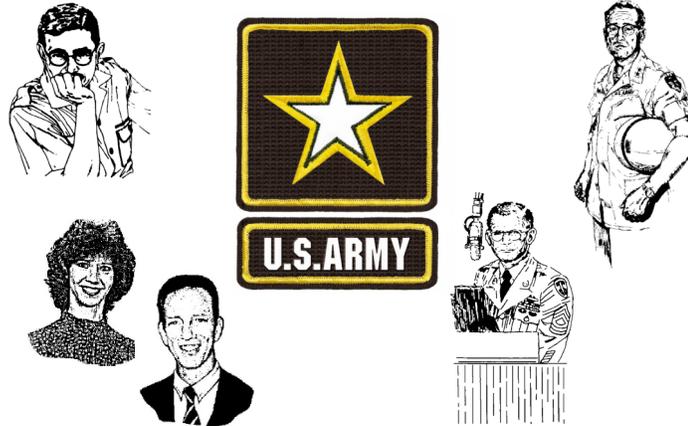


**2008 MG Keith L. Ware Journalism Awards Competition**



**Administrative Notes**

A. Point of Contact at Department of the Army is: MSG Amanda Glenn,  
[Amanda.Glenn@us.army.mil](mailto:Amanda.Glenn@us.army.mil), (703) 697-7590.

B. Major changes for Calendar Year 2008 are:

1. Electronic submissions ONLY are required for all print and broadcast entries.
2. Members of other services may NOT enter the Keith L. Ware competition.
3. Judges will consist of distinguished CMF 46 senior NCOs, Officers and civilians in the PAO career field as well as civilian media professions.
4. Eligibility for the Civilian Journalist of the Year and Civilian Broadcast Journalist of the Year has been expanded to GS-12/YA-02 and below.
5. To reflect the high-volume of entries from Iraq and Afghanistan, the number of broadcast entries has changed: Soldiers Media Center may forward up to five entries for categories A-Q & V and three for categories S, T and U; FORSCOM, National Guard Bureau and Reserve Command may forward up to three entries for categories A-Q & V and two for categories S, T and U. All other Army Commands may forward up to two entries for categories A-Q & V and one for categories S, T and U.
6. Added Print Category U, Outstanding initiatives in New Media.
7. Category B (Radio Spot/Promo Production) and Category I (TV Spot/Promo Production) have been separated to reflect the differences between spots and promos. The winning spot (Category B for radio and Category J for TV) will be forwarded to the DOD Thomas Jefferson competition.
8. Broadcast Category L (TV News Report) has been changed to reflect that the report must be produced within 2 working days.
9. Submissions missing any required documentation will not be accepted for judging.

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**2008/09 Competition Timeline:**  
**Contest period Jan. 1 - Dec. 31, 2008**

**Feb. 17, 2009** – Regional command entries due at HQDA. (Late arrivals subject to disqualification)

**Mar 2-6, 2009** – Keith L. Ware judging at HQDA.

**March 13, 2009** – OCPA announces winners in message to regional command POCs and AKO.

**March 16, 2009** – First-place KLV winners submitted OASD (PA) for Thomas Jefferson competition.

**Spring, 2009** – Journalists of the Year and Rising Stars recognized in ceremony at Worldwide Public Affairs Symposium in Washington D.C. **Date: To Be Determined.**

**April 15-16, 2009** – OASD (PA) conducts judging for TJ competition

**April 24, 2009** – OASD (PA) announces names of winners of TJ competition except the Print and Broadcast Journalists of the Year who are announced at its ceremony

**May 8, 2009** – DoD Thomas Jefferson awards ceremony held at DINFOS

**NLT July 17, 2009** – DoD awards mailed to regional commands for distribution

**Mandatory print submission date: Feb 8 2008.** If no issue was published on that date, enter the issue published prior to it.

**NOTE:** Above dates may change due to unforeseen circumstances.

**Department of the Army**  
**Major General Keith L. Ware Awards Program**  
**Standard Operating Procedure**  
**January 1, 2008 through December 31, 2008**

The MG Keith L. Ware Journalism Awards Competition recognizes military and civilian employee print and broadcast practitioners for journalistic excellence in furthering the objectives of the Department of the Army internal-information program. The Secretary of the Army sponsors this competition annually. The Office of the Chief of Public Affairs conducts judging to reward, inspire and recognize journalistic excellence from MOS-qualified Soldiers and civilian Public Affairs practitioners that best represent the highest standards of the Army.

This Standard Operating Procedure aligns the Army's Keith L. Ware Competition and Journalism Awards Program with the annual DoD Thomas Jefferson Awards Program as closely as possible, establishes criteria for the competitions and provides Department of the Army guidance for recognizing the most notable work of its print and broadcast journalists.

**COMPETITION DATES:** Material entered in the competition must have been produced/broadcast between Jan. 1 and Dec. 31, 2008.

**I. ELIGIBILITY**

A. This year, awards are given in 21 print and 22 broadcast categories.

B. The competition is primarily designed for the Career Management Field 46 series Soldiers and DA Public Affairs Civilians. Stringers and broadcast volunteers may also enter in specified categories. All work must be published or broadcast under the authority of AR 360-1, The Army Public Affairs Program, to compete. The entry must have supported the internal information program. Current ethics guidelines do not allow HQDA or its staff elements to individually recognize contract personnel. No individual entries will be accepted from members of other services in any categories.

C. Print "stringers" for a publication compete in categories M and N, Contribution by Stringer (Writer) & Contribution by Stringer (Photographer).

D. Personnel who PCS during the contest year may enter the work from their last assignment through their new command. However, competitors can only submit that entry through one regional command. The work, in this case, means individual writing, photography, and broadcast stories, not publications.

E. Participants must submit their own work.

F. Personnel assigned to Stars & Stripes are not eligible for this competition. However, they can enter work they produced during the contest year prior to or following their Stripes assignment.

G. Army staff members of unified and specified command publications and joint-service publications may compete in all individual categories.

H. Army Reserve, National Guard and Reserve Officer Training Corps personnel are eligible to compete in all categories provided they meet category qualifications.

(a) ROTC entries must be forwarded through Cadet Command.

(b) National Guard entries will be sent through the National Guard Bureau in Washington,

D.C.

(c) U.S. Army Reserve entries will be sent through the U.S. Army Reserve Command at Fort McPherson, Ga.

I. Significant contributors from a different command may be listed on the entry form for a publication produced during a deployment.

J. The following items are not eligible for entry in this competition: civilian enterprise guides and directories, yearbooks, cruise books, flagship publications, as well as publications and productions funded by non-appropriated funds.

K. Entries must be internally published under the authority of AR 360-1. The exception is the content of Soldiers Magazine, published under AR 25-30, since that publication is intended for the total Army, published under the direct supervision of the Army Chief of Public Affairs.

L. All Soldiers must meet Army height and weight standards as stated in AR 600-9, and present a total, well-rounded, whole-Soldier concept reflecting the Army Core Values. Soldiers who don't meet these standards and expectations or are flagged at any time during the awards process up to the presentation are not eligible to receive the award. Nominees must also be currently serving or working in the active-duty Army, Army Reserve or the National Guard up to presentation.

