NAVY
PUBLIC AFFAIRS
AWARDS
PROGRAM

OPNAVINST 5305.7D
N09C
29 Sep 2023

OPNAV INSTRUCTION 5305.7D

From: Chief of Naval Operations

Subj: NAVY PUBLIC AFFAIRS AWARDS PROGRAM

1. Purpose. To establish the Navy Public Affairs Awards (NPAA) program. This program recognizes outstanding achievement in communication efforts that advance departmental objectives. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. OPNAVINST 5305.7C.

3. Scope and Applicability. This instruction applies to all Navy commands, activities and facilities who support the Department of the Navy's public affairs, visual information and communication efforts.

4. Responsibilities.

   a. The Navy Office of Information (CHINFO) will annually:

      (1) Develop, maintain and disseminate procedures governing the awards program.

      (2) Identify program managers to administer the program.

      (3) Select judges and provide supplemental evaluation criteria for submissions.

      (4) Review submissions from echelon 2 commands to ensure eligibility requirements.

      (5) Notify winners and distribute awards.

      (6) Submit winning entries to the Department of Defense media awards competition.

   b. Echelon 2 commands will annually:

      (1) Manage program participation and submissions for lower-echelon commands.

      (2) Communicate guidelines and deadlines per this instruction.

(3) Review entries prior to submission to CHINFO; ensure packages meet requirements and return entities that do not.

(4) Nominate the requisite number of officers and senior enlisted coordinators to CHINFO per guidance in the annual NPAA Navy Administrative Message (NAVADMIN).

5. <u>Submission Guidance</u>.

a. All Navy commands and activities are eligible to submit entries.

b. The competition year is for products created 1 January through 31 December of the calendar year prior to judging.

c. Products must have been uploaded to an official Department of Defense platform.

d. The nomination submission period will be announced via NAVADMIN.

e. Many submission categories will require access to the CHINFO Portal.

f. Submissions will be judged in February and March. Judges will be provided with all required information before they judge submissions.

g. CHINFO will announce winners via NAVADMIN and Team Public Affairs emails.

6. <u>Points of Contact</u>.

a. Awards program questions: NPAA_Questions@us.navy.mil

b. Defense Visual Information Distribution System (DVIDS) login questions: dvicustomerservice@defense.gov, 1-888-743-4662 or 678-421-6690

c. CHINFO Portal login questions: CHINFO_Portal@us.navy.mil

7. <u>Records Management</u>.

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the Department of the Navy (DON) Assistant for Administration, Directives and Records Management Division portal page at https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager or the OPNAV Records Management Program (DNS-16).

8. <u>Review and Effective Date</u>. Per OPNAVINST 5215.17A, N09C will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency and consistency with Federal, Department of Defense, Secretary of the Navy and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or canceled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

9. <u>Forms</u>. OPNAV 1650/3, Personal Award Recommendation is available at the Naval Forms Online website: https://forms.documentservices.dla.mil/order/.

R. M. PERRY
Chief of Information

Releasability and distribution: This instruction is cleared for public release and is available electronically only via Department of the Navy Issuances website, https://www.secnav.navy.mil/doni/default.aspx.

TABLE OF CONTENTS

CHAPTER 1: ELIGIBILITY AND SUBMISSION

1. Eligibility.

    a. Personnel. Any Navy communication professional [Active component, Reserve component or full-time civilian] is eligible to submit entries. Entries produced with the assistance of contractors are eligible; however, contractors will not be recognized for their contributions and must not have been responsible for more than 50 percent of the submitted product. Personnel assigned to Stars and Stripes are ineligible.

    b. Products. All submissions must be final and published during the award period on an official Department of Defense platform, such as a Navy website, a Navy social media account, DVIDS, in hardcopy format or through internal channels (e.g., email or newsletter).

