DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, D.C. 20350-2000

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IN REPLY REFER TO
OPNAVNOTE 5305
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OPNAV NOTICE 5305

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)

Subj: 2003 CHINFO MERIT AWARDS

Ref: (a) SECNAVINST 5720.44A

Encl: (1) Chief of Information (CHINFO) Merit Awards Program
(2) Thomas Jefferson (TJ) Awards Official Entry Form
(3) Sample Authorization Letter
(4) Print Categories and Entry Specifications
(5) Broadcast Categories and Entry Specifications

1. Purpose. To describe in detail the Chief of Information (CHINFO) Merit Awards and issue guidelines for participation.

2. Background. The basic objective of the awards discussed in reference (a) is to recognize exemplary achievements in internal media products by Navy commands and individuals. First Place CHINFO Merit Award winners, except those in Navy-unique categories, will be forwarded to compete in the interservice competition, the Thomas Jefferson Awards, sponsored by the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)).

3. Action. Addressees are requested to disseminate the information contained in this notice as appropriate. Entries should be submitted in accordance with the guidelines in enclosures (1) through (5).

4. Report. The reporting requirement contained herein is exempt from reports control by SECNAVINST 5214.2B.

T. L. McCREARY
Chief of Information

Distribution:
SNDL Parts 1 and 2

CHINFO MERIT AWARDS PROGRAM

1. Background. The annual CHINFO Merit Awards Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is coordinated by the Naval Media Center. First-place CHINFO Merit Award entries, with the exception of those in Navy-unique categories, will be forwarded to the Defense Information School for further competition as official Navy entries in the appropriate categories in the Department of Defense (DOD) Thomas Jefferson (TJ) Awards contest.

2. Significant Program Changes. There is one significant category change as follows: inclusion of Navy-unique category S, Art/Graphics in Support of a Publication.

3. Entry Dates. Print/broadcast entries must be received no later than 6 February 2004. Judging will be held 1-19 March 2004. Winners will be announced via message and placed on the Naval Media Center website at: www.mediacen.navy.mil on or about 01 April 2004.

4. Categories. A detailed description of each category listed below is contained in enclosures (4) and (5). The following are categories for which CHINFO Merit Awards will be presented:

a. Print Media: Metro Format Newspaper; Tabloid Format Newspaper; Magazine Format Publication; Newsletter Format Publication; News Article; Feature Article; Commentary; Sports Article; Series; Stand-Alone Photograph; Photojournalism; Contribution by a Contractor/Stringer (Writer); Contribution by a Contractor/Stringer (Photographer); Outstanding Flagship Writer; Web-based Publication; Outstanding New Writer; Department of Navy Print Journalist of the Year; Art/Graphics in Support of a Publication; Familygram; Cruisebook; Internal Publication for a Specific Audience.

b. Broadcast Media: Radio Entertainment Program; Radio Spot Production; Radio Report; Radio Newscast; Radio Information Program; TV Information Program; TV Spot Production; TV Report; TV Feature Report; Local TV Newscast; Regional TV Newscast; Command Information Campaign; Department of Navy Broadcast Journalist of the Year; Outstanding Flagship Television Program; SITE TV Newscast; SITE TV Spot Production; SITE Open.

5. Eligibility

a. All Department of Navy (DON) active duty, reservists and civilian personnel are eligible to compete. Civilian Enterprise (CE) newspaper contractor personnel as well as civilian stringers for a Navy-Funded or CE publication may compete only in the Contribution by a Contractor/Stringer (Writer) and (Photographer) categories.

b. Department-level publications and professional or technical publications such as ***Naval Aviation News***, ***Surface Warfare***, ***Navy Recruiter***, ***Fathom***, ***Approach*** and ***Civil Engineer*** may compete only in Navy-unique category V, Internal Publication for a Specific Audience.

c. DON personnel assigned to the Office of the Secretary of Defense or its elements and ***Stars and Stripes*** newspapers are ineligible.

d. Navy staff members of unified command publications, with the exception of those assigned to ***Stars and Stripes***, may enter the individual print categories. If the Unified Command newspaper is funded or sponsored by a Navy command, its publication may be entered in the appropriate publication category.

