**ANNEX A to TMD Public Affairs Media Contest OPORD**

**Texas Military Department**

**2017 Media Contest**

**Standard Operating Procedure**

## 19 Oct 2016 thru 23 Oct 2017

The Texas Military Department (TMD) Media Contest recognizes Texas Army National Guard, Texas Air Guard, Texas State Guard, Domestic Operations, and Joint Force Headquarters public affairs practitioners for outstanding achievement in furthering the objectives of the organization and is open to all service members and employees of the Texas Military Department.

The Texas Army and Air National Guard entries feed into the National Guard Bureau’s component media contests. *(note – the NGB media contest is not open to the Texas State Guard)*

This SOP outlines specific timelines unique to the TMD-level of the respective service competitions. PLEASE read the administrative notes thoroughly.

All entrants will complete the attached submission form and all products will be submitted digitally. For entries that have been published online, all that is needed is a submission form with the appropriate URL highlighting where the entry is housed.

## COMPETITION TIMELINE

1. Products completed October 19, 2016 – October 23, 2017 are eligible for current year’s submission.
2. October 23, 2017 - TMD deadline for entries. – NO EXCEPTIONS!
3. October 30-November 13, 2017 - TMD Media Contest panelists will judge entries.
4. November 20, 2017 -TMD Public Affairs Contest awards will be announced to leadership.
5. November 20, 2017 – Awards submitted to G-1
6. January 21, 2017 - TMD Public Affairs Office will host an awards ceremony.
7. Submissions to the NGB Media Competition, Keith L. Ware, and Air Force Media Contest will be determined based on the results of the TMD Media Competition. Entries created between October 2016 and December 2016 are not eligible for the NGB Media Competition, only for the TMD Competition. Any entries created between October 18, 2016 and December 31, 2016 may be considered on a case-by-case basis for submission to the national-level competition. These entries will be reviewed by the State PAO as requested.
8. January 2018 – NGB Media Competition deadlines – State PAO is responsible for submitting all entries to this competition, for both TXANG and TXARNG.

## ADMINISTRATIVE NOTES

The TMD Media Contest POC will be Sgt. Orin Spence at 512-782-5620 or [ng.tx.txarng.mbx.pao@mail.mil](mailto:ng.tx.txarng.mbx.pao@mail.mil).

1. All entries will be submitted as outlined.
2. All contest submission files will follow the below naming conventions:
   1. Component\_Type\_Category\_LastName
   2. Ex: TXARNG\_B\_P\_Smith (Texas Army National Guard, Community Relations/Journalism/Broadcast/Photography/Graphics/Music/Leadership, Category P, Submitter’s last name)
   3. TXARNG, TXANG, and TXSG are the only acceptable acronyms for components. DOMOPS and JFHQ service members and civilians will distinguish themselves as either TXANG or TXARNG for purposes of advancing to the component competition
   4. **TYPES:** C – Community Relations; J – Journalism; B – Broadcast Journalism; P – Photography; G – Graphics; L – Leadership
3. For all individual categories – one entry per category per person (For example – you may enter one photograph into each photography category, but you may not enter five photos into the News Photo category)
4. For all unit categories – number of submissions per category is unlimited. In this situation, units should ensure entries are unique and different from each other.

***DISCLAIMER:*** Receipt of entry submission does not mean it will be reviewed for accuracy, proper formatting, inclusion of all mandatory items, etc. This is the responsibility of the individual and his/her supervisor or reviewer before submission. To avoid any submission issues, please review your category specifications and ask for clarification or further guidance if you are unsure, sooner than later. Texas State Guard personnel cannot move on to National Guard Bureau level competitions.

## AWARDS

1. Awards may be made for all or most categories.
   1. No award will be made if the judges deem that no entry meets program standards or minimum points. This means, single entry categories will not necessarily equate to an automatic win. Also, for categories in which there are three or more entries, this does not guarantee that three entries will be placed.
   2. Winners will receive an impact award, all other awards are TBD.
2. If errors are made on the part of the individual who or unit that entered, it will be replaced at the expense of the individual/unit. If the errors are due to the contest administrator(s), replacement awards will be replaced at no expense to individual/unit.

