as a whole. Judges will bear in mind that programs differ in scope, type, emphasis and resources when assessing the value of products, evidence of success and testimonials. Each program and contributor will differ in aim and emphasis. Quality is more important than quantity, so don't equate the scale of documentation or products with the value of the entry.

Individual Evaluation Criteria

3-60. The individual criteria will be evaluated based on the following:

- Did the individual's efforts support one or more Community Engagement events?
- Was the individual's contribution effective in relation to resources (Personnel, budget, and supporting agencies) available?
- Did the individual take personal initiative in achieving the desired outcome?

Program Evaluation Criteria

3-61. Judges will evaluate the submission based on how effectively the entry answers these questions:

- Support Materials:
 - Were support materials (letters of recommendation, news clippings brochures, videos, posters, etc.) present?
 - Do the materials demonstrate and reflect the entries' contributions to effective Community Engagement efforts?
- Planning:
 - Was the planning process identified and detailed?
 - Were the objectives clearly defined and measurable?
 - Did the objectives support the organization's goals?
- Execution:
 - Was the execution of the engagement effective in meeting the objective?
 - How were the objectives achieved?
- Effectiveness:

- Was the analysis conducted thorough and relevant?
- Did the program foster good Community Relations?
- Did the program increase public awareness?
- Did the program inspire patriotism, cultivate a positive image of the command and enhance the prestige of the Army and the military service?
- If applicable, did the program support recruiting efforts?

Special Event Evaluation Criteria

3-62. Judges will evaluate the submission based on how effectively the entry answers the questions listed below:

- Support Materials:
 - Were support materials (letters of recommendation, news clippings brochures, videos, posters, etc.) present?
 - Do the materials demonstrate and reflect the entries' contributions to effective Community Engagement efforts?
- Planning:
 - Was the planning process identified and detailed?
 - Were the objectives clearly defined and measurable?
 - Did the objectives support the organization's goals?
- Execution:
 - Was the execution of the engagement effective in meeting the objective?
 - How were the objectives achieved?
- Effectiveness:
 - Was the analysis conducted thorough and relevant?
 - Did the program foster good Community Relations?
 - Did the program increase public awareness?

- Did the program inspire patriotism, cultivate a positive image of the command and enhance the prestige of the Army and the military service?

- If applicable, did the program support recruiting efforts?

UNIT PUBLIC AFFAIRS REPRESENTATIVE OF THE YEAR CATEGORY

3-63. This category is graded using the same method outlined for the military “of the Year” categories (refer to paras 0 & 0). Judges are assessing the effectiveness of the products and their value to units, commands, Soldiers, and the Army as a whole. Judges will bear in mind that products differ in scope, type and emphasis, and will consider the relevance and impact, as well as talent, energy, technical mastery and entertainment value when evaluating these products. These products were done under the guidance of the PAO.

3-64. The UPAR of the Year category includes the APFT, Marksmanship, and Ruck March requirements outlined in the Soldier Requirements for all categories (refer to para 3-15)

3-65. Judges will grade all products in this category according to the specific grading criteria outlined in the products’ respective section.

CHAPTER 4

SUBMISSION CATEGORIES

This chapter explains each of the 28 categories comprising this year's KLV competition.

Tip: It may be easier to create the photo series as a collection within DVIDS before attempting to create the entry.

CATEGORY A: ARMY COMMUNICATOR OF THE YEAR

4-1 The Army Communicator of the Year is the highest award in the MG Keith L. Ware competition. This award recognizes the most complete individual communicator in Army public affairs and visual information career fields. This category is open to PA and VI Soldiers in the ranks of SFC – with less than 6 months' time in grade on December 31, 2021 – and below, and PA and VI Civilians GS-9 through GS-13.

4-2. Individuals who elect to compete in the Army Communicator of the Year category may also enter one other category (either the graphic designer, photographer, videographer or writer of-the-year category) during the same competition year.

4-3. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-4. See Para 2-4 for upload requirements.

4-5. Refer to Appendix G for product descriptions.

4-6. Entries consist of 5 products and must be submitted as a portfolio on DVIDS:

- One print story (must be a commentary, feature story, information story or one story of a series).
- One video story.
- One photo (must be a news photo, feature photo, portrait or one photo from a photo series).
- Two products of the candidate's choice (must not be a photo series).

4-7. Only one of the candidate's choices may be a photography product (3-5 photos and a story), but it must be on a topic or event different from the other products in the portfolio. Only one photography product may be entered as a part of the portfolio.

4-8. A photo series may not be one of the candidate's choice submissions.

4-9. Do not extract and submit component elements of a product as a candidate's choice if that product in its entirety is being submitted by the entrant to this or another category. For example, do not extract and submit as a logo or other graphic from a multimedia product if the entire multimedia product is being submitted as a candidate's choice to this or another category. This rule, however, does not prohibit individuals from submitting a graphic element extracted from a team-produced video, a multimedia product or a video credited to another person, but the extracted element must be the work of the entrant and it must have been uploaded and published to DVIDS as a separate file.

CATEGORY B: CIVILIAN GRAPHIC DESIGNER OF THE YEAR

4-10. The Civilian Graphic Designer of the Year award recognizes outstanding Army graphic artistry among Army civilians in the public affairs and visual information communities. Only Department of the Army civilians holding the grade of GS-12 and below on or after January 1, 2021, are eligible for this award.

4-11. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-12. See Para 2-4 for upload requirements.

4-13. Refer to Appendix G for product descriptions.

4-14. Entries into the Civilian Graphic Designer of the Year will consist of 6 graphic arts products:

- One layout & design product.
- One digital art product.
- Four graphic design products of the candidate's choice, including animation and identity design.

4-15. Candidates may submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, watercolors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.

4-16. Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic arts products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product, or a product credited to another individual, but the extracted element must be the work of the entrant.

4-17. Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or another category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.

4-18. Do not submit layouts from interactive publications or interactive PDF documents.

CATEGORY C: MILITARY GRAPHIC DESIGNER OF THE YEAR

4-19. The Military Graphic Designer of the Year award recognizes the Soldier who best exemplifies excellence in Army graphic arts. Soldiers in the rank of SFC with less than 6 months' time in grade as of December 31, 2020, and below are eligible for this award.

4-20. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-21. See Para 2-4 for upload requirements.

4-22. Refer to Appendix G for product descriptions.

4-23. Entries into the Military Graphic Designer of the Year will consist of 6 graphic arts products:

- One layout & design product.
- One digital art product.
- Four graphic design products of the candidate's choice, including animation and identity design.

4-24. Candidates may submit two-dimensional work created by free-hand methods using dry- or wet-based methods, such as line art, sketches, watercolors and oil paintings, and work created using pencil, chalk and charcoal; pictures of displays; and fine art pieces.