e. DON personnel assigned to ***All Hands Magazine*** may compete only in print Category O, Outstanding Flagship Writer and Category R, Department of Navy Print Journalist of the Year.

f. DON personnel assigned to ***Navy/Marine Corps News*** may enter broadcast Category M, Department of Navy Broadcast Journalist of the Year and not more than four additional categories.

g. All entries must have been published/aired during calendar year, 1 January 2003 through 31 December 2003.

h. In the print categories, entry tearsheets from publications such as ***Navy Times***, ***The Washington Post*** or ***Stars and Stripes*** are ineligible. Entry examples may only come from official or authorized Navy publications.

i. The following media are not eligible to enter the awards program: civilian enterprise base guides and directories, publications and productions funded by nonappropriated funds; educational and training films and commercially produced, contracted and mixed productions, e.g., part in-house and part commercial contract productions.

6. Entries

a. Entries must be authorized products prepared for internal information purposes and produced, published or broadcast during the current contest year. Entries will not be returned. Entries must be received at the Naval Media Center no later than 6 February 2004. Late or incomplete entries will be disqualified.

b. All entries must contribute to the internal information objectives of the Navy and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DON personnel succeed in their jobs and missions, or information that conveys to military people and their families the rules and survival tools needed to succeed personally in the Department of Navy.

c. No single entry may be submitted in more than one category with the following exceptions: entries to other categories may be submitted as part of the broader requirements for entry in the DON Print and Broadcast Journalists of the Year and Command Information Campaign categories.

d. Individuals are limited to one entry per category. (For example, JO3 Mary Doe may enter, Feature Article, News Article, Photojournalism, etc., but she may only enter each of those categories once.) Units may enter unit categories once. No entries may be submitted in more than one category with the exception of those stated in paragraph c.

e. Contact Mr. J. D. Leipold, Naval Media Center, DSN 288-3776, commercial (202) 433-3776 or email leipold@mediacen.navy.mil with questions concerning print categories.

f. Contact Ms. Jennifer Braden, Naval Media Center, DSN 288-3485, commercial (202) 433-3485 or e-mail braden@mediacen.navy.mil with questions concerning broadcast categories.

7. Judging. A team of journalists, photographers, broadcasters and public affairs specialists will be selected by Naval Media Center to serve as judges for the CHINFO Merit Awards. Entries will be judged on professional excellence, originality, appeal to target audience and support of DOD and DON internal information themes and objectives.

a. Print Media judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or if quality is less than exceptional make no award. In the Print Journalist of the Year and Outstanding New Writer, judges may select one overall winner and one honorable mention only.

(2) Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos, editing and reader feedback. Individual writing entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

(3) Photography entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photography tells a story or supports a story or theme.

b. Broadcast Media judges will adhere to the following standards and criteria, plus an extra criteria for the Command Information Campaign and Broadcast Journalist of the Year categories:

(1) Judges may select a first, second, third and honorable mention in each category or if quality is less than exceptional make no award. In the Broadcast Journalist of the Year category judges may select one overall winner and one honorable mention only.

(2) Internal Information/Value to 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 commanding officer's issue or policy he or she wishes to convey to his or her community.

(3) Script/Message Effectiveness - How well is it written? Is the message clear?

(4) Technical Quality - Is there a good audio mix, quality of video, levels, lighting and editing?

(5) Voice/Diction/Camera Presence - How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?

(6) Creativity - Is the presentation original? How effectively do the various elements work together?

(7) Diversity (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 (i.e., writing, editing, announcing, producing, directing, etc.?) Does the nomination package for Command Information Campaign include a variety of products for the campaign?

8. Awards

a. By type, the following categories of awards are established: individual and unit.

(1) First Place winners in each category will receive a Letter of Commendation and certificate of merit from CHINFO.

(2) Second, Third and Honorable Mention winners in each category will receive a Letter of Commendation from Commanding Officer, Naval Media Center and certificate of merit from CHINFO.

b. While there is no arbitrary limit placed on the number of individuals who may be listed as contributors to a unit entry, commands should limit the submission to those who significantly contributed to the product.