**COMMUNITY RELATIONS AWARDS CATEGORIES** The Community Relations Awards recognize outstanding achievements in the realm of community relations by public affairs professionals throughout the Texas Military Department.

CAT A: **Individual Achievement (Individual Category)**

* 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
     + - 1. Planning: describe the individual’s planning process, communication objectives, key findings and budget analysis, as appropriate.
         2. Execution: provide details of the individual’s execution of mission(s).
         3. Effectiveness: describe what the individual achieved. Concrete evidence of success and achievement of stated goals will strengthen the packet.
         4. Overall value to the TMD: describe the importance of the individual’s work, how it benefitted the organization, the community and the TMD, and how its costs compared to its benefits.
  6. 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.

CAT B: **Program (Unit Category)**

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
   1. Planning: describe the program organizers’ planning process, communication objectives, key findings and budget analysis, as appropriate.
   2. Execution: provide details of the conduct of the program.
   3. Effectiveness: describe what the program achieved. Concrete evidence of success and achievement of stated goals will strengthen the packet.
   4. Overall value to the Texas Military Department: describe the program’s importance to the sponsoring organization, installation and community. Describe how it benefitted the TMD and how its costs compared to its benefits.
6. 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.

CAT C: **Special Event (Unit Category)**

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 Texas Military Department: describe the event’s importance to the sponsoring organization, installation and community. Describe how it benefitted the TMD 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.

CAT D: **Innovator’s Award (Individual category)**

Entries must aim to inform leadership how the adoption of an emerging technology, technique, program, application, or product will increase the capabilities or impact of Texas Military Public Affairs.

* + - 1. Entries may be either video format or submitted as a PDF.

1. Entries should explain the process of acquiring, utilization, and the estimated impact of the end result.

**PRINT JOURNALSIM CATEGORIES** Published stories should be submitted via URL.

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

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

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

1. Entries will be judged as they exist on the judging day.
2. Entries must be an issue or edition such as newsletter, magazine or newspaper designed natively for the Web.
3. This entry must display transmedia properties (i.e., hyperlinks, embedded video, 3D imagery, slideshow)

CAT D: **Internet Presence (Unit Category)** An organizational Internet site, social media sites, or blogs designed to communicate TMD themes, messages and other relevant information to on-line audiences.

1. The website will be judged as it exists on the date the judging occurs. The website in its entirety is being judged (i.e. appearance, functionality and historical content throughout the year).
2. The website must be open to the public, with no login requirements, to qualify for the TMD Media Contest.
3. Entries must represent official command or unit content.
4. Units must provide site URL. If URL does not work on the day of judging, the entry may be disqualified.
5. Entries must include an explanation of how the website/blog accomplished local installation strategic objectives. Ideally, entries must include short and long-term objectives, target audiences or communities, and, if applicable, how the new media effort merges with traditional media outreach. This can be accomplished on a document with a local header and signed by the unit PAO.

CAT E: **(none)**

CAT F: **Outstanding Digital Presence (Unit Category)** This award recognizes the overall excellence of the official digital presence of an organizations. It includes all the digital platforms that are used to achieve unit-level communication objectives. Content for the publication must be provided by PA professionals with overall management of the site(s)/publication(s).

1. The sites/platforms must conform to TMD Web instructions and/or social media guidance. All platforms must be registered as the unit’s official presence.
2. 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).
3. Sites/platforms will be evaluated as they exist during the judging period (October 23-November 7, 2017).
   1. Command POCs must provide URLs and any logon information.
   2. If the URLs are not workable, judges have the right to disqualify the entry.
   3. Must include at least two digital communication platforms used to achieve unit communication objectives.
   4. 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. Provide explanations via PDF files.

