

2003 AIR FORCE MEDIA CONTEST STANDARD OPERATING PROCEDURES For Broadcast Product Entrants

This standard operating procedure provides background, general information, eligibility rules and procedures for the 2003 Air Force Media Contest.

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SECTION I - BACKGROUND

The Air Force Media Contest is sponsored annually by the Secretary of the Air Force, Office of Public Affairs, and is conducted by the Air Force Broadcasting Service at Headquarters Air Force News Agency, Lackland AFB, Texas. The 2003 contest is the 48th such competition. Awards are presented to units and individuals for: outstanding achievements in furthering the objectives of the Air Force internal information program; achievement in promoting a fuller understanding of the missions of the Air Force; and informing military men and women about current events, their heritage as American citizens, and the vital roles they play in the defense of the nation and the preservation of freedom and democracy.

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SECTION II – ELIGIBILITY

1. The eligibility period for entries is from 1 January 2003 to 31 December 2003.
2. Air Force units, military personnel and civilian employees who submit material to or are assigned to an Air Force Public Affairs activity may submit entries that meet the internal information objectives listed in Section I.
3. Air Force headquarters personnel and personnel assigned to the Office of the Secretary of Defense (OSD) or its elements in selected assignments (such as persons at the military broadcast services), may enter only the Broadcast Journalist of the Year category and not more than four other categories.
4. Other Air Force personnel assigned to OSD or its elements, the American Forces Information Service (AFIS), or the Defense Information School (DINFOS) are prohibited from competing.
5. Members from other services assigned to Air Force units may be submitted in all categories except *Category M, Broadcast Journalist of the Year*.
6. Occasional contributions by "guest" broadcasters not ordinarily engaged in public affairs activities are not eligible.
7. The following media may not be entered in the contest: broadcast productions funded by non-appropriated funds; educational and training films; and commercially produced, contracted and mixed productions, e.g., part in-house and part commercial contract productions.
8. Examples of media not eligible for entry in the Air Force Media Contest are:
 - Training and educational films.
 - Products created primarily for public media or community relations programs

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SECTION III – ENTRIES

1. The submitting unit will ensure all entries meet Department of Defense (DoD) and Service directives and regulations as well as category eligibility requirements. Entries must contribute to the internal information objectives of the Air Force and meet the highest standards of production, execution, and professional excellence.
2. Organizations must forward contest submissions to the Headquarters Air Force News Agency, Air Force Broadcasting Service for judging (see sections VI and VII for video and audio packaging requirements and section VIII for mailing instructions and deadlines).
3. Only one entry (one product) per category may be submitted.
4. No single entry may be submitted in more than one category. The only exception is when entering a product in an individual category and as part of a submission for *Command Information Campaign (Category L)* or *Broadcast Journalist of the Year (Category M)*.
5. In cases where a disagreement may arise as to the eligibility of a particular entry, AFNEWS/BGO will confer with the submitting component and, if necessary, AFIS. AFNEWS/BG will make the final decision on eligibility, after such discussion.

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SECTION IV – AWARDS

1. Awards are given in 13 broadcast categories.
2. Two types of awards are established: **individual**, and **unit**.
3. Individual awards are used to recognize a production effort involving only one contributor. **No additional contributors are allowed for these types of entries.** Individual first place winners receive plaques and letters of commendation.
 - a. In cases when individual entries are selected for first-place awards, the organization responsible for rating the individual's performance also receives a plaque.
 - b. The winner in Category M (Broadcast Journalist of the Year) receives the Air Force Media Contest "Eagle of Excellence" statuette in lieu of a plaque.

- c. Individual second and third place winners receive certificates of achievement, as does the submitting organization.
4. Unit awards are used to recognize a production effort involving more than one contributor. In the case of unit entries, first place plaques are given to the unit and contributors receive certificates of achievement.
 - a. For second and third place unit entries, both the unit and contributors receive certificates of achievement.
 - b. Although there is no set limit to the number of contributors allowed per **unit** entry, those listed should be restricted to individuals who took an active role in the creation of the product. List these names under the “Contributors” block on the entry form.
5. Air Force Recognition Ribbon – Individual first-place winning entries in each category of the Air Force Media Contest are eligible to wear the Air Force Recognition Ribbon, in accordance with Air Force Instructions 36-2803 and 36-2805. Units/duty sections or members of services other than the Air Force are not eligible to receive the ribbon. Only one award of the Recognition Ribbon is allowed per individual per contest year.