9. Mailing Procedures

a. Mail print and broadcast entries to:

CHINFO Merit Awards Program
Naval Media Center
2713 Mitscher Road SW
Anacostia Annex DC 20373-5819

b. Please use a carrier such as Federal Express, Airborne Express or United Parcel Service. Check packages before mailing. Each year, entries are disqualified because enclosures were forgotten. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must reach Naval Media Center by 6 February 2004. Entries received after the deadline will be disqualified.

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form

(Please Print or Type)

Service Submitting Entry: *(circle one)* **USN USNR USMC USMCR**

Medium: *(circle one)* **Print Broadcast** **Type of Award: Individual Team Unit**

Category: ____

Category Title:_____

Entry Title:_____

Published or Aired Date: _____ **Location:**_____

Email:_____

Unit POC: ***Rank, Name, Service Branch, Position Title (PAO, Editor, Sta. Mgr), DSN & Commercial Phone #s***

_____

Submitting Unit: ***Unit Name & Complete Mailing Address, DSN & Commercial Phone #s, Fax #s***

_____

_____

Please provide the following information ***as it should appear on the award certificate****. Primary Contributor(s) will either be the unit/duty section or individual. All individuals must be identified by Rank, Name and Service Branch (USN, USNR, USMC, USMCR)*

Contributor(s):

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Plaque Should Be Issued To:

_____

_____

_____

Unit/Duty Section:

_____

_____

_____

_____

Supervisor's Signature

Entry Form Specifications

1. The Department of Defense Thomas Jefferson Awards Program Official Entry Form should be used for all CHINFO Merit Awards entries. This allows DON first place winners in all categories but Navy-unique to be forwarded to DOD with minimum additional paperwork. See completed example on enclosure (2), page.

2. All blanks on the form should be completed.

3. **Circle** your service.

4. Within "Medium," **circle** either "Print" or "Broadcast."

5. Next to "Category," write in category letter. For example: Category: S2.

6. Next to "Category Title," write the name of the category as reflected by the letter in the previous line. This is merely a confirmation that you have entered the correct category. For example: Category Title: Familygram, Large.

7. Next to "Entry Title," include as appropriate, the name of your newspaper, story, radio show, familygram, etc.

8. Next to "Published or Aired Date," include the first date that the product was published, broadcast or cablecast to the internal audience. At a minimum, the month and year must be provided.

9. Next to "location," include the location of the broadcast or cable stations that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., Naval Media Center Broadcast Detachment Sigonella) must be included. If the program aired on a military web page, provide the web address and server location.

10. "Email:" Self-explanatory.

11. "Unit POC:" Self-explanatory.

12. "Submitting Unit:" Complete command address including whether Commander, Commanding Officer or Officer in Charge.

13. "Contributor(s):" Include full rank such as Journalist 1st Class or Chief Photographer's Mate, etc. Also include whether USN, USNR, etc.

14. Ensure copies of completed entry forms are attached to **all** entries, including publication categories. Original entry forms should be stapled to the submission cover letter.

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form

(Please Print or Type)

Service Submitting Entry: *(circle one)* (USN) USNR USMC USMCR

Medium: *(circle one)* (Print) Broadcast **Type of Award:** (Individual) Team Unit

Category: E

Category Title: News Article

Entry Title: Commissioning of USS UNDERWAY (UU 1)

Published or Aired Date: 4 Oct 02 **Location:** Norfolk, VA

Email: Saylor@underway.navy.mil

Unit POC: ***Rank, Name, Service Branch, Position Title (PAO, Editor, Sta. Mgr), DSN & Commercial Phone #s***

JO2 I.M. Saylor, USN, Editor 555-5555 (555) 555-5555

Submitting Unit: ***Unit Name & Complete Mailing Address, DSN & Commercial Phone #s, Fax #s***

