



Public Affairs Directorate Contest Guidelines 2016

General Guideline: All submissions to any contest category below should be between 01 May 2015 – 01 May 2016.

Publication (PB) Contest: The DSO-PB of each Coast Guard Auxiliary District may electronically submit entries for the top Division and Flotilla newsletters within their District, as well as their District newsletter, via electronic mail to brad.simpson@cgauxnet.us. Entries must consist of .PDF files or an active URL, must contain a minimum of three (3) publications for each unit, and must be received no later than 1 June 2016. No hard copy submissions will be accepted.

Each DSO-PB is responsible for certifying that each submitted entry was the winner of their respective District award. Each entry must be identified with the name of the publication's Editor and the unit (District/Division/Flotilla) number. Entries will be confirmed via the PB contest coordinator who will inform the judging panel of the nominees.

Judging will be conducted by a panel of experienced publications officers selected by the Public Affairs Directorate. Entries will be judged using standards contained in the current USCG Auxiliary Publications Manual, Associated Press Stylebook, and the AUXMAN. The winning entries will be announced at NACON 2016.

Public Affairs Contest (PA) entrants will E-mail a synopsis of their project, activity, etc. to the PA Contest coordinator. No hard copy submissions will be accepted. These will be presented for the best district, division and flotilla projects. There are four judging criteria:

- Use of imagination and creativity.
- Promotion of CGAUX programs and (public) image.
- Clarity of writing and ease of replication.
- Attracting the attention of the media and the boating public.

Entries must be e-mailed to harry.stephenson@cgauxnet.us no later than **1 June 2016**. The winning entries will be announced at NACON 2016.

Photo Contest: entries must be in digital .jpg format. Cropping is permitted. No color changes are allowed. Refer to CG Auxiliary Public Affairs Manual (2014) for photo and video information. Photos may be color or black and white. Each Coast Guard Auxiliary member may submit up to two photographs per category.

Eight categories are judged: Public Affairs, Fellowship, Marine Safety, Member Services, Operations, Public Education, and Vessel Safety Checks.

The following outlines each category: *Make sure that Auxiliarists are in proper uniform for the event. No mixing of various uniforms.*

- **Public Affairs:** Auxiliarists spreading the Auxiliary message to external and internal audiences.
- **Fellowship:** Auxiliarists having fun in a social setting. *Beware of alcohol, cigars or cigarettes in photos.*
- **Marine Safety:** Auxiliarists engaged in proctoring marine license exams, assisting in inspecting containers, vessels, etc. Auxiliarists engaged in beach cleanup and other environmental activities.
- **Member Services:** Auxiliarists recruiting and/or providing information or services for members (fingerprinting, ID photo taking, etc.)
- **Operations:** Auxiliarists operating boats, aircraft, radios, etc.
- **Public Education:** Auxiliarists providing instruction to the public.
- **Vessel Safety Checks:** People performing VE's.
- **Team Coast Guard Events:** Auxiliarists assisting or interacting with Active CG or Reservists in any approved mission except Law Enforcement.

The photography contest will be judged on the following criteria: Metadata/Captions must conform to Associated Press Style (Dateline/caption) criteria. Consult Coast Guard External Affairs Manual, 2014 Edition, and study photos with correct Datelines. Photos of anyone under the age of 18 (if recognizable) must be accompanied by a signed parental release form ANSC 7020. The judging criteria will be based on:

- Use of imagination and creativity.
- Promotion of CGAUX programs and (public) image.
- Clarity of writing and ease of replication.
- Attracting the attention of the media and the boating public.

- Style with which the photographer has met the requirements of the category Digital Photos must:
 - Be a minimum of 5 megapixels.
 - Note the category to which the entry is being submitted.
 - Each photo named with a correct VIRIN number.
 - Include a concise descriptive caption contained in the email and/or in the Metadata.
 - Entries should be e-mailed to the Photo Contest Coordinator at joseph.giannattasio@cgauxnet.us no later than 1 June 2016.
 - The winning entries will be announced at NACON 2016.

Video Contest

Videography: Entrants must submit via YouTube (conforming to YouTube's technical requirements). Create a YouTube account and upload the video (set as private). Email the Video URL to: steven.white@cgauxnet.us

Include a video slate and provide the best scene (selection of a few related shots from one event or story). Maximum length per submission is **4 minutes**. Video should visually convey an intended story or event that promotes some aspect of the Auxiliary's four Cornerstones. Please include a short synopsis of the story. Videos can be with or without sound.

Any CGAUX cornerstone activity may be covered. Entries must be submitted by 1 June 2016. Judging reports are due to DIR-A/Ad not later than 15 June 2016. DIR-A/Ad must submit award winners to the Coast Guard Auxiliary Association not later than 30 June 2016. First place winners of each contest will be announced at NACON 2016.

Previous winners of the Publications and Photography Contests are located on the homepage of the Public Affairs Directorate (<http://www.auxpa.org>).