

# AUXILIARY PUBLIC AFFAIRS ANNUAL CONTESTS

## FOUR (4) CATEGORIES

### General Information – All Contests

- There are four (4) Public Affairs contest categories:
  - Social Media
  - Publication
  - Photography
  - Video
- Any Auxiliarist may enter a contest.
- Auxiliarists may enter more than one contest.
- Adult Photo Release:
  - Only needed for an adult if the photo(s) was obtained when taken under circumstance where there is a reasonable expectation of privacy.
    - No release needed for events such as:
      - Boat show
      - Public affairs booth
      - Outdoor public event
      - Marina
    - Release **required** for events not open to the public such as registered events:
      - Public education class
      - Private, invitation only events
        - Exception – See Sea Scouts release form.
- Child Photo Release – required procedure before photographing and releasing images of children:
  - Parental consent by means of a signed model release is required if:
    - The minor (*under age 18*) is on
      - public property
      - participating in a Coast Guard or Auxiliary event
      - minor is on private property.
      - if local or state law requires parental consent
  - Do not take or use a child's image in a manner contrary to law.
  - Images may be used without a parental release if a group photo or video image was captured, and the **child is unrecognizable**.
  - Use form #7020 (*Photography, Video, Audio Release Form*) when written consent is required. The form is located in the Auxiliary Forms

Warehouse and can be found at [ANSC-7020 \(01/13\) Rev001 \(cgaux.org\)](#).

- Use form #7020A (Joint Photo/Video/Audio Consent Form/Release when written consent is required involving **Sea Scouts children and adults**.

The form is located in the Auxiliary Forms Warehouse and can be found at [Microsoft Word - ANSC-70XX with correct text.docx \(cgaux.org\)](#).

- All submissions must be received no later than 01 June.
- Submissions must follow the guidelines of each category being entered.
- The winning entries will be announced at NACON.

## CATEGORY ONE (1)

### Social Media

#### Purpose:

The Public Affairs contest is designed to identify the flotilla, division, and district with the most creative, imaginative, and effective social media post and cover photo **shared every year extending from 01 May of one year to 30 April of the following year (i.e., 01 May to 30 April).**

- The social media use should promote a positive public image of the Coast Guard Auxiliary

Eligibility Criteria: Nominees for this award must meet the following criteria:

- All Coast Guard Flotillas, Divisions, and Districts are eligible to submit an entry.
- Must follow the nomination package requirements listed below.

Nomination Package Requirements: The Public Affairs contest packages shall be processed as follows:

- Entrants must email a synopsis of their post or cover photo to the Public Affairs (PA) Contest coordinator through the submission portal located on the A-Directorate website.
- There are five criteria used for judging submissions:
  - Use of imagination and creativity
  - Promotion of Coast Guard and Auxiliary missions and public image
  - Use of original content sourced within their unit
  - Attracting the attention of the social media community
  - The number of likes, positive comments and shares associated with the post
- Entry submissions should include a brief description of the impact the post or cover photo had through the number of shares or likes associated with the post or cover photo.
- Entries must be submitted through the A-Directorate portal **no later than 01 June.**
- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of the A-Directorate.
- Judging and selection of the best district, division and flotilla post will be scheduled in accordance with the **current deadline** for submitting winning entries.

#### Facebook Cover Photo Contest

- The Facebook cover should promote a positive public image of the Coast Guard and the Auxiliary.
- All submissions should have been produced or photographed between 01 May of one year and 30 April the following year.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of A-Directorate.
- The Judging Committee must submit their reports to both Public Affairs Deputy Directors, DIR-AdP (*Publications*) and DIR-AdS (*PA Support*) no later than June 10<sup>th</sup>.
- Both Deputy Directors will review and consolidate into one report, the list of winners, and send it to the A-Director no later than 13 June.
- The Director of A-Directorate must submit the award winner's report to the Coast Guard Auxiliary Association no later than 30 June.
- The Director of A-Directorate must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The Director of A-Directorate must forward any scripting or PowerPoint presentations that will be used at the upcoming NACON to the N-EA by 01 August.

The recipient of the Facebook Cover Contest shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).
- The District Commodore may present the plaque to the recipient at an upcoming District event.
- The Facebook Cover shall be used as the National Facebook account for the month of September.

### **Facebook Post Contest**

- The Facebook post should promote a positive public image of the Coast Guard and the Auxiliary.
- All submissions should have been produced or photographed between 01 May of one year and 30 April the following year.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.

- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of A-Directorate.
- The Judging Committee must submit their reports to both Public Affairs Deputy Directors, DIR-AdP (*Publications*) and DIR-AdS (*PA Support*) no later than 10 June.
- Both Deputy Directors will review and consolidate into one report, the list of winners, and send it to the A-Director no later than 13 June.
- The Director of A-Directorate must submit the award winner's report to the Coast Guard Auxiliary Association no later than 30 June.
- The Director of A-Directorate must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The Director of A-Directorate must forward any scripting or PowerPoint presentations that will be used at the upcoming NACON to the N-EA by 01 August.

The recipient of the Facebook Post Contest shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).
- The District Commodore may present the plaque to the recipient at an upcoming District event.
- The Facebook Post shall be shared on the National social media accounts recognizing the winner.

### **Instagram Post Contest**

- The Instagram post should promote a positive public image of the Coast Guard and the Auxiliary.
- All submissions should have been produced or photographed between 01 May of one year and 30 April the following year.
- Entries must be submitted through the A-Directorate portal **no later than 01 June.**
- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of A-Directorate.
- The Judging Committee must submit their reports to both Public Affairs Deputy Directors, DIR-AdP (*Publications*) and DIR-AdS (*PA Support*) no later than 10 June.
- Both Deputy Directors will review and consolidate into one report, the list of winners, and send it to the A-Director no later than 13 June.

- The Director of A-Directorate must submit the award winner's report to the Coast Guard Auxiliary Association no later than 30 June.
- The Director of A-Directorate must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The Director of A-Directorate must forward any scripting or PowerPoint presentations that will be used at the upcoming NACON to the N-EA by 01 August.

The recipient of the Instagram Post Contest shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).
- The District Commodore may present the plaque to the recipient at an upcoming District event.
- The Instagram Post shall be shared on the National social media accounts recognizing the winner.

## CATEGORY TWO (2)

### Publication Awards

#### Purpose:

The Publications 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. Unit publication entries should have been published **from 01 May of one year to 30 April of the following year (i.e., 01 May to 30 April)**.

Eligibility Criteria: Nominees for this award must meet the following criteria:

- All Coast Guard District, Division and Flotilla units that have published three (3) or more issues of a unit publication may enter.
- All unit publications must be published at least quarterly during the year.
- Must follow the nomination package requirements listed below.

Nomination Package Requirements: The Publication contest packages shall be processed as follows:

- Newsletters eligible for judging must be published at least quarterly during the year.
- Submissions consisting of a copy of exactly three (3) separate issues of the unit publication must be electronically submitted to the A-Directorate portal **no later than 01 June**.
- Entries will be evaluated on several categories including:
  - design
  - layout
  - writing quality
  - photojournalism
  - use of the Associated Press Style and U.S. Coast Guard Public Affairs Stylebook
- Each entry must be identified with the name of the editor of the publication and the district/division/flotilla.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of A-Directorate.
- Judging and selection of the best district, division and flotilla newsletter will be scheduled in accordance with the **current deadline** for submitting winning entries.

## **Publications Contest Processing**

- Unit publication entries should have been published **from 01 May of one year to 30 April of the following year (i.e., 01 May to 30 April)**.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of A-Directorate.
- Consideration will be given to:
  - announcements of upcoming flotilla, division, and district activities,
  - recognition of unit member achievements or awards,
  - member training items, and
  - balance of content.
  - Extra consideration will be given.
    - for publications that highlight themes of inclusion, recruitment, retention, and augmentation with Team Coast Guard.
- Entries will be judged using the standards contained in the current the most current Public Affairs manual(s).
- The Directorate of the A-Directorate must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The Director of A-Directorate must forward any scripting or PowerPoint presentations that will be used at the upcoming NACON to the N-EA by 01 August.

## **Publications Contest Elements and Recognition:**

The recipient of the Publications Contests shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).
- The District Commodore may present the plaque to the recipient at an upcoming District event.



## CATEGORY THREE (3)

### Public Affairs Photography Contest

#### **Purpose:**

The Photography contest is conducted every year and is designed to recognize members from the flotilla, division, and district levels demonstrating the most creative, imaginative, and effective photographs in several different categories. **The photography submissions must have been obtained between 01 May of one year to 30 April of the following year (i.e., 01 May to 30 April).**

Eight photography categories are judged:

- 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 - Members performing VEs.
- Team Coast Guard Events - Auxiliarists assisting or interacting with active Coast Guard or Coast Guard Reservists in any approved mission except law enforcement.