Commanding Officer, USS UNDERWAY (UU 1), FPO AB 44444-4444

Fax (555) 555-5556

Please provide the following information ***as it should appear on the award certificate****. Primary Contributor(s) will either be the unit/duty section or individual. All individuals must be identified by Rank, Name and Service Branch (USN, USNR, USMC, USMCR)*

Contributor(s):

Journalist 1st Class I.M. Saylor, USN

Plaque Should Be Issued To:

Journalist 1st Class I.M. Saylor, USN

Unit/Duty Section:

Public Affairs Office

Joe C. Whales, JOC, USN

Supervisor's Signature

Enclosure (2)

OPNAVNOTE 5305
15 September 2003

SAMPLE COVER LETTER

Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION NAVYTOWN
NAVYTOWN USA 01010-1234

5305
Serial 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Naval Media Center

Subj: CY 2003 CHINFO MERIT AWARDS

Ref: (a) OPNAVNOTE 5305

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted. Point of contact is JO2 I. M. Saylor, COMM (555) 555-5555 or DSN 555-5555. Email address: Saylor@underway.navy.mil

2. The address of next senior command is:

Commander, High Seas East Atlantic
Naval Station
Norfolk, VA 10101-1100

J. P. JONES

Enclosure (3)

PRINT CATEGORIES AND ENTRY SPECIFICATIONS

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I. Entry Form

II. Cover Letter

III. Publication Categories

IV. Individual Writing Categories

V. Series

VI. Individual Photography Categories

VII. Contribution by a Newspaper Contractor/Stringer (Writer)

VIII. Contribution by a Newspaper Contractor/Stringer (Photographer)

IX. Outstanding Flagship Publication

X. Outstanding Flagship Writer

XI. Web-based Publication

XII. Outstanding New Writer

XIII. Department of Navy Print Journalist of the Year

XIV. Navy-unique Categories

I. Entry Form

a. Use a clean copy of enclosure (2) Department of Defense Thomas Jefferson Awards entry form as the CHINFO Merit Awards entry form.

b. Type or print the information. Spell out full ranks, names, organization and complete address, including email. Avoid acronyms.

c. Where mat boards are required, rubber cement a reproduced copy of the entry form to the back of the example in the entry. Be sure to submit the original entry form as an enclosure to the authorization letter.

II. Cover Letter

a. Enclosure (3) is a sample cover letter. All entries may be submitted under one cover letter. List as many enclosures as required.

b. Enclose a Certificate of Authenticity for individual print category entries without by-lines. This certificate is a dated memo signed by the public affairs officer or officer in charge stating the submission to be the entrant's work.

c. Include a point of contact, phone number and email address.

d. Cover letter must be dated, serialized and signed by the commanding officer, officer in charge, public affairs officer or a person with "by direction" authority.

III. Publication Categories

a. ***Metro Format Newspaper, Category A.*** Funded or Civilian Enterprise (CE) newspaper.

b. ***Tabloid Format Newspaper, Category B.*** Funded or Civilian Enterprise (CE) newspaper.

c. ***Magazine Format Publication, Category C.*** This category applies to a Funded or Civilian Enterprise (CE) publication bound in a magazine format generally characterized as 8-1/2 X 11 inches in size and saddle-stitched (two staples in the spine). **A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category C, it may not be entered in a familygram category.** This category excludes departmental magazines such as *Naval Aviation News*, *Surface Warfare*, *All Hands Magazine*, *Civil Engineer*, etc.

d. ***Newsletter Format Publication, Category D.*** This category applies to a Funded or Civilian Enterprise (CE) publication bound with a staple in the upper left-hand corner and generally characterized as 8-1/2 X 11 inches in size. **A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category D, it may not be entered in a familygram categories.**

e. Specifications for the Categories A, B, C & D.

(1) Submit **two** issues published during calendar year 2003. One issue must be dated 14 March 2003, or if no issue was published on that date, submit the issue published immediately **prior** to 14 March 2003. If the publication frequency is monthly, submit the March 2003 issue. The second issue submitted should be chosen by the newspaper staff.

(2) Paperclip copy of entry form to submission.

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: Submit as a unit entry.

