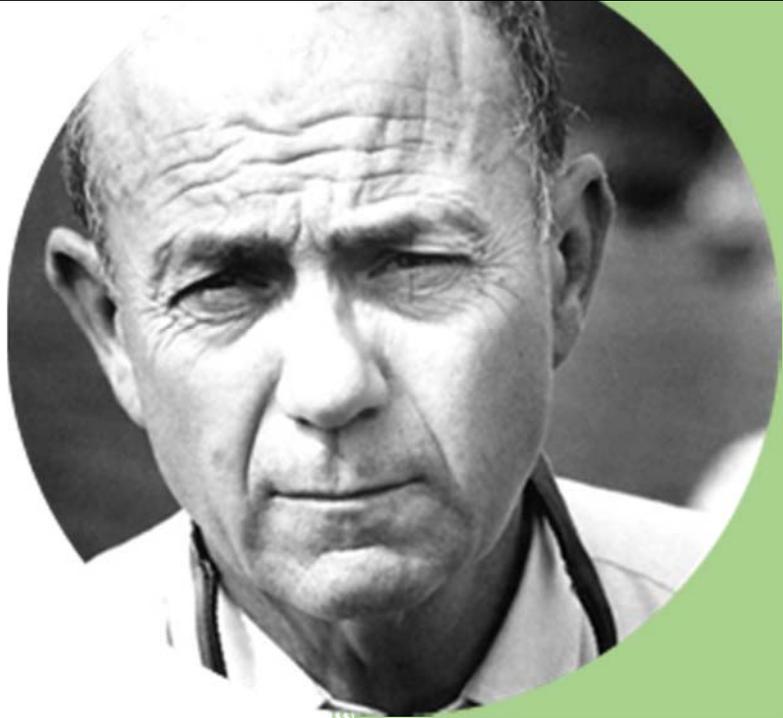


2015

AMC DAVID G. HARRIS PUBLIC AFFAIRS COMPETITION



AMC Public and Congressional Affairs
Standard Operating Procedure
12/14/2015



AMC-PCA**December 14, 2015**

The AMC David G. Harris Public Affairs (DHPA) Competition recognizes Soldiers and civilian employees in U.S. Army Materiel Command for excellence in achieving the objectives of the Army Public Affairs Program. The winners compete for awards at the Department of the Army's MG Keith L. Ware Public Affairs Competition.

This standard operating procedure aligns the DHPA competition as closely as possible with the annual MG Keith L. Ware Public Affairs Competition which establishes competition criteria and provides the Army and AMC with guidance for recognizing the most notable work of its public affairs professionals. The competition includes the Department of the Army Community Relations Awards Program of Excellence and SGM Dawn Kilpatrick Memorial AUSA Scholarship.

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

Administrative notes:

- A. Army Materiel Command Public and Congressional Affairs point of contact is Cherish Gilmore at (256) 450-7981 (w), 256-503-4679 (bb), or cherish.t.gilmore.civ@mail.mil.
- B. This SOP will act as a supplement to the Army's MG Keith L. Ware Public Affairs Competition SOP. Refer to the KLV SOP for specific category criteria. Refer to the Table of Contents for clarification.
- C. Entries must be received at AMC by **January 31, 2015**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.
- D. With the exception of community relations and some print categories, submit all entries as URL links. Do not submit physical media such as discs or printed newspapers.
- E. The entry forms, Standard Operating Procedures and templates are available at www.amc.army.mil/amc/2015DHPA.html.
- F. Obtain signatures on memorandums and other documents required for specific categories from leaders familiar with organizational command information operations and personnel conducting them. Examples include public affairs officers, PA officers in charge and CI chiefs, but not officers commanding headquarters elements not directly involved in PA operations.
- G. All entries and supporting documents must include a complete, verified and official mailing address. The MSC point of contact will validate entries via a submission log sent directly to Cherish Gilmore at cherish.t.gilmore.civ@mail.mil and usarmy.redstone.usamc.mbx.public-affairs@mail.mil.

H. Only AMC's MSCs (listed in Appendix B) are eligible to forward products directly to the Dave Harris Public Affairs Competition. All other units must submit entries through their respective MSC.

I. New categories are available at the Army level and they are also available to AMC competitors. See additions below.

- Addition of Print Category N: Infographic (Individual)
- Addition of Category R: Public Affairs Officer Rising Star the Year (Individual Category)
- Addition of Category S: Master Communicator of the Year (Individual Category)
- Addition of Category N: Social Media Video (Individual)

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AMC-PCA**December 14, 2015****Timeline and Target Dates**

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

December 14, 2015 -- SOP released to AMC MSCs

January 31, 2015 -- Entries due at AMC; late and incomplete submissions are subject to disqualification

February 1 - 13, 2015 -- Judging by AMC panelists and guest judges

February 15, 2015 -- AMC's deadline to submit first place awards to 2015 MG Keith L. Ware Public Affairs Competition

February 22, 2015 -- AMC announces winners

March 1, 2015 -- AMC mails awards to each MSC (only first place will be recognized) and KLW results announced.