4-25. Do not extract and submit component elements of a multimedia product, video story or video spot as one of the six graphic arts products if the multimedia product, video story or video spot in its entirety is being submitted by the entrant to another category. This does not prohibit individuals from extracting a graphic element they created for a team-produced product, or a product credited to another individual, but the extracted element must be the work of the entrant.

4-26. Do not extract and submit component elements from a layout & design product as a separate product if the layout & design product in its entirety is being entered by the entrant to this or another category. Conversely, do not enter a layout & design product that contains elements submitted as digital art and identity design products. Each product must be separate and distinct from the other.

4-27. Do not submit layouts from interactive publications or interactive PDF documents.

CATEGORY D1: MANUAL OR DIGITAL ILLUSTRATION

4-28. This category includes original artwork created by the artist. Examples of artwork accepted in this category are digital paintings, vector art, 3D renderings, manual art, etc. A still photograph enhanced by digital means is allowed; however, animation is not. Submit entry as a high-resolution JPEG file.

4-29. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-30. See Para 2-4 for upload requirements.

4-31. Refer to Appendix G for product descriptions.

CATEGORY D2: IDENTITY DESIGN

4-32. This category includes original artwork that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. An entry entered in the Manual or Digital Illustration Category cannot be entered in this category. All unit crests must have been approved by the appropriate office of heraldry prior to entry. Submit entry as a high-resolution JPEG file.

4-33. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-34. See Para 2-4 for upload requirements.

4-35. Refer to Appendix G for product descriptions.

CATEGORY D3: LAYOUT AND DESIGN

4-36. This category includes a single-page or double-truck layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources.

4-37. Examples include interactive PDFs, info charges and info graphics, flyers, certificates, CD covers, cover art and posters. An entry created and entered as a Manual or Digital Illustration Category cannot be entered in this category. For example, adding elements to a Manual or Digital Illustration Category and submitting it as a Layout and Design as part of the entry will result in disqualification. Submit entry as a high-resolution JPEG file.

4-38. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-39. See Para 2-4 for upload requirements.

4-40. Refer to Appendix G for product descriptions.

CATEGORY E: CIVILIAN PHOTOGRAPHER OF THE YEAR

4-41. The Civilian Photographer of the Year award recognizes outstanding photography among Army civilians in the public affairs and visual information communities. Only Department of the Army civilians holding the grade of GS-12 and below on or after January 1, 2021, are eligible for this award.

4-42. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-43. See Para 2-4 for upload requirements.

4-44. Refer to Appendix G for product descriptions.

4-45. Entries into the Civilian Photographer of the Year will consist of 7 photo products:

- One news photo.
- One feature photo.
- One portrait.
- Three photos of the candidate's choice.
- One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout.

4-46. Entry must contain between 13 and 18 images total.

4-47. Submit only one photo series.

4-48. Do not submit photos from a product that is part of the Army Communicator of the Year portfolio.

4-49. Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.

4-50. **Do not submit the same photo more than once.** Do not enter the same photo from the photo series as a portrait, news photo, feature photo, or any candidate's choice photo. This rule does not prevent submission of a different photo from that same operation as a portrait, news photo, feature photo, or any candidate's choice photo.

Note: The purpose of the portfolio is to demonstrate one's ability to take photos in a variety of settings. Therefore, products from more than one operation or event earn higher scores.

4-51. Series' photos must be uploaded separately in DVIDS as JPEG files, each with its own VIRIN. VIRINs must be sequential, using the series field to attribute the proper and intended order. Once each photo is uploaded, group them as a collection within DVIDS.

CATEGORY F: MILITARY PHOTOGRAPHER OF THE YEAR

4-52. The Military Photographer of the Year award recognizes the Soldier who best exemplifies excellence in photography. Soldiers in the rank of SFC with less than 6 months' time in grade as of December 31, 2020, and below are eligible for this award.

4-53. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-54. See Para 2-4 for upload requirements.

4-55. Refer to Appendix G for product descriptions.

4-56. Entries into the Military Photographer of the Year will consist of 7 photo products:

- One news photo.
- One feature photo.
- One portrait.
- Three photos of the candidate's choice.
- One photo series consisting of at least 7, but no more than 12 photos. Do not submit a composite layout.

4-57. Entry must contain 13 to 18 images total.

4-58. Submit only one photo series.

4-59. Do not submit photos from a product that is part of the Army Communicator of the Year portfolio.

4-60. Do not extract photos from a multimedia product or other video product and enter them as a portrait, news photo, feature photo, or any candidate's choice photo if the multimedia product or video is submitted as part of another category.

CATEGORY G1: NEWS PHOTOGRAPH

4-61. A single, stand-alone photo of a newsworthy event.

4-62. The photo must have strong elements of newsworthiness

- 4-63. The caption, which clearly identifies the news peg, must be included in the submission.
- 4-64. Individuals must meet all eligibility requirements outlined in Chapter 1.
- 4-65. See Para 2-4 for upload requirements.
- 4-66. Refer to Appendix G for product descriptions.

CATEGORY G2: FEATURE PHOTOGRAPH

- 4-67. A single, stand-alone storytelling picture.
- 4-68. The photo must have strong subject and focus.
- 4-69. The caption, which clearly identifies the news peg, must be included in the submission.
- 4-70. Individuals must meet all eligibility requirements outlined in Chapter 1.
- 4-71. See Para 2-4 for upload requirements.
- 4-72. Refer to Appendix G for product descriptions.

CATEGORY G3: TRAINING DOCUMENTATION

- 4-73. Entries will depict the U.S. military's participation in a Joint or Service exercise, or other training event. Submit as a JPEG file.
- 4-74. Individuals must meet all eligibility requirements outlined in Chapter 1.
- 4-75. See Para 2-4 for upload requirements.
- 4-76. Refer to Appendix G for product descriptions.

CATEGORY H: CLARK TAYLOR CIVILIAN VIDEOGRAPHER OF THE YEAR

- 4-77. The Clark Taylor Civilian Videographer of the Year award recognizes outstanding videography among Army civilians in the public affairs and visual information communities. Only Department of the Army civilians holding the grade of GS-12 and below on or after January 1, 2020, are eligible for this award.
- 4-78. Individuals must meet all eligibility requirements outlined in Chapter 1.
- 4-79. See Para 2-4 for upload requirements.
- 4-80. Refer to Appendix G for product descriptions.

- 4-81. The winner of this category will be moved up to the DoD Media Awards.
- 4-82. Entries into the Clark Taylor Civilian Videographer of the Year will consist of 4 video products:
- One b-roll video.
 - One video story.
 - Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on social media may also be entered as a candidate's choice, however it must still be uploaded to DVIDS and be contained within the collection.
- 4-83. Submissions may not exceed 5 minutes in length.
- 4-84. B-roll video may not be submitted as a candidate's choice.
- 4-85. Slates are not required.
- 4-86. Videos may contain closed caption, but they are not required.
- 4-87. All products must be from different events.
- 4-88. All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted "as aired" on the original DMA broadcast/webcast and not altered in any way.