(5) Differences in products due to non-editorial considerations, such as full color printing, advertisements, coated stock, etc., will not be considered during judging.

(6) Winners will be contacted via email shortly after Categories A, B, C and D have been judged. At that time, each winner will be required to forward four copies of each edition (8 copies total) to Naval Media Center.

IV. Individual Writing Categories

a. There are four categories.

(1) ***News Article, Category E.*** A straight/hard news story about a newsworthy event that took place within the publication cycle of the issue of the newspaper in which it appeared.

(2) ***Feature Article, Category F.***

(3) ***Commentary, Category G.*** Regularly published columns, general commentary, observations and other opinion-type print products.

(4) ***Sports Article, Category H.***

b. Specifications for Categories E, F, G and H.

(1) Submit **one** article from an original publication tearsheet. Do not submit a photocopy.

(2) Article must be by-lined, or include a certificate of authenticity from the Public Affairs Officer.

(3) Photos and line art must be deleted.

(4) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded-to-fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(6) Submit original entry form with cover letter.

(7) Electronic versions of the entries must be submitted along with hard-copy products. Stories should be on disk or CD in ***.txt*** format. Electronic versions must be identical to hard-copy products, with no further editing or embellishments applied.

(8) Type of award: Submit as an individual entry.

V. Series, Category I. An entry must include two or more feature articles dealing with a common theme. The articles must be clearly identified in the original publication as parts of a defined series of articles, which appeared sequentially in two or more editions of the publication. An entry should follow the same specifications as provided for categories E, F, G and H, except that it may be submitted as a unit award where more than one individual has contributed to the series.

VI. Individual Photography Categories

a. There are two categories.

(1) ***Stand-Alone Photograph, Category J.*** An entry must be a published, stand-alone photo with cutline.

(2) ***Photojournalism, Category K.*** An entry must contain two or more photographs with cutlines and story by the same individual.

b. Specifications for Categories J and K.

(1) Submit **one** article from an original publication tearsheet. Do not submit a photocopy or original photography.

(2) Photos may not be submitted in more than one category.

(3) Article must be by-lined, or include a certificate of authenticity from the responsible public affairs officer.

(4) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded-to-fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(6) Submit original entry form with cover letter.

(7) Electronic versions of the entries must be submitted along with hard-copy products. Photographs should be on disk or CD in ***.jpeg*** format or as ***.pdf*** files of the page on which they were published. Electronic versions must be identical to hard-copy products, with no further editing or embellishments applied.

(8) Type of award: Submit as an individual entry.

VII. Contribution by a Contractor/Stringer (Writer), Category L.
This award recognizes a single outstanding contribution in writing (as defined in categories E through I) that has been prepared by an individual contract writer or stringer for a military publication. Journalists (JOs) and Department of Navy civilian employees serving in job series Writer/Editor may not enter this category.

VIII. Contribution by a Newspaper Contractor/Stringer (Photographer), Category M.
This award recognizes a single outstanding contribution in the photography categories (as defined in categories J and K) that has been prepared by an individual contract writer or stringer for a Navy newspaper. Photographer's Mates (PHs) and Department of Navy civilian employees serving in job series Photographer may not enter this category.

a. Specifications for categories L and M.

(1) Submit **one** example from an original publication tearsheet. Do not submit a photocopy.

(2) Entries must be by-lined, or include a certificate of authenticity signed by the public affairs officer.

(3) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(4) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(5) Submit original entry form with cover letter.

(6) Electronic versions of the entries must be submitted along with hard-copy products. Stories should be on disk or CD in ***.txt*** format. Electronic versions must be identical to hard-copy products, with no further editing or embellishments applied.

(7) Type of award: Submit as an individual entry.

IX. Outstanding Flagship Publication, Category N. This award recognizes the overall excellence of the flagship publications at the DOD Thomas Jefferson Awards. It applies to the following magazines only: ***All Hands Magazine, Airman, Soldiers, Marines and Coast Guard.*** Submit two editions-one must be the March 2003 edition. The magazine staff should choose the second edition.

