



Commandant
United States Coast Guard

2100 Second Street, S.W.
Washington, DC 20593-0001
Staff Symbol: CG-0922
Phone: (202)372-4620
Fax: (202) 372-4980

COMDTNOTE 5780
11 JAN 2007

COMMANDANT NOTICE 5780

CANCELLED: 10 JAN 2008

Subj: 2006 CHIEF JOURNALIST ALEX HALEY, COMMANDER JIM SIMPSON AND DOD THOMAS JEFFERSON AWARDS

Ref: (a) Public Affairs Manual, COMDTINST M5728.2 (Series)
(b) DoD Thomas Jefferson Awards Program Standard Operating Procedure

1. PURPOSE. This Notice solicits participation in the 2006 JOC Alex Haley, CDR Jim Simpson and DoD-sponsored Thomas Jefferson public affairs awards.
2. ACTION. Area, district and sector commanders of maintenance and logistics commands, integrated support commands and headquarters units, assistant commandants for directorates, Judge Advocate General and special staff elements at Headquarters shall ensure widest dissemination and compliance with the provisions of this notice. Submissions must reach CG-0922, the Office of Public Affairs NLT 01 March 2007. Unit Commanders are strongly encouraged to seek recognition for their collective achievements and individual accomplishments in telling the Coast Guard story. Internet release authorized.
3. DIRECTIVES AFFECTED. None.
4. DISCUSSION.
 - a. The JOC Alex Haley Award is named in honor of the Coast Guard's first chief journalist and renowned author. It recognizes individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal and/or external publications.
 - b. The CDR Jim Simpson Award is named for the first press assistant to the Commandant. It recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations.

DISTRIBUTION – SDL No. 146

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NON-STANDARD DISTRIBUTION:

- c. The Thomas Jefferson Award recognizes military and civilian employee journalists and photographers for outstanding achievement in internal information. The program is administered by the DoD's Defense Information School, with guidance from the Office of the Assistant Secretary of Defense for Public Affairs (OASD (PA)). The award is named for Thomas Jefferson, the nation's third president and author of the Declaration of Independence.
- d. Significant changes have been made to the submission requirements for both the JOC Alex Haley and CDR Jim Simpson awards.
- e. For more information, log on to Coast Guard Central, which contains examples of winning work, past judges' comments and tips and other information. Type "JOC Alex Haley" or "CDR Jim Simpson" in the search box to locate award documents or contact CWO2 Patrick Montgomery at 202-372-4638 or Patrick.t.montgomery@uscg.mil

5. ELIGIBILITY.

- a. JOC Alex Haley Award. All Coast Guard members are encouraged to participate. Entries are divided into five writing and imagery categories, with categories for rated Public Affairs Specialists and full-time Public Affairs Officers, as well as categories for all other members.
- b. CDR Jim Simpson Award. All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists are evaluated separately. Units with a Public Affairs Detachment (PADET) co-located are considered as units without assigned public affairs specialists, as long as the unit's personnel are primarily responsible for its public affairs achievements rather than the PADET.
 - (1) CG-09225 will categorize units by size and/or mission type. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ Reservists and Auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and are not considered when determining unit size.
 - (2) The exact number of competition categories is solely dependent upon the number of submissions. CG-09225 will make every effort to categorize units with like units to provide an equitable opportunity for success.
- c. Thomas Jefferson Award. This award program is on a service-nomination basis only. CG-092 will select the Coast Guard nominations, using the JOC Alex Haley award competition as a clearinghouse. Refer to the Department of Defense Thomas Jefferson Awards Program Standard Operating Procedure document for more information, available on the Internet at <http://events.dinfos.osd.mil/tjweb/>.