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

CATEGORY I: JOHN T. ANDERSON MILITARY VIDEOGRAPHER OF THE YEAR

4-89. The John T. Anderson Military Videographer of the Year award recognizes the Soldier who best exemplifies excellence in videography. Soldiers in the rank of SFC with less than 6 months' time in grade as of December 31, 2020, and below are eligible for this award. This award is named after MSG John T. Anderson who served as noncommissioned officer-in-charge of an American Forces Radio and Television Service station at Hue, Vietnam. He was captured and held as a prisoner of war from February 1968 to March 1973. He retired in August of that year after 26 years of active-duty service. MSG Anderson died April 1, 1988. The winner of this category will be moved up to the DoD Media Awards.

4-90. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-100. See Para 2-4 for upload requirements.

4-101. Refer to Appendix G for product descriptions.

4-102. Entries into the John T. Anderson Military Videographer of the Year will consist of 4 video products:

- One b-roll video.
- One video story.
- Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on social media may also be entered as a candidate's choice, however it must still be uploaded to DVIDS and be contained within the collection.

4-103. Submissions may not exceed 5 minutes in length.

4-104. B-roll video may not be submitted as a candidate's choice.

4-105. Slates are not required.

4-106. Videos may contain closed caption, but they are not required.

4-107. All products must be from different events.

4-108. All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted "as aired" on the original DMA broadcast/webcast and not altered in any way.

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

CATEGORY J1: NEWS VIDEO

4-109. Entry must be a news story, event-/mission-oriented, and would be significant enough to place at or near the top of a news cast.

4-110. Do not send as a packaged news brief with anchor lead

4-111. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-112. See Para 2-4 for upload requirements.

4-113. Refer to Appendix G for product descriptions.

CATEGORY J2: FEATURE VIDEO

4-114. Story must be five minutes or less in length.

4-115. Do not include the anchor’s studio story lead-in/tag.

4-116. Individuals must meet all eligibility requirements outlined in Para 3-25.

4-117. See Para 2-4 for upload requirements.

4-118. Refer to Appendix G for product descriptions.

CATEGORY J3: MULTIMEDIA VIDEO

4-119. Must be specifically designed to be shared on social media and be designed to deliver information and support command communication objectives.

4-120. Typically short in length, timely, creative, inspiring and authentic.

4-121. No time limit for social media videos, but the entry must deliver the communication objective in a clear and concise manner.

4-122. Include the web address for the video with the entry. Websites that require login or passwords are not eligible for KLV competition.

4-123. Include analytics analysis in the caption. Detailed information on plays, likes, shares, etc., and a critical explanation of how the video advanced command communication objectives.

4-124. Provide sampling of audience comments to demonstrate how the social media video was received by the audience(s) to support command communication objectives.

4-125. Slates are not required.

4-126. Videos may contain closed caption, but they are not required.

4-127. All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted "as aired" on the original DMA broadcast/webcast and not altered in any way.

4-128. Individuals must meet all eligibility requirements outlined in Chapter.

4-129. See Para 2-4 for upload requirements.

4-130. Refer to Appendix G for product descriptions.

CATEGORY J4: TRAINING DOCUMENTATION VIDEO

4-131. Entries will depict the U.S. military's participation in a Joint or Service exercise, or other training event.

4-132. Slates are not required.

4-133. Videos may contain closed caption, but they are not required.

4-134. All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted "as aired" on the original DMA broadcast/webcast and not altered in any way.

4-135. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-136. See Para 2-4 for upload requirements.

4-137. Refer to Appendix G for product descriptions.

CATEGORY K: MOSS-HOLLAND CIVILIAN WRITER OF THE YEAR

4-138. The Moss-Holland Civilian Writer of the Year award recognizes outstanding writers among Army civilians in the public affairs and visual information communities. Only Department of the Army civilians holding the grade of GS-12 and below on or after January 1, 2021, are eligible for this award.

4-139. This award is named in honor of John Moss and Peggy Holland, civilian writers who worked for the Oklahoma City Recruiting Battalion and died during the 1995 bombing of the Alfred P. Murrah Federal Building in Oklahoma City, Oklahoma.

4-140. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-141. See Para 2-9 for upload requirements.

4-142. Refer to Appendix G for product descriptions.

4-143. Entries into the Moss-Holland Civilian Writer of the Year will consist of 5 print products:

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

4-144. Products must be from separate events.

4-145. Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Army Communicator of the Year category.

4-146. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of "Publication Name." It may also be found at <URL>.

- Example 2: Story was originally posted to the Base X website on February 12, 2021, and may be found at <URL>.

4-147. Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:

- Example 1: This story differs from the article originally published on page 12 of February 12, 2021, issue of “Publication Name” in that John Peter’s name has been corrected.

- Example 2: This story differs from the article originally posted February 12, 2021, on the Base X website at <URL>. It was updated February 15, 2021, to correct the address for the family center.

CATEGORY L: PAUL D. SAVANUCK MILITARY WRITER OF THE YEAR

4-148. The Paul D. Savanuck Military Writer of the Year award recognizes the Soldier who best exemplifies excellence in storytelling. Soldiers in the rank of SFC with less than 6 months’ time in grade as of December 31, 2020, and below are eligible for this award.

4-149. This award is named in honor of SSG Paul D. Savanuck, who was killed in Vietnam in 1969 while serving with the Pacific Stars and Stripes.

4-150. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-151. See Para 2-4 for upload requirements.

4-152. Refer to Appendix G for product descriptions.

4-153. Entries into the Paul D. Savanuck Military Writer of the Year will consist of 5 print products:

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

4-154. Products must be from separate events.

4-155. Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Army Communicator of the Year category.

4-156. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of “Publication Name.” It may also be found at <URL>.

- Example 2: Story was originally posted to the Base X website on February 12, 2021, and may be found at <URL>.

4-157. Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:

- Example 1: This story differs from the article originally published on page 12 of February 12, 2021, issue of “Publication Name” in that John Peter’s name has been corrected.

- Example 2: This story differs from the article originally posted February 12, 2021, on the Base X website at <URL>. It was updated February 15, 2021, to correct the address for the family center.

CATEGORY M1: NEWS ARTICLE

4-158. News article entries must be straight news or supports with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, when and where” of the news peg.

4-159. Individuals must meet all eligibility requirements outlined in Para 3-25.

4-160. See Para 2-4 for upload requirements.

4-161. Refer to Appendix G for product descriptions.

4-162. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of “Publication Name.” It may also be found at <URL>.

- Example 2: Story was originally posted to the Base X website on February 12, 2021 and may be found at <URL>.

4-163. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-164. See Para 2-4 for upload requirements.

4-165. Refer to Appendix G for product descriptions.

CATEGORY M2: FEATURE ARTICLE

4-166. Feature article entries must have a focus that is maintained and supported in the lead, nutgraph, body and conclusion. They can be sports, human interest or personality features.