2. Categories. Awards are divided into three categories: Content (Individual and Team), 'Of the Year' and Campaign.

3. Submission Requirements.

    a. Only products published in the competition year will be evaluated.

    b. All entries must be submitted during the entry window.

    c. No copyrighted audio, video and imagery can be used without permission. If copyrighted material is used, please submit permission from the source to use the product.

    d. Individuals may submit only one entry per individual content category.

    e. Submissions for individual content awards and 'of the year' awards must be the work of the nominee.

    f. Individuals must include their Visual Information Record Identification Number (VIRIN) on visual information submissions.

    g. Individual still and motion submissions must have embedded captions and metadata.

    h. Commands may submit only one entry per team content category and campaign category.

    i. Command content submissions must include the appropriate Defense Visual Information Activity Number.

    j. No product can be entered in more than one category, except when used as part of a submission in a team content or campaign category.

CHAPTER 2: CONTENT AWARDS (INDIVIDUAL AND TEAM)

1. <u>Graphic Design</u>. Each product must have a common military theme, contain a caption and have its own VIRIN.

    a. <u>Animation</u>. Any animation style is allowed, including video production, digital display, web animations or infographics. Entry must be 5 minutes or less.

    b. <u>Digital Art</u>. Products include digital paintings, vector art and 3-D renderings. Animations, cartoons, comic strips and photographs enhanced by digital means are ineligible.

    c. <u>Identity Design</u>. Entries must be registered with the appropriate office of heraldry. Examples include a unit coin design, a unit crest or an official team logo.

    d. <u>Layout and Design</u>. Entries may include still (non-animated) infographics, flyers, certificates, cover art and posters. Limited to a 2-page layout.

    e. <u>Photo Illustration</u>. Entries must be a single image file identified as a photo illustration in the caption because of editing techniques used or because the illustration is a compilation of multiple images.

2. <u>Photography</u>. Photos must have required metadata, a VIRIN and a caption.

    a. <u>Feature Photo</u>. Entry must have a strong human-interest element and a military tie.

    b. <u>News Photo</u>. Entry must be from a military news event.

    c. <u>Photo Series</u>. A series of 7-12 photos depicting a military storyline or theme, including a military operation or contingency or participation in a military exercise or other training event.

    d. <u>Portrait</u>. A picture of a person that captures the essence of that person's character. Entry must be of a single person with a connection to the military.

3. <u>Videography</u>. Ensure submissions have required metadata, a VIRIN and captions. Slates are not required.

    a. <u>B-Roll</u>. One individual must film entry, have a military tie and include natural sound.

    b. <u>Multimedia Product</u>. Entry must have a military tie and use at least four of the following digital media: audio, video, photography, graphics and animation. Entry must be a single story produced and edited by one individual.

    c. <u>Video Series</u>. Entry must be 3-4 videos on a military theme and identified as a series.

d. <u>Video Story</u>. Entry must be 2 minutes or less and be from a military news event.

e. <u>Video Spot</u>. Entry must be 60 seconds or less and identify the target audience in the caption.

4. <u>Writing</u>. Submissions must include the publication date, name and (if printed) page number. A letter of authenticity must accompany articles without bylines from the responsible public affairs officer (PAO).

a. <u>Blog Post</u>. Entry must use an informational or conversational style that conveys the writer's opinion. Ghostwritten blogs are ineligible.

b. <u>Commentary</u>. Entry must conveys the writer's opinion. Ghostwritten commentaries are ineligible. Entries posted to an official military website are allowed, as are commentaries published in a command newspaper, magazine or newsletter.

c. <u>Feature Story</u>. Entry must have a focus that is maintained and supported throughout. Product may be a sports, human interest, personality or news feature.

d. <u>Information</u>. Entry answers the five W's (who, what, where, when, why) and H (how).

e. <u>Photojournalism</u>. A story and photo combination by the same photojournalist. Entry must include a written story and 3-5 photos with embedded captions.