- 6. JUDGING. Judging for the Haley and Simpson awards will be conducted at Coast Guard Headquarters during March 2007. CG-092 will select a panel to evaluate award entries. The panel may include, but is not limited to, Coast Guard active duty and Reserve service members, Auxiliarists, Defense Information School instructors, and members of academia, civilian media and

professional organizations. Criteria for panel selection will be professional experience and the ability to evaluate submissions objectively. Refer to enclosure (1) for specific judging criteria. Judging for the Thomas Jefferson Award will be conducted at the Defense Information School during April 2007.

7. Environmental Aspect and Impact Considerations. Environmental considerations were considered in the development of COMDTNOTE 5780 and have been determined to be not applicable.
8. Forms/Reports. None.

MARY E. LANDRY /S/
Rear Admiral, U.S. Coast Guard
Director for Governmental and Public Affairs

Encl: (1) 2006 Coast Guard JOC Alex Haley and CDR Jim Simpson Awards, DOD Thomas Jefferson Awards Program SOP

**U.S. COAST GUARD
CHIEF JOURNALIST ALEX HALEY AND COMMANDER JIM SIMPSON AWARDS
DOD THOMAS JEFFERSON AWARDS PROGRAMS
STANDARD OPERATING PROCEDURES
COMPETITION YEAR, 1 Jan. – 31 Dec. 2006**

The Chief Journalist Alex Haley Award recognizes the special achievements of individual authors and photographers whose published works have communicated the Coast Guard story. The Commander Jim Simpson Award recognizes excellence in a unit's overall public affairs program of media relations, community relations and internal information. The Thomas Jefferson Award, operated under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs, recognizes journalistic excellence in internal information, and is open to Coast Guard journalists and photographers.

These awards are designed to encourage and formally recognize Coast Guard-wide participation in conducting our important public affairs mission. The Coast Guard's success depends in great measure upon the American public understanding and supporting our missions. Consequently, our Service needs every member to continue to tell the Coast Guard story.

We have already enjoyed great successes. The Coast Guard has continued to experience an increase in mainstream exposure, name recognition and public support. Fruits of our public affairs efforts include depiction in numerous Hollywood films, cable television documentaries and other television programs during the past several years, and substantial coverage in local and national news programs and publications.

CHIEF JOURNALIST ALEX HALEY AWARD

I. Background

The JOC Alex Haley Award is named in honor of the Coast Guard's first chief journalist and renowned author. It recognizes individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal and/or external publications.

II. Categories

Category A: Best Writer (Non-PA)

1. Enter articles such as news and feature stories, commentary and sports articles.
2. Submit the best examples of individual work: two (2) to ten (10) published articles that tell the Coast Guard story in internal or external publications (newspapers, magazines, Internet publications, etc).

Category B: Best Writer (PA/PAO)

3. Enter articles such as news and feature stories, commentary and sports articles.
4. Submit the best examples of individual work: two (2) to ten (10) published articles that tell the Coast Guard story in internal or external publications (newspapers, magazines, Internet publications, etc).

Category C: Outstanding Public Affairs Specialist (PA)

This award recognizes the best-combined categories of B and E.

Category D: Best Photographer/Videographer (non-PA/PAO)

Submit the best examples of individual photography and video work. For photography, submit one (1) to ten (10) published photographs that tell the Coast Guard story in internal or external publications – newspapers, magazines, Internet publications, etc. For video, submit an up to five-minute DVD compilation of individual best video telling the Coast Guard story in internal or external outlets. One example would be original Coast Guard footage used on a news broadcast or in a safety campaign. Additionally, the supporting raw video must be furnished on a separate DVD, for inclusion in the Coast Guard Imagery Branch archive.

Category E: Best Photographer/Videographer (PA/PAO)

Submit the best examples of your photography and video work. For photography, submit one (1) to ten (10) published photographs that tell the Coast Guard story in internal or external publications – newspapers, magazines, Internet publications, etc. For video, submit an up to five-minute DVD compilation of your best video telling the Coast Guard story in internal or external outlets. Examples would be original Coast Guard footage used on a news broadcast or in a safety campaign. Additionally, the supporting raw video must be furnished on a separate DVD, for inclusion in the Coast Guard Imagery Branch archive.