## **II. AWARDS**

A. First, second and third-place awardees in each category will receive plaques and certificates. Those stated as significant contributors and those receiving honorable mention will receive certificates. All Journalists of the Year and both "Rising Star" recipients will receive trophies and certificates in an appropriate ceremony (TBD). OCPA's Resource Management Division will facilitate all funding requirements to purchase the awards.

B. OCPA will initiate the submission of appropriate medals for recipients of Journalists of the Year and "Rising Star," which are reviewed and approved by the Chief of Public Affairs. Military Journalists of the Year and "Rising Star" awardees normally receive the Army Commendation Medal, civilian journalists the Commander's Award for Civilian Service.

## **III. ENTRIES and JUDGING**

### **A. Regional Command Submissions**

1. Regional commands may submit one first-place entry from the field in each (print) category directly to DA level.

2. Print and broadcast entry packages will be sent with an annotated list of all entries for the DA-level competition.

3. Regional commands must submit their headquarters-level publications and individual submissions from the staff assigned to those publications directly to DA for judging.

4. No entry can be submitted through two different regional commands.

**Note:** *Forces Command, National Guard Bureau and Reserve Command may enter up to three entries for individual categories to reflect the high volume of entries from Iraq and Afghanistan of those Soldiers and civilian personnel serving there. FORSCOM, NGB and Reserve Command will judge their submitted entries. Deployed National Guard and Army Reserve Soldiers should enter their individual work through their respective commands.*

## **B. Judging and Forwarding of Entries**

1. All entries must initially be submitted through their respective regional command. All regional commands (and separate reporting organizations) will judge entries and forward winners to the Department of the Army. All submissions to DA must arrive by **Feb. 17, 2009**.

2. Entries must be authorized products produced for command information purposes that are published or broadcast during the contest time period. No part of any product entered may be entered again in subsequent MG Keith L. Ware competition.

3. Each regional command may forward one entry per category from its office in the print competition. Broadcast regional commands may submit two entries. SMC, however, is authorized three entries. See broadcast section for specifics on this. Each regional command will judge its own respective unit/installation entries and forward first-place entries in each category to the Army-wide competition.

4. **Regional command POC's** will FTP broadcast entries and will upload print entries to the PA Portal on AKO.

5. Regional commands should conduct judging using the same procedures and criteria as HQDA to include using professionals from the civilian media and academia. Newspapers should be judged using the Four-Star criteria.

## **C. Entry Forms**

1. All entries must use the official DA-produced Keith L. Ware entry form for each respective category. When possible, the form must be attached to each broadcast tape or print-entry CD.

2. Names will appear on plaques and certificates as they appear on the entry forms. In an effort to avoid mistakes, all names and unit designations should be typed and spelled out. Do not use nicknames or abbreviated unit designations that require interpretation.

**Note:** *Any changes in plaque engravings that result from errors on entry forms are the responsibility of the command that made the error. Errors that result from DA competition facilitators misreading the entry forms will be the responsibility of DA. Errors made by the awards contractor will be the responsibility of that business.*

3. Before any entry is disqualified, facilitators will telephonically contact the respective command POC to attempt to resolve the issue. If any problems cannot be resolved by the time of judging, the entry will not be evaluated.

## **D. Judging**

1. Judges will consist of distinguished CMF senior NCOs, officers and civilians in the Public Affairs career field as well as civilian media professionals from private industry and academia, government employees and military retirees. Entries will be judged on overall professional excellence. Scoring will be conducted using a 1 through 6, grading system with 6 being the highest and 1 being the lowest score.

2. No ties are allowed, although more than one honorable mention may be awarded.

3. Judges have discretion in not awarding if entries do not meet standards.

4. Judges' decisions are reviewed by the Chief of Public Affairs, the final approving and release authority.

## **E. After the Judging**

Following the competition, winners will be announced as soon as possible, plaques and certificates prepared, and those first-place entries in categories aligned with DoD's SOP will be forwarded to represent the Army in the 2008 Thomas Jefferson Awards competition. Upon completion and final inspection of all awards, the company contracted for the awards will mail them to respective Regional command Public Affairs Offices to forward to entrants who placed in the competition. The awards of personnel assigned to AFN stations will be mailed to their parent IMCOM unit.

1. For Print Media categories, ONLY electronic versions of entries may be submitted. Stories should be in .pdf or .txt format, photographs in 300 dpi or highest possible resolution, and close to a 5" x 7" .jpeg format, depending on how the published image was cropped. Electronic versions must be identical to the original products, with no further editing or embellishments applied after initial publication.

2. The print and broadcast Journalists of the Year, along with the "Rising Star" outstanding new writer/broadcaster recipients, are scheduled to be honored in a ceremony at the Worldwide Public Affairs Symposium. **(Date: TBD)**

3. All entries become the property of OCPA.

## **IV. CONTRIBUTORS**

### **A. Primary Contributor**

This recognition is set up for an individual or a unit. For example, the publication categories awards belong to the organization and become part of the unit history. Members of the staff, to include the editor, receive certificates.

### **B. Significant Contributors**

1. Newspapers and television/radio shows often are produced through a group effort via staff members, or regular contributors such as stringers or guest columnists, who made important contributions to the overall product. The competition encourages these people to be recognized.

### **C. Members of Other Services**

1. Members of other services may NOT enter the Keith L. Ware competition.

## **V. GENERAL PRINT PRESENTATION GUIDELINES**

These guidelines apply to the individual writing, photography, illustrative art categories, "Rising Star" for Outstanding New Writer, and Journalist of the Year categories.

1. Entries in categories A through D, R and S must include both electronic (see #2 below) and hard copy versions of the complete publications.

2. Entrants must submit an electronic version identical to the originally published product. Electronic version may be either .pdf format for publications, .txt or word .doc (.txt or .doc) file format for stories and joint photographic experts group – .jpg – format for photographs. Electronic versions must be identical to the originally published product, with no further editing or embellishments applied after initial publication.

3. Articles will be bylined. Articles with dual bylines are not eligible.

W. All entries must have been published in CI products, except where otherwise cited, under the provisions of AR 360-1.

## VI. PRINT MEDIA CATEGORIES

**Category A: Metro-Format Newspapers.** Otherwise known as Broadsheets.

**Category B: Tabloid-Format Newspapers.** Newspapers smaller than metro and larger than newsletters.

**Category C: Magazine-Format Publication.** Publications designed and bound like magazines. Entries must meet the following industry-standard requirements: smaller-than-tabloid size; single-theme photo or art cover; saddle-stitched (staples through the center from the back, clinched in the fold) and a table of contents on the inside.

**Category D: Newsletter-Format Publication.** Publications smaller than tabloid, other than magazine. Usually one story dominates the front page and a corner might be stapled.