4-167. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-168. See Para 2-4 for upload requirements.

4-169. Refer to Appendix G for product descriptions.

4-170. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of “Publication Name.” It may also be found at <URL>.
- Example 2: Story was originally posted to the Base X website on February 12, 2021, and may be found at <URL>.

CATEGORY M3: COMMENTARY ARTICLE

4-171. Commentaries are articles that convey the writer’s opinion on a topic. Articles written by commanders or those in leadership position are ineligible to compete in this category, as specified in DoDI 5120.4, editorials convey command position.

4-172. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-173. See Para 2-4 for upload requirements

4-174. Refer to Appendix G for product descriptions.

4-175. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of “Publication Name.” It may also be found at <URL>.
- Example 2: Story was originally posted to the Base X website on February 12, 2021, and may be found at <URL>.

CATEGORY N: “RISING STAR” AWARD FOR OUTSTANDING NEW MILITARY VIDEOGRAPHER

4-176. Soldiers cannot compete in both the “Rising Star” Award for Outstanding New Military Videographer and the John T. Anderson Military Videographer of the Year in the same competition year.

4-177. This *one-time award* recognizes excellence in Army videography among enlisted Soldiers with less than 24 months' time in the public affairs and visual information career fields. Soldiers holding either a visual information or public affairs MOS in the rank of SGT(P) and below before December 31, 2020, are eligible for this award.

4-178. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-179. See Para 2-4 for upload requirements.

4-180. Refer to Appendix G for product descriptions.

4-181. A memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field.

4-182. Entries into the "Rising Star" Award for Outstanding New Military Videographer consist of 4 video products:

- One b-roll video.
- One video story.
- Two products of the candidate's choice, either a video story, multimedia product, video spot, or one video from a video series. A video designed exclusively for use on social media may also be entered as a candidate's choice, however it must still be uploaded to DVIDS and be contained within the collection.

4-183. Submissions may not exceed 5 minutes in length.

4-184. B-roll video may not be submitted as a candidate's choice.

4-185. Slates are not required.

4-186. Videos may contain closed caption, but they are not required.

4-187. All products must be from different events.

4-188. All entries that use commercial music, video and graphics must adhere to U.S. copyright laws. Such submissions must include written copyright authorization from the production company that generated the material. Entries produced for DMA are exempt. Regardless, all entries with commercial music must be submitted "as aired" on the original DMA broadcast/webcast and not altered in any way.

Note: "Caption" and "captioning" is not the same as "closed caption" or "closed captioning." A caption is used to describe what the product is about and is added to the product's metadata upon upload to DVIDS. Specifically, a caption describes who is being profiled in the product, what is happening in the product, where the

action is happening, when the action happened and why the event took place (e.g., the purpose of the event). See the DoD Captioning and Style Guide for specific information. A closed caption (or closed captioning) is used to display the audio portion of a television program or video product as text on the screen for individuals who are deaf or hard-of-hearing. Video products submitted may contain closed captions, but they are not required. However, a caption in the metadata field is required.

CATEGORY O: JAMES P. HUNTER AWARD FOR OUTSTANDING NEW MILITARY WRITER

4-189. Soldiers cannot compete in the James P. Hunter Award for Outstanding New Military Writer and the Paul D. Savanuck Military Writer of the Year in the same competition year.

4-190. This *one-time award* recognizes excellence in Army writing among enlisted Soldiers with less than 24 months' time in the public affairs career field. Only Public Affairs Soldiers in the rank of SGT(P) and below before December 31, 2020, are eligible for this award.

4-191. This award is named in honor of SSG James P. Hunter, who died as he covered a combat patrol while serving with the 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division in southern Afghanistan in 2010.

4-192. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-193. See Para 2-4 for upload requirements.

4-194. Refer to Appendix G for product descriptions.

4-195. A memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field.

4-196. Entries into the James P. Hunter Award for Outstanding New Military Writer will consist of 5 print products:

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

4-197. Products must be from separate events.

4-198. Do not submit a photojournalism product in its entirety. A story from a photojournalism product may be entered as a candidate's choice, but only if the entire photojournalism product (photos and story) is not entered into the Army Communicator of the Year category.

4-199. Add the page number (if published in a printed product first), and the date and name of the publication and/or the website in which the articles first appeared as the last paragraph of the story. Use the appropriate version of the following examples:

- Example 1: Story was originally published on Page 12 of the February 12, 2021, issue of “Publication Name.” It may also be found at <URL>.
- Example 2: Story was originally posted to the Base X website on February 12, 2021, and may be found at <URL>.

4-200. Ensure DVIDS and published versions are the same except for minor corrections. If corrections are made, an explanation must be provided as the last paragraph of the DVIDS version. Here are two examples:

- Example 1: This story differs from the article originally published on page 12 of February 12, 2021, issue of “Publication Name” in that John Peter’s name has been corrected.
- Example 2: This story differs from the article originally posted February 12, 2021, on the Base X website at <URL>. It was updated February 15, 2021, to correct the address for the family center.

CATEGORY P: PUBLIC AFFAIRS OFFICER “RISING STAR” OF THE YEAR

4-201. This *one-time award* recognizes the top commissioned Army officer with less than 24 months of service in functional area 46.

4-202. This category is exempt from DVIDS submission.

4-203. Competitors must have completed all products through Dec. 31, 2019.

4-204. Individuals must meet all eligibility requirements outlined in Chapter 1.

4-205. See Para 2-4 for upload requirements.

4-206. Refer to Appendix G for product descriptions.

4-207. Submissions must include a KLW entry form.

4-208. At least two letters of recommendation with regional command endorsement (see example in Appendix E). Individuals must be nominated by their higher military or civilian section OIC, Deputy PAO, PAO or commanding officer. When nominated by anyone other than the PAO or commander, one of the letters of recommendation must be written by the officer’s PAO or commander. Nomination letters must include verification that the nominated Soldier meets Army height and weight standards as prescribed in AR 600-9, The Army Body

Composition Program, and reflects the Army Core Values. Nominees must clearly exceed prescribed standards in public affairs areas and discuss the candidates in their totality, not simply their technical expertise.

4-209. A memorandum from the responsible PAO confirming the nominee's eligibility based on the time served within the career field. Additionally, the letter must confirm the work submitted is that of the officer nominated.

4-210. The KLW entry form (digitally signed), memorandums, and all other required paperwork must be scanned in or provided **as one single PDF document**. The naming convention will follow the example in Appendix C.

4-211. Entries into the Public Affairs Officer “Rising Star” of the Year award consists of 4 products:

- Communications Campaign Plan
- Single-Event Communication Strategy
- Two plans/OPORD related elements of the officer’s choosing:
 - Public Affairs Guidance
 - Annex J
 - Either another Communications Campaign Plan or a Single-Event Communications Strategy.