CAT G: **Outstanding Communications Campaign / PA Plan (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. Entries must include a two-page documentation package composed of:

1. 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.
2. 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.
3. The campaign start date and - if applicable - the end date must be included.
4. 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.
5. At least half of the campaign must have taken place during the program year, though it may have started or ended during another year.
6. Content for the sites must be provided by PA practitioners with overall management of the sites and release authority residing within the command.
7. The sites must conform to federal and state requirements for information, security review and Web instructions and regulations.
8. 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).
9. The sites will be evaluated as they exist during the judging period (October 23-November 7, 2017). If the URLs are not workable, judges have the right to disqualify the entry.
10. Entrants must provide the site URLs and any necessary logon information.
11. Must include a minimum of two digital communication platforms used to achieve unit communication objectives.
12. Entries must include an explanation of how the platforms accomplished strategic communication objectives, to include the analysis of what was achieved. Entries must include short- and long-term objectives, target audiences or communities, and, if applicable, how multimedia storytelling was used.

Category H: **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 I: **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 J: **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 K: **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.

CAT L**: Photojournalism (Individual Category)** Entries must include a story with two or more photographs and the accompanying captions for the photographs.

1. All elements of the submission must be the work of one photojournalist. All elements will be judged.
2. No elements may be entered in any other category.
3. Entries in these categories must be the work of an individual.

CAT M: **UPAR or “Stringer” Print Journalism (Individual Category**) Any article written and published by a TMD service member or employee not serving in a Public Affairs capacity. Articles published in the Dispatch, the TMD website, DVIDs, or any other publications are accepted.

CAT N: **“Rising Star” Award for Outstanding New Writer (Individual Category)** The Award for Outstanding New Writer recognizes excellence in military journalism among enlisted service members with 24 months or fewer as a Public Affairs Specialist. This one-time award is open to Guardsmen in the grade of E-6 and below on Oct. 18, 2017.

CAT O: **Texas Military Department Journalist of the Year (Individual Category)** The Texas Military Department Print Journalist of the Year award recognizes the Guardsman-journalist who best exemplifies excellence in TMD print journalism. This one-time award is open to Guardsmen in the grade of E-6 and below on Oct. 19, 2017.

CAT P: **Texas Military Department Civilian Print Journalist of the Year (Individual Category)** The Texas Military Department Civilian Print Journalist of the Year award recognizes outstanding print journalism among TMD public affairs civilians.

**Additional specifications for Categories N, O and P:**

1. Competitors must be practicing journalists contributing to a publication authorized under service specific regulations through Oct. 19, 2017.
2. Individuals may win a 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 published during the contest year.
4. Individuals must be nominated by the State PAO. Nomination letters must include verification that any nominated Guardsman meets height and weight standards for their service and reflects the Core Values of their branch. Guardsmen flagged at any time during the judging and award-presentation process are ineligible to receive an award. Nominees must be serving in the Army, Air or State Guard through Oct. 19, 2017.
5. Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing (in the case of service members), 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:
   1. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at http://www.army.mil/klw/)
   2. An official digital photo, head and waist-up, in “.jpg” format. Guardsmen must wear their dress uniform.
   3. Deployed troops may wear duty uniforms. Civilians must submit a head and shoulders color photo.
   4. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
   5. Each entry must include five different examples of work by the nominee, including stories from at least three different writing categories (H, I, J, L). For example, a nomination packet might include two news stories, two features and one commentary.
   6. A memorandum of authenticity must be provided by the responsible PAO for articles that were published without a byline.
   7. Category M must also include a memorandum from the responsible PAO confirming the nominee’s eligibility based on time served within the career field.

**PHOTOGRAPHY CATEGORIES** Photos must be housed on either a DVIDs or a Flickr platform; URLs for photos are the primary form of entry. Include cutlines and catchlines accompanying the photograph; they’re among the judging criteria.

CAT A: **News Photo (Individual Category)** A single photo of a newsworthy event. The photo must have strong elements of newsworthiness. The caption must be included.

CAT B: **Feature Photo (Individual Category)** A single storytelling picture. It must have strong subject and focus. The caption must be included.