Specifications for Categories A, B, C and D

1. Editors must submit the mandatory newspaper publication date posted on the DINFOS Web site (**Feb 8, 2008**) and an "Editor's Choice" entry. For Editor's Choice, any publication that falls within the contest year can be entered. Six copies of each, along with the electronic version of each in a .pdf format, must be submitted.

2. Region command headquarters-level publications must forward their entry directly to the DA competition.

3. Include a one-page internal information outline. At a minimum, the document must describe audience demographics and strategies for providing pertinent information. For example, the information requirements for a recruiting battalion differ greatly from the information needs of a maintenance depot manned primarily by DA civilians.

4. Publication entries must be published in a CI product under the provisions of AR 360-1.

5. Entries that violate Army CI guidance are not eligible to compete. For example, publications will automatically be disqualified for not capitalizing the "S" when referencing U.S. Soldiers, using commercial wire copy without a DA waiver or if the publication is not regularly sent to DA as required by AR 360-1, etc.

**Category E: News Article.** News article entries may be straight news or news features, but features should contain sufficient news elements to be competitive.

**Category F: Feature Article.** Feature stories are less perishable and usually have a human-interest angle. They are written to entertain, although they may be informative as well. News and sports features are not eligible for the feature article category.

**Category G: Commentary.** This category includes regularly published columns, personal opinion, observations and other opinion-type text.

**Category H: Sports Article.** Sports articles may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive.

**Category I: Story Series.** Entries must include two or more feature or news analysis articles dealing with a common topic. The articles must be clearly identified in the original publication as parts of a defined series of articles, which appear sequentially in two or more editions of the

publication. Entries will follow the same specifications as provided for categories E through H, except that entries may also be submitted as a unit award where more than one individual has contributed to the series. All stories in the series must be submitted.

Additional Specifications for Categories E, F, G, H and I:

1. Photos, cutlines and line art must be deleted.

2. Articles published in field newspapers may be submitted in individual categories. These individual entries will be entered through the permanent regional command. For example, a National Guard Soldier working on an ARCENT-funded publication in Iraq or Afghanistan will submit individual entries through the National Guard Bureau; Army Reservists through the Army Reserve.

**Category J: Single or Stand-alone Photograph.** Entry must be either a single photo in support of a story or a stand-alone photograph. One photo from a picture page, double-truck, calendar or front-page teaser box is not eligible. Cutlines and catchlines accompanying the photograph must be submitted and will be used in the judging criteria. If an entry is a single photo in support of a story, the story and headline must be deleted.

**Note:** *The DoD Thomas Jefferson competition allows only "stand-alone" photos to be entered in this category. Hence, if the first-place selection in the DA competition does not meet this criterion, the entry cannot be forwarded to the DoD competition. Judges have the option to forward the second-place selection if they feel it is strong enough and is a stand-alone photo.*

**Category K: Photojournalism.** Two or more photos with a story are the minimum needed to submit.

1. Only those photographs with cutlines and story by the same person are eligible. The complete body of work will be judged.

2. No dual credits on picture pages or double trucks.

Additional Specifications for Categories J and K

1. Do not send original photographs.

2. Photos cannot be submitted in another category.

**Note:** *Army journalists are also encouraged to compete in the DoD Military Photographer of the Year competition under the Visual Information Awards Program. Contact the program manager at [milphog@dinfos.osd.mil](mailto:milphog@dinfos.osd.mil), and check out rules and regulations concerning this program at <http://events.dinfos.osd.mil/viap/>.*

**Category L: Art/Graphics in Support of a Publication.** Staff-produced art/graphics that may be computer-generated or produced through traditional means, to include drawing, painting, or air-brushed art that supports a story or a theme (includes cartoon art). The supported story must be submitted, but will not be judged.

The artwork should either enhance, make statistics easier to understand, inform, build morale, etc.

**Note:** *Artists and Visual Graphics personnel are also encouraged to enter the DoD Military Graphic Artist of the Year competition under the Visual Information Awards Program. Contact the*

program manager at [milgraph@dinfos.osd.mil](mailto:milgraph@dinfos.osd.mil), and check out rules and regulations concerning this program at <http://events.dinfos.osd.mil/viap/>.

### **Categories M & N: Special Contributors**

1. This award recognizes the outstanding writing and photography done by a stringer and published in an Army Command Information publication.

**Category M: Contribution by Stringer (Writer).** This entry will consist of one story written by the entrant from one of the four writing categories.

**Category N: Contribution by Stringer (Photographer).** This entry will consist of a photograph that may be extracted from a double-truck, picture page, single photo in support of a story or stand-alone photo. All photos must include folio lines, photo credit and outline.

**Note:** *In order for the first-place entry to compete in DoD's Thomas Jefferson Awards Program, the winning entry must be a stand-alone photograph. If not, DA reserves the right to forward the next strongest entry assuming it is a stand-alone photo.*

**Category O: "Rising Star" award for Outstanding New Writer.** This one-time award recognizes enlisted Army personnel who have 24 months or less working in the 46 Career Management Field. Only Staff Sergeant and below are eligible.

Soldiers entering the "Rising Star" category cannot enter the Military Journalist of the Year competition during the same contest year.

### **Category P: Paul D. Savanuck Military Journalist of the Year**

The Paul D. Savanuck Military Print Journalist of the Year award recognizes the Soldier-journalist who best exemplifies Army print journalism. This one-time award is named in honor of Staff Sergeant Paul D. Savanuck, who was killed in Vietnam in 1969 while working for the Pacific Stars and Stripes.

### **Category Q: Moss-Holland Civilian Journalist of the Year**

The Moss-Holland Civilian Print Journalist of the Year award recognizes the civilian journalist who best exemplifies Army print journalism. The one-time award is named in honor of John Moss and Peggy Holland, two civilian print journalists who worked for the Oklahoma City Recruiting Battalion and were killed in the 1995 bombing of the Murrah Federal Office Building in Oklahoma City.

Specifications for Categories O, P and Q: Rising Star and Print Journalists of the Year

1. Competitors must be full-time practicing journalists or photojournalists assigned, attached or writing for a publication authorized under AR 360-1 up to presentation date.

2. Staff sergeants & GS-12/YA-02s and below are eligible.

3. Individuals who have previously won a DA-level print Journalist of the Year competition cannot compete in the same category in subsequent competitions. They may compete in other JOY categories and all other individual and unit categories.

4. Individuals must be nominated by their public affairs officer. The nomination letter must include verification that any nominated Soldier meets the height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who don't meet these

standards or are flagged at any time during the awards process up to the presentation date will not be eligible to receive the award. Nominees must also be currently serving or working in the active-duty Army, Army Reserve, or the National Guard up to presentation date.

5. Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing (Soldiers only), highest moral and ethical character, and conduct. The nomination letter must discuss the whole person concept, not simply technical expertise.

6. PAO shops may select one Soldier and one civilian respectively. MACOMs/Regions are highly encouraged to select and forward one entry in each of these categories to DA.

7. The entry must include the following:

- a. Letter of nomination with regional command endorsement. (See related example in Keith L. Ware AKO link.)

