

Russell Egnor Navy Media Awards
Standard Operating Procedures 2012/2013
Update 3 - Dec. 12, 2012

Section 1	Eligibility
Section 2	Entries
Section 3	Categories and Category Descriptions
Section 4	Submission Procedures
Section 5	Judging Procedures
Section 6	Awards
Section 7	Feedback and After Action
Appendix A	Russell Egnor Biography
Appendix B	NMA Timeline
Appendix C	NMA Entry Forms
Appendix D	Sample Cover Letter
Appendix E	NMA/DoD TJ and VIAP Comparison Chart

Summary of Changes

Update 1 - November 1, 2012: Added four Excellence Award categories (Navy Civilian Broadcaster of the Year, Navy Civilian Print Journalist of the Year, Navy Civilian Photographer of the Year, Navy Civilian Graphic Artist of the Year) and renumbered Excellence Categories.

Update 2 - November 28, 2012: Corrected Section 6, Awards, to reflect proper awards for Excellence Awards categories.

Update 3 - December 12, 2012: Updated requirements for U001-U006 and U013 to align with 2012 DoD Thomas Jefferson Awards requirements.

Section 1
Eligibility

1.1 The Russell Egnor Navy Media Awards (NMAs) are primarily intended to recognize U.S. Navy Active Duty and Reserve Mass Communication Specialists, Public Affairs Officers and Photo Limited Duty Officers (165X and 647X) and Navy Civilians in the Public Affairs and Visual Information civilian group (10XX Series). There are some categories open to other Navy personnel.

Group	Categories
U.S. Navy Active/Reserve MCs, 165X, 647X, and 10XX Civilians	All Unit Categories, All Individual Categories except I015 and I035 (Contribution by Stringers)
All U.S. Navy Active/Reserve personnel and 10XX Civilians	All Unit Categories and Individual Category I010.
All U.S. Navy personnel who are not Active/Reserve MCs, 165X, 647X and 10XX Civilians	Individual Categories I015 and I035 (Contribution by Stringers)

1.2 Navy personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces are encouraged to submit individual entries to the NMA program. Unit entries at these commands/units must be submitted through their chain of command to the Defense Media Activity.

1.3 Civilian personnel at Joint/Unified Commands, Defense Agencies and Joint Task Forces must submit individual entries through their chain of command to the Defense Media Activity.

1.4 Members of other services are not eligible to compete in any NMA Individual or Excellence category regardless of the command they are assigned.

1.5 Government contract employees and products where content is produced by government contractors are not authorized to compete in any NMA Category.

1.6 Personnel assigned to Stars and Stripes newspapers are not eligible to compete in the NMA program.

1.7 Use of copyrighted audio, video, and imagery is not authorized without documented permissions. If copyrighted materials are used in a submission, provide a statement on the source of the items used and what permissions for use were granted.

Section 2
Entries

2.1 Entries are to be submitted to CHINFO from Jan. 1 to 0600 Eastern Time 1 February each year. See [Section 4](#) for submission procedures. Entries must be authorized products approved for public release.

2.2 All entries must have been published; posted on public websites; broadcast via AFRTS or on base or ship cable systems; or otherwise publicly disseminated during the competition year, 1 January to 31 December.

2.3 No single product may be entered in more than one category except when used as part of a submission in any Excellence Category (Broadcaster, Print Journalist, Photographer, Graphic Artist of Year and MC of Year) and when in the UNIT013: Video/Information Campaign and UNIT014: Navy Media Excellence Award.

2.4 Individuals may submit only one entry in each Individual category.

2.5 Units may submit only one entry in each Unit and Excellence category.

2.6 Units may submit no more than three (3) entries in each Individual award category. Each entry must be from a different contributor. Units are encouraged to conduct their own competition to determine the top entries for their unit.

2.7 Navy personnel are not eligible to submit NMA entries in other service media competitions.

2.8 Entries submitted into the NMAs will not be entered into the DoD Visual Information Awards Program competition by CHINFO because the VIAP competition is designed for individuals to submit their own work through the VIAP [website](#). Active duty and Reserve personnel are encouraged to enter applicable individual entries in [VIAP](#). See Appendix E for information on which NMA categories correspond to a VIAP category.

2.9 First-place winning entries with corresponding DoD Thomas Jefferson Awards will be entered into the TJ Awards program automatically by CHINFO. See Appendix E for details on which categories correspond with TJ Awards.

Section 3
Categories and Category Descriptions

3.1 The NMAs are divided into three distinct category groups: Unit Categories, Individual Categories and Excellence Categories.

3.2 Unit Categories. There are 15 unit categories. Each unit may submit one entry per unit category. A primary contributor and up to four significant contributors may be recognized on each entry.

- a. For Categories U001 - U005: Units must submit two issues for the entry. One issue must be from the mandatory publication date which will be announced when the DoD Thomas Jefferson Awards release their mandatory publication date. If the entry is a quarterly publication, then submit the one published during the competition year that is closest to that date. The second issue may be any edition posted during the program year.
- b. Unit Categories and Category Descriptions.

U001	Metro Newspaper	A newspaper of any size that is produced for a regional area, a group of individual units or a specific mission. Print or Digital.
U002	Tabloid Format Newspaper	A newspaper roughly 11X17 inches using fundamental newspaper design elements produced for a unit, geographic location or mission.
U003	Magazine Format Publication	A magazine of any size that is using fundamental magazine design elements. Print or Digital.
U004	Newsletter Format Publication	A newsletter using fundamental newspaper design elements produced for a unit, geographic location, mission, or purpose. Print or Digital.
U005	Internet-Based Publication	A newsletter, newspaper or magazine produced specifically for the internet. The product must be an archival product, issue or edition such as newsletter, magazine or newspaper designed natively for the web.
U006	Social Media Initiative	Recognizes the use of social media technologies as a strategy to deliver command messages. The use of social media in a cohesive effort to achieve specific/focused communication objectives. Examples include but not limited to: electronic magazines, Internet forums, web blogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating, apps, and social bookmarking. Entries must include an explanation of how the new media initiative accomplished local installation strategic objectives. Ideally, entries should include short and long-term objectives, target audiences or communities, and if applicable, how the new media effort dovetailed with traditional media outreach.