CAT C: **Sports Photo (Individual Category)** Photograph of sports participation or a sports-related activity.

CAT D: **Portrait/Personality Photograph (Individual Category)** Picture that identifies and captures a subject’s character.

CAT E: **Documentation Photography (Combat or Non-Combat) (Individual Category)** Combat documentation depicts the U.S. military’s participation in a joint or service exercise, contingency operation or real-world event. Non-combat documentation depicts any aspect of the military mission that does not qualify as combat documentation.

CAT F: **Illustrative Photography (Individual Category)** Photograph produced to illustrate a preconceived theme, concept, or idea and does not include text or graphics. Photos of text are permissible.

CAT G: **Pictorial Photography (Individual Category)** Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.

CAT H: **Infographic (Individual Category)** A single information graphic that communicates complex information quickly and clearly.

1. May include charts, diagrams, graphs, tables, maps and lists.
2. Must contribute to command communication objectives.
3. Examples include historical facts, informational statistics, and training or education topics.
4. The infographic may be printed or posted online. Submit as a .jpg, .png or .gif.

CAT I: **Picture Story (Individual Category)** Series of pictures that reveal a storyline or a single theme.

1. A traditional composite picture story layout should not exceed 12 x 33 inches in size at a resolution of 72 dpi. Do not submit the composite layout in high resolution.
2. Individual images used in the layout should be 10 inches at the largest dimension at a resolution no higher than 300 dpi.
3. Strokes and text on the photos are prohibited.
4. Every file of the Picture Story must have all of the required IPTC information, including a caption, filled out as outlined in Attachment 5, *Packing of Photography and Graphics Entries*. The same caption and title may be used for each image.
5. File naming convention for Picture Stories:
   1. Element one: PS#, where # is the number of the picture story.
   2. Element two: VISION ID followed by a dash.
   3. Element three: A number identifying the location of the image in the composite story. Start with “01” on the left side and sequence images as they proceed down and to the right. For the composite image itself, enter a “C.” See below for example:
      1. PS01ZZ999-C.jpg (Composite Image)
      2. PS01ZZ999-01.jpg (Components of the Composite Image)
      3. PS01ZZ999-02.jpg
      4. PS01ZZ999-03.jpg
      5. PS01ZZ999-04.jpg

CAT J: **“Rising Star” Outstanding New Photographer (Individual Category)** The Award for Outstanding New Photographer recognizes excellence in military photography among enlisted service members with 24 months or fewer as a Public Affairs Specialist. This one-time award is open to Guardsmen in the grade of E-6 and below on Jan. 1, 2017.

CAT K: **TMD Photographer of the Year (Individual Category)** The Texas Military Department Photographer of the Year award recognizes the Guardsman-journalist who best exemplifies excellence in TMD photography. This one-time award is open to Guardsmen in the grade of E-6 and below on Oct. 19, 2017.

CAT L: **TMD Civilian Photographer of the Year (Individual Category)** The Texas Military Department Civilian Photography of the Year award recognizes outstanding print journalism from TMD PA civilians.

CAT M: **UPAR or “Stringer” Photograph (Individual Category**) Any photo published by a TMD service member or employee not serving in a Public Affairs capacity. Photographs published on agency or unit social media platforms, in the Dispatch, on the TMD website, on DVIDs or any other publications are accepted.

CAT N: **Digital Art (Individual Category)** Original artwork created entirely by digital means. Examples of artwork accepted in this category are digital paintings, vector art, 3D renderings, etc. A still photograph enhanced by digital means is allowed; however, animation is not. Submit entry as a high-resolution JPEG file.

CAT O: **Identity Design** (Individual Category) This category includes original artwork that represents a logo or crest that was used in some kind of official military capacity. Examples include unit coin designs, team logos and unit crests. An entry entered in the Digital Art category cannot be entered in this category. All unit crests must have been approved by the appropriate office of heraldry prior to entry. Submit entry as a high-resolution JPEG file.

