

SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (4) Individuals must be nominated by their PAO. Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2014.
- (5) Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing (in the case of Soldiers), moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.
- (6) Each entry must include the following:
 - a. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)
 - b. An official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear his or her Class-A uniform. It is highly encouraged that this be the ASU Class-A. Exceptions may be made for individuals in a deployed environment. Deployed Soldiers may wear duty uniforms. Civilians must submit a head and shoulders color photo.
 - c. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
 - d. Each entry must include five different examples of work by the nominee, including stories from at least three different writing categories (G, H, I, J). For example, a nomination packet might include two news stories, two features and one commentary.
 - e. A memorandum of authenticity must be provided by the responsible PAO for articles that were published without a byline.
 - f. Category N must also include a memorandum from the responsible PAO confirming the nominee’s eligibility based on the time served within the career field.

VIII. Broadcast Submission Guidelines and Judging Criteria**A. Submission Guidelines**

- (1) 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. OCPA will provide technical guidance, including electronic portal locations, directly to command POCs, for categories requiring submissions in “.mp3”, Quicktime, “.mp4” or Windows Media formats.
- (2) Entries must identify the producer of the piece, either by audio slug, video slate, downstream font, or anchor lead in. Products with more than one producer are not

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eligible for individual categories. If producer is not identified for mechanical reasons (editorial decisions made outside the organization, for example) submit a memorandum of authenticity from the responsible PAO attesting to the authorship of the nominee.

- (3) All entries must have been posted or broadcast in command information outlets, except where otherwise cited under the provisions of AR 360-1.
- (4) Except for Categories N, O and P, no product may be entered in more than one category.
- (5) With the exception of FORSCOM, DMA, NGB and USARC, all ACOMs, ASCCs, and DRUs may submit one first-place entry from the field in each print category directly to DA level. FORSCOM, DMA, NGB and USARC are authorized to submit up to two entries in each category.
- (6) Entries must be received at HQDA by **Feb. 20, 2015**. Late submissions, direct submissions from subordinate units, installations and individuals, and submissions lacking required documentation will not be judged.
- (7) The use of non-military facilities for production is authorized, provided eligible personnel conduct the production in accordance with Section III of this SOP.
- (8) Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.
- (9) 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.

D. 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 for their technical excellence, creativity, originality and overall support of Army and command information themes and objectives.

IX. Broadcast Categories**Category A: Audio Entertainment Program (Individual Category)**

- (1) A special or regularly scheduled disc jockey program.
- (2) Entry will be telescoped to the disc-jockey's voice and only those elements that are unique to the program (air-checks), eliminating pre-produced spots, and non-local elements.
- (3) Entry must be less than 15 minutes in total length.

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Category B: Audio Spot Production (Individual Category)

- (1) Enter one 30- or 60-second spot.
- (2) The target audience must be identified.
- (3) Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation).

Category C: Audio News Report (Individual Category)

- (1) Story must be event-/mission-oriented. It would place at or near the top of the newscast.
- (2) Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a .pdf document along with the entry.
- (3) If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- (4) Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Audio Feature Report (Individual Category)

- (1) Story must be 5 minutes or less in length.
- (2) Story lead-ins/tags (if used) must be typed on a separate sheet of paper and submitted as a PDF document along with the entry.
- (3) If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
- (4) Do not include the anchor's lead-in/tag on the media with the story.

Category E: Audio Series (Individual Category)

- (1) Entries must include two or more audio news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of the series.
- (2) Entries must follow all other specifications as entries to categories C and D above.

Category F: Audio Newscast (Unit Category)

- (1) Must be targeted toward a local audience
- (2) Must contain two or more elements
- (3) Newscast must be a minimum of 2 minutes in length

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- (4) Telescope out all non-news elements and products not provided by a military source.

Category G: Audio Information Program (Unit Category)

- (1) This category includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.
- (2) Commanders'/Captains' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program must be telescoped to include the open, anchor leads/tags and close. Documentary and feature pieces must be limited to 30 minutes or less.
- (3) Telescope out all products not provided by a military source.

