

SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

Category D: Outstanding Digital Presence (Unit Category) This award recognizes the overall excellence of the official digital presence of Army organizations. It includes all the digital platforms that are used to achieve unit-level communication objectives.

- (1) Content for the publication must be provided by PA professionals with overall management of the site(s)/publication(s) and release authority residing within the ACOM, ASCC, or DRU.
- (2) The sites/platforms must conform to DoD and Army information, security review, and Web instructions and regulations. All platforms must be registered as the unit's official presence with OCPA's Online and Social Media Division. See www.army.mil/socialmedia.
- (3) The sites/platforms must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly).
- (5) Sites/platforms will be evaluated as they exist during the judging period (March 1-7, 2015).
 - a. Command POCs must provide URLs and any logon information.
 - b. If the URLs are not workable, judges have the right to disqualify the entry.
 - c. Must include at least two digital communication platforms used to achieve unit communication objectives.
 - d. Entries must include an explanation of how the sites/platforms accomplished local strategic communication objectives, to include the analysis of what was achieved. Ideally, entries must include short- and long-term objectives, target audiences or communities, and - if applicable - how multimedia storytelling was used.
 - e. ACOM, ASCC, and DRU POCs will forward .pdf files of explanation and entry forms using the same method used for community relations and publications categories.

Category E: Outstanding Communications Campaign (Unit Category) This award recognizes the overall excellence of a specific official communication campaign of a military unit. It includes all the digital platforms used to achieve unit-level communication objectives.

- (1) Entries must include a two-page documentation package composed of:
 - a. A background paper that identifies the campaign's communication objective(s); target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with other organizations or broadcast stations, such as those run by the installation PAO. The campaign start date and - if applicable - the end date must be included.