DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS
1500 ARMY PENTAGON
WASHINGTON DC 20310-1500

SAPA-AOD 22 September 2005

MEMORANDUM OF INSTRUCTION AND IMPLEMENTATION FOR
ARMY PUBLIC AFFAIRS PERSONNEL ASSIGNED TO COMMUNITY RELATIONS ACTIVITIES

SUBJECT: Department of the Army Outreach Awards Program

1. **Purpose:** To provide information to major commands (MACOMS) on the Army's Sixth Annual Army Outreach Awards Program.

2. **Applicability:** All Army public affairs and community relations officers, public affairs specialists, noncommissioned officers, enlisted personnel assigned to community relations activities IAW Army Regulation 360-1 (Army Public Affairs Program), dated 15 Sep 2000 and any program/ event occurring in calendar year (CY) 2005.

3. **Description:** The intent of the Army's Outreach Awards Program is to recognize excellence in community outreach activities in three broad categories: Individual, Program, and Special Event. Also, included in the Awards Program is the Chief of Public Affairs Award of Distinction, a separate discretionary award presented to an Army organization to recognize its extraordinary community relations outreach contributions. Judges have the discretion to award Special Awards of Excellence to those programs that fall outside the norm. IMA HQ will submit its top three entries for each of the three categories listed in 3 a, b, c from the installation submissions supported by its regions. MACOMs will submit their top three entries from units and schools they support in each of the following categories – Individual, Program and Special Event. HQDA staff, Field Operating Agencies and Direct Reporting Units will submit their top three entries in each category directly to the OCPA Army Outreach Division (AOD). National Guard and Army Reserve will submit their top three entries in each category through the National Guard Bureau (NGB) and the Office of the Chief of Army Reserve (OCAR) Public Affairs Offices, respectively:

   a. Individual – A Soldier or civilian, serving in a community relations capacity, who accomplishes community relations objectives in an exceptionally superior manner.

   b. Program – An ongoing outreach program or series of events that contribute to achieving community relations objectives in an exceptionally superior manner.

   c. Special Event – Recognizes a single community relations event, tactic, technique or procedure that accomplishes community relations outreach in an exceptionally superior manner.

d. To be eligible, all submissions must be first-time entries or programs newly established during the 2005 Calendar Year. Nominations from last year cannot simply be reconfigured to emphasize a different aspect of the same initiative.

4. Annual Schedule:

a. Applicants will submit two packets – one on CD Rom/electronic version, and one hard copy. Deadline for the submission of the CD Rom and of the hard-copy packet is COB 19 Dec 2005. Send submissions via UPS or FEDEX (see item 7 for mailing address). Do not send USPS. Packet will not arrive on time. IMA and MACOMs can submit up to (3) entries per category (*maximum of nine*). OCPA Community Relations Outreach point of contact will verify receipt of the packets to respective submitters.

b. JANUARY – OCPA AOD reviews nomination packets and convenes a Board of Judges 11, 12 Jan, comprised of military/civilian community relations practitioners.

c. JANUARY – First, Second and Third place winners, in each category will be approved and announced by the Chief of Public Affairs.

d. MARCH – The Army Outreach Awards will be presented at the Worldwide Public Affairs Symposium.

5. Nomination Criteria: IMA, MACOMs, HQDA staff, Field Operating Agencies and Direct Reporting Units, NGB, and the Army Reserves may submit up to three entries in each category. A letter of endorsement from the appropriate higher headquarters must accompany each nomination packet. *Each nomination packet must include the name, address, e-mail address and phone number and fax number of the individual who will accept the award if selected.* Submit each core nomination packet via CD Rom in Word format of 15 pages or less. Submit single-sided core nomination packet with support documentation in hard copy in a single two-inch or less, 8 ½ " x 11" tabbed three-ring binder. All support material must be on 8 ½ " x 11" paper and can be double-sided (shrink posters and maps to two-sided sheets):

a. *"Individual" Category*
   (1) Letter of endorsement
   (2) Table of contents with tabs
      a. Name, position title and duty description.
      b. Justification – In two pages or less, "What were the individuals specific professional contributions to Army Community Relations outreach during CY." (Also review "Judging Criteria" in Item 7).
      c. Recommendation from supervisor (one page) to include supervisor's e-mail address, telephone and fax numbers.
      d. Support documentation.
   (3) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations outreach activities in calendar year (CY), and relevant feedback that mentions *Individual* by name.

b. *"Program" Category*

(1) Letter of endorsement from higher headquarters.

(2) Table of contents with tabs

Describe the research, planning, implementation and evaluation of the project, using separate tabs for each section.

a. Research (Core criteria) – Discuss the formal and informal research methods used to develop the program or event.

b. Planning – List objectives, tactics, techniques, procedures and goals of project, <u>including information about budget and resources allocated</u>. Ensure that the strategic communication key messages are included.

c. Implementation – Provide details about the promotion and execution of the program or event.

d. Evaluation – Provide documentation on how the project contributed to the Army's Community Relations outreach objectives and concrete evidence of its success.

(3) Recommendation from project supervisor to include supervisor's e-mail address, telephone and fax numbers.

(4) Support documentation.

(5) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during the Calendar Year and relevant feedback that mentions the program by name.

c. *"Special Event" Category*

(1) Letter of endorsement from higher headquarters.

(2) Table of contents with tabs:

Describe the research, planning, implementation and evaluation of the project using separate tabs for each section.

a. Research – Discuss the formal and informal research methods used to develop the program or event.

b. Planning – List the objectives, tactics, techniques, procedures and goals of project, <u>including information on budget/resources allocated</u>. Ensure that the strategic communication key messages are included.

c. Implementation – Provide details about the promotion and execution of the event.

d. Evaluation – Provide documentation on how the project contributed to the Army's Community Relations outreach objectives and concrete evidence of its success.

(3) Recommendation from the project supervisor to include supervisor's e-mail address, telephone and fax numbers.

(4) Support documentation.

(5) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations outreach earned during the CY, and relevant feedback that mentions the project or event by name.

6. **Judging Criteria**: The Community Relations Board of Judges will evaluate each entry on its successful contribution to Army Community Relations outreach objectives. Those objectives are to:

- Increase public awareness.
- Foster good community relations.
- Inspire patriotism.
- Maintain the Army's respected reputation.
- Support recruiting efforts.

a. There will be a separate panel of judges for each category. Judges will have an expertise in public affairs, public relations, community relations. OCPA's Community Relations Outreach Team will select the Board of Judges from experienced professionals.

b. Feedback from former judges: The following are some "general observations" that you might want to consider as you package your nominations:

- Don't confuse goals and objectives. Also, objectives need to be "measurable."
- Some events appeared to be organized "on the fly" in response to an immediate need.
- Do not disregard ties with recruiting efforts, even if they are subliminal.
- Submissions that reflect thorough research help articulate and substantiate a strong plan.
- Identify "key messages;" ensure program/event supports them.

7. **Submission Address:** Due to postal security operations currently ongoing at the Pentagon, serious consideration should be given to sending all packages via FEDEX or UPS to ensure timely deliveries. To expedite receipt of your entries send them with receipt verification requested to the following address:

OFFICE OF THE CHIEF, ARMY PUBLIC AFFAIRS
ARMY OUTREACH DIVISION
ATTN: SAPA-AOD
1500 Army Pentagon, Room 1D470
Washington, DC 20310-1500

8. **POC** for Army's Outreach Awards Program is Mr. Thomas Hankus at (703) 693-4961. Email: Thomas.Hankus @hqda.army.mil.

Warren E. Nordman

For GARRIE P. DORNAN
COLONEL, GS
Director, Army Outreach Division