Category H: Video Information Program (Unit Category) This category includes Commanders' Calls, magazine programs and documentaries or features of 5 minutes or greater in length.

- (1) Commanders' Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program must be telescoped to include the best contiguous elements from the host, main speaker and callers.
- (2) A year-end program must be telescoped to include the open, anchor leads/tags and close.
- (3) Documentary and feature pieces must be limited to 30 minutes or less.
- (4) Telescope out all products not provided by a military source.

Category I: Video Spot Production (Individual Category)

- (1) Enter one 30 or 60 second spot.
- (2) The target audience must be identified.
- (3) Spots promote an agency, facility, event or opportunity in the community (activities at the bowling alley, a blood drive or housing office hours of operation).

Category J: Video News Report (Individual Category)

- (1) Entries must be a news story, event-/mission-oriented, and would be significant enough to place at or near the top of a newscast.
- (2) Do not send as a packaged news brief with anchor lead.

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- (3) Story lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the following information: the category, title, and name of the contributor.
- (4) If story font information is not on the entry, include it on the lead-in/tag sheet.

Category K: Video Feature Report (Individual Category)

- (1) Stories must be 5 minutes or less in length.
- (2) Do not include the anchor's studio story lead-in/tag.
- (3) Story lead-ins/tags must be submitted as a PDF document along with the entry. Include a minimal slate with the following information: the category, title, and name of the contributor.
- (4) If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Video Series (Individual Category)

- (1) Entries must include two or more video news/features dealing with a common theme. The entry must have been clearly identified in the original broadcast as part of the series.
- (2) Entries must follow all other specifications as entries to categories J and K above.

Category M: Local Video Newscast (Unit Category)

- (1) Must be targeted toward a local audience
- (2) Must contain a minimum of three news elements
- (3) Newscast must be at least 2 minutes in length
- (4) Telescope out all non-news elements and products not provided by a military source.

Category N: "Rising Star" Award for Outstanding New Broadcaster (Individual Category)

This one-time award recognizes excellence in Army broadcasting among enlisted Soldiers with less than 24 months in CMF 46. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2015 are eligible for this award.

Category O: John T. Anderson Military Broadcast Journalist of the Year (Individual Category)

MSG John T. Anderson was captured while serving as noncommissioned officer-in-charge of an American Forces Radio and Television Service station at Hue, Vietnam. He was 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. This one-time award recognizes the CMF 46 Soldier who best exemplifies excellence in Army broadcasting. Only Soldiers in the rank of staff sergeant and below on Jan. 1, 2015 are eligible for this award.

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NOTE: *Soldiers competing in Category N cannot compete in Category O during the same contest year.*

Category P: Civilian Broadcast Journalist of the Year (Individual Category) This one-time award recognizes the Army civilian broadcast journalist who best exemplifies excellence in military broadcast journalism. Only Army civilians holding the grade of GS-12 and below on Jan. 1, 2015 are eligible for this award.

Additional Specifications for Categories N, O and P:

- (1) Competitors must be **full-time practicing broadcast journalists** contributing to products authorized under AR 360-1 through Dec. 31, 2014.
- (2) Individuals may win a broadcast journalist of the year category only once. They remain eligible to compete in other categories during subsequent competitions.
- (3) Materials submitted in support of nominees must have been produced and broadcast during the contest year. The play date marks the first day the product aired/posted.
- (4) **Individuals must be nominated by their PAO.** Nomination letters must include verification that any nominated Soldier meets Army height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the active-duty Army, Reserve or National Guard through Dec. 31, 2014.
- (5) **Nominees must clearly exceed prescribed standards in all areas,** including reporting and writing abilities, military bearing in the case of Soldiers, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.
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 - c. A one-page, chronological biography of the nominee written in third person, beginning with his or her current position and recent accomplishments.
 - d. Entrants should submit the widest possible range of products and select materials that best represent their writing skills, voicing ability, videography, editing skills, and ability to host and produce programs.