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

April 15, 2016 -- DINFOS announces TJ award winners

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

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

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

AMC-PCA

December 14, 2015

I. Eligibility

- A. This year's competition recognizes work in 16 print, 16 broadcast and three community relations categories. In addition, information for the SGM Dawn Kilpatrick Memorial AUSA Scholarship can be found in Appendix F.
- B. The competition is designed for Career Management Field/Functional Area 46-series Soldiers and DA public affairs civilians assigned to PA positions. However, all Soldiers assigned to PA units, offices and sections during the contest year, whose primary duties are to produce command information products, may also enter the competition. All work must be published, broadcast or produced under the authority of Army Regulation 360-1, the Army Public Affairs Program, in order to compete.
- C. Soldiers must meet Army height and weight standards as outlined in AR 600-9 and reflect the Army Values in order to participate. Soldiers flagged at any point during the judging and presentation period are ineligible to receive awards. Each MSC POC is responsible for informing HQAMC of changes.
- D. Members of other Army commands such as ASA (ALT), IMCOM, FORSCOM, and others may not enter the DHPA competition.
- E. Government contract employees are not authorized to compete in any **individual** category.
- F. Entries produced with the assistance of government contract employees are eligible in unit categories.
- G. Personnel who transition to another unit during the contest year may submit work produced for a previous organization through their new command in individual categories. Each participant can submit through only **one command**. Soldiers and civilians who transition out of government service are **ineligible** to compete.
- H. The following products are **not eligible** to compete: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational, training or motivational videos or films.

II. Awards

- A. Each category will have a first place and honorable mention selected. Those selected, including significant contributors, will receive a Certificate of Excellence signed by the AMC Director of Public and Congressional Affairs.
- B. Recommenders can list a maximum of **five** individuals as "significant contributors" to potential unit awards on each entry form. These should be staff members who contributed significantly and consistently to the team enterprise.

C. The 2015 AMC Dave Harris Public Affairs Competition certificates will be sent no later than 1 March 2015.

D. OCPA's Resource Management Division and KLV POC will process and mail all awards and certificates awarded in the KLV competition within 60 days of the announcement of the results. Therefore each MSC is responsible for informing AMC of any change in awardees' status, rank, name or address changes.

III. Entries and Judging

A. Entries

- (1) Only designated points of contact at each MSC will submit entries.
 - a) Detailed submission instructions for POCs and forms will be emailed.
 - b) POCs will transmit their organization's submissions using <https://safe.amrdec.army.mil/SAFE/> to Cherish Gilmore cherish.t.gilmore.civ@mail.mil.
 - c) Utilize file compression (zip files) where possible and transmit submissions as close together as possible to eliminate the trickle-in effect. POC's experiencing problems using AMRDEC should contact Cherish Gilmore for guidance.
 - d) Entry forms and any required supporting documentation will use the following file naming convention for folders and files (IAW TJ naming conventions). Use your MACOM acronym followed by an underscore, JCAT or BCAT for print or broadcast entry followed by an underscore, what category the entry is followed by an underscore, USA for branch of service, description of the file: entryform, scholarshipmemo, eligibilitymemo, etc. followed by an underscore, and the file extension.

Example: AMC_JCAT_K_USA_RDECOM photo.jpg or
AMC_JCAT_K_USA_RDECOM entryform.jpg

- AMC
- J = journalism
- Category K
- U.S. Army
- MSC and File description

- (2) Community relations category submissions: Submit all entries as URL links on the entry form. It is the responsibility of the **command POCs to validate the link and to ensure it is accessible on Army government computers**. Do not submit physical media such as discs or printed newspapers.
- (3) Print category submissions: MSCs will forward .pdf files of memorandums and supporting documents using the same method used for community relations and publications categories.
- (4) Broadcast category submissions: Submit all entries as URL links on the entry form. It is the responsibility of the command POCs to validate the link and to ensure it is accessible on Army government computers. Do not submit physical media such as discs or tapes.
- (5) Print and broadcast entries must be authorized products released, published, posted and/or broadcast in one or more communication means available for public consumption. All submissions must be approved by the proper release authority.

All mediums must be an official Army, DoD or DMA platform, or a registered external official presence under the authority of DoDI 8550.01. Some examples of acceptable platforms are “army.mil”, “dvidshub.net”, “dodlive.mil”, official Facebook, Flickr, and YouTube pages and accounts registered with OCPA OSMD. Unregistered social media sites will disqualify an entry.