Communications Campaign Plan

4-212. This product is comprised of a four-page information paper submitted as a single PDF document. The plan is for a command initiative or issue and can cover a wide range of topics (i.e., improve esprit de corps, awareness/enrollment in the blended retirement program, raise awareness of commander’s objectives/priorities, etc.). The document will cover the following:

- Definition of the problem to be solved or the opportunity to be leveraged through the communications campaign. This section must include:
 - Issue statement: A paragraph on either (1) how the issue, problem or potential problem affects the command’s ability to achieve its goal or (2) how the opportunity helps the command attain goal achievement.
 - Problem or Opportunity statement: A single sentence framing either the problem or the opportunity.

- A paragraph describing the research conducted. Include the types of research (primary and/or secondary) used to define or redefine the situation and the publics affected by the issue, problem or potential problem, or opportunity.
- A section that describes the media campaign plan. This section must include:
 - A brief overview of the various ideas considered to (1) solve the issue or problem or (2) take advantage of the opportunity and a statement on why the plan selected was used over other ideas.
 - Specific and measurable objectives.
 - Tactics planned and the specific audience each tactic was designed to reach.
- A section that describes the content created to support the media campaign. This section will include a list of media products produced to support the selected tactics. These products could include social media content, spots, news stories, and special programs; be sure to provide hyperlinks to where the products may be found.
- A section that evaluates the results. This section must include:
 - An analysis of the specific and measurable objectives and whether they were met or not met.
 - A brief overview of the evaluation methods used. For example, pre-plan and post-plan assessments/survey.
 - A brief overview of outputs and their measures of performance. For example, numbers of products produced overall and number of website views.
- A summary of the outcomes achieved, such as increased awareness of the unit's mission, and how the media campaign helped the command either (1) resolve the issue or problem, (2) avert a potential problem or (3) leverage an opportunity.

Single-Event Communication Strategy

4-213. This product is comprised of a four-page information paper submitted as a single PDF document. The strategy is for a single event and can cover a wide range of topics/events (i.e., Memorial Day, All American Week, Dragoon Ride, etc.). The document will cover the following:

- Provide a detailed description of the planning and implementation process. This section must include:
 - Details of the planning process.

- List of the command objectives and measurable communication objectives for the event.
- How the communication objectives supported the command objectives.
- The process of synchronizing and coordinating with the staff and other stakeholders.
- Provide details on how the strategy was executed: This section must include:
 - Explain how the products supported the command and communication objectives.
 - Explain how the products aligned with the themes and messages outlined in the plan.
 - A section that describes the content. This section will include a list of media products produced to support the command and communication objectives. These products could include social media content, spots, news stories, and special programs; be sure to provide hyperlinks to where the products may be found.
- A section that evaluates the results. This section must include:
 - An analysis of the specific and measurable objectives and whether they were met or not met.
 - A brief overview of the evaluation methods used. For example, pre-plan and post-plan assessments/survey.
 - A brief overview of outputs and their measures of performance. For example, numbers of products produced overall and number of website views.
- A summary of the outcomes achieved, such as increased awareness of the unit's mission, and how the media campaign helped the command either (1) resolve the issue or problem, (2) avert a potential problem or (3) leverage an opportunity.

Public Affairs Guidance and Annex J

4-214. Refer to FM 3-61 for PAG and Annex J formatting examples.

CATEGORY Q: KATHY CANHAM-ROSS AWARD OF DISTINCTION

4-215. The Kathy Canham-Ross Award recognizes the products that best exemplify excellence in community engagement contributions.

4-216. The award is named for Kathy Canham-Ross, a distinguished director of OCPA-Los Angeles, who set an outstanding example to emulate throughout her 30 years as a PAO.

4-217. In the event of a tie, the judges will select the winning entry by name. The award will be presented to the highest scoring entry.

4-218. This category is exempt from DVIDS submission.

4-219. Submissions must include a KLV entry form.

4-220. Entries must be submitted as a 20-page (maximum) PDF packet in no smaller than 10-point font. Include written synopses of broadcast coverage, if necessary. Submission packets must include all the listed materials in each category. Command POCs must ensure any additional documentation required for each entry accompanies the submission.

4-221. Obtain signatures on memorandums and other documents required from leaders familiar with organizational command information operations and the personnel conducting them. Examples include public affairs officers, PA officers in charge and Command Information chiefs, but not officers commanding headquarters elements not directly involved in PA operations.

4.222. The entry form (digitally signed), memorandums, and all required paperwork must be scanned in as a single PDF document. The naming convention will follow the example in Appendix C.

4-223. The Kathy-Canham Ross Award of Distinction will consist of 3 products:

- Individual Achievement Packet
- Community Engagement Program Packet
- Community Engagement Special Event Packet

Individual Achievement

4-224. The individual achievement packet must be crafted following the order and guidelines below:

- Name, position, and duty description of the entrant.
- Table of Contents
- Letter of endorsement from unit or installation PAO.
- Letter of endorsement from installation or major unit headquarters.
- Summary of the entrant's role in the mission under consideration

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

Community Engagement Program

4-225. The community engagement program packet must be crafted following the order and guidelines below:

- Name and description of the organization and program.
- Table of contents
- Letter of endorsement from unit or installation PAO
- Letter of endorsement from installation or major unit headquarters
- Summary of the program's context and purpose
- **Planning:** describe the program organizers' planning process, communication objectives, key findings and budget analysis, as appropriate.
- **Execution:** provide details of the conduct of the program.
- **Effectiveness:** describe what the program achieved. Measurable success and achievement of stated goals will strengthen the packet.
- **Overall value to the Army** describes the program's importance to the sponsoring organization, installation and community. Describe how it benefitted the Army and how its costs compared to its benefits.

- Entries may also be supported with internal and external media accounts of the program's achievements, and relevant feedback from participants, leaders and impacted members of the community. Don't include routine administrative documents or slide shows. Summarize internal coordination if necessary and appropriate in the "Planning" and "Execution" sections.

Community Engagement Special Event

4-226. The community engagement special event packet must be crafted following the order and guidelines below:

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

CATEGORY R: UNIT PUBLIC AFFAIRS REPRESENTATIVE OF THE YEAR

4-227. This award recognizes Soldiers that serve their commanders as a Unit Public Affairs Representative. This category is open to non-Functional Area 46 officers in the rank of CPT(P) and below, and non-Public Affairs/non-Visual Information Soldiers in the rank of SFC – with less than 6 months' time in grade as of December 31, 2020 – and below.

4-228. FA 46 Officers and Soldiers holding a PA/VI MOS are ineligible to compete in this category.

4-229. Submit entry as a *portfolio within the DVIDS Awards interface module*.

Note: Incomplete packets will be disqualified and will not be judged.

4-230. The official additional duty memorandum to operate as a UPAR.

4-231. A copy of the certificate of completion of UPAR training.

4-232. Individuals must meet all eligibility requirements outlined in Para 3-9.

4-233. See Para 2-4 for upload requirements.