5. <u>Team Content Awards</u>. Teams may submit only one entry in each category and may not submit the same entry in more than one category. Teams working together may submit a combined entry; however, one team must be identified as lead. Teams may include command units and regions (e.g., U.S. 5th Fleet; Southeast Region Mass Communication Specialist (MC), etc.). Content submitted must be for unique, one-time efforts. The categories are:

a. <u>Print and Digital Publication</u>. Publications must support command information missions. Members of the submitting team must complete artwork, design, content and layout. Examples: newspapers, magazines, cruise books or other online publications with separate issues. Command websites and Service flagship publications (e.g., "All Hands Magazine") are ineligible. Enter only one issue.

b. <u>Audio Production</u>. A self-contained audio package conveying military information. Examples include: podcasts, travel specials, Commander's Calls, radio call-in shows. Entry must be edited to 15 minutes or less. Enter only one edited production.

c. <u>Video Production</u>. A self-contained video package conveying military information. Examples: documentaries, travel specials, site TV newscasts, Commander's Calls. Entry must be edited to 15 minutes or less. Enter only one edited production.

CHAPTER 3: 'OF THE YEAR' AWARDS

1. <u>Graphic Designer of the Year</u>. Each candidate must submit six products: one Layout and Design product, one Digital Art product and four products of the candidate's choice. Do not provide elements of a product if submitted to another category. [Two awards may be given in this category: one for military members and one for civilians.]

2. <u>Photographer of the Year</u>. Each candidate must submit seven products: one news photo, one feature photo, one portrait, one photo series of 7-12 photos and three photos of the entrant's choice. [Two awards may be given in this category: one for military members and one for civilians.]

3. <u>Videographer of the Year</u>. Each candidate must submit four products: one b-roll product, one video story and two products of the candidate's choice; either a video story, multimedia product, video spot or one video from a video series. A video designed exclusively for use on a social media platform may be entered as a candidate's choice. Portfolio must not exceed 20 minutes. [Two awards may be given in this category: one for military members and one for civilians.]

4. <u>Writer of the Year</u>. Each candidate must submit five products: one information story, one feature story and three stories of the candidate's choice. Do not submit a photojournalism product in its entirety. [Two awards may be given in this category: one for military members and one for civilians.]

5. <u>Enlisted Communicator of the Year</u>. Each candidate must submit five products: one print story, one video story, one photo and two entries of the candidate's choice from any of the content awards categories (except for a photo series). Must also submit one PDF document that contains the following: a one-page biography (without photograph), a commanding officer's endorsement letter, a nomination letter from a PAO (O-4 or GS-12 and above) and the Sailor's three most recent evaluations. [Echelon 2 commands may submit only one enlisted nomination in their chain of command. This rule does not apply to the Navy Reserve public affairs community.] Submission categories are:

   a. <u>MC of the Year</u>. Active Duty MC, E-6.

   b. <u>Junior MC of the Year</u>. Active Duty MC, E-5 and junior.

   c. <u>Reserve MC of the Year</u>. Reserve MC, E-6.

   d. <u>Reserve Junior MC of the Year</u>. Reserve MC, E-5 or junior.

6. <u>Officer and Civilian Communicator of the Year Awards</u>. Must submit the following: A two-page summary in 11-point, Times New Roman font of the nominee's public affairs contributions (may include links for up to 3 published media products) and their furtherance of the

department's objectives, a one-page biography (without photograph), a commanding officer's endorsement letter and a nomination letter from a PAO (O-5 or GS-14 and above). Military members must also include an OPNAV 1650/3 (except blocks 1-4). [Note: Echelon 2 commands may submit only one nomination per category.] Submission categories are:

   a.   Junior PAO of the Year. Active Duty O-3 and junior (1650 designator).

   b.   Civilian Public Affairs Specialist of the Year. GS-14 and junior (1035 series).

7.   Junior Reserve PAO of the Year. Reserve O-3 and junior (1655 designator). Submission requirements include:

   a.   A summary of contributions in 11-point, Times New Roman font not to exceed two pages demonstrating the nominee's performance and contributions to their assigned selected reserve unit during the calendar year of the award. The essay must address, as applicable, unit support to their primary Reserve unit's management and leadership, active component mission support to their primary unit's active duty supported command to include periods of active duty support and communication activities performed, training and education courses that strengthen the nominees' ability as a Navy PAO and mobilization dates, location and position for their mobilization, regardless of when mobilization(s) occurred.

   b.   A one-page biography (without photograph), selected reserve commanding officer letter of nomination and an OPNAV 1650/3 (except blocks 1-4).