X. Outstanding Flagship Writer, Category O. This award recognizes the outstanding writer from ***All Hands Magazine.*** Entries must include three different stories, which were published in ***All Hands Magazine*** during calendar year 2003. Specifications should follow those required in categories E, F, G and H.

XI. Web-based Publication, Category P. A publication on the internet or intranet, usually ".mil" that graphically presents news and information targeted at an internal audience. Content and design must be produced primarily by DON public affairs personnel. Publications to be judged must conform to Department of Defense and Department of Navy internal information, security review, web instructions and regulations.

a. Specifications for Category P.

(1) Complete the entry form (enclosure 2) and provide the publication URL and any necessary logon information.

(2) The publication must have been in existence for a minimum of 3 months during the contest year and must be updated on a regular schedule (e.g., daily, weekly, etc.)

(3) The publication will be judged as it exists and operates on the date the judging takes place.

(4) Use rubber cement to mount a copy of the entry form to an 11"x14" mat board.

(5) Type of award: Submit as a unit entry.

XII. Outstanding New Writer, Category Q. This award recognizes individuals with little journalism experience whose work shows great talent and promise. The category is open only to active duty enlisted personnel who have 1 year or less experience in the journalism career field as of 31 Dec 2003. Specifications are the same as for Category R below.

XIII. Department of Navy Print Journalist of the Year

a. ***Department of Navy Print Journalist of the Year, Category R.*** This award recognizes the individual who best exemplifies the highest standards of military print journalism through writings in a spectrum of categories of internal information.

b. Specifications for Categories Q and R.

(1) Submit **five** examples from original publication tearsheets. Do not use photocopies.

(2) The entry must include at least one story in three of the four writing categories (E, F, G, H and I) -- for example, two sports stories, two feature articles and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"-Feature Article, "Softball Season"-Sports Article, etc. Delete photos and artwork.

(3) Must be by-lined or include a certificate of authenticity.

(4) Neatly cut out examples and mount with rubber cement one per 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Rubber cement a copy of the entry form to the back of each mat board.

(6) Submit original entry form as a separate enclosure with cover letter.

(7) Include an endorsement letter from the commanding officer, officer in charge or public affairs officer.

(8) Submit a one-page biographical sketch.

(9) Electronic versions of the entries must be submitted along with hard-copy products. Stories should be on disk or CD in ***.txt*** format. Electronic versions must be identical to hard-copy products, with no further editing or embellishments applied.

(10) Type of award: Submit as an individual entry.

VIV. Navy-unique Categories

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

(1) Submit **ONE** example from an original publication tearsheet. Do not submit a photocopy or original artwork.

(2) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(3) Rubber cement a copy of the entry form to the back of the mat board.

(4) Submit original entry form with cover letter.

(5) Type of award: "individual."

b. ***Familygram, Categories T1 and T2.*** There are two categories, Category S1 (small commands-fewer than 500 persons) and Category S2 (large commands-more than 500 persons).

(1) Familygrams must be from units which were deployed at the time of publication (ships, squadrons, detachments, battalions). The familygram is a means of keeping the family at the homeport informed of unit activities.

(2) A command may enter its familygram in Categories C or D provided the mandatory issue and issue of choice requirements can be met. If a command elects to enter the familygram category, it may not enter the familygram in Categories C or D.

(3) Enter **one** familygram distributed during deployment in calendar year 2003.

(4) Paperclip copy of entry form to submission.

(5) Submit original entry form as a separate enclosure with cover letter.

(6) Type of award: Submit as a unit entry.

c. ***Cruisebook, Categories U1 and U2.*** There are two categories, Category T1 (small commands-fewer than 500 persons) and Category T2 (large commands-more than 500 persons).

(1) Submit **one** copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Paperclip copy of entry form to the cruisebook.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: Submit as a unit entry.

d. ***Internal Publication for a Specific Audience (Magazine Format), Category V.*** This is a print media award for professional and technical publications such as ***Naval Aviation News, Surface Warfare, Navy Recruiter, Fathom, and Civil Engineer.***

(1) Submit **one** issue published during calendar year 2003.