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SECTION V - CATEGORIES AND SPECIFICATIONS

Broadcast Media Categories

1. Only one entry is permitted per category.
2. Individuals may not compete in the same category in more than one Service's competition.
3. Individual products may not be entered through more than one Service.
4. Joint Service outlets, or outlets staffed by one Service where a different Service has operational control, will determine which Service's contest to enter based on entry's content and contributor's Service affiliation.
5. In every category (except L and M), provide only one example of the product specified.
6. Use a separate tape for each category entered.
7. The following 13 categories are established for the 2003 Air Force Media Contest:

Note that Category O, Commander's Access Channel Program, has been added to the contest this year. This is an Air Force-level ONLY category, meaning winners in this category will NOT be forwarded to the DoD-level Thomas Jefferson Awards competition.

Category A: Radio Entertainment Program

1. Specification: Entry will be a disc jockey program and may be either a special or regularly scheduled program.
2. Allowed Length: No limit. Although there is no set time limit for this category it is strongly recommended that you keep the finished entry to the minimum length necessary to provide a true representation of the product.
3. Additional Guidelines: Include **all** elements that are locally produced (i.e. local news, readers, spots, jingles, liners, interviews, etc.). Telescope out any non-local elements.

4. Submission Tips:

- It is recommended that submissions be as coherent as possible. One suggestion for achieving this is to select one hour of an exceptional show and include all telescoped content for that hour. This will make it easier for judges to follow the intended flow.
- Also, be advised that judges do not necessarily listen to the entire entry. For this reason it is advisable that submissions are strong from the start.

Category B: Radio Spot Production

1. Specification: Command Information radio spot.
2. Allowed Length: One spot 15, 30 or 60 seconds in length.

Category C: Radio Report

1. Specification: May be a news, sports, or feature report.
2. Allowed Length: No limit.
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. **Do not** include the anchor's lead-in/tag to the story on the tape.

Category D: Radio Newscast

1. Specification: Local or Regional radio newscast.
2. Allowed Length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

Category E: Radio Information Program

1. Specification: This category includes Commander's/Captain's Calls, magazine programs and documentaries. Radio Newscast Specials **are not eligible** for this category.
2. Allowed Length: Up to 60 minutes.
3. Additional Guidelines: Include **all** elements that are locally produced (i.e. local news, readers, spots, jingles, liners, interviews, etc.). Telescope out any non-local elements.

Category F: Television Information Program

1. Specification: This category includes Commander's/Captain's Calls, magazine programs, documentaries and TV newscast specials.
2. Allowed Length: Up to 60 minutes.
3. Additional Guidelines: Telescope out any product within the program that is not provided by a military source.

Category G: Television Spot Production

1. Specification: Command Information TV spot.
2. Allowed Length: One spot 15, 30 or 60 seconds in length.

Category H: Television Report

1. Specification: Must be a news or sports story shot and produced within a 24-hour time period.
2. Allowed Length: No limit.
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. **Do not** include the anchor's studio lead-in/tag to the story on the tape. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

Category I: Television Feature Report

1. Specification: May be a news or sports feature that was shot and produced during a period greater than 24 hours. Entry must be a report and **not** a program segment.
2. Allowed Length: No limit
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. **Do not** include the anchor's studio lead-in/tag to the story on the tape. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

Category J: Local Television Newscast

1. Specification: Local TV newscast.
2. Allowed Length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

Category K: Regional Television Newscast

1. Specification: Must be regional or network in scope, and target a regional audience.
2. Allowed length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

Category L: Command Information Campaign

1. Specification: Entries should be products produced in support of a specific local/regional command information campaign. Full service locations must send both radio and television products; radio-only locations send radio products.
2. Allowed Length: Up to 10 minutes
3. Additional Guidelines:
 - Entries must include a two-page documentation package comprised of a Background Paper and a Broadcast Products and Air History sheet (see examples on Attachments 1 and 2).
 - a. The Background Paper should: identify the individual or organization requesting the campaign; identify the campaign's internal information objective(s); identify the target audience; summarize actions taken to meet campaign objectives; and summarize the campaign results. Include information on other campaign efforts if they were run in cooperation/coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts. The campaign start date, and if applicable the end date, must be included in this run sheet.
 - b. The Broadcast Products and Air History Sheet must include both the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.
 - Most of the Command Information Campaign 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 fall in December's competition year.
 - Each tape must include a run sheet indicating title, length, and type of product (for example, spot, news, promo, etc.) for each example on the tape. Do not attach the run sheet to the tape, it should be included with the entry form.
 - **Both video and audio products** for category L entries **must be** on a single **BetaCam SP** tape. Include slates for audio products using the same guidelines as for video products.

Category M: Department of Defense Broadcast Journalist of the Year

1. Specification: This award recognizes the journalist whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience. Submitting organizations may only nominate one candidate working in a broadcast location. Entries should include (if available) assorted TV and radio products reflecting writing, directorial and production skills.
2. Allowed Length: Up to 15 minutes.
3. Additional Guidelines:
 - Each entry must include a nomination letter and a one-page biography.
 - Products submitted must have been produced and broadcast to an internal audience during the contest year. The broadcast date is the first day the product aired for an internal audience.
 - Any final script used in developing the entry products must be included with the entry form.
 - Each entry must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, editor, producer, reporter, etc.), run time, first airdate, and location aired. Do not attach the run sheet to the tape, it should be included with the entry form.
 - **Both video and audio products** for category M entries **must be** on a single **BetaCam SP** tape. Include slates for audio products using the same guidelines as those for video products.