III. General Submission Criteria

- A. Provide both electronic and hard copy versions of each article and photograph for all categories. PA's submitting for Categories B and E are automatically entered into Category C and will not be required to submit additional electronic versions of their work.
- B. Submit clean 8.5"x11" photocopies of published article tear sheets (clippings). Submit one (1) or two (2) (maximum) copied tear sheets (from different publications) to support each article or photograph submitted.

- C. Label the back of each tear sheet or photograph with your name, unit and entry category. Provide a list of all the internal and external publications that featured the work. Include the publication name(s), circulation numbers, publication date(s), and the page number wherein the article/photograph appeared to include circulation numbers, and section of the paper, if applicable. Specify if an article or photograph appeared in an online publication. The Public Affairs Officer should verify the publication listing for those publications not represented by tear sheets.
- D. Provide electronic versions of articles on a disk or CD in text (.txt) format. The electronic version must be identical to at least one of the published tear sheets, with no further editing.
- E. Provide electronic versions of photographs on a disk or CD in Joint Photographic Experts Group (.jpeg) format, or PDF files of the publication page on which they appeared. The electronic version must be identical to hard copy products, with no further editing or enhancements applied after initial publication (excluding obvious editorial changes, such as cropping).
- F. Submit work produced and published only during the competition calendar year.
- G. Submit a signed memo from your Public Affairs Officer stating that all work was produced by you in the competition calendar year.
- H. All submissions must reach CG-09225 no later than 01March 2007.
- I. Entries will not be returned. All entries remain the property of CG-09225.
- J. All author and photographer submissions are screened for possible nomination for the DoD Thomas Jefferson Awards (see the Thomas Jefferson Award section for more information).

V. Judging

Judging will be conducted during March 2007. Commandant (CG-092) will select a judging panel to evaluate JOC Alex Haley Award entries. The panel may include, but is not limited to, Coast Guard active duty service members, civilian employees, Reservists and Auxiliaries, Defense Information School instructors, members of academia, civilian media and professional organizations and other service public affairs personnel. Criteria for panel selection will be professional experience as a journalist, photographer or public affairs officer. Winners' names will be announced in an ALCOAST and plaques will be awarded.

- A. The judging panel will evaluate writing based upon the following criteria:
 - 1. Technical merit. The judging panel will evaluate the published article's ability to answer who, what, when, where, why and how; transitions between ideas; use of attribution to strengthen key points or opinions; and use of descriptive writing to creatively tell the story and maintain reader

interest. The panel will assume that all publication editors are professional editors and any changes from the original article were made to improve the article for publication.

2. Content. Judges will consider the subject's significance – the degree to which the published articles contribute to the success of the Service. Examples of significant articles include those discussing Homeland Security, Deepwater, SAR system enhancements, etc.
3. Audience impact. Judges will consider the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely a single article was published. An example of high audience impact is an article published in a large city daily newspaper or a single article published in several external newspapers or magazines.

B. The judging panel will evaluate imagery based on the following criteria:

1. Technical merit. The judging panel will evaluate the image's focus, exposure and composition; creativity and use of natural and artificial light.
2. Content. Judges will consider how well an image depicts Coast Guard personnel, roles and missions in an appealing, informative manner.
3. Audience impact. Judges will consider the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely imagery was carried. An example of high audience impact is a photograph published in a large city daily newspaper or a photograph published in several external newspapers or magazines, as well as video used on newscasts, Motion Picture Office projects and safety campaigns.

VI. Eligibility

A. This competition is open to individual Coast Guard active duty and reserve members.

B. Entries are divided into 5 writing and imagery categories:

1. Public affairs officers and rated Public Affairs Specialists may compete in categories B, C and E. Each category will have one winner. However, additional places may be awarded, at the judging panel's discretion. Public affairs officers are those officers formally trained as, and assigned to headquarters, area or district public affairs officer assignments during the competition year.
2. All other members may compete in categories A and D. Each category will have one winner, however, other places may be awarded, at the judging panel's discretion. Unit collateral duty public affairs officers and

graduates of the five-day Coast Guard Public Affairs Course (COPAC) will be entered in these categories, as conducting public affairs is not their primary responsibility.