(2) Paperclip a copy of entry form to submission.

(3) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: Submit as a unit entry.

BROADCAST CATEGORIES AND ENTRY SPECIFICATIONS

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V. TV Categories & Specifications

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VIII. Outstanding Flagship TV Program

IX. Navy-Unique Categories

I. Entry Form

a. Use a clean copy of enclosure (2) as the CHINFO Merit Awards entry form.

b. Type or print in the information. Spell out full names, ranks, organization and complete address where requested. Avoid acronyms.

c. Include a copy of the entry form with your submission. (**do not** attach entry forms to the outside of cassettes or place them inside cassette cases.)

d. Submit original entry forms as separate enclosures with cover letter.

II. Authorization Letter

a. Use enclosure (3) as a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.

b. Entry letter must be dated, serialized and signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority.

c. All submissions must have been broadcast between 1 January 2003 and 31 December 2003

d. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must be received no later than 6 February 2004. (See enclosure (1), paragraph 8b.)

III. Broadcast Entry Packaging

a. General Guidelines

(1) Entries in each category must be on separate cassettes.

(2) All entries must be clearly identified with a label on both the entry outer case and on the cassette. Each cassette must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:

(a) Entry Category
(b) Entry Title
(c) Run Time
(d) Submitting Organization
(e) Primary Contributor.

In the case of labeling the audiocassette, where space is limited, only the Title, Organization and Run Time need to be included. **NOTE: Categories L and M - Provide initial slug/slate only, do not slug/slate between examples on the tape.**

(3) Music segments must be telescoped to 10 seconds or less.

(4) Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

(5) Two copies of the entry form must accompany each entry.

b. Audio Submissions

(1) Audio entries should be on **cassette only**. Mini-disc will not be accepted.

(2) Each cassette must have in the following order:

(a) 10 seconds of tone
(b) Audio slug
(c) 2 seconds of silence
(d) The entry.

NOTE: For categories L and M: Ensure there are 3 seconds of silence between each product example on the tape, **do not** include any further tone or slugs between examples.

c. Video Submissions

(1) Video entries from broadcasting detachments must be on BetaCam SP videotape cassettes. Ships may submit in BetaCam SP, 8mm or VHS. All submissions, regardless of format must have mixed audio tracks.

(2) Each tape must have in the following order:

(a) 10 seconds of color bars and tone
(b) 10 second video slate (those locations without a character generator may use video of the information written legibly on paper)
(c) 5 seconds of black
(d) The entry
(e) At least 30 seconds of black after entry.

(3) All tape submissions should be placed in a "protect" mode to prevent accidental erasure.

(4) Entrants must submit "as aired" copies of TV news/sports story submissions that include downstream fonts and graphics. Do not include the on-camera studio talent lead with story submission. Typed lead-ins/tags must be on the back of the entry form or on a separate sheet of paper.

IV. Radio Categories & Specifications

a. ***Radio Entertainment Program, Category A.*** On a single tape, enter **one** example of a regularly scheduled or special disc jockey program to include both a show open and close, telescoped to a maximum of 10 minutes.

b. ***Radio Spot Production, Category B.*** On a single tape, enter **one** spot not to exceed 60 seconds.

c. ***Radio Report, Category C.*** On a single tape, enter **one** example of a news, sports, feature or hard news story. **Do not** include the anchor's lead-in or tag to the story on the tape. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If the lead-in/tag is typed on a separate sheet, include the category, title and name of the contributor.

d. ***Radio Newscast, Category D.*** On a single tape, enter **one** example of a newscast. Telescope any product within the newscast that is not provided by a military source.

e. ***Radio Information Program, Category E.*** On a single tape enter **one** example of an information program. Telescope any product within the program that is not provided by a military source.

V. TV Categories & Specifications

a. ***TV Information Program, Category F.*** On a single tape, enter **one** example, limited to 60 minutes. Telescope any product within the program that is not provided by a military source. This category includes Commander's/Captain's Calls, magazine programs and documentaries.

b. ***TV Spot Production, Category G.*** On a single tape, enter **one** spot not to exceed 60 seconds.

c. ***TV Report, Category H.***

(1) On a single tape, enter **one** example of either a news or sports story shot and produced **within** a 24 hour time period.