U007	Blog	This category includes "Web logs," or "blogs," designed to communicate themes, messages and other relevant information to on-line audiences. Include web address with the entry. Entries must include three posts, each from a different month. Entries must include an explanation of how the blog accomplished local installation strategic objectives. Ideally, entries should include short and long-term objectives, target audiences or communities, and if applicable, how the new media effort dovetailed with traditional media outreach. The background paper should include URL/Web address for each site. Entrants must provide relevant addresses, along with a screen shot of the site or product entered. Personal blogs are ineligible.
U008	Website	An organizational Internet or intranet site, hosted on a DoD-authorized domain that presents news and information to a primarily internal audience. Computer-generated, self-contained web design with a minimum of five linked HTML documents. Layout, design, flow, and intuitive user interface are important aspects that will be reviewed during judging. The website will be judged as it exists on the date the judging takes place.
U009	Audio/ Newscast	Telescope out all non-news elements (ex: spot breaks) and products not provided by a military source (Ex: AP News). Any length.
U010	Audio/ Information Program	Includes Commanders'/Captains' Calls, magazine programs and documentaries or features of 5 minutes or greater in length. (Commanders'/Captains' Calls and magazine programs must be limited/telescoped to 15 minutes or less, ensuring it is representative of the program in its entirety. Documentary and feature pieces must be limited/telescoped to 30 minutes or less.
U011	Video/ Information Program	This category includes Spots, Site TV Programs, Travel Specials, Commanders'/Captains' Calls and magazine programs, of 5 minutes or greater in length. Commanders' / Captains' Calls and magazine programs must be limited / telescoped to 15 minutes or less, ensuring it is representative of the program in its entirety.
U012	Video/ Newscast	Local, regional, Site TV, mission oriented, or theme oriented newscast. Newscast should have a specific target audience through television and/or web. Must be two minutes or longer. Telescope out any spot breaks or elements not directly part of the newscast.
U013	Video/ Command Information Campaign	Entries must consist of 10 minutes or less of products in support of a specific local/regional command information campaign. Submit all radio and/or video products as single video file. Entries must include a two-page documentation package composed of: A Background Paper that identifies the individual or organization that requested the campaign; identifies the campaign's internal information objective(s); identifies the target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with the station's campaign, such as those run by the installation PAO. The campaign start date, and, if applicable, the end date, must be included. A Broadcast Products and Air History Sheet that includes both a list of the elements produced (spots, news stories, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

U014	Cruisebook	There are two categories, Category U015 (A), Small commands-fewer than 500 persons and Category U015 (B), Large commands-more than 500 persons. Select one hard 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. All entries in this category must be mailed to the address listed in Section 4.
U015	Navy Media Excellence Award	This award recognizes the efforts of a single command/unit for overall excellence in internal information product production. Entries must include at least three (3) Unit entries and five (5) individual entries with three (3) from different sub-categories (Audio/Graphics/Photo/Video /Writing).

3.3 Individual Categories. There are 41 individual categories in five sub-categories: Audio (6), Graphics (8), Photo (10), Video (9), and Writing (8). Units may submit no more than three (3) entries in each Individual award category. Each entry must be from a different contributor.

a. Individual Categories and Category Descriptions.

I001	Audio/ Entertainment Program	Entry must be a disc-jockey program and may be a special or a regularly scheduled program. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program, eliminating non-local spots, and non-local elements. Should be 15 minutes or less.
I002	Audio/ Feature	Product must be 5 minutes or less in length and convey an effective story. Can be human interest, personality feature, or soft news take on recent news events. If applicable, story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. Should contain natural sound elements using proper audio weaving techniques.
I003	Audio/ News Story	Story should be newsworthy and produced as an audio story. Stripped video news story are not eligible. If applicable, story lead-ins/tags must be included with entry form. Should contain natural sound elements using proper audio weaving techniques.
I004	Audio/ Series	Entries must include three or more audio news and/or feature stories dealing with a common theme.
I005	Audio/ Sports	Any sports story event with a military tie. If applicable, story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. Should contain natural sound elements using proper audio weaving techniques.
I006	Audio/ Spot Production	Should be no more than 60 seconds in length. Either informational or selling. Spot should have an identifiable target audience and a narrow focus.
I007	Graphics/ Illustration	Two-dimensional work created by any free hand method utilizing dry-based mediums. Artwork accepted in this category includes line art, cartooning, and sketching (including field sketches). The primary mediums used to create artwork in this category are pencil, charcoal, chalk, etc. Ink is considered a dry-based medium unless applied using a wash technique.
I008	Graphics/ Information	This category consists of one information graphic that communicates complex information quickly and clearly. Can include charts, diagrams, graphs, tables, maps and lists.