VII. FAQs, Tips and Information on Changes:

Can I enter as many categories as I want?

Yes, as long as you meet the qualifications. Categories are either open only to rated PAs/full-time PAOs, or only to all other members.

I used to be a full-time PAO, but now am in another assignment. Which categories are open to me?

The non-PA/PAO categories, unless you served as a full-time PAO during the competition year.

Why can't I submit all my photographs, news clips and stories in the categories?

Limits have been placed on submission quantity to ease the burden on members submitting entries and allow judges to focus on the quality rather than the quantity of work submitted.

How should I package my submission?

Putting everything in a binder is recommended. You will not be judged on presentation, but your submission needs to survive the shipping process and repeated handling by the judging panel. Binders with “locking” clasps are a great idea, as many non-locking binders become unclasped in the shipping process, spilling all your hard work! Labeling tear sheets and photographs is also a good idea – the binder may be taken apart and put back together during the evaluation process.

The contest has been over for months, and I won an award – where is it?

Winners' plaques are normally routed through their Area/District Commander's office. All plaques are sent via FedEx, and can be tracked, if necessary.

COMMANDER JIM SIMPSON AWARD

I. Background

The CDR Jim Simpson Award is named in honor of the late public affairs officer best remembered for his efforts to promote the Coast Guard through the news media. The award recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations.

II. Eligibility

All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists will be evaluated separately. Those units in which a public affairs detachment is co-located will be considered as units without assigned public affairs specialists, so long as the unit's personnel are primarily responsible for earning its public affairs achievements.

- A. CG-09225 will categorize units by size and/or mission type. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ Reservists and Auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and will not be included to determine unit size.
- B. The exact number of competition categories is solely dependent upon the number of submissions. CG-09225 will make every effort to categorize units with like units to provide an equitable opportunity for success.

III. Specifications

Submissions should effectively depict a unit's overall public affairs program and provide support material as evidence of their media relations, internal information and community relations efforts. Examples of media relations may include press releases with accompanying newspaper tear sheets (clippings) or video clips from television broadcasts. Examples of internal information include plans of the day/week or articles published in *Coast Guard* magazine. Examples of community relations include a listing of community programs that the unit supports or letters of appreciation from special interest groups. All submissions will not be returned after judging.

- A. Submit packages to CG-09225 no later than 01 March 2007.
- B. Submit entry packages in one binder. Submission binders shall be no wider than one (1) inch. The front cover of the binder must identify the submitting unit and be labeled "2006 CDR Jim Simpson Award." The front cover will not be judged on appearance.
- C. Submit only materials produced during the competition calendar year.
- D. Enclose a memo, signed by the unit commander, addressed to CG-092 as the first page to the submission binder. This letter should include the following information:
 - 1. The total number of active duty officers and enlisted members assigned to the unit.
 - 2. The unit's public affairs program goal(s), if identified. How the unit measured the success of its program (i.e., effort vs. results). Identify any areas in which the unit improved its public affairs efforts and results during the competition year.
 - 3. Introduce what public affairs campaigns, if any, the unit conducted to educate, inform or raise awareness concerning specific issues.

4. Highlight significant accomplishments, issues or events, and any other important information for the judging panel.
 5. The binder should be divided into three (3) sections, each clearly labeled as “Media Relations,” “Internal Information” and “Community Relations.” A list of bullets that summarize a unit’s accomplishments or a table of contents must precede each section.
- E. Media Relations section. Leverage the news media to improve external outreach efforts and raise Service visibility. Using the news media is the most cost-effective and quickest means to reach a broad segment of the American public. Evidence of a unit’s media relations initiative is the frequency the unit pursues opportunities to tell its story and whether a Coast Guard spokesperson or original video is used in television news stories. Begin this section with a brief summary of the unit’s media relations initiatives, plans, marketing strategies, public affairs after-action reports, public affairs guidance, accomplishments and a copy of the unit news release log, if one is used to track releases. Also, note the frequency and timeliness the unit posts news releases to a unit-produced Internet site.