- b. An official digital photo, head and waist-up (.jpg format). Civilians may submit a head and shoulders color photo. Soldiers must wear class A uniform unless deployed. Nominee would then wear duty uniform.

- c. A one-page biography of the nominee. (Written in third person, chronological order with current position and recent accomplishments listed first.)

- e. The entry, including entry form, will consist of five different examples of work by the same writer. The five articles must include at least one story from three of the four individual writing categories. For example, two sports stories, two news stories and one commentary would be one scenario. Another is one news story, one feature, one commentary and two sports stories, etc. (See general presentation guidelines and specifications for categories E, F, G and H.) Photos and line art must be deleted.

- f. All Rising Star and JOY first-place winners will receive trophies from Office of the Chief of Public Affairs in an appropriate ceremony (TBD). Additionally, OCPA will submit military and civilian medals commensurate with the accomplishment with the Chief of Public Affairs making determination as described earlier under "Awards" section.

**Category R: Field Newspapers.** This category recognizes those units that publish newspapers during a projected-time period or during an operation under "field conditions" or in combat operations for an unknown time. The headquarters over the exercise or operation is the final decision authority on the entry forwarded to DA. In the case of ongoing deployments, regional commands are free to evaluate as many rotational issues as they see fit to choose the best issue. Only one field newspaper in this category per regional command may be forwarded to the DA-level competition. Newspapers produced in indefinitely deployed areas – five years or more -- such as Bosnia, Kosovo and Kuwait, should enter their newspaper under the appropriate A-D categories.

Summer Camp publications such as those special issues published by a Reserve Officer Training Corps unit during Summer Camp training may also be entered into this category.

U.S. Army Reserve or National Guard publications published during active-duty training are also included in this category.

**Note:** *This category ends at DA level. The U.S. Army Forces Command has agreed to judge field newspapers, and the individual work supporting them, of those active-duty Soldiers who received deployment orders through FORSCOM. Soldiers and units from the National Guard, U.S. Army Reserve, and U.S Army Europe, will enter their individual work through their respective*

*commands. FORSCOM will also be able to forward three different field publications of different units to reflect the high number of Soldiers in the ARCENT theater.*

Specifications for Category R:

1. Two copies each of one issue must be submitted. The submitting official selects the publication date, which must fall within the competition year.
2. If a special style guide or publication SOP was produced, it should be included in the entry package. This is for background information only; it will not be judged.
3. Publications belong to the sponsoring regional command, even when that deployment is over. Units deployed with a stated return date must submit that field publication to the regional command they are or were supporting rather than their permanent regional command.
4. Include mission statement for the newspaper. This should not be a unit mission statement; rather it is a dialogue by the editor explaining information philosophy.

**CATEGORY S: Special Achievement in Print Media.** This is an open category for information products, such as internal information pamphlets, special anniversary editions, commemoration issues, welcome issues, etc.

**Note:** *This category ends at DA level.*

Entries packet will include a letter explaining the intent of the product signed by the PAO. Judges will look for standing heads and other indications of continuity. If applicable, the results can also be noted. For example a pamphlet on re-enlistment and retention might be packaged with a letter from the post retention NCO stating that division re-enlistment went up 15 percent as a result of this campaign.

Specifications for Category S:

1. Send two copies of each example and an electronic version of each in .pdf format.
2. Publication entries must be published under the provisions of AR 360-1.
3. Civilian enterprise post guides are not eligible to compete in this category.

**CATEGORY T: Web-based Publication.** An Internet or an intranet publication hosted on a military Internet domain (.mil) that presents news and information to a primarily internal audience.

Specifications for Category T:

1. Content must be produced primarily by Army public affairs personnel with overall management of the site/publication and release authority residing within the Army. This includes regional / operational command (joint or service specific), installation and unit Web sites/publications.
2. The publications must conform to Army internal information, security review and Web instructions and regulations.
3. The publication 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, etc.).
4. The publication will be judged as it exists on the date the judging takes place.

5. Only units may enter this category.
6. Units must provide the publication URL and any necessary logon information.

**CATEGORY U: Outstanding Initiatives in New Media.** This new Command Information category recognizes the Public Affairs individual or office making outstanding contributions in the realm of new media; to include blogs, social media sites (such as You Tube, Flickr and Facebook), and other outreach efforts aimed specifically at communicating Army themes, message or passing information to the on-line community. Examples include launching a new community initiative via YouTube; starting a commander's blog; or using social networking sites such as Flickr and Facebook to achieve communication objectives.

1. Entry must include a background paper outlining how the new media initiative accomplished local installation strategic objectives. Successful entries will include short and long term objectives, target audiences or communities, and if applicable, how the new media outreach was paired with traditional media outreach, or why it was preferable to traditional outreach methods and why that particular product/medium was the best choice for distribution and the audience likes and dislikes. Background paper should also include the URL or web address for the product.
2. If submitting a blog entry, entry must include three posts, each from a different month. Background paper should include url/web address for each site.
3. If submitting products from social media sites, please describe specific content available on that site. Example: If submitting a successfully produced Facebook "fan" page, please include what content was offered on the site (videos, photos, particular messages) and if applicable, how your community responded (tags, links, and page messages).
4. All entries (where applicable) must be viewable via URL addresses, which must be provided along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address in order to be judged. (Content that was posted and then removed will not qualify).
5. Because this is a new category, all PA individuals/units with successful examples of new media are encouraged to enter. If you believe you have a successful initiative in new media that doesn't meet the requirements here, please contact us for additional guidance. All submissions should support local command initiatives and Army communications.
6. Entries must represent official command or unit content. Personal social networking sites are not eligible.

## PRINT ENTRY FORM

### 2008 MG KEITH L. WARE JOURNALISM AWARDS COMPETITION

(Type)

**TYPE OF AWARD:** (Circle One)                      UNIT                      INDIVIDUAL

**CATEGORY:** \_\_\_\_\_ **CATEGORY TITLE:** \_\_\_\_\_

**Regional command POC, E-mail, Comm./DSN Telephone, and Signature**

\_\_\_\_\_  
\_\_\_\_\_

**ENTRY TITLE:** \_\_\_\_\_

**UNIT POC:** Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), E-Mail Address, Phone Number.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SUBMITTING UNIT:** Unit Name and Mailing Address, E-mail address, DSN & Commercial Phone & Fax #'s

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.*

<b>PLAQUE SHOULD BE ISSUED TO:</b>	<b>SIGNIFICANT CONTRIBUTORS</b>	<b>M/F</b>
_____ (Name of Primary Contributor)	_____	_____
_____ (Unit/Duty Section)	_____	_____
_____ PAO's signature	_____	_____
_____ Supervisor's signature	_____	_____
<i>(I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.)</i>		

## **BROADCAST 2008 MG Keith L. Ware Journalism Awards Competition**

### **VII. BROADCAST GUIDELINES**

#### **A. Submission Guidelines**

1. All entries will be FTP'd
2. No product may be submitted in more than one category, except for categories N through Q.
3. The use of non-military facilities for production is authorized, as long as the production is conducted by eligible personnel (in accordance with section III of this SOP).
4. Entrants must forward submissions through their Army Command for judging. Direct submissions to DA from subordinate units, installations and/or individuals will be deemed ineligible
5. Number of entries: Soldiers Media Center may forward up to five entries for categories A-Q & V, three for categories S, T and U; FORSCOM, National Guard Bureau and Reserve Command may forward up to three entries for categories A-Q & V, two for categories S, T and U. All other Army Commands may forward up to two entries for categories A-Q & V to the HQDA-level of the competition, one for categories S, T and U.
6. For more information, contact the Broadcast POC at [klw@dma.mil](mailto:klw@dma.mil). This address will not be active until Dec 1.