**Additional specifications for Print Journalism Categories N, O and P apply to Photography Categories J, K, and L.** The five entries must include at least one example from three of the seven (CAT A-G) individual photography categories.

**GRAPHICS CATEGORIES** The graphics categories recognize outstanding achievements in the realm of graphic design by public affairs professionals throughout the Texas Military Department.

CAT A: **Graphics Illustration (Individual Category)** Any freehand or electronic illustration supporting the Texas Military Department mission. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation. If applicable, include a description of how the entry was used in a comprehensive product. Entry must be submitted as a stand-alone PDF or JPEG. If a Web address exists for the entry, the URL should be included with the submission.

CAT B: **Graphics Animation (Individual Category)** Any animation product supporting the TMD mission. May be an independent product or one specifically used as part of a comprehensive product such as a video, broadcast, Web or electronic presentation. If applicable, include a description of how the entry was used in a comprehensive product. Entry must be submitted as a stand-alone animation. For file types, follow submission guidelines outlined in Attachment 8, Packaging Broadcast Entries. If a Web address exists for the entry, the URL should be included with the submission.

CAT C: **Graphics Layout & Design (Individual Category)** A single page layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources. The entry must have been created for print, video, broadcast, electronic presentation or Web display and must support the agency mission. Include a description of how the entry was used in a comprehensive product. Entry must be submitted as a stand-alone PDF or JPEG. If a Web address exists for the entry, the URL should be included with the submission.

CAT D: **Graphic Artist of the Year (Individual Category)**

1. A nomination letter, official biography and official photograph must accompany each entry. All three must be in digital format.
2. Entries must include five graphic art examples by the same individual. Entries must include at least one example from two of the three individual graphics categories.
3. Prepare graphics entries in accordance with Attachment for Packaging of Photography and Graphics Entries.
4. This award recognizes the graphic artist who exemplifies the highest standards of military graphic arts as shown by graphics imagery across a spectrum of categories.

**BROADCAST JOURNALISM CATEGORIES** All video submissions will be submitted digitally with an appropriate URL. TXARNG and TXANG personnel must submit DVIDs links.

CAT A: **Audio Spot Production (Individual Category)** Entry must communicate an effective news spot within the allotted time. Identify the target audience of radio spot production.

CAT B: **Audio News Report (Individual Category)** Story must be event-/mission-oriented. It would place at or near the top of the newscast.

1. Story lead-ins/tags must be typed on a separate sheet of paper and submitted as a .pdf document along with the entry.
2. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
3. Do not include the anchor’s lead-in/tag on the medium with the story.

CAT C: **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.

CAT D: **Audio Series (Individual Category)** 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. Entries must follow all other specifications as entries to categories B and C above.

CAT E: **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
4. Telescope out all non-news elements and products not provided by a military source.

CAT F: **Audio Information Program (Unit Category)** This category includes Commanders’/Captains’ Calls, magazine programs and documentaries or features of 5 minutes or greater in length. 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.

CAT G: **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, 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.

CAT H: **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, for instance).

CAT I: **Video News Report (Individual Category)** Entries must be a news story, event-/mission-oriented, and would be significant enough to place at or near the top of a newscast.

1. Do not send as a packaged news brief with anchor lead.
2. 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.
3. If story font information is not on the entry, include it on the lead-in/tag sheet.

CAT J: **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 in the submission.
3. Story lead-ins/tags must be submitted as a PDF document along with the entry (example).
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

CAT K: **Video Series (Individual Category)** 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. Entries must follow all other specifications as entries to categories I and J above.

CAT L: **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.

CAT M: **Social Media Video (Individual Category)**

Must be specifically designed to be shared on social media and be designed to deliver information and support command communication objectives.

1. No time limit for social media videos, but the entry must deliver the communication objective in a clear and concise manner.
2. Include the web address for the video with the entry. Websites that require login or passwords are not eligible for KLW competition.
3. Include analytics analysis
4. Detailed information on plays, likes, shares, etc. and a critical explanation of how the video advanced command communication objectives.
5. Sampling of audience comments to demonstrate how the social media video was received by the audience(s) to support command communication objectives.
6. Entries must include copy of script, subtitle, or closed captioning information.