I009	Graphics/ Layout and Design	A single page layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources. Entries include flyers, certificates, CD covers, cover art, posters, etc.
I010	Graphics/ Publication (Open)	This category consists of publications that do not meet the criteria for any other submission category. This category includes Family-grams, books, handbooks, programs, etc. involving multiple page layouts incorporating text, graphics and photos. Entries must consist of a minimum of four pages.
I011	Graphics/ Animation	This category contains self-playing movies of computer-generated animation. Animation category entries must be submitted in one of the following formats: MPEG, AVI, QuickTime, Flash (FLV), and Shockwave (SWF)
I012	Graphics/ Crests and Logos	Original artwork that represents a logo or crests that was utilized in some kind of official military capacity. Examples of this category are unit coin designs, unit crests, team logos, etc. An entry entered in the Digital Art category cannot be entered in this category.
I013	Graphics/ Digital Art	Original artwork created entirely by digital means. Examples of artwork accepted in this category include shields, crests, paintings, etc.
I014	Graphics/ Multimedia Feature	A product using elements of multiple media/mediums. All forms of media are allowed; audio, video, still photography, graphics, and/or animation. Product should tell a focused and effective story.
I015	Photo/ Contribution by a Stringer	This award recognizes the single outstanding contribution in photojournalism by a stringer for a DoD publication.
I016	Photo/ Feature	Storytelling picture. Should have strong subject and focus. Include Caption.
I017	Photo/ Illustrative	Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics.
I018	Photo/ News	Photo of a newsworthy event. Photo should have strong elements of newsworthiness. Include Caption.
I019	Photo/ Operational Documentation	Depicts the U.S. military's participation in a military exercise or operation. Submit 5 to 10 photos. Entries must be unclassified and approved for release.
I020	Photo/ Photo- journalism	Entries must include two or more photographs, captions and story by the same photojournalist. All elements will be judged.
I021	Photo/ Pictorial	Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.
I022	Photo/ Picture Story	Series of pictures that reveal a storyline or a single theme. Submit a traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72PPI. Do not submit the high resolution composite layout. Submit each photo used in layout separately.
I023	Photo/ Portrait	Picture that identifies and captures a subject's character. Can be Formal, Candid, Personality or Environmental portrait.
I024	Photo/ Sports	Photograph of sports participation or of a sports-related activity. Must have military tie.
I025	Video/ Documentary	A video that explores a topic or issue in-depth through effective storytelling. Must be longer than 5 minutes. Can be narrated or non-narrative.
I026	Video/ Feature	Stories must be 5 minutes or less in length. Can be human interest, personality feature, or soft news take on recent news events. Should have a strong focus and tell an effective story using storytelling techniques. Can be narrated or non-narrative. Include lead in or tag out information with entry form.

I027	Video/ News	Entries should be mission oriented with strong elements of newsworthiness. Should tell an effective story using storytelling techniques. Can be narrated or non-narrative. Include lead in or tag out information with entry form.
I028	Video/ Newsbreak	Video Newsbreak for television or web. Entry must be a stand-alone programming element between 60 and 120 seconds in length.
I029	Video/ Operational Documentation	Depicts the U.S. military's participation in a military exercise or operation. Entry should be a 3 to 5-minute package with no narration. It should contain no less than 15 individual shots on a given subject. Each shot should be no less than 10 seconds. Entry must contain a still photo-style caption in the slate at the tail of the video. Entries must unclassified and approved for release.
I030	Video/ Series	Entries must include three or more video news and/or feature stories dealing with a common theme.
I031	Video/ Social Media	A video specifically designed for social media that delivers command information or supports command communication objectives. Can be news based or other creative style. Include web address of video with entry and analytics information (plays, likes, shares). Should be no more than 5 minutes in length.
I032	Video/ Sports	Any sports story with a military tie. Can be narrated or non-narrative. Should have a strong focus and tell an effective story using storytelling techniques. Include lead in or tag out information with entry form. Video Sports stories are to be entered in this category only.
I033	Video/ Spot Production	Should be no more than 60 seconds in length. Either informational or selling. Spot should have an identifiable target audience and a narrow focus.
I034	Writing/ Commentary	An entry should be about one specific issue.
I035	Writing/ Contribution by a Stringer	This award recognizes the single outstanding contribution in writing by a stringer for a military publication.
I036	Writing/Human Interest Feature	Human interest feature must contain a lead, nut graph, body and conclusion.
I037	Writing/ News	News article entries must be hard news with a clear news peg in the lead, a bridge to the body of the story and a body in descending order of importance. It must answer, at a minimum, the "who, what, where and when" of the news peg.
I038	Writing/ News-Feature	News feature article entries must include a relatively recent news peg and have a focus that is maintained and supported in the lead, nut graph, body and conclusion.
I039	Writing/ Personality Feature	Personality feature article entries should capture the "who, why & how" of the subject's personality. Consider Hobby, lifestyle, characteristic, etc. End product should tell a focused and effective story.
I040	Writing/ Series	Must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.
I041	Writing/ Sports	Sports article entries may include straight news sports stories or sports features. Sports features are not eligible for the Feature Article categories.

3.4 Excellence Categories. There are 18 excellence categories. Each unit may submit one entry per excellence category.

a. In addition to the entry form, each Excellence Category entry must include:

- A letter of nomination from the submitting unit's chain of command signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority.
- An official biography.
- An official photo.
- Specific Excellence Category content requirements listed in the category description.

b. Excellence Categories and Category Descriptions.

E001	Outstanding New Broadcaster	This award recognizes the Navy's MC working in broadcasting for less than two years whose videos represent the highest standards of Navy broadcasting. Entries should be 15 minutes of assorted video and/or audio products reflecting strong storytelling and production skills.
E002	Navy Broadcaster of the Year	Recognizes the Navy's MC whose broadcasting body of work represents the highest standards of Navy broadcasting. Entries should be 15 minutes of assorted video and or audio products reflecting strong storytelling and production skills.
E003	Navy Civilian Broadcaster of the Year	Recognizes the Navy civilian whose broadcasting body of work represents the highest standards of Navy broadcasting. Entries should be 15 minutes of assorted video and or audio products reflecting strong storytelling and production skills.
E004	Outstanding New Print Journalist	Recognizes the Navy MC, with less than two years working in the field, whose writing portfolio represent the highest standards of military writing. Submission specifications are the same as for Navy Print Journalist of the Year. Entries must include five writing examples by the same individual from at least three different writing categories.
E005	Navy Print Journalist of the Year	Recognizes the Navy's MC whose writing portfolio represent the highest standards of military writing. Entries must include five writing examples by the same individual from at least three different writing categories.
E006	Navy Civilian Print Journalist of the Year	Recognizes the Navy Civilian whose writing portfolio represent the highest standards of military writing. Entries must include five writing examples by the same individual from at least three different writing categories.
E007	Outstanding New Photographer	Recognizes the Navy MC, with less than two years working in the field, whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos. Each portfolio must consist of photos from at least four different photo categories and include a Picture Story or a Multimedia Feature.