### **VIII. JUDGING**

**A. Judging Standards** -- 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.

**B. Criteria** – Categories A through Q will be judged based on the following criteria:

1. **Message Effectiveness/Writing**: compelling; free of grammatical errors; message was clear
2. **Voice and diction**: pleasing vocal quality and articulation; appropriate pace; few/no stumbles or mispronounced words; conversational in delivery; appropriate inflection for the topic
3. **Technical excellence**: consistent audio and/or video levels; elements (music, graphics, etc.) were appropriate for the topic and feel of the product; free of editing errors
4. **Originality/creativity**: audio/video grabbed the attention; emotionally moved the viewer/listener; exciting; creative; funny (if trying)
5. **Value to viewer**: relevant command information throughout; production was appropriate for the stated target audience

Category R (Campaign Plan) will be judged based on these criteria:

1. **Message/Writing**: compelling; free of grammatical errors; message was clear
2. **Originality/creativity**: audio/video grabbed the attention; emotionally moved the viewer/listener; exciting; creative; funny (if trying)
3. **Technical excellence**: consistent audio and/or video levels; elements (music, graphics, etc.) were appropriate for the topic and feel of the product; free of editing errors
4. **Value to viewer**: relevant command information throughout; production was appropriate for the stated target audience

5. **Measured Results:** how effective was the campaign; was the customer satisfied with the effort and the result

Categories S, T and U (BJOY, CJOY & Rising Star) will be judged based on these criteria:

1. **Versatility of skills:** shoots, writes and edits own products; anchors newscast; hosts radio show
2. **Message Effectiveness/Writing:** compelling; free of grammatical errors; message was clear
3. **Voice, Diction & Delivery:** pleasing vocal quality and articulation; appropriate pace; few/no stumbles or mispronounced words; conversational deliver; comfortable on camera appearance
4. **Technical Excellence:** consistent audio and/or video levels; use of audio weaving, music/effects and natural sound were appropriate for the topic and feel of the product; free of editing errors
5. **Originality/creativity:** audio/video grabbed the attention; emotionally moved the viewer/listener; exciting; creative; funny (if trying)

Category V (Television Graphics) will be judged based on these criteria:

1. **Originality/Creativity:** grabbed the attention; interesting; innovative
2. **Message Support:** the graphic supported/enhanced the product in which it was used; the message conveyed by the graphic was clear and easy to understand
3. **Technical Excellence:** clear/crisp with no pixelization; moved smoothly and without jitter; font was easy to read; colors didn't bleed into the project; didn't get lost in the video
4. **Accuracy:** words are spelled correctly; colors are true to unit/entity/item being portrayed
5. **Versatility of Skills:** ability to produce a variety of still and animated graphics; ability to create lower-thirds, over-the-shoulder and background graphics for news as well as animations, swipes, introductory graphics.

## **IX. PACKAGING BROADCAST ENTRIES**

### **A. Guidelines for Parent Organizations (Regions, ABS, etc.)**

1. Entries must be received at HQDA by Feb. 17, 2009. Late submissions, direct submissions from subordinate units, installations and individuals as well as submissions that do not have the required documentation will not be judged.
2. All entries will be submitted via FTP (Army Command POC's will contact broadcast judging facilitator for FTP login and guidelines). If the Army Command does not have access to FTP, contact the broadcast facilitator.
3. Each command must enclose a transmittal letter with its submission package (See example in Appendix A: Sample Submission Log). The letter must include each entry's category, title and primary contributor. Command POC must write "No entry" next to any category for which there is no submission. The transmittal letter must also identify the Army Command point of contact, including phone number and e-mail address. Entries that are not accompanied by a transmittal letter signed by the command POC will not be accepted for judging.
4. Command POC's will ensure the official Keith L. Ware entry form accompanies each product entered (See Appendix B: Entry Forms). They will also ensure all additional paperwork required for each entry submitted (i.e. font information, story leads, additional paperwork required for categories P - S) is also included with the entry form for that entry. Any submission not accompanied by the official KLV entry form will not be included in judging.
5. Include all entry forms, required forms and the letter of transmittal in the folder on the FTP. A separate folder may be used for the Broadcast Journalist of the Year, Rising Star and Command Information Plan entries.
6. All entries that use commercial music must conform to U.S. copyright laws. Submissions that use commercially produced music must include written copyright authorization from the production company that generated the material. The same applies to commercially produced video and graphics. Exception to

this requirement is the Soldiers Media Center as those permissions have already been granted via purchase contracts.

## **X. ENTRY FORM CRITERIA**

1. Use the official Keith L. Ware SOP Broadcast entry form (See Appendix B: Entry Forms). **NOTE:** There are specific entry forms for Category R, Categories S, T and U, and Category V.
2. Forms must be completely filled out and digitally signed (if sent electronically).
3. All units, duty sections and contributors must be listed on the form exactly as they should appear on the award/certificate.
4. **Individual** awards are for products created by a single person doing the most of the work. **Unit** awards are for products created by more than one person with no one person contributing the majority of the work.

## **XI. AUDIO SUBMISSIONS**

1. Audio entries will be submitted via FTP (contact broadcast facilitator for FTP information). Army Commands unable to access FTP will submit entries on compact disc. Army Command POC's will coordinate with broadcast facilitator before submitting on any other medium. Entries arriving on any other medium, and without prior coordination, will not be accepted for judging.
2. Each audio entry must have the following elements in order:
  - (a) Audio slug. The audio slug will include the title of the entry, the name of the primary contributor, the target audience and total run time of the entry.
  - (b) Two seconds of silence
  - (c) The anchor lead (for Categories C – E)
  - (d) One second of silence
  - (e) The entry.

## **XII. VIDEO SUBMISSIONS**

1. Video entries will be submitted electronically via FTP (contact broadcast facilitator for FTP information). Commands unable to access FTP will submit entries on MiniDV or ECMA-267 standard DVD (NOTE: Do not create a movie-type DVD; send DVD entries as a QuickTime file). DVDs created for playback as a movie in a standalone player will not be accepted. Command POC's will coordinate with the broadcast facilitator before submitting via any other medium. Any entry arriving on any other medium, and without prior coordination, will not be accepted for judging.
2. Audio will be mixed down for all entries.
3. Media files sent on DVD will be saved as a Quicktime file with an Avid codec (DV); Quicktime's "Animation" preset is an acceptable alternative. Frame size should be kept at the broadcast standard 720 x 480.
4. Each entry must have the following elements in order:
  - (a) Ten Second Slate. The slate will include title of the entry, the name of the primary contributor, the target audience and total run time of the entry.
  - (b) Five seconds of black
  - (c) Ten second slate including the lead and tag (for Categories J – L).

