



2010- 2011 National PA, PB, Photography and Video Content Guidelines

DEADLINE: 31MAY11 – NO EXCEPTIONS

TIMEFRAME: 01JUN10 through 31MAY11

AWARDS: Each first place winner will be announced and presented with a 7 x 9 inch plaque at the Coast Guard Auxiliary National Conference in Charlotte, NC in August 2011. Winners will also be recognized in member communications vehicles from the National Public Affairs Department.

PUBLIC AFFAIRS CONTEST

This contest recognizes Coast Guard Auxiliary units who have successfully executed a robust public affairs program and/or portfolio of public affairs missions that attracted the attention of the media and/or the general public. Each DSO-PA shall nominate no more than three flotillas, two divisions, and their own district for this award.

Contest entries should be submitted electronically to onecent@centurytel.net and should consist of no more than two pages summarizing the accomplishments of the unit during the specified timeframe. Submissions shall be received on or before 31-May-11 without exception. A judging panel of certified Auxiliary Public Affairs Specialists shall be convened to evaluate the entries and select the winners.

PUBLICATIONS CONTEST

This contest recognizes Coast Guard Auxiliary units who have successfully published three or more issues of a unit publication during the specified timeframe. Each DSO-PB shall nominate no more than one flotilla, one division, and their own district for this award.

Nominations consisting of a copy of exactly three separate issues of the unit publication should be submitted electronically to pwbailey@centurytel.net using Pando file sharing software (free download via: <http://www.pando.com/>). Each entry shall be identified with the name of the publication's editor, and the unit number.

Submissions shall be received on or before 31-May-11 without exception. A judging panel of certified Auxiliary Public Affairs Specialists shall be convened to evaluate the entries and select the winners. Entries will be evaluate on several categories including design, layout, writing quality, photojournalism, and use of Associated Press Style, Coast Guard PA Style, and Coast Guard Auxiliary publications and manuals.

PHOTOGRAPHY CONTEST

This contest recognizes Coast Guard Auxiliary photographers who have successfully captured interesting and compelling images of Auxiliary members and assets in action across specified program categories. Each Coast Guard Auxiliary member may submit up to three photographs per category. Contest entries should be submitted electronically to martg22@comcast.net using Pando file sharing software (free download via: <http://www.pando.com/>).

Each photograph must be labeled using the VIRIN file naming protocol and contain proper photo caption and credit information as per page 16 of the Coast Guard PA Stylebook. In addition, each photo entry should clearly identify the category it is being entered into.

The Photography Contest categories are:

1. Fellowship
2. Marine Safety
3. Member Services
4. Operations
5. Public Affairs
6. Public Education
7. Vessel Examinations

Submissions shall be received on or before 31May11 without exception. A judging panel of certified Auxiliary Public Affairs Specialists shall be convened to evaluate the entries and select the winners.

VIDEO CONTEST

This contest recognizes Coast Guard Auxiliary videographers who have successfully captured images of Auxiliary members and assets in action and/or edited them into an interesting and compelling video segment. Each Coast Guard Auxiliary member may submit one video to this contest.

The video must be contain a proper video slate as specified on page 18 of the Coast Guard PA Stylebook. Contest entries should be no longer than 5 minutes in length, and submitted electronically to itsrusty@me.com using Pando file sharing software (free download via: <http://www.pando.com/>).

Submissions shall be received on or before 31May11 without exception. A judging panel of certified Auxiliary Public Affairs Specialists shall be convened to evaluate the entries and select the winners.