

**SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION****B. Judging Criteria**

Entries must meet the highest standards of production, execution and professional excellence, while contributing to the command information objectives of the Army. Entries will be judged on their technical excellence, creativity, originality and overall support of Army and command information themes and objectives.

**VII. Print Categories**

**Category A: Civilian Enterprise (CE) News Publication (Unit Category)** Refer to AR 360-1 for a complete explanation of what constitutes a CE publication.

**Category B: Army Funded (AF) News Publication (Unit Category)** Refer to AR 360-1 for a complete explanation of what constitutes an AF publication.

**Guidance for Categories A and B:**

- (1) Enter only one issue for the 2014 competition year. There is no mandatory issue date. Package all publications in a single .pdf document. Do **not** submit each page as a separate .pdf. Do **not** send hard copies.
- (2) These categories must be entered as unit entries.
- (3) Entries must be published under the provisions of AR 360-1 and conform to relevant policy guidance, masthead requirements and use of commercial copy.
- (4) If the organization submitting an entry adheres to a special style guide or publication SOP include it in the submission package. The document will serve only as a reference and will not be judged.
- (5) Publications belong to the sponsoring regional command, even when that deployment is over. Units deployed with a stated return date must submit that field publication to the regional command they are (or were supporting) rather than their permanent regional command.

**Category C: Digital Publication (Unit Category)**

- (1) Entries will be evaluated as they exist during the judging period (March 1-7, 2015).
- (2) Must be an issue or edition such as newsletter, magazine or newspaper designed natively for the Web.
- (3) This category must be entered as a unit entry.
- (4) This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow) and be built on HTML 5, iFrames or some other mobile enabled platform.