(2) Do not include the anchor's studio lead-in/tag to the story on the tape.

(3) Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper.

(4) If the lead-in/tag is typed on a separate sheet, include the category, title and name of the primary contributor.

(5) 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.

d. ***TV Feature Report, Category I.***

(1) On a single tape, enter **one** example of a news or sports feature that was shot and produced during a period **greater** than 24 hours.

(2) Do not include the anchor's studio lead-in/tag to the story on the tape.

(3) Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper.

(4) If the lead-in/tag is typed on a separate sheet, include the category, title and name of the primary contributor.

(5) 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.

e. ***Local TV Newscast, Category J.*** On a single tape, enter **one** newscast. Telescope any product within the newscast that is not provided by a military source.

f. ***Regional TV Newscast, Category K.*** On a single tape, enter **one** regional newscast. Telescope any product within the newscast that is not provided by a military source.

VI. Command Information Campaign, Category L

a. Entries should consist of a maximum of 10 minutes of products 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.

b. Include a two-page documentation package comprised of a background paper and broadcast products and air history sheet. (See enclosure (5) pages 7 and 8.) The background paper should:

(1) Identify the individual or organization requesting the campaign.

(2) Identify the campaign's internal information objectives.

(3) Identify the target audience.

(4) Summarize actions taken to meet campaign objectives.

(5) Summarize the campaign results. Include information on other campaign efforts if they were run in cooperation or coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts.

(6) Campaign start date and end date if applicable must be included in the run sheet.

c. 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.

d. Most of the Command Information Campaign must have taken place during calendar year 2003. For example, if most of a safety holiday campaign takes place in December 2003 and continues into January 2004, it would fall into the 2003 awards.

e. Each **tape** must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each example on **tape**. **Do not** attach the run sheet to the **cassette**, it should be enclosed with the entry form.

VII. Department of Navy Broadcast Journalist of the Year, Category M. This award recognizes the individual whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

a. Entrants may submit radio and television products that have been produced and aired during calendar year 2003. The broadcast date is the first day the product aired for an internal audience. All detachment members are eligible to compete. Detachments may nominate more than one individual.

b. Total time will not exceed 15 minutes.

c. Include a Letter of Nomination from your commanding officer or officer in charge. Include a one-page biographical sketch.

d. Entry should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included.

e. Each entry must include a run sheet indicating the nominee's name and contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first airdate and location aired. **Do not attach** the run sheet to the **cassette**, it should be enclosed with the entry form.

VIII. Outstanding Flagship Television Program, Category N

a. This award recognizes the overall excellence of the flagship television programs from the service branches at the Department of Defense Thomas Jefferson Awards. It applies to ***Navy/Marine Corps News*** only. Use of commercial or contract facilities to produce the programs is allowed as long as the military organization is responsible for 100% of the content and structure.

b. Submit two programs. One must be the first program aired in March 2003 with the second program chosen by the production crew.

IX. Navy-unique Categories

a. ***SITE TV Newscast, Category O.*** On a single tape, enter **one** entire newscast aired during calendar year 2003.

b. ***SITE TV Spot Production, Category P.*** On a single tape, enter **one** spot (up to 60 seconds) aired during calendar year 2003.

c. ***SITE Open, Category Q.*** On a single tape, enter **one** SITE production (other than a spot or newscast) limited to 60 minutes and aired during calendar year 2003.

BACKGROUND PAPER
Category L: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, Naval Reserve Force, New Orleans, LA

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 products. (Current 50 calls/day.)

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

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Whom 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; Barracks Reconstruction - Enlisted members living in or on waiting list for 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 2003.)

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

BROADCAST PRODUCTS & AIR HISTORY
for
(Name of Command Information Campaign)

(Identify all broadcast products used in support of a campaign and 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 - weeks 1-3
6 - TV news stories	2/week
3 - 1-hour live radio phone-in shows etc.	1/week