

SUBJECT: 2014 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- b. A products and air history sheet that includes both a list of the elements produced (spots, news stories, special programs) and a brief history summary. It may continue onto a second page if necessary.
- (2) At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.
 - (3) Content for the sites must be provided by PA practitioners with overall management of the sites and release authority residing within the command.
 - (4) The sites must conform to AR 360-1 information, security review, and Web instructions and regulations.
 - (5) The sites must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g., daily, weekly).
 - (6) The sites will be evaluated as they exist during the judging period (March 1-7, 2015). If the URLs are not workable, judges have the right to disqualify the entry.
 - a. Entrants must provide the site URLs and any necessary logon information.
 - b. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
 - c. Entries must include an explanation of how the platforms accomplished 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.

NOTE: The difference between categories D and E is that E is a specific, targeted campaign, with a specified communication objective and audience. It is also conducted with a specific start and stop date

Category F: Website/Blog (Unit Category) An organizational Internet site, hosted on a DoD-authorized domain, or "Web logs," or "blogs," designed to communicate Army themes, messages and other relevant information to on-line audiences.

- (1) Content for the website/blog must be provided by PA professionals with overall management of the site and release authority residing within the organization.
- (2) The website must conform to DoD and Army internal information, security review, and Web instructions and regulations. Consult the site at <http://www.army.mil/create/> to ensure your website adheres to DA guidelines and standards. It is important that all Army organizations correctly display and represent the U.S. Army brand.
- (3) The website/blog will be evaluated as it exists during the judging period. (March 1-7, 2015).

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- (4) Units must provide the publication URL and any necessary logon information. Simply provide links and any relevant admin information on the entry form.
- (5) **Entries must include a background paper outlining how the blog accomplished local strategic communication objectives.** Ideally, entries should include short and long-term objectives, target audiences or communities, and - if applicable - how the new media effort dovetailed with traditional media outreach. The background paper should also include the URL or Web address for the product.
- (6) Entries must represent official command or unit content. **Personal blogs are ineligible.**
- (7) ACOM, ASCC, and DRU POCs will forward .pdf files of background paper and entry forms using the same method used for community relations and publications categories.

Category G: News Article (Individual Category) News article entries must be straight news or sports with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the “who, what, when and where” of the news peg.

Category H: Feature Article (Individual Category) Feature article entries must have a focus that is maintained and supported in the lead, nutgraph, body and conclusion. They can be sports features, human interest features or personality features.

Category I: Commentary (Individual Category) Commentaries are articles that convey the writer’s opinion on a topic, while editorials convey command position, as specified in DoDI 5120.4. Therefore, articles written by commanders or those in a leadership position are ineligible to compete in this category.

Category J: Series (Individual Category) **Entries must include two or more feature articles dealing with a common theme.** The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.

- (1) Entries must follow all other specifications as entries to categories G, H and I above.

NOTE: Articles published in field newspapers may be submitted in individual categories. These individual entries are entered through their permanent regional command. For example, a National Guard Soldier contributing to a CENTCOM publication in Iraq or Afghanistan submits individual entries through the National Guard Bureau even if the unit entry went through CENTCOM.

Category K: Photojournalism (Individual Category) **Entries must include a story with two or more photographs and the accompanying captions for the photographs.** All elements of the submission must be the work of one photojournalist. All elements will be judged. No elements may be entered in any other category.

- (1) Entries in these categories must be the work of an individual.