E008	Navy Photographer of the Year	Recognizes the Navy's MC whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos. Each portfolio must consist of photos from at least four different photo categories and include a Picture Story or a Multimedia Feature.
E009	Navy Civilian Photographer of the Year	Recognizes the Navy civilian whose photography portfolio represents the highest standards of Navy photography. A portfolio entry must consist of five to 10 photos. Each portfolio must consist of photos from at least four different photo categories and include a Picture Story or a Multimedia Feature.
E010	Outstanding New Graphic Artist	Recognizes the Navy MC, with less than two years working in the field, whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least four of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.
E011	Navy Graphic Artist of the Year	Recognizes the Navy's MC whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least four of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.
E012	Navy Civilian Graphic Artist of the Year	Recognizes the Navy Civilian whose graphic arts portfolio represents the highest standards of Navy graphic arts. Submit no less than six and no more than eight entries from at least four of the graphics categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed.
E013	Junior MC of the Year (Sea)	Recognizes the Navy's MC E-1 through E-4 who is well-rounded, whose product represents the highest standards of the career-field and who also represents the highest standards of the Navy. Submission should include 2 entries from any individual category in 3 of the 5 areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of 6 products. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.
E014	Junior MC of the Year (Shore)	Recognizes the Navy's MC E-1 through E-4 who is well-rounded, whose product represents the highest standards of the career-field and who also represents the highest standards of the Navy. Submission should include 2 entries from any individual category in 3 of the 5 areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of 6 products. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.
E015	MC of the Year (Sea)	Recognizes the Navy's MC E5 through E6 who is well-rounded, whose product represents the highest standards of the career-field and who also represents the highest standards of the Navy. Submission should include 1 entry from any individual category in 3 of the 5 areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of 3 products. Submission should also include 2 entries from any unit categories in which the Sailor was the creator, supervisor, and/or manager of the product for a total of two unit submissions. Specify leadership role in the submission package. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.

E016	MC of the Year (Shore)	Recognizes the Navy's MC E5 through E6 who is well-rounded, whose product represents the highest standards of the career-field and who also represents the highest standards of the Navy. Submission should include 1 entry from any individual category in 3 of the 5 areas of specialty (Audio, Graphics, Photo, Video, and Writing) for a total of 3 products. Submission should also include 2 entries from any unit categories in which the Sailor was the creator, supervisor, and/or manager of the product for a total of two unit submissions. Specify leadership role in the submission package. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.
E017	MC of the Year (Reserve)	Recognizes the Navy's Reserve MC who is well-rounded, whose product represents the highest standards of the career-field and who also represents the highest standards of the Navy. Submission should include 1 entry from any individual category in 3 of the 4 areas of specialty (Multimedia/ Graphics, Photo, Video, and Writing) for a total of 3 products. All products must have been completed within the past two years. Include the Sailors three most recent evaluations.
E018	The Russ Egnor Leadership Excellence Award	Recognizes the Senior MC, Public Affairs Officer (165X and 647X) or Media and Public Affairs civilian who has made a profound impact and contribution to the MC community and VI products through inspired leadership.

Section 4
Submission Procedures

4.1 All entries must be submitted using the U.S. Navy Russell Egnor Navy Media Award Entry Form (Appendix C).

4.2 Entries may be submitted in one of three ways: via working internet link, via the Navy Imagery Server or via submission to the Defense Imagery Management Operations Center (DIMOC) server. Using a combination of these submission options is authorized. If more than one submission method is used, communicate via email to navymedia@navy.mil and/or navymedia@gmail.com to notify CHINFO which entries were submitted through the different entry methods.

4.3 Each command/unit must submit a cover letter with their submission.

a. Each entry should be listed as an enclosure. Include as many enclosures as required. If there are multiple entries in a single category, indicate the number of entries per category on the cover. See Appendix D for a sample cover.

b. The cover letter must be dated and signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority. The cover letter should certify the work for individual print category entries without by-lines, thereby authenticating the submission is the entrant's work.

4.4 Working internet link submissions. If your product resides online and is accessible through a working internet link, provide the working link in the "Web Link or Zip Container File Name" block of the entry form.

a. The link must be working the day of judging for the submission to be judged.

b. If you are providing a link to a story, image or graphic that is embedded in an online publication, be sure to note the publication page number the content resides.

c. Working internet links must be on publicly accessible sites.

d. If you provide access to the entry via working internet link, there is no requirement to forward a copy of the product to CHINFO in any other format.

e. Send a Zip container with your cover letter, your entry forms and supporting documents to either navymedia@navy.mil; navymedia@gmail.com; or upload to either the Navy Imagery Server or DIMOC Server.

f. An example of how to package your submission can be found in Section 4.8 of this SOP.

4.5 Navy Imagery Server submissions.

a. You must have a Navy Imagery Server account to upload to the server. Request an account by sending an email to: navymedia@navy.mil. You will receive an account creation code and be able to login to the site.

b. All files submitted to the Navy Imagery Server must follow the prescribed naming and packaging guidelines outlined in Section 4.7 of this SOP.

c. When your zip container package is completed, transmit to: <http://mlh.donhq.navy.mil>

d. Upload instructions:

(1) Login and select the "Upload here" menu item.

(2) Once the interface has loaded, select "Admin>Upload" and browse to find your .zip container.

(3) Select the standard directory option, not the "Don't Decompress Files" option.

(4) Press "Upload". You will see a progression bar as the file uploads. If you are uploading multiple .zip containers, there will be one bar per container. When the upload is complete, you should see your file in the browser. In some older systems, you may need to refresh your screen to see the uploaded file.

(5) Once uploaded, send an email to navymedia@navy.mil to indicate where the file was sent, the file name, date transmitted and the file size of the .zip container.

e. An example of how to package your submission can be found in Section 4.8 of this SOP.

