



DEPARTMENT OF THE NAVY
OFFICE OF INFORMATION
1200 NAVY PENTAGON
WASHINGTON DC 20350-1200

IN REPLY REFER TO

CHINFOINST 5305.3

OI-006

OCT 11 2012

CHINFO INSTRUCTION 5305.3

From: Chief of Information

Subj: RUSSELL EGNOR NAVY MEDIA AWARDS PROGRAM

1. Purpose. To establish the policy, submission process and requirements for the Russell Egnor Navy Media Awards program throughout the Navy Office of Information (CHINFO).
2. Cancellation. CHINFOINST 5305.2A and CHINFOINST 1700.2A.
3. Background. The Russell Egnor Navy Media Awards (NMA) program promotes excellence in Navy journalism, photography, videography, and graphic arts among Navy commands and their Public Affairs and Visual Information (PA/VI) specialists. The program promotes training, reinforces high internal media standards and recognizes, and rewards outstanding achievement in Navy media products. The program is named after retired Senior Chief Journalist Russell D. Egnor who served the Navy for more than 40 years as an active duty and reserve Journalist and as the Director of the Navy's News Photo Division at the Navy Office of Information.
3. Responsibilities. CHINFO's Command Master Chief (CMC) has overall responsibility for administering the Russell Egnor Navy Media Awards Program.
 - a. Command Master Chief shall:
 - (1) Review and update the NMA Standard Operating Procedures (SOP) annually and release to the Fleet by October of each year.
 - (2) Establish regional NMA boards at various Fleet Concentrations areas worldwide and ensure a fair and transparent judging process that selects the best Navy Media products released during the completion year.
 - (3) Coordinate with OI-2 and OI-8 to in-process all award submissions and provide to Fleet Concentration areas worldwide for judging.

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(4) Verify and validate NMA selections and coordinate with OI-10, OI-2 and OI-8 in the processing, announcing and delivery of awards and the online posting of NMA Feedback.

b. OI-10 shall:

(1) Prepare program correspondence and awards and ensure the delivery of awards to winning commands.

c. OI-2 shall:

(1) Assist with the in-processing of award submissions and the repackaging of audio and video entries that qualify for the DoD Thomas Jefferson Awards program.

(2) Conduct online posting of NMA Feedback each year.

d. OI-8 shall:

(1) Assist with the in-processing of award submissions and the repackaging of audio and video entries that qualify for the DoD Thomas Jefferson Awards program.

(2) Procure the plaques for the applicable categories and will maintain program statistics and records.

4. NMA Categories and Program Submissions. Refer to the Russell Egnor Navy Media Awards Standard Operating Procedures document, posted online at www.chinfo.navy.mil, for the competition year's list of categories and submission procedures.


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