- (c) Two seconds of black;
- (d) The entry.

5. Entries should be “as played” versions including required fonts and graphics. Font information will be added to the ten second lead/tag slate for those entries that no longer have the information on the product itself.

### **XIII. BROADCAST CATEGORIES**

#### **Category A: Radio Entertainment Program (Individual Category)**

1. Entry will be a disc jockey program, and may either be a special or a regularly scheduled 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 will be less than 5:00 in total length.

#### **Category B: Radio Spot Production (Individual Category)**

1. Enter one :30 spot. Please identify your target audience.
2. Spots promote an agency, event or opportunity in the community (example: the bowling alley, a blood drive or hours of operation at the housing office).

#### **Category C: Radio Promo Production (Individual Category)**

1. Enter one promo :60 or less in length.
2. Promos highlight events related to the producing agency (example: afternoon radio show, evening newscast or a giveaway).
3. This category is a DA only category.

#### **Category D: Radio News Report (Individual Category)**

1. Entry is a news story about an event/mission and would place at or near top of newscast.
2. Story must be 1:45 or less in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
5. Do not include the anchor’s lead-in/tag on the medium with the story.

#### **Category E: Radio Features Report (Individual Category)**

1. Entry is a news story about an event/mission and would place at or near top of newscast.
2. Story must be 1:45 to 5:00 in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
5. Do not include the anchor’s lead-in/tag on the medium with the story.

#### **Category F: Radio Sports Report (Individual Category)**

1. Entry is a news story related to any recreational, competitive sporting event with a military tie.

(a) Example of what it is: a story about a soccer game, a boxing smoker, a combatives competition or other similar athletic competition resulting in a team/individual winning.

(b) Example of what it is not: a story about an athlete, a story about PT, nor is it a story about an opening ceremony at a sporting event or a story describing the process of the competition. These stories will be entered in Category D or E (depending on total length).

2. Story must be 1:45 or less in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
5. Do not include the anchor's lead-in/tag on the medium with the story.

**Category G: Radio Newscast (Unit Category)**

1. Telescope out any non-news elements.
2. Telescope out any product not provided by a military source.

**Category H: Radio Information Program (Unit Category)**

1. Entry is an information based program covering a specific theme and has a total air/run time of 5:00 or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel or how to programs, documentaries or features. This is not a newscast category.

2. If the program exceeds 10:00 in total air/run time, telescope the submission to 10:00 representative of the program in its entirety.

2. Telescope out any product not provided by a military source.

**Category I: Television Information Program (Unit Category)**

1. Entry is an information based program covering a specific theme and has a total air/run time of 5:00 or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel or how to programs, documentaries or features. This is not a newscast category.

2. If the program exceeds 10:00 in total air/run time, telescope the submission to 10:00 representative of the program in its entirety.

3. Telescope out any product not provided by a military source.

**Category J: Television Spot Production (Individual Category)**

1. Enter one :30 spot.
3. Spots promote an agency, event or opportunity in the community (example: the bowling alley, a blood drive or hours of operation at the housing office).

**Category K: Television Promo Production (Individual Category)**

1. Enter one promo :60 or less in length.
2. Promos highlight events related to the producing agency (example: afternoon radio show, evening newscast or a giveaway).
3. This category is a DA only category.

**Category L: Television News Report (Individual Category)**

1. Entry is a news story about an event/mission and is produced in no more than 2 working days.
2. Story must be 2:00 or less in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
5. Do not include the anchor's lead-in/tag on the medium with the story.

**Category M: Television Feature Report (Individual Category)**

1. Entry is a more in-depth news story and need not be produced in 2 working days or less.
2. Story must be between 2:01 to 5:00 in length.
3. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
5. Do not include the anchor's lead-in/tag on the medium with the story.

**Category N: Television Sports Report (Individual Category)**

1. Entry is a news story related to any recreational, competitive sporting event with a military tie.
  - (a) Example of what it is: a story about a soccer game, a boxing smoker, a combatives competition or other similar athletic competition resulting in a team/individual winning.
  - (b) Example of what it is not: a story about an athlete, a story about PT, nor is it a story about an opening ceremony at a sporting event or a story describing the process of the competition. These stories will be entered in Category L or M (depending on total length).
2. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
3. If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
4. Do not include the anchor's lead-in/tag on the medium with the story.

**Category O: Local Television Newscast (Unit Category)**

1. Entry must be local in reach (an affiliate or installation newscast) and target that local audience.
2. Telescope out any product not provided by a military source.
3. Newscast must be two minutes or more in length.

**Category P: Regional Television Newscast (Unit Category)**

1. Entry must be regional (example: Iraq/Afghanistan) or network in scope, and appropriate for that regional audience.
2. Telescope out any product not provided by a military source.
3. Newscast must be two minutes or more in length.

**Category Q: Television News or Information Break (Individual Category)**

1. Entry will be a stand alone news or information break with a total air time between 60 and 120 seconds or less in length.
2. Telescope any product not provided by a military source.

**Category R: Command Information Plan (Unit)**

1. Entry must include a completed CI Plan entry form (See Appendix B: Entry Forms). Entries that do not include a completed CI Plan entry form will not be included in judging.

2. Entry must consist of no more than 10 minutes of products supporting a specific local/regional command information request. Full-service broadcast locations must send both radio and television products; print only locations can send print/web products. All entrants are encouraged to submit audio, video, print and web products to support Command Information requests.

2. Entries must include a two page documentation package consisting of a Background Paper and a CI Products Air/Publication history sheet. (*Contact your Regional command KLV representative.*)

a. The Background Paper must: identify the individual or organization requesting the CI plan, the plan's internal information objective(s), the target audience, a summary of actions taken to meet the objectives, and a summary describing the plan results. Include information on other CI efforts if they were run in cooperation/coordination with the plan, such as Post/Base/ASG/BSB or PAO publicity efforts. Include the start (air/publication/post) date, and end date in the History sheet.

b. The Broadcast/Print Products and Air/Publication History Sheet must include all broadcast/print/web elements produced (spots, news stories, features, readers, commentary, interviews, special programs, etc.) and a brief history summary. Use two pages if necessary.

3. Most of the Command Information Plan must have taken place during the contest year. For example, if most of a safety holiday campaign takes place in December and continues into January, it would've competed in the previous competition.

4. If possible, include all broadcast products on the same medium. Separate products with approximately 3 seconds of black. Do not include any further slates between examples.

5. Each submission must include a run sheet indicating title, length and type of product (for example, spot, news, promo, etc.) for each example.

6. Each print product must include a history sheet outlining the title and type of product for each example (article, photo, commentary). The history sheet should detail why that particular product/medium was the best choice for distribution and the audience's likes and dislikes.