4.6 DIMOC Server submissions.

a. If you are not able to use the internet link or Navy Imagery Server submission options, transmissions to DIMOC via FFT are authorized. To use this submission method, you must already have access/an account with DIMOC.

b. All files submitted to the DIMOC Server must follow the prescribed naming and packaging guidelines outlined in Section 4.7 of this SOP.

c. Once uploaded, send an email to navymedia@navy.mil to indicate where the file was sent, the file name, date transmitted and the file size of the .zip container.

d. An example of how to package your submission can be found in Section 4.8 of this SOP.

4.7 File format, naming and packaging guidelines.

a. If submitting via the Navy Imagery Server or DIMOC Server, you are required to follow these guidelines in this section.

b. File formats.

(1) Audio category files will be submitted as an MP3.

(2) Graphics and Photo category files will be submitted as a JPEG. The Graphics/Multimedia Feature submission (Category I014) should be submitted in the format the work was published (video, Flash, PowerPoint, ect.)

(3) Video category files should be submitted as a .mov file. WMV files will be accepted, but are not preferred. Video files should be kept at the broadcast standard 720 x 480, 1280x720 or 1980x1080. All entries must have mixed audio tracks. Video files should be exported using Quicktime h.264. Set the compressor quality to medium.

(4) Writing category files should be submitted as a PDF.

c. File Naming Convention.

(1) Unit Categories. Unit Category entries will be saved/named using the category number followed by short name of your unit. Example: USS GEORGE H. W. BUSH submits an entry in the Magazine Format publication (Unit Category 003) category. The file should be saved as: U003-BUSH.pdf

(2) Individual Categories. Individual Category entries will be saved/named using the category number followed by the command and the Vision ID of the primary contributor. Example: USS NIMITZ submits an entry for MCSN Joe Sailor and another for MC3 Jane Sailor for the Audio News Story (I003) category. MCSN Joe Sailor's Vision ID is XX123 and MC3 Jane Sailor's is XX999. The files should be saved as: I003-NIMITZ-XX123.mp3 and I003-NIMITZ-XX999.mp3.

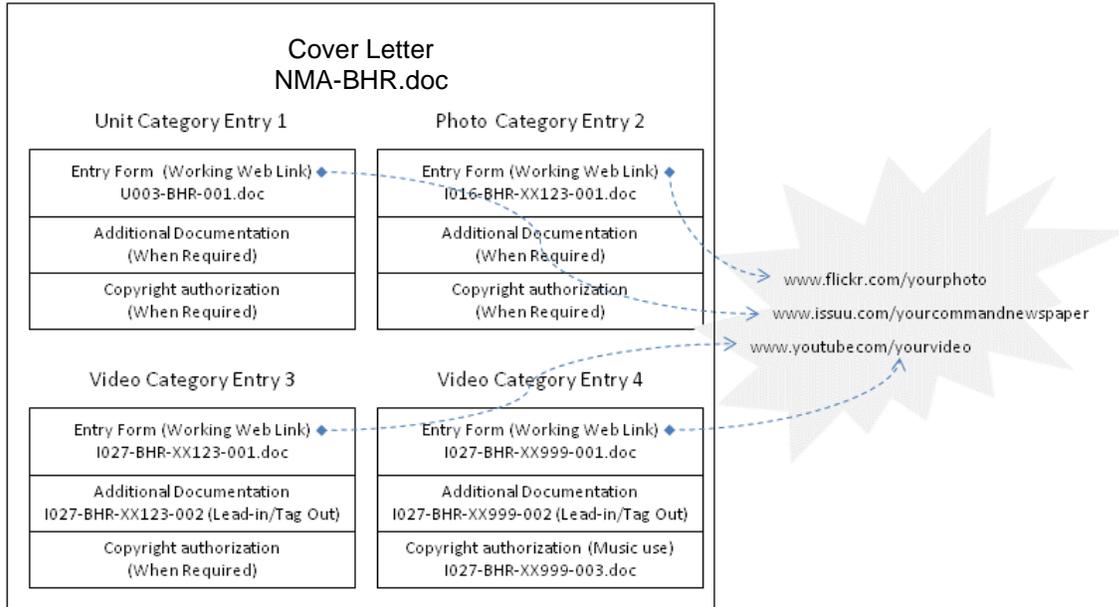
(3) Excellence Categories. Excellence Category entries will be saved/named using the category number followed by short name of your unit and a sequence of numbers to indicate distinct files. Example: USS BONHOMME RICHARD nominates MCSN Ima Sailor for the Outstanding New Graphic Artist (E007) category. The command needs to submit at least six graphics, a letter of nomination, a bio and an official photo. The files should be saved in this manner: Graphics: E007-BHR-001.jpg; E007-BHR-002.jpg; E007-BHR-003.jpg; E007-BHR-004.jpg; E007-BHR-005.jpg and E007-BHR-006.jpg. Letter of nomination: E007-BHR-007.doc. Bio: E007-BHR-008.pdf. Official Photo: E007-BHR-009.jpg.

(4) ZIP Container. All entries should be submitted in a ZIP Container regardless of the submission method (Web link, Navy Imagery Server or DIMOC via FFT). ZIP Containers shall be named using the NMA short name for the Russell Egnor Media Awards followed by short name of your unit. Example: NPASE West submits their entries using the Web Link method. They package their submission forms with working links on them with their supporting documents (lead-ins, tags, bios, ect.) and they package the documents in a Zip Container and name it: NMA-NPASEWEST.zip.