CAT N: **Video Documentary (Combat and Non-Combat) (Unit or Individual Category)** Combat

1. Documentary: Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage that depicts the U.S. military in connection with a joint or service contingency operation, or real-world, combat-oriented event.
2. Documentary: Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage that depicts any aspect(s) of the military mission that does not meet the combat documentary criteria.
3. The entry should be composed primarily of uncontrolled activities.

CAT O: **Video Production (Unit or Individual Category)** Submit a field production based on a preconceived concept that depicts any aspect of the military mission where a majority of the action being shot is controlled by the producer. Entries should be scripted and/or storyboarded before shooting.

CAT P: **UPAR or “Stringer” Video (Individual Category**) Any video published by a TMD service member or employee not serving in a Public Affairs capacity. Videos published on agency or unit social media platforms, in the Dispatch, on the TMD website, on DVIDs or any other publications are accepted.

CAT Q: **“Rising Star” Award for Outstanding Broadcaster (Individual Category)** The Award for Outstanding New Writer/Broadcaster recognizes excellence in broadcast journalism among enlisted service members with 24 months or fewer as a Public Affairs Specialist. This one-time award is open to Guardsmen in the grade of E-6 and below on Oct. 18, 2016.

CAT R: **Texas Military Department Broadcast Journalist of the Year (Individual Category)** This one-time award recognizes the Broadcast Guardsman who best exemplifies excellence in broadcasting. This one-time award is open to Guardsmen in the grade of E-6 and below on Oct. 18, 2016.

CAT S: **Civilian Broadcast Journalist of the Year (Individual Category)** This one-time award recognizes the TMD civilian broadcast journalist who best exemplifies excellence in military broadcast journalism. Only Army civilians holding the grade of GS-12 and below on Oct. 18, 2016 are eligible for this award.

**Additional Specifications for Categories Q, R and S:**

1. Competitors must be full-time practicing broadcast journalists contributing to products authorized under AR 360-1 or state equivalent through Oct. 19, 2017.
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 Texas Military Department through Oct. 19, 2017.
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:
   1. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)
   2. 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.
   3. A one-page, chronological biography of the nominee written in third person, beginning with his or her current position and recent accomplishments.
   4. 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.
   5. Total entry run time must not exceed 15:00 minutes and must include three seconds of silence between examples. Do not include any other slates between examples. All scripts, leads and tags used in producing and airing the entry must be included in the submission packet.
   6. Each entry must include a run sheet indicating the nominee’s name, contribution to the segment (writer, producer, reporter, etc.), run time, first play date and location played. Enclose the run sheet with the entry form.
   7. A memorandum of authenticity must be provided by the responsible PAO for packages that were broadcast without lower-third/font information (byline).
   8. Category O must also include a memorandum from the responsible PAO confirming the nominee’s eligibility based on time within the career field.

**LEADERSHIP CATEGORIES** Leadership categories recognize TMD service members or employees for their outstanding contributions in moving the TMD Public Affairs mission forward.

CAT A: **Special Contribution by a Non-PA (Individual Category)** This one-time award recognizes an outstanding individual (any rank, civilian or service member) for a significant effort in supporting the Public Affairs mission.

1. Individuals must be nominated by a military or civilian TMD (TXARNG, TXANG, or TXSG) PAO. Nomination letters should identify the type of support provided and the effect the individual had on the overall mission.
2. Any supporting documentation to showcase the level of support should be attached as an enclosure to the nomination letter. (Example: A screenshot of a webpage built to showcase Unit Feature Stories)

CAT B: **Public Affairs Officer Rising Star the Year (Individual Category)** This one-time award recognizes the top commissioned officer with less than 24 months service in the public affairs field.