8.   Unit Public Affairs Representative of the Year (UPAR).

   a.   UPAR applicants must be an active duty O-4 or junior (cannot be designator 1650 or 1655) or active duty E-9 and junior (any rating other than MC) or a civilian GS-14 or junior (any series other than 1035).

   b.   UPAR applicant must submit the following: a two-page summary in 11-point, Times New Roman font demonstrating the command's public affairs contributions (may include links for up to 3 published media products) and the furtherance of the department's objectives, a commanding officer's endorsement letter and a nomination letter from the first PAO (O-4 or GS-12 and above) in their chain of command.

   c.   Military UPARs must include an OPNAV 1650/3 (except blocks 1-4).

CHAPTER 4: CAMPAIGN AWARDS

1. <u>Campaign Awards</u>. Categories are sub-divided into four groups: Shore small; Shore Large; Afloat small; Afloat Large. A "Small" public affairs staff is three or fewer members. Commands may submit only one entry in each category and may not submit the same entry in more than one category. Commands working together may submit a combined entry however; one command must be identified as lead. Submissions must be executed and evaluated during the competition year, but research and planning in the preceding year is allowed. Submissions must include a nomination letter from a commanding officer and a communication plan specific to the submitted campaign. Submission must include a two-page summary in 11-point, Times New Roman font that addresses: the issue addressed, the mission-related reasons it was addressed, the research conducted, the planning conducted (including any attitude or behavior objectives to be measured), the tactics and channels used to implement the plan (may include hyperlinks for up to 3 published products or documents) and the quantitative or qualitative results. The best submission will be chosen as the "Best in Show." The categories are:

   a. <u>Community Outreach</u>. Campaigns must share information on Navy activities with targeted audiences whose favorability or understanding is desired. Examples are community service projects, science, technology, engineering, mathematics outreach programs and environmental programs.

   b. <u>Crisis Communication</u>. Campaigns must share information in response to an emergent situation that is or could result in a crisis. Examples are accidents, outbreaks, protests and allegations of improper conduct.

   c. <u>Special Event</u>. Campaigns must support recognized observances or ceremonies that honor historical events, service achievements or Navy-affiliated personnel or groups.

   d. <u>Internal Communication</u>. Campaigns must target military and civilian personnel and their families. Examples are command safety and media literacy.

   e. <u>Public Information</u>. Campaigns must share information on Navy activities with general audiences through earned media. Examples are business or employment opportunities and command accomplishments.

   f. <u>Deployment Excellence</u>. All commands completing Carrier Strike Group or Expeditionary Strike Group deployments during the performance year are encouraged to submit their post-deployment briefs, ideally not less than 60 days from completion of the deployment. Briefs must discuss proposed improvements in generating afloat public affairs readiness and cite examples of strategic, operational or tactical public affairs excellence. Submissions must include endorsement from the U.S. Fleet Forces, U.S. Pacific Fleet or U.S. Naval Forces Europe PAO. Briefs will be presented to waterfront stakeholders for review with the intent of institutionalizing self-assessment, continuous improvement and enhanced performance.

CHAPTER 5: JUDGING PROCESS

1. Judges will be selected for each of the categories: Content, 'Of the Year' and Campaign.

2. Officers and senior enlisted selected to be coordinators will not serve as judges.

3. Judge selections will be based on their professional experience in the public affairs, visual information and communication fields.

4. Entries will be judged on:

    a. Professional Excellence (40%)

    b. Communication Impact (35%)

    c. Originality and Military Relevance (15%)

    d. Caption and Description (10%)

5. An entrant of a category may not be a judge in the same category. When practical, supervisors may not be a judge of a category in which subordinates have entered.

6. Judges will complete their scoring prior to entering their individual entry feedback.

7. Judges will select only one winner in each category. If no entry in a category is considered within contest standards, judges may choose to withhold any award within that category.

8. Judges' decisions are final.