4-234. Refer to Appendix G for product descriptions.

4-235. Entries into the UPAR of the Year will consist of 4 products:

- One photo
- One print story (can be Information, Feature, etc.)
- Two products of the next echelon of command's Public Affairs Office choosing
 - Video product
 - Graphic product
 - One photo or one print story

CHAPTER 5

SGM Dawn Kilpatrick AUSA Scholarship

Although outlined in this SOP, the SGM Dawn Kilpatrick Scholarship is an HQDA level competition only. This competition is exempt from the DVIDS requirement, and all submissions are submitted directly to the HQDA KLW POC.

OVERVIEW

5-1. In 1999, the Army and the Association of the United States Army formed a partnership as a tribute to Sergeant Major Dawn Kilpatrick and her 20 years of service to this nation. Kilpatrick served in a variety of positions, including Airborne positions, paving the way forward for not only public affairs Soldiers, but female service members as well. Kilpatrick was a master parachutist with more than 650 jumps to her credit. For two years, she was a member of the prestigious Golden Knights, the Army's parachute demonstration team. She died at her home in Herndon, Va., May 23, 1999, after a two-year battle with cervical cancer and just eight days after she retired. SGM Kilpatrick was laid to rest at Arlington National Cemetery on May 27, 1999.

5-2. The Office of the Chief of Public Affairs established an ongoing scholarship in her name - The SGM Dawn Kilpatrick Memorial AUSA Scholarship. The recipients of this scholarship are NCOs who best exemplify the Army's vision, and influence others by shaping future leaders and practicing excellent stewardship of the nation's most precious resource - our Soldiers.

5-3. The scholarship allows mid-level and senior noncommissioned officers the opportunity to compete for an educational scholarship grant. This grant is intended to assist NCOs in achieving their educational goals. The SGM Dawn Kilpatrick Memorial AUSA Scholarship recipient receives a \$4,000.00 check for tuition assistance, books and fees associated with their educational experience.

5-4. To be considered, the NCO's leadership must submit the nomination by the application deadline. Specific requirements: must be in the Active component, Army Reserve or Army National Guard; a CMF 46 sergeant to sergeant major with less than 18 years of active service; hold a primary MOS of 46Q, 46R or 46Z; and the NCO must be in an indefinite status or have at least 3 years remaining in service upon receipt of the scholarship.

ENTRY REQUIREMENTS

5-5. To compete, Soldiers who meet the eligibility criteria must submit the following:

- An Enlisted Record Brief (showing time in service remaining), official DA photograph, and copies of last two APFTs and last two NCOERs.
- A supervisor's recommendation is required and is used for AUSA publicity of the scholarship and the Soldier. Supervisors should include how the nominee best exemplifies the Army's vision, cares for Soldiers, and works toward shaping our future leaders. The

recommendation will address the NCO's leadership traits to include responsibility, initiative, adaptability, competence and resilience.

- A separate supervisor's memorandum is required, stating that the Soldier meets Army height and weight standards and is not flagged.
- An endorsement memorandum from the first CMF 46 sergeant major in the nominee's chain of command is highly encouraged.
- A 1,000-word essay from the nominee explaining how he or she can impact the future of Army public affairs.

5-6. For application questions or submissions, contact the HQDA KLW POCs: SFC Kristen Duus, at (301) 677-7271.

APPENDIX A

FEDERAL LAWS AND DOD POLICY

PRODUCT GUIDELINES

A-1. All products must comply with applicable laws and DoD policy, including copyright and intellectual property laws and regulations, and the Health Insurance Portability and Accountability Act (HIPAA). Information regarding copyright and intellectual property laws may be found at www.copyright.gov. HIPAA information may be found at www.hhs.gov.

A-2. Stories must conform to DoD Instruction 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps."

A-3. Graphics, photos, and video products must conform to Change 2 of DoD Instruction 5040.02, "Visual Information," dated April 23, 2018, and include metadata in accordance with the DoD Visual Information Style Guide, dated July 16, 2018.

COPYRIGHT

A-4. Productions containing commercial music must conform to U.S. copyright laws. This generally includes synchronization rights obtained via a music license agency. Otherwise, military units must obtain written approval from the artist, musicians' union and/or record company, to include synchronization rights. Rights obtained for commercial music used in productions submitted to the KLW contest must include unlimited distribution. Organizations may be asked to provide written confirmation that all music complies with copyright law and DoD standards.

PUBLIC AFFAIRS RELEASE

A-5. All products must meet the requirements for public affairs release as stated in DoD Instruction 5230.29, "Security and Policy Review of Information for Public Release." Any questions regarding public release should be directed to the local public affairs office.

APPENDIX B

UNIT ELIGIBILITY LIST

Below is a list of commands that are authorized to conduct command level competitions prior to forwarding products to the Department of the Army MG Keith L. Ware Communications Awards Competition. FORSCOM, AMC, NGB, USARC, USASOC, and DMA are authorized four submissions in each category. All other commands may submit three entries in each category. Each entry must be from a different competitor. (Reference AR 10-87 and appropriate Army General Orders (AGOs)).

ARMY COMMAND (ACOM)

- U.S. Army Forces Command (FORSCOM)
- U.S. Army Training and Doctrine Command (TRADOC)
- U.S. Army Materiel Command (AMC)
- U.S. Army Futures Command (AFC)

U.S. ARMY NATIONAL GUARD

- U.S. Army National Guard Bureau (NGB)

U.S. ARMY RESERVES

- U.S. Army Reserves Command (USARC)

DOD LEVEL MAJOR COMMANDS (MAJCOM)

- Defense Media Activity Headquarters (DMA HQ)

ARMY SERVICE COMPONENT COMMANDS (ASCC)

- U.S. Army Africa (USARAF)/Ninth Army
- U.S. Army Central (USARCENT)/Third Army
- U.S. Army North (USARNORTH)/Fifth Army
- U.S. Army South (USARSOUTH)/Sixth Army
- U.S. Army Europe (USAREUR)/Seventh Army

- U.S. Army Pacific (USARPAC)
- U.S. Army Special Operations Command (USASOC)
- Military Surface Deployment and Distribution Command (MSDDC)
- U.S. Army Space and Missile Defense Command/Army Strategic Command (USASMDC/ARSTRAT)
- U.S. Army Cyber Command (ARCYBER)

DIRECT REPORTING UNITS (DRU)

- U.S. Army Medical Command (MEDCOM)
- U.S. Army Intelligence and Security Command (INSCOM)
- U.S. Army Criminal Investigation Command (USACIDC)
- U.S. Army Corps of Engineers (USACE)
- U.S. Army Military District of Washington (MDW)
- U.S. Army Test and Evaluation Command (ATEC)
- United States Military Academy (USMA)
- U.S. Army War College (USAWC)
- U.S. Army Acquisition Support Center (USAASC)
- U.S. Army Financial Management Command (USAFMCOM)
- U.S. Army Human Resources Command (HRC)
- U.S. Army Civilian Human Resources Agency (USACHRA)
- U.S. Army Marketing and Engagement Brigade (USAMEB)
- Arlington National Cemetery (ANC) and U.S. Soldiers' and Airmen's Home National Cemetery (USSAHNC)
- 55th Signal Company (COMCAM)

APPENDIX C

KLW Entry Form

GUIDELINES

C-1. HQDA KLW POCs will pull submission information directly from the DVIDS Awards Module, eliminating the need to submit a separate excel document. However, the KLW Entry Form will be required for ALL entries.