Category O: Commander's Access Channel Program (Air Force-level ONLY)

1. Specification: Only programs produced specifically for Commander's Access Channels can compete in this category.
2. Allowed length: No limit.
3. Additional Guidelines: Include the entire entry; do not telescope out any of the program.

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SECTION VI - PACKAGING REQUIREMENTS FOR VIDEO PRODUCTS

1. All entries (except those for categories L and M) in each category must be on separate **BetaCam SP** tapes.
2. Audio must be mixed.
3. Submit **TWO** exact copies of each entry, per category, on separate tapes.
4. All tapes must be clearly identified with a label on both the entry outer case and on the tape. Include the following information:
 - ✓ Entry Category
 - ✓ Entry Title
 - ✓ Run Time
 - ✓ Submitting Organization
 - ✓ Contributor (a unit or individual depending on type of entry)
5. Each individual entry on the tape must include the following:
 - a. 10 seconds of color bars and tone
 - b. A 10 second video slate with the following information:
 - ✓ Entry Category
 - ✓ Entry Title
 - ✓ Run Time
 - ✓ Submitting Organization
 - ✓ Contributor (a unit or individual depending on type of entry)
 - c. Five seconds of black
 - d. The entry
 - e. At least 30 seconds of black after the entry

NOTE: For Categories L and M – Provide initial slug/slate only, do NOT slug/slate between examples on the tape. Ensure there are 3 seconds of black between each product on the tape.

6. Ensure you follow any additional packaging requirements outlined in the “Additional Guidelines” section of each category.

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SECTION VII - PACKAGING REQUIREMENTS FOR AUDIO PRODUCTS

1. All entries (except those for categories L and M) in each category must be on either compact disc (CD) or audio cassettes.
 - If submitting entries on CD, include all of the unit's submission on a single CD (see below for file naming conventions).
 - If submitting entries on cassette, submit **TWO** exact copies of each individual entry (per category) on separate cassettes.
 2. Audio must be mixed.
 3. All CDs/cassettes must be clearly identified with a label on both the entry outer case and on the CD/cassette. Include the following information:
 - ✓ Entry Category
 - ✓ Entry Title
 - ✓ Run Time
 - ✓ Submitting Organization
 - ✓ Contributor (a unit or individual depending on type of entry)
 4. Each individual entry submitted on CD must be named according to the following naming convention: Unit Name_Category. For example, Detachment 10's submission for Category K would be titled **Det10_K**.
 5. Each individual entry on CD/cassette must begin with the following identifying information:
 - a. 10 seconds of tone
 - b. Audio slug containing the following:
 - ✓ Entry Category
 - ✓ Entry Title
 - ✓ Run Time
 - ✓ Submitting Organization
 - ✓ Contributor (a unit or individual depending on type of entry).
- NOTE:** For Categories L and M – Provide initial slug/slate only, do NOT slug/slate between examples on the tape. Ensure there are 3 seconds of silence between each product on the tape.
6. Ensure you follow any additional packaging requirements outlined in the "Additional Guidelines" section of each category.

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SECTION VIII – MAILING INSTRUCTIONS & DEADLINES

The package that goes to the post office must meet these requirements:

1. All entries will be submitted as a single package.
2. Each organization **must** enclose a transmittal letter with its submission package. At a minimum the letter will list each category and indicate the title of the entry, the run time, and the organization that submitted it. Any category for which no entry was submitted will simply state “No entry.” The transmittal letter must also identify the broadcast service POC, his or her phone number, and e-mail address.
3. Broadcast entries must be sent to HQ AFNEWS/BGOO, 203 Norton Street, San Antonio, Texas 78226-1848, and must arrive **no later than 13 February 2004.**

NOTE: Broadcast competitors who wish to have their entries reviewed before the competition to ensure all paperwork and entries meet contest requirements must ensure their entries arrive at HQ AFNEWS/BGOO no later than 23 January 2004. Competitors who get their entries in early will be given the opportunity to correct any submission errors but the submitting unit is still responsible for meeting the final deadline of 13 February 2004.

4. **ALL broadcast products that do not arrive at HQ AFNEWS/BGOO by 13 February 2004 will be disqualified.** Furthermore, all units who do not get their products in early for pre-screening will not be able to resubmit corrections if errors are discovered. Those errors may be grounds for disqualification. THERE WILL BE NO EXCEPTIONS TO THE ABOVE REQUIREMENTS.
5. In order to ensure timely delivery of entries to AFNEWS, units should use command pouch service, priority mail, or overnight delivery service.