4.8 Submission map examples.

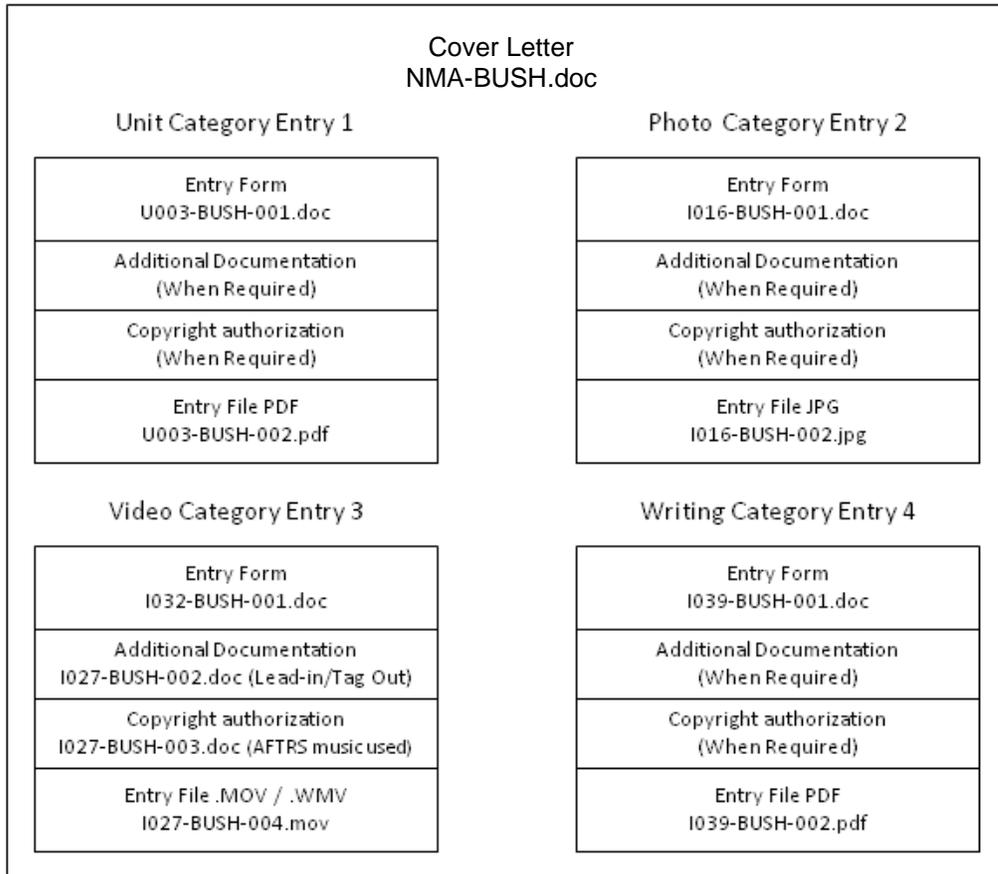
a. Web link submission map example. USS Bonhomme Richard enters four submissions to the NMA. They send one zip container that contains 8 files.

**ZIP CONTAINER
NMA-BHR.ZIP**



b. Navy Imagery Server and DIMOC Server submission map example. USS George H. W. Bush enters four submissions to the NMA. They send one zip container that contains 11 files.

**ZIP CONTAINER
NMA-BUSH.ZIP**



4.9 Cruisebook submissions should be mailed to the following address:

NAVY OFFICE OF INFORMATION
ATTN: COMMAND MASTER CHIEF (MEDIA AWARDS PROGRAM)
ROOM 4B463, 1200 NAVY PENATAGON
WASHINGTON, DC 20350-1200

Section 5
Judging Procedures

5.1 Judging for the Russell Egnor Navy Media Awards will take place annually in mid-February at Fleet Concentration areas world-wide.

5.2 CHINFO will randomly assign each area NMA categories to be judged. The area board will judge all submitted entries in the category and will select the winners for that category.

5.3 An Area NMA Board President will be assigned by CHINFO to conduct the NMA Judging Boards.

5.4 Judges. The NMA Board President will identify, screen and recruit judges for each category the area is required to judge. Judges may be used on multiple panels if they are able complete all panel requirements prior to sitting an additional panel.

a. Each judging panel should be led by a leader in the PA/VI community. Chief Mass Communication Specialists, senior Public Affairs Officers and senior Navy Civilian in the Public Affairs or Media group can lead a NMA panel.

b. Other members of the panel should be a diverse representation of audio, graphic arts, photo, video and writing professionals - active duty, reserve, Navy civilian, freelance, or from the industry. There is no paygrade requirement placed on any panel judge. The greater the diversity of a panel, the better the judging results will be.

c. All judges will be required to provide a biography that will be posted online with the NMA results and feedback reports.

5.5 NMA Judging Boards will be conducted during the same time period at all judging locations. Judging results and feedback reports will be sent to CHINFO where they will be prepared for release to the community.

Section 6

Awards

6.1 Winners in the Unit Categories will receive:

a. An Award Certificate.

b. A group Letter of Commendation from the Chief of Information listing each contributor to the winning entry.

6.2 In addition to receiving an award certificate and group Letter of Commendation, a plaque will be awarded to the first place winner in the Unit Category: "Navy Media Excellence Award".

6.3 Winners in the Individual Categories will receive:

a. First place winners in each category will receive a Flag Letter of Commendation and an Award Certificate from CHINFO.

b. Second, third and honorable mention winners in each category will receive a Letter of Commendation and an Award Certificate from the Deputy Chief of Information.

6.5 Winners in Excellence Award categories will receive:

a. The winners in Excellence Categories E001-E012 will receive a Flag Letter of Commendation, an Award Certificate from CHINFO and a plaque.

b. The winners in Excellence Categories E013 and E014 will receive a Navy/Marine Corps Achievement Medal, an Award Certificate from CHINFO and a plaque.

c. The winners in Excellence Categories E015 through E017 will receive a Navy/Marine Corps Commendation Medal, an Award Certificate from CHINFO and a plaque.

d. Military winners of Excellence Category E018 will receive a Navy/Marine Corps Commendation Medal, an Award Certificate from CHINFO and a plaque. Civilian winners of Excellence Category E018 will receive a Meritorious Civilian Service commendation, an Award Certificate from CHINFO and a plaque.

d. Second place, third place and honorable mentions will not be awarded in the Excellence categories.