**Note:** *The DoD TJ competition judges only broadcast products for CI Plan, not print or web products. KLV judges will be given the option of recommending a non-1<sup>st</sup> place entry to submit to the TJ Awards if its broadcast products are markedly superior. Therefore, it is possible to win this category and not go forward to the DoD TJ competition. Likewise, it is possible for an entry to finish second in KLV and win at TJ.*

**Category S: John T. Anderson Military Broadcast Journalist of the Year**

Master Sgt. John T. Anderson was captured while he was the NCOIC of an AFRTS station at Hue, Vietnam. He was held prisoner of war from February 1968 to March 1973. He retired in August of that year with 26 years active-duty service. Master Sgt. Anderson died April 1, 1988.

This award recognizes the CMF 46 Soldier whose products represent the highest standards of military broadcasting. This award may not be won by the same individual more than two years in a row.

1. Entries submitted in this category must have been produced and aired during the contest year. The play date is the first date the product aired.

2. Each entry must include:

a. A nomination letter from the commander/supervisor verifying that the Soldier meets all height, weight and body fat allowances as regulated in AR 600-9, is not barred or flagged from any favorable actions and represents the total Soldier concept exemplifying the Army Core Values. The letter should focus on outstanding Soldier achievements (Examples include: Soldier of the Quarter; superior APFT score; expert rifle qualification; and, community involvement) and should also outline how the Soldier has impacted the overall unit mission (Examples include: won product of the month competition; did both print and broadcast stories to help unit through time when the print journalist was on leave; wrote, anchored and produced the TV newscast allowing other members of the unit to take care of other missions).

b. A one-page biographical sketch written in third person starting with current duty position and accomplishments.

c. An official digital photo, head and waist-up(.jpg format). Entrant must wear Class A uniform unless deployed in which case duty uniform is accepted.

3. Entrants should submit both radio and television products (if assigned to a full-service unit) that best represent their writing skills, voicing ability, videography and editing skills, as well as their ability to host and produce programs.

4. Total entry run time will not exceed 10:00 and must include :03 of silence between examples. Do not include any further slates between examples. Include all audio and video products to be judged on the same tape. All scripts, leads and tags used in production and airing the entry must be included in the submission packet.

5. Each entry must include a run sheet indicating the nominee's name, contribution to the segment (e.g. writer, producer, reporter, etc.), run time, first play date and location played (See Entry Form in Appendix B). Run sheet should be enclosed with the entry form.

6. Soldiers who don't meet Army standards or are flagged at any time during the awards process, up to the presentation date, will not be eligible to receive the award. All nominees must be working for or serving in the active-duty Army, Army Reserve or National Guard up to the award presentation date.

#### **Category T: Civilian Broadcast Journalist of the Year**

This award recognizes the Army civilian broadcaster (GS-12 and below [include NSPS requirements]) whose products represent the highest standards of military broadcast journalism. This award may not be won by the same individual more than two years in a row.

Entry requirements are the same as those stated in Category R; nominees must be in business attire entry photo.

#### **Category U: "Rising Star" award for Outstanding New Broadcaster**

This one-time award recognizes Soldiers with limited experience whose work shows great talent and promise. The category is only open to enlisted Soldiers, Staff Sergeant and below, with 24 months or less in the 46 Career Management Field.

Entry requirements are the same as those stated in Category R.

### **Category V: Television Graphics**

1. Entry must include three examples, of original graphic work produced for a promotional product, spot, newscast, station identification, or other production. **Note:** This category ends at DA level.
2. Each video graphic will be up to 30 seconds run time.
3. Entries must be submitted as follows:
  - a. Ten second slate: Title of graphic; Title of product graphic was used in; Air date
  - b. Three seconds of black
  - c. Ten seconds of the first graphic alone (as a still)
  - c. Three seconds of black.
  - d. The first graphic as used on air (with audio and animation)
  - e. Three seconds of black
  - f. For second and third graphic repeat steps a – d.

### **Category Breakdown**

- A: Radio Entertainment Program
- B: Radio Spot Production
- C: Radio Promo Production
- D: Radio News Report
- E: Radio Features Report
- F: Radio Sports Report
- G: Radio Newscast
- H: Radio Information Program
- I: Television Information Program
- J: Television Spot Production
- K: Television Promo Production
  
- L: Television News Report
- M: Television Feature
- N: Television Sport Report
- O: Local Television Newscast
- P: Regional Television Newscast
- Q: Television Newsbreak
- R: Command Information Plan
- S: Military Broadcast Journalist of Year
- T: Civilian Broadcast Journalist of Year
- U: "Rising Star" for New Broadcaster
- V: Television Graphics

## **Appendix A: Sample Submission Log for Command POC**

### **AFN-E Keith L. Ware Broadcast Submission Log:**

#### **CATEGORY A, Radio Entertainment Program (DJ Show)**

Category A Darcy Sheppard Morning Show SPC Darcy Sheppard  
Category A Midday Show Lea Ortiz  
Category A Morning Show SPC Nathan Jones (MPEG)

#### **CATEGORY B, Radio Spot/Promo Production:**

Category B Vilseck has talent SPC Nathan Jones  
Category B Christmas Tree Tony McKinney  
Category B Darmstadt Multi-craft AFN Hessen

#### **CATEGORY C: Radio News Report:**

Category C Virtual Convoy Combat Training SSG Vanessa Heinzelman  
Category C Soldier Diplomats SPC Kenia Kraus  
Category C Cooperative Medical Engagement SSG Jose Colon

#### **CATEGORY D, Radio Features Report:**

Category D Airdrop SGT Kyle Keith  
Category D Marriage by Mail Michelle Michael  
Category D Extraordinary Tony McKinney

#### **CATEGORY E, Radio Sports Report:**

Category E SACEUR Cup AFN Benelux  
Category E Survivor PT Tony McKinney  
Category E SHAPE Soccer League AFN Benelux

-----  
**I certify that each entry listed on this submission log is the work of the submitting individual or unit. I also certify that all Soldiers entered meet height and weight standards in accordance with AR-600-9, are not flagged, and embody the total Soldier concept and Army core values.**

**GEORGE A. SMITH**  
**AFNE Operations Manager**

/// END OF SUBMISSION LOG ///

**Appendix B: Entry Forms**  
**2008 MG KEITH L. WARE JOURNALISM AWARDS COMPETITION**  
**BROADCAST ENTRY FORM**  
**Categories A - Q**

**TYPE OF AWARD:**  UNIT  INDIVIDUAL

**CATEGORY:** CATEGORY TITLE:

**ENTRY TITLE:** 1st **PLAY DATE:**

**TARGET AUDIENCE:** **LOCATION:**

**COMMAND POC INFORMATION**

**Rank:** **Name:**

**E-mail:**

**Comm./DSN:**

**Signature:**

**UNIT POC INFORMATION**

**Rank:** **Name:**

**Unit Name:**

**Mailing Address:**

**E-mail:**

**Comm./DSN:**

**Signature:**

*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.*

**PLAQUE SHOULD BE ISSUED TO:**

**SIGNIFICANT CONTRIBUTORS M/F**

\_\_\_\_\_  
**(Name of Unit/Primary Contributor)**

\_\_\_\_\_  
**(Unit/Duty Section)**

*By signing below, I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.*

\_\_\_\_\_  
**(Supervisor's signature)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**END OF FORM**