1. Competitors must be a practicing public affairs officer assigned to a unit, office, command, DOD or joint organization through Oct 19, 2017.
2. Materials submitted in support of nominees must have been produced and executed during the contest year.
3. Individuals must be nominated by their higher military or civilian section OIC, Deputy PAO, PAO or commanding officer. When nominated by anyone other than the PAO or commander, one of the letters of recommendation must be written by the officer’s PAO or commander. Nomination letters must include verification that the nominated Soldier meets height and weight standards respective service and reflects the Core Values of their component. Officers flagged at any time during the judging or award-presentation process are ineligible to receive an award. Nominees must be serving as a public affairs officer in the Texas Military Department through Oct. 19, 2017.
4. Nominees must clearly exceed prescribed standards in all areas, including providing media training for senior leaders, responding to media queries, planning and coordinating community events, developing and executing communication plans, evaluating the effectiveness of communication activities, supervising photojournalists and broadcasters, advising senior leaders on the implications of unit actions, communicating news and information to the internal military audience, gaining the support of the American public, military bearing, moral and ethical character, and conduct. Nomination letters must discuss the candidates in their totality, not simply their technical expertise.
5. Each entry must include the following:
   1. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>)
   2. An official digital photo, head and waist-up, in “.jpg” format. Soldiers must wear his or her dress uniform. Exceptions may be made for individuals in a deployed environment. Deployed Guardsmen may wear duty uniforms.
   3. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
   4. At least two letters of recommendation, maximum of four (if the nominator is not the nominee’s PAO or commander, one of the recommendation letters must be written by one of those individuals).
   5. Each entry may include up to five different examples of work by the nominee (i.e. CI Products, Media or Communication Plans, or analysis of efforts or effectiveness, etc.).
   6. Category R must also include a memorandum of eligibility/authenticity provided by the nominator. The memorandum must confirm the nominee’s eligibility based on the time served within the career field. Additionally, it must also confirm the work submitted is that of the officer nominated.

CAT C: **Public Affairs Leadership Award (Individual Award)** This one-time award recognizes the top Texas Military Department commissioned officer, noncommissioned officer, or government civilian serving within the Public Affairs field.

1. Competitors must be a practicing public affairs officer, NCO or civilian working for the Texas Military Department (military or government civilian) through Oct. 19, 2017.
2. Materials submitted in support of nominees must have been produced and executed during the contest year.
3. Individuals must be nominated by their higher military or civilian section OIC, Deputy PAO, PAO or commanding officer. When nominated by anyone other than the PAO or commander, one of the letters of recommendation must be written by the nominee’s PAO or commander. 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 competition year, judging or award-presentation process are ineligible to receive an award. Nominees must be working as a military or civilian public affairs professional in the Texas Military Department through Oct. 19, 2017.
4. Nominees must clearly exceed prescribed standards in all areas of public affairs responsibilities to include public information, command information and community engagement (as outlined in component specific Public Affairs regulations). Nomination letters must discuss the candidates in their totality, not simply their technical expertise.
5. Each entry must include the following:
   1. A memorandum of nomination with regional command endorsement (see a relevant example via the Keith L. Ware link at <http://www.army.mil/klw/>
   2. An official digital photo, head and waist-up, in “.jpg” format. Guardsmen must wear their dress uniform. Exceptions may be made for individuals in a deployed environment. Deployed Guardsmen may wear duty uniforms. Civilians must submit a head and shoulders color photo. Photos are not used in the judging process, but for use once the winner is announced. This is a similar practice to the other major awards in the NGB and Service competitions.
   3. A one-page chronological biography of the nominee, written in third person, beginning with his or her current position and recent accomplishments.
   4. Each may include up to five different examples of work by the nominee.
   5. At least two letters of recommendation, maximum of four (if the nominator is not the nominee’s PAO or commander, one of the recommendation letters must be written by one of these individuals)
   6. A memorandum of eligibility/authenticity must be provided by the nominator. The memorandum must confirm the nominee’s eligibility based on the time served within the career field and also confirm the work submitted is that of the nominee.