Include the best examples of the unit’s media work. Illustrate the top ten (10) “news evolutions” from the competition calendar year. These evolutions could include, but are not limited to, breaking news coverage of major cases, media personality features of unit personnel, media “ride-alongs” on Coast Guard vessels or aircraft or unit public affairs campaigns. Public affairs campaigns are usually used to raise awareness concerning specific issues, are typically conducted in advance of an event or media query, and may rely heavily upon the media to disseminate the message.

Organization of the Media Section is important. Units should arrange the section by event (i.e., if a news release was disseminated for the evolution, it should be grouped with the corresponding tear sheets from the evolution). The following addresses submission criteria for specific support material of these top ten news evolutions:

1. Newspaper or magazine tear sheets (news clippings) may comprise the majority of the Media Relations section. Your unit may submit one (1) to five (5) tear sheets to support each news evolution in your section – additional print (newspaper, magazine, journal) and electronic (television, radio, Internet) media coverage should be listed for each news evolution with, at a minimum, the name of the news outlet and the date the story was published/aired. Submit clean 8.5x11-inch photocopies of tear sheets. Do not submit originals. For those tear sheets generated from unit news releases, group the accompanying news release to the corresponding tear sheet(s). Doing so will provide a more accurate measure of unit-generated media coverage.
 - a. Note if unit-produced photographs of the news evolution were provided to the media, and if any were published.

2. Compile no longer than a five-minute sampling of television news clips that support your unit's top ten news evolutions during the year, on only one (1) VHS videotape or CD or DVD-ROM. Video clips sent on CD should be .MPEG or .WMA files. Editing skills will not be evaluated. Do not include multiple news clips of the same story; select only the best news clips (e.g., the clip with original CG video or spokesperson is best). In order to provide as many clips into a five-minute tape or CD as possible, it is not necessary to include entire news clips. The following are specific submission criteria:
 - a. Tapes and CDs must be clearly labeled with unit name, "2006 CDR Jim Simpson Award" and should list total running time.
 - b. To supplement the news clips, include a log of stories covered on the tape in the Media Relations section of the binder, as well as other television news stories that didn't make the tape but aired and covered the same news evolution. If possible, the log should include the date the story aired, the news station or network identity (Ex.: WPVI-Ch.6, CBS Evening News) and whether a unit spokesperson and/or original video aired.
 - c. Note if unit-produced video of the news evolution was provided to the media.
 3. Radio is a valuable medium for raising Coast Guard visibility, especially during morning and afternoon drive times. Additionally, some radio stations host public forums to educate their listening public about issues that affect them. You may submit a compilation audiotape or CD of radio events, or include a printed transcript of radio broadcasts. Audio clips submitted on CDs should be in .WAV or .MP3 format.
 4. Public affairs campaigns. Elements of public affairs campaigns to include in the media relations section are press kits, news releases and letters to news media features producers. Any public affairs campaigns included in the Media Section should be included in the top ten news evolutions. To include a public affairs campaign that combines media relations, internal information and community relations, pick the most appropriate section of the binder and place the summary/supporting documents there – do not repeat the accomplishment in every section.
- G. Internal Information section. Begin this section with a brief summary of the unit's internal information accomplishments. Internal information activities are those services or tools the unit utilizes to keep service members and their families informed. List all the unit's internal information activities in a summary, and include illustrations of the unit's top ten (10) internal information accomplishments in this section, with supporting material from the competition calendar year. Support material should be limited to one (1) to five (5) items per accomplishment, from unit-

produced events or programs. Internal information accomplishments, and items that support them, may include, but are not limited to:

1. Internally published articles or photographs. If a unit member's articles or photographs were published in *Coast Guard* magazine or any other internal publication, the unit should submit tear sheets (clippings). These tear sheets must identify the publication and date of issue. Internally published news and feature articles that were not authored by someone assigned to the submitting unit will not be considered. Submit a certificate of authenticity from the Public Affairs Officer for articles published without a byline.
 2. Plans of the Day/Week. Submit a sampling of the unit's POD/POW and mention the frequency of POD/POW publication. To conserve valuable binder space, only submit a limited sampling of POD/POWs and use the brief summary leading this section for further discussion.
 3. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to internal audiences. Examples of public affairs campaigns include feature or educational stories concerning a significant policy change that affects all Coast Guard family members. To include a public affairs campaign that combines media relations, internal information and community relations, pick the most appropriate section of the binder and place the summary/supporting documents there – do not repeat the accomplishment in every section.
 4. Other internal information events or tools include family cruises, spouses' luncheons, prayer breakfasts, ombudsman newsletters, web site pages and morale or photo bulletin boards. If hard copy samples of these examples are not available, the unit should mention these activities in the brief summary introducing the Internal Information section.
- H. Community Relations section. Begin this section with brief a summary of the unit's community relations accomplishments. Community relations activities include all events or tools the unit utilizes to portray the unit, and its members and families, as integral and integrated members of the local community.

List all the unit's community relations activities in a summary, and include illustrations of the unit's top ten (10) community relations accomplishments in this section, with supporting material from the competition year. Support material should be limited to one (1) to five (5) items per accomplishment, from unit-produced events or programs. Community relations accomplishments include, but are not limited to:

1. Inclusion as a member of the local chamber of commerce and participation in chamber-sponsored events.
2. Managing an active speaker's bureau or color guard, participating in Armed Forces Day events and conducting unit open houses.

3. Volunteering as coaches for local sporting teams, as well as participation in Partnership in Education programs, the service's First Book national charity initiative and local scouting organizations.
4. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to the local community or a specific group of publics in a local community. An example of a community awareness campaign includes a boating safety educational initiative designed to decrease recreational boater fatalities. Evidence of public affairs campaigns to include in the community relations section may include photos of billboards, pamphlets, speaking engagements to boating clubs and trip reports to local marinas. Initiatives like this are also great examples of teamwork, as auxiliary personnel may conduct much of this campaign on the unit's behalf. To include a public affairs campaign that bridges the gaps between media relations, internal information and community relations, pick the most appropriate section of the binder and place the summary/supporting documents there – do not repeat the accomplishment in every section.
5. Examples of support material are encouraged, to include: letters of appreciation from social, civic and community associations; a copy of a formalized education partnership directive or plan; community information pages on a unit-produced Internet site; or proof of a unit's members volunteering for and/or participating in a community event.

IV. Judging

Judging will be conducted during March 2007. CG-0922 will select a judging panel to evaluate CDR Jim Simpson Award entries. This panel may include, but is not limited to, Coast Guard active duty members, civilian employees, Reservists and Auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations and other service public affairs personnel. Criteria for panel selection will be experience as a public affairs professional and the ability to judge submissions objectively. Winners will be announced in an ALCOAST and plaques will be awarded.

A. The judging panel criteria include:

1. Initiative. Judges will evaluate the degree to which a unit created opportunities to tell its story through the news media, through participation in community activities and to its Coast Guard family. Units that take a more active approach to informing internal and external audiences will rate higher than those units practicing a more passive approach to public affairs. An example of a unit exercising initiative is a public affairs campaign directed at raising awareness of a specific issue to a specific public.
2. Consistency. A unit should show a consistent effort in all three public affairs activities throughout the entire year. It is possible that a significant event changes command philosophy during a calendar year (change of command, significant news event, etc.) and the unit then shows a consistent effort after that event. If so, units are