6.6 No award will be made in any category if the Judging panel deems no entry meets program standards.

Section 7
Feedback and After Action

7.1 Feedback

a. Judging Panels will provide the following feedback for first, second and third place and honorable mention entries:

- (1) What was the main reason this entry won this award?
- (2) What were the major strengths of this entry?

b. Judging panels will summarize the main detractors of the entries that did not place and provide that summary as feedback to the Board President.

c. The Board President will forward category feedback to the CHINFO CMC. CHINFO will then consolidate the feedback and will release the feedback to the Fleet after announcing the NMA winners.

Appendix A
Russell Egnor Biography

Russell D. Egnor

Chief of U.S. Navy News Photography
Senior Chief Journalist



Russ Egnor entered the Navy in Detroit, Michigan on June 4, 1954 and completed Recruit Training at Great Lakes, Illinois. After serving 18 months in shore patrol, he transferred to Kodiak, Alaska and served with the Armed Forces Radio and Television Network there until 1958.

He then reported to Great Lakes for Journalism School and upon completion, transferred to the Navy's Military Sea Transportation Service, today's Military Sealift Command.

In December 1960, Egnor reported for duty aboard the heavy cruiser USS HELENA (CA-75) homeported in San Diego. He was later transferred to Staff, Commander FIRST Fleet aboard HELENA and then to USS SAINT PAUL (CA-73) when HELENA was inactivated.

Egnor transferred to the Chief of Navy Information in 1963 where he served on the News Desk and in the News Photo Division. He was one of the only enlisted journalists to serve as a Media Officer on the News Desk where he responded to media queries from the Pentagon Press corps and the national press. During this tour, he deployed on the first world cruise by surface nuclear powered ships. He embarked USS ENTERPRISE (CVAN-65), USS BAINBRIDGE (DLGN-25) and USS LONG BEACH (CGN-9) to prepare feature news and hometown news stories for the Sailors on this historic mission.

In 1966, Egnor was one of 13 Navy students and two Marines selected to attend the third Navy/Syracuse one year program in photojournalism.

Egnor graduated from Syracuse in 1967 and reported to the U.S. Pacific Fleet Combat Camera Group in San Diego and later to

Combat Camera Group Detachment Saigon, Detachment Alfa, in the Republic of Vietnam. Egnor traveled extensively throughout Vietnam, shooting photographs and preparing material on combat operations and Navy life in Southeast Asia for national release.

Egnor also served in Seoul and Panmunjom Korea to cover the negotiations for the release of USS PUEBLO (AGER-2) and its crew from North Korea.

After a brief return to the United States, Egnor conducted a second tour as a combat photojournalist and traveled throughout Thailand, the Republic of the Philippines, Okinawa and Vietnam. For a five-month period, he was the only photojournalist in Vietnam with the Combat Camera Group.

Upon release from active duty in 1969, Journalist First Class Egnor joined the Navy Reserve and served in Public Affairs Units drilling in Norfolk, Little Creek and Oceana, Virginia. He also began his Navy civilian career during the same period with the Military Sealift Command in Washington D.C., eventually being promoted as the command's Public Affairs Officer.

In 1982, Egnor became the head of the Still Media Division of the Naval Photographic Center - later renamed the Naval Media Center - at Naval Station Anacostia, Washington D.C.. In 1986, Egnor became the Director of the Still Photo Branch within the Media Operations Department in CHINFO.

While in the Navy Reserve, Egnor was promoted to Chief Journalist and later, Senior Chief Journalist. He frequently deployed with active duty ships to produce print and photo features for release to the civilian media. His last reserve assignment was as the Command Chief for the Naval Reserve Public Affairs Center 106 in Norfolk. After more than 34 years active and reserve naval service, Egnor joined the Retired Reserve in 1989.

While serving as Director of the CHINFO Still Photo Branch, he spearheaded the transition of the Navy's photo program into the era of digital imagery. His early vision of embracing digital photography to document and report on Navy news around the world resulted in wide National and International photographic coverage of naval operations around the world to include operations in Haiti, Bosnia, and the Persian Gulf.

The National Press Photographer's Association (NPPA) recognized Egnor's contributions to photojournalism by awarding him the Kenneth P. McLaughlin Award of Merit in 1997.

His military awards included the Joint Service Commendation Medal, Navy Commendation Medal, Navy Achievement Medal, Combat Action Ribbon, Presidential Unit Citation, Meritorious Unit Commendation, Good Conduct Medal with three bronze stars, Naval Reserve Meritorious Service Medal with one star, National Defense Service Medal, Armed Forces Expeditionary Medal for Korean Service, Vietnam Service Medal and the Republic of Vietnam Campaign Medal.

He was a member of the United States Navy League, Fleet Reserve Association, U.S. Naval Institute, Association of Naval Aviation, U.S. Navy Public Affairs Association and a charter member of the Association of Naval Photography.

Appendix B
NMA Timeline

Dates	Action	Responsibility
1 Jan - 31 Dec	Competition dates	Local Units
Mid-October	Release NMA SOP	CHINFO
December - January	Entries identified	Local Units
31 January	Submissions due to CHINFO	Local Units
Early February	Entries processed	CHINFO
Mid-February	NMA Boards conducted	Fleet Areas
Early March	NMA Winners announced	CHINFO
	Feedback from boards released	CHINFO
	Selected winners prepped for TJs	CHINFO
Mid-March	TJ submissions due	CHINFO
	VIAP submissions due	Ind. MCs
April	Awards sent to winners	CHINFO

U.S. NAVY RUSSELL EGNOR MEDIA AWARD
ENTRY FORM

GENERAL ENTRY INFORMATION			
Category			
Entry Title			
Publication/Air Date			
Submitting Unit		UIC	
Submission Method			
Web Link or Zip Container File Name			
Original Run Time		Telescoped Run Time	