**2008 MG KEITH L. WARE JOURNALISM AWARDS COMPETITION  
BROADCAST ENTRY FORM  
Category R**

**TYPE OF AWARD:**  UNIT  INDIVIDUAL

**CATEGORY: R**      **CATEGORY TITLE:** Command Information Plan

**CAMPAIGN TITLE:**

**CAMPAIGN START DATE:**

**CAMPAIGN END DATE:**

**TARGET AUDIENCE:**

**LOCATION:**

**COMMAND POC INFORMATION**

**Rank:**      **Name:**

**E-mail:**

**Comm./DSN:**

**Signature:**

**UNIT POC INFORMATION**

**Rank:**      **Name:**

**Unit Name:**

**Mailing Address:**

**E-mail:**

**Comm./DSN:**

**Signature:**

*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.*

**PLAQUE SHOULD BE ISSUED TO:**

**SIGNIFICANT CONTRIBUTORS    M/F**

\_\_\_\_\_  
**(Name of Unit/Primary Contributor)**

\_\_\_\_\_

\_\_\_\_\_  
**(Unit/Duty Section)**

\_\_\_\_\_

*By signing below, I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
**(Supervisor's signature)**

\_\_\_\_\_  
**(PAO's signature)**

**Form Continues**

**CATEGORY R: COMMAND INFORMATION PLAN RUN/PRODUCT SHEET**

- 1) **Product Name:**  
**Product Type:** (i.e. TV Spot, print story, etc)  
**Run Time:**  
**Intro/Anchor Lead:**
  
- 2) **Product Name:**  
**Product Type:** (i.e. TV Spot, print story, etc)  
**Run Time:**  
**Intro/Anchor Lead:**
  
- 3) **Product Name:**  
**Product Type:** (i.e. TV Spot, print story, etc)  
**Run Time:**  
**Intro/Anchor Lead:**
  
- 4) **Product Name:**  
**Product Type:** (i.e. TV Spot, print story, etc)  
**Run Time:**  
**Intro/Anchor Lead:**

**2008 MG KEITH L. WARE JOURNALISM AWARDS COMPETITION  
BROADCAST ENTRY FORM  
Categories S – U**

**TYPE OF AWARD:** INDIVIDUAL

**CATEGORY:**                    **CATEGORY TITLE:**

**NAME OF ENTRANT:**

**Rank:**                    **Name:**

**COMMAND POC INFORMATION**

**Rank:**                    **Name:**

**E-mail:**

**Comm./DSN:**

**Signature:**

**UNIT POC INFORMATION**

**Rank:**                    **Name:**

**Unit Name:**

**Mailing Address:**

**E-mail:**

**Comm./DSN:**

**Signature:**

*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.*

**PLAQUE SHOULD BE ISSUED TO:**

\_\_\_\_\_  
**(Name of Primary Contributor)**

**(Unit/Duty Section)**

*By signing below, I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.*

\_\_\_\_\_  
**(Supervisor's signature)**

**FORM CONTINUES**

**CATEGORY S/T/U: RUN SHEET**  
**Total Run Time of Submissions – 9:14**

**1) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**2) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**3) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**4) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**5) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**6) Product Name:**  
**Entrant Contribution:**  
**Run Time:**  
**First Play Date:**  
**Location Played:**

**2008 MG KEITH L. WARE JOURNALISM AWARDS COMPETITION  
BROADCAST ENTRY FORM  
Category V**

TYPE OF AWARD:  UNIT  INDIVIDUAL

CATEGORY: V CATEGORY TITLE: Television Graphics

**COMMAND POC INFORMATION**

Rank: Name:

E-mail:

Comm./DSN:

Signature:

**UNIT POC INFORMATION**

Rank: Name:

Unit Name:

Mailing Address:

E-mail:

Comm./DSN:

Signature:

*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.*

**PLAQUE SHOULD BE ISSUED TO:**

**SIGNIFICANT CONTRIBUTORS M/F**

\_\_\_\_\_  
(Name of Unit/Primary Contributor)

\_\_\_\_\_

\_\_\_\_\_  
(Unit/Duty Section)

\_\_\_\_\_

*By signing below, I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.*

\_\_\_\_\_

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\_\_\_\_\_  
(Supervisor's signature)

\_\_\_\_\_  
(PAO's signature)

**Form Continues**

**CATEGORY V: TELEVISION GRAPHICS RUN/PRODUCT SHEET**

**1) Graphic One:**

**Graphic Type:** (i.e. slate, animated graphic, news graphic, etc)

**Run Time:**

**First Play Date:**

**Entrant Contribution:**

**2) Graphic Two:**

**Graphic Type:** (i.e. slate, animated graphic, news graphic, etc)

**Run Time:**

**First Play Date:**

**Entrant Contribution:**

**3) Graphic Three:**

**Graphic Type:** (i.e. slate, animated graphic, news graphic, etc)

**Run Time:**

**First Play Date:**

**Entrant Contribution:**

## Appendix C: Army Commands

1. The Army MACOM structure was re-organized into Army Commands, Army Service Component Commands, and Direct Reporting Units on October 1, 2006
2. Public Affairs operations and Command Information operations within these commands and units vary in scope. As a result, not all of the restructured commands will host a command-wide competition or forward products to the Department of the Army MG Keith L. Ware Award Competition. Additionally, not all legacy commands (previously referred to as MACOMs) have a clear line of entry to the Keith L. Ware Award Competition under this structure.
3. Below is a list of commands that are eligible to host a command-level competition and forward products to the 2007 Department of the Army MG Keith L. Ware Award Competition.
  - a. Forces Command (FORSCOM)
  - b. Army Materiel Command (AMC)
  - c. Soldiers Media Center (SMC)
  - d. USAREUR (7<sup>th</sup> Army)
  - e. EUSA (8<sup>th</sup> Army)
  - f. U.S. Army Special Operations Command (USASOC)
  - g. Space and Missile Defense Command (SMDC)
  - h. Medical Command (MEDCOM)
  - i. Intelligence and Security Command (INSCOM)
  - j. Corps of Engineers (USACE)
  - k. Military District of Washington (MDW)
  - l. Army Test and Evaluation Command (ATEC)
  - m. U.S. Military Academy at West Point (USMA)
  - n. U.S. Army Reserve Command (USARC)
  - o. IMCOM - Southeast
  - p. IMCOM - Northeast
  - q. IMCOM - West
  - r. IMCOM - Pacific
  - s. IMCOM - Europe
  - t. IMCOM - Korea
  - u. U.S. Environmental Center
  - v. National Guard Bureau
  - w. U.S. Recruiting Command
  - x. Cadet Command