- encouraged to discuss the event and how it affected the unit's public affairs approach in the submission cover letter.
3. Imagery. Judges will evaluate the quality and amount of video and still photographs unit members captured of their cases and events that successfully augmented efforts in all three public affairs activities. The judging panel will evaluate images that generated news media coverage and were captured in television news reports and newspapers stories; images published in *Coast Guard* magazine; or, whether the unit posts images to a morale board or website. The panel will also evaluate the overall extent to which units fulfill the Commandant's imperative of increasing Coast Guard visibility by making imagery capture part of their total mission.
 4. Team participation. Judges will evaluate the degree to which the entire unit -- including active duty, Reservists and Auxiliarists -- participated in telling the Coast Guard story.

V. FAQs, Tips and Information on Changes:

My unit won an award – where's our plaque?

Winners' plaques are normally routed through the unit's Area/District Commander's office. All plaques are sent via DHL, and can be tracked, if necessary.

The changes to the submission rules seem confusing – what am I supposed to send in?

A submission package that has the "maximum" of everything would contain the following: a well-written cover letter; three sections – media relations, community relations and internal information; a table of contents or summary preceding each of the three sections; the unit's top ten events in each section, with appropriate support material; five minutes of news clips on a VHS tape or CD-ROM.

My unit has many great news clips – it is just too hard to edit down to five minutes. Can I submit more?

You can submit more, but chances are it will not be watched. The judging panel will watch only five minutes of each tape – the first five minutes. If your unit has several great clips, you may want to consider editing the clips themselves, and submitting a tape with "highlights" instead of complete newscasts – just be sure you keep enough of the clip on the tape/CD for judges to evaluate. Most importantly, check your tape/CD before sending your submission – poor quality audio or video may make it difficult to evaluate your unit's hard work.

Our MSO/Group/Air Station is small. Will we have to compete with larger units?

Competition categories are driven by submissions. Units are primarily grouped with like units (i.e., an air station category, an MSO category, etc.). If there are many submissions,

categories could be further broken down by unit size (i.e., small air station category, large air station category, etc.). Unit size has not been a factor in the past few competition years – the smallest units in some categories have actually placed first.

Are unit PA programs judged on how nice the submission package looks?

All unit PA programs are evaluated based on the criteria in this SOP – the submission package is just a means to an end. However, take care to present your program, via your submission, in an accurate and clear way. Keep in mind that your submission must survive the shipping process and handling by the judging panel. Binders with locking clasps are a good idea, as many submissions arrived at HQ last year with unclasped binders and loose pages. Using clear plastic sheet protectors for some documents is a good idea; using them as an “envelope” for large amounts of documents is a bad idea. If you think your submission package may require a lot of work for judges to decipher take apart or put back together, etc., it may be an indication that there is a better way to represent your unit’s public affairs work for evaluation.

THOMAS JEFFERSON AWARD

I. Background

The Thomas Jefferson Award recognizes military and civilian employee journalists and photographers for outstanding achievement in internal information. The program is administered by the DoD's Defense Information School (DINFOS), with guidance from the Office of the Assistant Secretary of Defense for Public Affairs (OASD (PA)). The award is named for Thomas Jefferson, the nation's third president and author of the Declaration of Independence.

II. Eligibility

- A. Members who wish to compete for a Thomas Jefferson Award must first compete for a JOC Alex Haley Award, as the Haley competition is the clearinghouse for Coast Guard Thomas Jefferson Award nominations.
 1. Members should thoroughly review the JOC Alex Haley Award and Thomas Jefferson Award eligibility requirements, entry specifications and competition categories.
- B. Coast Guard nominations in the individual categories for the Thomas Jefferson Award competition will come from the JOC Alex Haley award submissions.
- C. Refer to the Department of Defense Thomas Jefferson Awards Program Standard Operating Procedure document for more information. It is available on the Internet at <http://events.dinfos.osd.mil/tjweb/>.

-USCG-