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SECTION IX – REQUIRED DOCUMENTATION

The link below will open the 2003 AFMC Entry Form. Be sure to read the instructions at the bottom of the form before entering your information. Also, once you open the form, be sure to save a separate copy for your use first. To do this simply select File, Save Copy As, and then choose a location to save the form separate from this SOP.

Click on this icon to view/use the form:



2003 Entry Form

Entry forms and required documentation for individual categories must be submitted **electronically** (all in one email); **hard copy** submissions are no longer accepted. Full instructions for documentation are as follows:

1. One entry form must be filled out for each category entry.

NOTE: The official Air Force Media Contest entry form **MUST** be used. If it isn't, the entry will be disqualified.

2. All information for a category entry must be contained on a single entry form. Make sure that the form does not extend past one page. (The only exception to this rule is if the number of contributors exceeds the space available.)
3. The unit or individual(s) listed on forms must be presented exactly as the submitting element wishes them to appear on the award plaque or certificate. Use full names (no nicknames). Unit designations must be spelled out. The information must include the outlet's name and duty section, e.g., Det. 10, AFNEWS – News Section. **The branch of Service MUST be included with each name.**
4. All blanks on the entry form must be filled in and complete. "N/A" is not an acceptable entry.
5. Air Date: The airdate is the first date that the product was broadcast/cablecast to the internal audience. At a minimum, the month and year that it aired must be provided.
6. Location: The location is the broadcast or cable station that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., AFN Aviano, Italy, or Commander's Access Channel, Langley AFB, Florida) must be included.

IMPORTANT REMINDER!!

If an entry is a Unit submission, that unit name is what goes in the “Plaque should go to” block on the entry form. Individuals who played a role in the production of the product are then listed on the entry form in the “Contributors” block.

If an entry is an Individual submission, that individual is listed in the “Plaque should go to” block on the entry form. NO OTHER contributors are allowed for these types of entries and the “Contributors” block is left empty.

7. The Unit/Duty section must be filled in exactly as it should appear on the unit’s award and should be filled in on all entry forms.
8. All entry forms must have the “//signed//” designator and a name listed
9. Send electronic copies of all the documentation listed in this section to **HQ AFNEWS/BGOO** (afnews.bgoo@afnews.af.mil) **NLT 13 February 2004.**

NOTE: If entry packages are sent in for early review (deadline 23 January 2004), the electronic documentation **MUST** also meet this deadline. Both the products and the required paperwork must be reviewed together.

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SECTION X – CONTEST CONTACT INFORMATION

Any questions, comments, or suggestions for improvement regarding the AFMC should be directed to:

SSgt Ryan Hoke
ryan.hoke@afnews.af.mil
DSN 945-4307

TSgt Daniela Marchus
daniela.marchus@afnews.af.mil
DSN 945-4307

SECTION XI – JUDGING CRITERIA

Current AFBS Standards for ENG, Newscasts, Radio, etc. will be provided to judges well in advance of the contest. This will allow them to become familiar with our criteria.

Entries must meet the highest standards of production, execution, and professional excellence as well as contribute to the internal information objectives of the Air Force. The primary focus of the judging will be on the message, not the medium. All entries will be judged according to the following criteria:

- Internal Information/Value to the Viewer:

Does the information apply to the audience? Is the message important for the audience to hear? Messages can range from facility operating hours to a commander's issue or policy he or she wishes to convey to his or her community.

- Script/Message Effectiveness:

How well is it written? Is the message clear?

- Technical Quality:

Is there a good audio mix, quality of video, levels, lighting and editing?

- Voice/Diction/Camera Presence:

How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?

- Creativity:

Is the presentation original? How effectively do the various elements work together?

- Diversity:

This criterion is used only for categories L and M. Does the individual nominated for Broadcast Journalist of the Year have the ability to perform well in all aspects of broadcasting? Writing, editing, announcing, producing, directing, etc. will be evaluated. For the Command Information Campaign category, does the nomination package include a variety of products that support the campaign?

SECTION XII - NOTIFICATION OF WINNERS

The Secretary of the Air Force, Office of Public Affairs, will inform units of the results of the Air Force Media Contest in March 2004.

AFIS will announce Thomas Jefferson Award winners in May 2004.

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BACKGROUND PAPER

CATEGORY L: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas.
Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during contest year.)

CAMPAIGN RESULTS: (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Attachment 1

**BROADCAST PRODUCTS AND AIR HISTORY
FOR
(Name of Command Information Campaign)**

(Identify all broadcast products used in support of campaign and provide its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - week 1-3
6 - TV news stories	2/week
3 - 1 hour live radio phone-in shows	1/week
etc.	

Attachment 2