C-2. Use the fillable PDF forms found at <http://www.army.mil/klw/>. Instructions on how to sign are outlined on the form. The required leadership levels will also CAC sign. ACOM, ASCC or DRU POCs will CAC sign the submission forms.

C-3. Entry forms and any required supporting documentation will use the following file naming convention for folders and files with underscores in between each requirement:

- ACOM acronym
- Category
- USA
- Entrants first initial with last name

Example: FORSCOM_CatA_USA_JDoe.pdf

C-4. The entry form, along with all other paperwork must be submitted as a single PDF document. The entry form should be the first page of the document.

C-5. POCs experiencing problems should contact the HQDA KLW POC immediately. Staff will not accept submission forms which are reproduced locally and submitted using any other method.

APPENDIX D

ELIGIBILITY MEMORANDUM

MEMORANDUM FORMAT



Reply to
Attention:

DEPARTMENT OF THE ARMY
Office of the Chief of Public Affairs
1500 Army Pentagon
Washington, DC 20310

SAPA-PAC

1 February 2018

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

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

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


SUPERVISOR
COL, MP
Director, Army Public Affairs Center

Appendix D: Eligibility Memorandum

APPENDIX E

NOMINATION MEMORANDUM

MEMORANDUM FORMAT


	<p>DEPARTMENT OF THE ARMY Office of the Chief of Public Affairs 1500 Army Pentagon Washington, DC 20310</p>
<p>SAPA-PAC</p>	<p>1 February 2018</p>
<p>MEMORANDUM FOR Office of the Chief of Public Affairs, U.S. Army Something Command, ATTN: (office symbol), Fort Callahan, Virginia XXXXX-XXXX</p>	
<p>SUBJECT: Nomination for SGT Joe Smith as Keith L. Ware Journalist (Broadcaster) of the year.</p>	
<ol style="list-style-type: none">1. Start with an overall description of the individual's strengths that will be later highlighted in detail. Write in the active voice. Avoid terms that non-military judges would not understand. Limit all paragraphs to six lines.2. Begin detailing the nominated individual's accomplishments, preferably those that have occurred most recently. Completion of a special project, a record number of news stories, appointment to a leadership position, and nomination as soldier of the month -- all are meaningful to judges. DO NOT waste time highlighting performance that would be expected of any military or civilian journalist.3. Continue highlighting achievements. When describing job performance, offer specifics rather than generalities. Example: "SGT Smith is a team player," (a generality, compared to) "SGT Smith openly discusses story ideas with his fellow reporters, and, typically, is among the first to volunteer for weekend assignments."4. Describe achievements that set the nominated individual apart on a personal level. GOOD: "SGT Smith volunteers as a youth softball coach." Again, it's best to describe specifics -- "SGT Smith regularly attends parent-teacher meetings and often serves as guest speaker at his child's school." "SGT Smith's 68 credit hours include the recent completion of a four-part creative writing course offered by the University of Tippecanoe."5. For military nominees, add a statement that verifies height and weight EXAMPLE: "SGT Smith is in compliance with the height and weight standards of AR 600-9."6. Conclude with your personal summation of the nominated individual's abilities and why you feel he or she should be chosen as the journalist of the year. Try to steer clear of the typical "rating remarks" one would find on the run-of-the-mill job performance report. Keep the overall letter to a page-and-a-half, max. Remember, the judges' time is limited.	
<p>SUPERVISOR COL, MP Director, Army Public Affairs Center</p>	

Appendix E: Nomination Memorandum

APPENDIX F

SGM DAWN KILPATRICK SCHOLARSHIP ELIGIBILITY MEMORANDUM

MEMORANDUM FORMAT

	DEPARTMENT OF THE ARMY Office of the Chief of Public Affairs 1500 Army Pentagon Washington, DC 20310
Reply to Attention:	
SAPA-PAC	1 February 2018
MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs, Washington, DC 20310	
SUBJECT: PRATER, Phillip R., ####, Memorandum of Eligibility for the SGM Dawn Kilpatrick Memorial AUSA Scholarship	
<ol style="list-style-type: none">1. This is to certify that SFC Prater meets height and weight standards IAW AR 600-9, The Army Body Composition Program and is not pending UCMJ actions, barred from reenlistment or flagged IAW AR 600-8-2, Suspension of Favorable Personnel Actions.2. POC for this action is Mr./Mrs. Supervisor at (555)555-5555 or best.supervisor.civ@mail.mil.	
SUPERVISOR COL, MP Director, Army Public Affairs Center	

Appendix F: SGM Dawn Kilpatrick Scholarship Eligibility Memorandum

APPENDIX G

PRODUCT DEFINITIONS

All products will contain embedded captions and other required metadata, including a VIRIN. Refer to the DoD Visual Information Style Guide for specific details. In addition, all products must support or contribute to organizational communication objectives and be authorized products approved for release.

GRAPHIC DESIGN PRODUCTS

G-1. Upload products to DVIDS using the graphics upload portal. Once uploaded, ensure the graphics are then published to DVIDS. This requires extra steps. See DVIDS website for instructions.

DIGITAL ART

G-2. Original work created by digital means. Examples include digital paintings, vector art, and 3-D renderings. A hand-drawn sketch, which is then digitized, may be used as the starting point, but the marks may not be visible in the final product. Does not include animation, cartoons, comic strips, and still photographs enhanced by digital means.

IDENTITY DESIGN

G-3. Original work that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. Unit crests must have been registered with the appropriate office of heraldry prior to entry. Entrant must be prepared to provide proof of registration.

LAYOUT AND DESIGN

G-4. Single- or two-page layouts created using elements from various sources. Examples include info charts, info graphics, flyers, certificates, CD covers, cover art, and posters. All must be completed by the entrant, but elements can come from other sources. Entry is limited to two pages that may be extracted from a larger work published between January 1, 2021, and December 31, 2021. Layouts from interactive publications or interactive PDF documents are not allowed.

MANUAL ART

G-5. Original work created by manual means.

PHOTO PRODUCTS

G-6. Ensure product contains the required metadata, including a VIRIN and a caption prior to uploading to DVIDS.

FEATURE PHOTO

G-7. Storytelling picture, not news related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence featuring a military organization, military equipment, employees or family members. A Photo may be submitted as part of a photographer's portfolio or the Army Communicator of the Year category, but no other categories.

