

SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (3) Judges may decide not to name a winner in a category if they decide no submission meets KLV standards for an award-winning entry.
- (4) Judges' decisions are reviewed by the Chief of Public Affairs, who retains discretion for final approval and authority for release of results and other contest information.
- (5) Judging criteria and DA grading sheets are also available on the KLV microsite at <http://www.army.mil/klw/submissions/information.html>. Command POCs are encouraged to apply DA standards and judging criteria during their internal competitions.

E. Results

- (1) The Office of the Chief of Public Affairs will announce competition winners promptly after judging. First-place winners in categories aligned with the DOD SOP will represent the Army in the 2014 Thomas Jefferson Awards Program.

IV. DA Community Relations Awards Submission Guidelines

A. The Community Relations Awards recognize outstanding achievements in the realm of community relations by public affairs professionals throughout the Army. All military and civilian participants in Army public affairs programs are eligible and encouraged to participate.

- (1) Submissions must include a KLV entry form and follow the procedures below.
- (2) Limit packets to **20 total printed pages** of conventional type size (no smaller than 10 point). Include written synopses of broadcast coverage, if necessary.
- (3) Submission packets must include all the listed materials in each category.
- (4) Command POCs must annotate all entries on their submission log and ensure any additional documentation required for each entry accompanies the submission.

V. DA Community Relations Awards Categories**Category A: Individual Achievement**

1. Name, position and duty description of the entrant
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the entrant's role in the mission under consideration
6. Planning: describe the individual's planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the individual's execution of mission(s).
8. Effectiveness: describe what the individual achieved. Concrete evidence of success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe 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.

SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

10. 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.

Category B: Program

1. Name and description of the organization and program
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the program's context and purpose
6. Planning: describe the program organizers' planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the conduct of the program.
8. Effectiveness: describe what the program achieved. Concrete evidence of success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe 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.
10. 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.

Category C: Special Event

1. Name and description of the organization and event
2. Table of contents
3. Letter of endorsement from unit or installation PAO
4. Letter of endorsement from installation or major unit headquarters
5. Summary of the event's context and purpose
6. Planning: describe the event organizers' planning process, communication objectives, key findings and budget analysis, as appropriate.
7. Execution: provide details of the conduct of the event.
8. Effectiveness: describe what the event achieved. Concrete evidence of success and achievement of stated goals will strengthen the packet.
9. Overall value to the Army: describe 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.
10. 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.