PRIMARY CONTRIBUTOR		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #1 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #2 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #3 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #4 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

U.S. NAVY RUSSELL EGNOR MEDIA AWARD
ENTRY FORM

GENERAL ENTRY INFORMATION			
Category			
Entry Title			
Publication/Air Date			
Submitting Unit		UIC	
Submission Method			
Web Link or Zip Container File Name			
Original Run Time		Telescoped Run Time	

PRIMARY CONTRIBUTOR		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #1 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #2 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #3 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

SIGNIFICANT CONTRIBUTOR #4 For Unit Entries		
Rate/Rank	First Name	Last Name
Male/Female	Email Address	Telephone number

Appendix D
Sample Cover Letter

5305 Serial
Date

From: Commanding Officer, Attack Squadron 00
To: Command Master Chief, Navy Office of Information

Subj: CY 20XX RUSSELL EGNOR NAVY MEDIA AWARDS

Ref: (a) CHINFONOTE 5305

Encl: (1) Entry for Category U003
(2) Entry for Category U006
(3) Entry for Category U008
(4) Entry for Category U014
(5) Entry for Category I003 (XX123)
(6) Entry for Category I003 (XX999)
(7) Entry for Category I009
(8) Entry for Category I018
(9) Entry for Category I028
(10) Entry for Category I035
(11) Entry for Category I036
(12) Entry for Category E007

1. Per reference (a), enclosures (1) through (12) are submitted. Point of contact is MC2 I. M. Saylor, COMM (555) 555-5555 or DSN 555 5555. Email: Saylor@ship.navy.mil

2. Enclosures 1-8 and 11 are submitted using the working link option. Links are included on the entry form. Enclosures 9-10 and 12 are submitted to the Navy Imagery Server. The entire package is submitted to the Navy Imagery Server as a zip container packaged named: NMA-VAQ00.ZIP.

3. The address next senior command is:

Commander, High Seas East Attic
Naval Station Norfolk, VA 10101 1100

J. P. JONES

Appendix E
NMA/DoD TJ/VIAP Awards Category Comparison Chart

CAT	Title	TJ/VIAP
U001	Metro Newspaper	PRINT A
U002	Tabloid Format Newspaper	PRINT B
U003	Magazine Format Publication	PRINT C
U004	Newsletter Format Publication	PRINT D
U005	Web-Based Publication	PRINT E
U006	Social Media Initiative	PRINT S
U007	Blog	PRINT T
U008	Website	PRINT H / MILGRAPH 5
U009	Audio/ Newscast	BDCST F
U010	Audio/ Information Program	BDCST G
U011	Video/ Information Program	BDCST H
U012	Video/ Newscast	BDCST M & N
U013	Video/ Information Campaign	BDCST P
U014	Cruisebook	None
U015	Navy Media Excellence Award	None
I001	Audio/ Entertainment Program	BDCST A
I002	Audio/ Feature	BDCST D
I003	Audio/ News	BDCST C
I004	Audio/ Series	NONE
I005	Audio/ Sports	BDCST E
I006	Audio/ Spot Production	BDCST B
I007	Graphics/ Illustration	MILGRAPH 1
I008	Graphics/ Information	NONE
I009	Graphics/ Layout and Design	MILGRAPH 9
I010	Graphics/ Publication (Open)	MILGRAPH 7
I011	Graphics/ Animation	MILGRAPH 6
I012	Graphics/ Crests and Logos	MILGRAPH 4
I013	Graphics/ Digital Art	MILGRAPH 3
I014	Graphics/ Multimedia Feature	MILPHOG 9
I015	Photo/ Contribution by a Stringer	PRINT R
I016	Photo/Feature	MILPHOG 4
I017	Photo/ Illustrative	MILPHOG 6
I018	Photo/ News	MILPHOG 3
I019	Photo/ Operational Documentation	MILPHOG 1
I020	Photo/ Photojournalism	PRINT P
I021	Photo/ Pictorial	MILPHOG 7
I022	Photo/ Picture Story	MILPHOG 2
I023	Photo/ Portrait	MILPHOG 5
I024	Photo/ Sports	MILPHOG 8
I025	Video/ Documentary	NONE
I026	Video/ Feature	BDCST K / MILVID 5
I027	Video/ News	BDST J / MILVID 1/2
I028	Video/ Newsbreak	BDST 0
I029	Video/ Operational Documentation	MILVID 1
I030	Video/ Series	NONE
I031	Video/ Social Media	NONE

I032	Video/ Sports	BDCST L
I033	Video/ Spot Production	BDCST I
I034	Writing/ Commentary	PRINT M
I035	Writing/ Contribution by a Stringer	PRINT Q
I036	Writing/ Human Interest Feature	PRINT K
I037	Writing/ News	PRINT I
I038	Writing/ News-Feature	PRINT J
I039	Writing/ Personality Feature	PRINT L
I040	Writing/ Series	PRINT O
I041	Writing/ Sports	PRINT N
E001	Outstanding New Broadcaster	BDCST Q
E002	Navy Broadcaster of the Year	BDCST R
E003	Navy Civilian Broadcaster of the Year	BDCST S
E004	Outstanding New Print Journalist	PRINT U
E005	Navy Print Journalist of the Year	PRINT V
E006	Navy Civilian Print Journalist of the Year	PRINT W
E007	Outstanding New Photographer	NONE
E008	Navy Photographer of the Year	MILPHOG 10
E009	Navy Civilian Photographer of the Year	NONE
E010	Outstanding New Graphic Artist	NONE
E011	Navy Graphic Artist of the Year	MILGRAPH 10
E012	Navy Civilian Graphic Artist of the Year	NONE
E013	Junior MC of the Year (Sea)	NONE
E014	Junior MC of the Year (Shore)	NONE
E015	MC of the Year (Sea)	NONE
E016	MC of the Year (Sea)	NONE
E017	MC of the Year (Reserve)	NONE
E018	The Russ Egnor Leadership Excellence Award	NONE