PICTURE STORY

G-8. See photo series.

PHOTO SERIES

G-9. A series of at least 7, but no more than 12 photos that depict a military or military-related storyline or theme, including a military operation or contingency, or participation in a military exercise or other training event. Photos may depict one particular aspect of an operation or the entire event. Controlled and uncontrolled action photos are acceptable. A picture story is considered a photo series.

PORTRAIT

G-10. A picture of a person that identifies and captures the essence of that person's character and depicts his or her personality. Subject must have a connection to the military. Only one person may be portrayed in the photo. Official photos are not allowed.

NEWS PHOTO

G-11. Scheduled or unscheduled news event featuring a military organization, employees, equipment or family members.

VIDEO PRODUCTS

G-12. Ensure product contains the required metadata, including a VIRIN and a caption prior to uploading to DVIDS.

B-ROLL

G-13. Product must be of the same military or military-related theme and must be the work of one individual in its entirety. Do not include reporter standups, narration or music bed. Natural sound is allowed and encouraged. An interview with a subject matter expert may be included; however, the interview may not be used in the sound bed throughout. Some of the footage may also be used in a multimedia product, video story or video series produced by the same individual. Upload to DVIDS as one file.

MULTIMEDIA PRODUCT

G-14. Illustrates the use of visual storytelling techniques across multiple digital mediums while telling a story. Must have a military tie. All forms of media are allowed: audio, video, photography, graphics, animation, or any other visual tool. Must use a minimum of four elements. May be a feature, personality or news piece. May not include dramatization. Product must be a single story produced and edited by one individual with at least 51 percent of the story's content created by that individual. Entry will be judged by the quality of storytelling and creative use of combined mediums.

VIDEO SERIES

G-15. A sequence of videos on a common military-related theme. Must be planned in advance with each video clearly identified as part of a series with either an anchor lead, or a consistent opening and closing. For example, this video is the first (second, third, or fourth) in a series of four videos about <topic>. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used.

VIDEO STORY

G-16. May be a feature, personality or news piece. Lower-thirds and an opening title are acceptable. Must have a military tie. Entrant must have contributed at least 51 percent of the footage with the remainder coming from any other non-copyrighted source. Entrant must have performed all the editing. Appropriate effects, fades or wipes are allowed. Natural sound, music and voice-over narration may be used. Reporter stand-ups are allowed but not required.

VIDEO SPOT

G-17. Must be 60 seconds or less in duration. Must be the work of one individual in its entirety. Identify the target audience in the caption.

WRITTEN PRODUCTS

G-18. Upload blog posts and stories to DVIDS as a news story with the same photos that were published with the original. Photos will not be judged. Include the URL at the bottom of the story to indicate where the blog post and story was originally published. The DVIDS version and original published version must be the same.

BLOG POST

G-19. An article written using an informational or conversational style that conveys the writer's opinion. Ghost-written blogs are ineligible. Blog posts must be from an official military blog that has been registered as such as required in DoDI 8550.01, "DoD Internet Services and Internet-based Capabilities."

COMMENTARY

G-20. A commentary is an article that conveys the writer's opinion on a topic as specified in DoDI 5120.04. Ghost-written commentaries are ineligible. Commentaries posted to an official military website are allowed as are commentaries published in a command newspaper, magazine or newsletter.

FEATURE STORY

G-21. Feature story must have a focus that is maintained and supported throughout. Product may be a sports, human interest, personality or news feature.

INFORMATION STORY

G-22. A story that conveys information while answering the five W's (who, what, where, when why) and H (how). It can be written in different shapes and forms, including the Inverted Pyramid, Kabob/Wall Street Journal Style, Hour/Martini Glass, and Question and Answer. News and sports stories are allowed.

PHOTOJOURNALISM

G-23. Product includes a story and at least three, but no more than five photographs with embedded captions. Photos and story must be on the same topic and must be the work of one individual.

OTHER TERMS

CAPTION

G-24. Used to identify the people or unit profiled in the product, and to describe what happened, and where and when it happened. The caption also explains why the event took place: the purpose of the event. It is added to the product's metadata prior to upload to DVIDS. Refer to the DoD Visual Information Style Guide for specific information and Appendix H for examples.

CLOSED CAPTION (CLOSED CAPTIONING)

G-25. Used to display the audio portion of a television program or video product as text on the screen for individuals who are deaf or partially deaf.

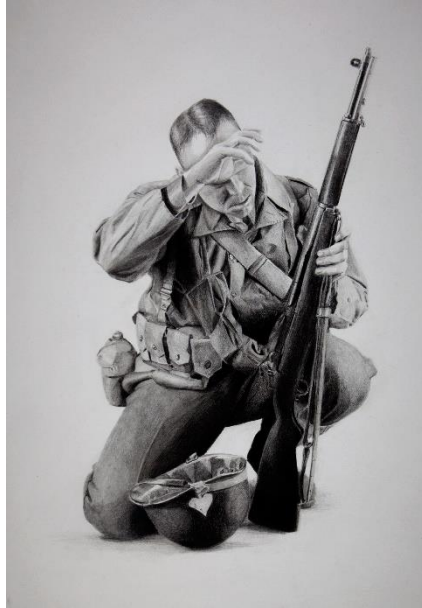
PODCAST

G-26. A series of audio episodes as a whole. These episodes are audio files that, in congruency, tell a story.

APPENDIX H

CAPTION EXAMPLES

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



Appendix H: Graphic Caption

Example: This graphite rendering depicts the Center of Military History (CMH) Museum Support Center's (MSC) weapons curator, Dieter Stenger, posing for the MCS's artifact photographer. Stenger was photographed for an exhibit planned for the future National Museum of the U.S. Army. (U.S. Army Illustration by Sgt. 1st Class Amy Brown/Released)



Appendix H: Photo Caption

Example: Paratroopers with 1st Battalion, 503rd Parachute Infantry Regiment (Airborne) get up to the defensive position and unleash their weapon systems at targets downrange at a combined arms live fire lane in the Grafenwoehr Training Area, July 31, 2020. The 173rd Airborne Brigade is the U.S. Army's Contingency Response Force in Europe, providing rapidly deployable forces to the United States Europe, Africa and Central Command areas of responsibility. Forward deployed across Italy and Germany, the brigade routinely trains alongside NATO allies and partners to build partnerships and strengthen the alliance. (U.S. Army photo by Staff Sgt. Jacob Sawyer)

****Sawyer won first place in the KLV Army Communicator of the Year, 2020****



Appendix H: Video Caption

Example: Spc. Elizabeth Porter, aid station medic with the 1-131 Aviation Regiment, is busy giving Covid-19 tests to Alabama National Guard Soldiers at Farke Airfield, Albania, during DEFENDER-Europe 21 on May 18, 2021. (Army National Guard video by Staff Sgt. William Frye)

****Frye won first place in the KLV John T. Anderson Military Videographer of the Year, 2020****
