

Public Affairs Contest 2018

General Guidelines: All submissions to any contest category below should have been produced, written or photographed between 1 May 2017 to 31 May 2018.

Submissions for all categories shall be received no later than 15 June 2018. No exceptions to this deadline will be permitted.

AWARDS: Judging reports are due to DIR-A/Ad not later than 30 June 2018. DIR-A/Ad must submit award winners to the Coast Guard Auxiliary Association not later than 10 July 2018. Each first place winner will be announced and presented with a plaque at the 2018 Coast Guard Auxiliary National Meeting (NACON).

CONTESTS: There are 4 (four) Public Affairs contest categories;

• Publication • Public Affairs Event Contest • Photography • Video

Publication Contest (PB): This contest recognizes Coast Guard Auxiliary units [district, division, and flotilla] that have successfully published three or more issues of a unit publication during the past year. Flotilla newsletters eligible for judging must be published at least quarterly during the year. Division and District newsletters eligible for judging must be published at least quarterly during the year. Each entry must be identified with the name of the editor and the district/division/flotilla.

Submissions shall be received no later than 15 June 2018. No exceptions to this deadline will be permitted. Entries will be evaluated on several categories including design, layout, writing quality, photojournalism, and use of the Associated Press Style. **Any member of the Auxiliary at the flotilla, division, or district level may submit newsletters.**

Submissions consisting of a copy of exactly three (3) separate issues of the unit publication must be electronically submitted to Robert C. Miller, AUXPA1, Division Chief of Publications, email: robert.miller@cgauxnet.us.

Public Affairs Contest (PA): Entrants will e-mail a synopsis of their project, activity, etc. to the PA Contest coordinator (listed below). 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.

The contest is designed to identify the flotilla, division, and district with the most creative, imaginative, and effective public affairs event from 01 May 2017 to 31 May 2018. The event should promote a positive public image of the Coast Guard Auxiliary, generate public awareness in an area of recreational boating safety, and foster community relationships. Entry submissions should include a brief description of the following actions:

• Planning - identify your target audience, message, and media • Execution - putting the plan into action • Analysis - determine the impact the event had on advancing the Coast Guard Auxiliary Public Affairs program • Follow-up - adjusting the program for improvements and ease of replicating the event by other members of the Auxiliary.

Entries must be e-mailed to Lourdes Oliveras, Division Chief of Public Relations at the following email: loliverasuscgaux@yahoo.com no later than 15 June 2018.

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.**

• Note the category to which the entry is being submitted • 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 15 June 2018

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 15 June 2018.