- (6) MSCs may submit two first-place entries from the field in each category directly to AMC level.
- (2) All MSCs must provide a submission log that lists all entries in the DA-level competition. See Appendix C or KLV website for an example.
- (3) No entry may be submitted through two different commands.
- (4) Deployed National Guard and Army Reserve Soldiers should enter their individual submissions through their respective commands, not FORSCOM or USARCENT.

B. Preliminary Judging and Forwarding of Entries

- (1) All applicants submit entries through their MSC. Entries are judged within their commands, and winning entries move on to the AMC level. Only command POCs may submit to AMC. All entries must arrive to AMC by **Feb. 5, 2015**.
- (2) AMC does not accept direct submissions from subordinate units, installations or individuals.
- (3) Entries must be authorized and produced for command information purposes, and published, broadcast or posted during the contest time period. No part of any product entered may be entered in subsequent competitions.
- (4) MSCs will submit all entries as URL links. It is the responsibility of the command POCs to validate the links and ensure they are accessible on Army government computers. Do not submit physical media.
- (5) MSCs should analyze each internal submission to AMC according to the same procedures as AMC and DA. Hosting internal competitions are not required but encouraged. It is strongly encouraged to draw from the ranks of civilian media members, academia, and senior PA personnel for judges.

C. Entry Forms

- (1) Examples of correct entry forms and any other required supporting documents are located at www.amc.army.mil/amc/2015DHPA.html
- (2) Responsibility for any errors resulting from the use of improper or outdated forms (such as incorrect certificates due to incomplete contact or personal data) rests with individuals, not AMC, DA or DOD competition managers.

- (3) Names will appear on certificates and citations as they appear on the entry forms. To avoid errors, use the correct entry form, provide complete information, type out names and unit designations. Do not use organizational nicknames or acronyms.
- (4) AMC contest facilitators will attempt to resolve administrative issues before disqualifying an entry. However, ultimate responsibility rests with entrants, units and POCs. Address any issue as soon as possible.

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

D. Judging Panel

- (1) Judges may include distinguished CMF/FA 46 senior noncommissioned officers, officers and civilians in the public affairs career field, civilian media professionals from private industry and academia, government employees and military retirees. Entries will be judged on overall professional excellence. Judges will score entries on a scale of zero (lowest) through 5 (highest).
- (2) No ties are allowed. Judges may designate no more than one first-place winner and one honorable mention. If no first-place winner is selected, no honorable mention will be selected.
- (3) Judges may decide not to name a winner in a category if they decide no submission meets AMC's standards for an award-winning entry.
- (4) Judges' decisions are reviewed by the AMC Director of Public and Congressional Affairs, who retains discretion for final approval and authority for release of results and other contest information.

E. Results

- (1) The AMC's Office of Public and Congressional Affairs will announce competition winners promptly after judging. First-place winners will compete at the DA level – MG Keith L. Ware Public Affairs Competition.

IV. Additional Technical Guidance

A. The designated MSC representative will submit their submissions in one batch using AMRDEC Safe (<https://safe.amrdec.army.mil/SAFE/>) to cherish.t.gilmore.civ@mail.mil.

B. MSC representatives will create a master unit folder, with appropriate subfolders for each category, and place all relevant supporting materials in the designated folder. Name all files accordingly:

- A TACOM POC entering John Doe in Broadcast Category N should create a master folder named "TACOM"
- In that folder create another called "AMC_BCAT_N_USA_TACOM Doe"
- Place the following documents
 - "AMC_BCAT_N_USA_TACOM Doe EligibilityMemo.pdf"
 - "AMC_BCAT_N_USA_TACOM Doe NominationMemo.pdf"
 - "AMC_BCAT_N_USA_TACOM Doe OfficialPhoto.jpg" (compress photo files to minimize size)
 - "AMC_BCAT_N_USA_TACOM Doe.pdf".

C. Do not submit unnamed materials (ie. "doc1.pdf").

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

AMC-PCA**December 14, 2015****V. Unit Eligibility List**

A. Below is a list of commands that are eligible to host a command-level competition and forward products to the 2015 Dave Harris Public Affairs Competition.

1. Army Contracting Command
2. Army Sustainment Command
3. Aviation and Missile Life Cycle Management Command
4. CECOM Life Cycle Management Command
5. Joint Munitions and Lethality Life Cycle Management Command
6. Joint Munitions Command
7. Military Surface Deployment and Distribution Command
8. Research, Development and Engineering Command
9. TACOM Life Cycle Management Command
10. U.S. Army Security Assistance Command
11. Chemical Materials Activity
12. Logistics Support Activity
13. Army Materiel Systems Analysis Activity