**JUDGING CRITERIA:**

1. The competition will be separated into seven PA mediums – Community Relations, Print Journalism, Photography, Graphics, Broadcast Journalist, and Leadership. Approximately five judges will serve on each panel. Judges may serve on more than one panel, but no panel will have more than one judge from a single judging category. Judges will be picked from one of eight categories:
   1. Any TMD PAO (O4/CW3 position or higher)
   2. Any TMD Senior PA NCO (E7 position or higher)
   3. Any retired TMD PAO or NCO (O4/E7 or higher)
   4. Any Federal Level HQ or DOD MACOM PAO (O4, E7, GS12 or higher)
   5. PAO/Senior NCO from a different military component (i.e., Active Duty Army, Chilean Navy PAO, etc.)
   6. Media representative
   7. Commercial professional (i.e., commercial photography, published writer, filmmaker, published musician or composer)
   8. Public Information Officer from a partnering agency
   9. College Professor
2. Judging will occur between 23 October and 7 November 2017.
3. All judges will be provided with score sheets for quantifying each entry. A standardized point system will determine winners of each category. Entries will be submitted digitally.
4. Awards will be distributed at the TMD Public Affairs Awards Ceremony, January 21, 2017, at Camp Mabry in Austin, TX.

**Community Relations Categories:**

1. Individual Achievement (Individual)
2. Program (Unit)
3. Special Event (Unit)
4. Innovator’s Award (Individual)

**Print Journalism Categories:**

1. Civilian Enterprise News Publication (Unit)
2. Military-Funded News Publication (Unit)
3. Digital Publication (Unit)
4. Internet Presence (Unit)
5. NONE
6. Digital Presence (Unit)
7. Outstanding Communications Campaign (Unit)
8. News Article (Individual)
9. Feature Article (Individual)
10. Commentary (Individual)
11. Series (Individual)
12. Photojournalism (Individual)
13. UPAR/Stringer Print Journalism
14. “Rising Star” Award for Outstanding New Writer (Individual)
15. Texas Military Department Journalist of the Year (Individual)
16. Texas Military Department Civilian Print Journalist of the Year (Individual)

**Photography Categories:**

1. News Photo (Individual)
2. Feature Photo (Individual)
3. Sports Photo (Individual)
4. Portrait/Personality Photograph (Individual)
5. Documentation Photography (Combat or Non-Combat) (Individual)
6. Illustrative Photography (Individual)
7. Pictorial Photography (Individual)
8. Infographic (Individual)
9. Picture Story (Individual)
10. “Rising Star” Outstanding New Photographer (Individual)
11. TMD Photographer of the Year (Individual)
12. TMD Civilian Photography of the Year (Individual)
13. UPAR/Stringer Photograph
14. Digital Art
15. Identity Design

**Graphics Categories:**

1. Graphics Illustration (Individual)
2. Graphics Animation (Individual)
3. Graphics Layout & Design (Individual)
4. Graphic Artist of the Year (Individual)

**Broadcast Categories:**

1. Audio Spot Production (Individual)
2. Audio News Report (Individual)
3. Audio Feature Report (Individual)
4. Audio Series (Individual)
5. Audio Newscast (Unit)
6. Audio Information Program (Unit)
7. Video Information Program (Unit)
8. Video Spot Production (Individual)
9. Video News Report (Individual)
10. Video Feature Report (Individual)
11. Video Series (Individual)
12. Local Video Newscast (Unit)
13. Social Media Video (Individual)
14. Video Documentary (Combat and Non-Combat) (Unit or Individual)
15. Video Field Production (Unit or Individual)
16. UPAR/Stringer Video
17. “Rising Star” Award for Outstanding Broadcaster (Individual)
18. Texas Military Department Broadcast Journalist of the Year (Individual)
19. Civilian Broadcast Journalist of the Year (Individual)

**Leadership Categories:**

1. Outstanding Contribution to the Public Affairs by a non-PA member
2. Public Affairs Officer Rising Star the Year (Individual)
3. Public Affairs Leadership Award (Individual)