**Eligibility Criteria:** Nominees for this award must meet the following criteria:

- All Coast Guard Auxiliarists are eligible to submit an entry.
- Must follow the nomination package requirements listed below.

**Nomination Package Requirements:** The Public Affairs contest packages shall be processed as follows:

- Refer to the current Coast Guard Auxiliary Public Affairs Manual for more detailed photo information.
- Make sure that Auxiliarists are in proper uniform for the event.
- All entries:
  - Must be in digital .jpg format and a minimum of 5 megapixels.

- Cropping is permitted.
- No color changes are allowed.
- Photos may be in color or black and white.
- Each Coast Guard Auxiliary member may submit up to two photographs per category.
- Note the category to which the entry is being submitted.
- Include a concise descriptive caption contained in the email and/or in the Metadata (*basic information summary*).
- There are five criteria used for judging submissions:
  - Use of imagination and creativity
  - Promotion of Coast Guard Auxiliary 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.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- **Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of the A-Directorate.**
- Judging and selection will be scheduled in accordance with the **deadline** for submitting winning entries.

### **Photography Contest Processing**

- All submissions should have been photographed between 01 May of one year and 30 April the following year.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- **Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of the A-Directorate.**
- The Judging Committee must submit their reports to both Public Affairs Deputy Directors, DIR-AdP (*Publications*) and DIR-AdS (*PA Support*) no later than 10 June.
- Both Deputy Directors will review and consolidate into one report, the list of winners, and send it to the A-Director no later than 13 June.
- The A-Director must submit the award winner's report to the Coast Guard Auxiliary Association no later than 30 June.
- The A-Director must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The A-Director must forward any scripting or PowerPoint presentations that

will be used at the upcoming NACON to the N-EA by 01 August.

The recipients of the Photography Contests shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).
- The District Commodore may present the plaque to the recipient at an upcoming District event.

## CATEGORY FOUR (4)

### Public Affairs Videography Contest

#### **Purpose:**

The Videography contest is conducted every year and is designed to recognize submissions that visually convey an intended story or event that promotes some aspect of the Coast Guard Auxiliary's four cornerstones:

- Member Services
- Recreational Boating Safety
- Operations and Marine Safety
- Fellowship

**The video submissions must have been obtained between 01 May of one year to 30 April of the following year (i.e., 01 May to 30 April).**

**Eligibility Criteria:** Nominees for this award must meet the following criteria:

- All Coast Guard Auxiliarists are eligible to submit an entry.
- Must follow the nomination package requirements listed below.

**Nomination Package Requirements:** The Videography contest packages shall be processed as follows:

- Refer to the current Coast Guard Auxiliary Public Affairs Manual for more detailed videography information.
- Make sure that Auxiliarists are in proper uniform for the event.
- All entries:
  - All entries must be submitted via YouTube
    - (*Conforming to YouTube's technical requirements*).
    - Create a YouTube account and upload the video (*set as private*).
- Video criteria:
  - Entries must document a story promoting some aspect of one of the Auxiliary's four (4) cornerstones.
    - Any Coast Guard Auxiliary cornerstone activity may be covered.
  - Provide the best scene (*selection of a few related shots from one event or story*)
  - Maximum length of submission is four (4) minutes.
  - Videos can be with or without sound.
  - Include a short synopsis of the story noting the cornerstone the video represents.

- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- **Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of the A-Directorate.**
- Judging and selection will be scheduled in accordance with the **deadline** for submitting winning entries.

### **Photography Contest Processing**

- All submissions should have been videoed between 01 May of one year and 30 April the following year.
- Entries must be submitted through the A-Directorate portal **no later than 01 June**.
- **Judging for this award shall be done by a committee consisting of three (3) members appointed by the Director of the A-Directorate.**
- The Judging Committee must submit their reports to both Public Affairs Deputy Directors, DIR-AdP (*Publications*) and DIR-AdS (*PA Support*) no later than 10 June.
  - Scoring advantage will be given to:
    - original camera and audio recorded material
    - graphic content over stock footage and pre-made graphic/motion templates
    - Artificial Intelligence generated content.
- Both Deputy Directors will review and consolidate into one report, the list of winners, and send it to the Director of the A-Directorate no later than 13 June.
- The Director of the A-Directorate must submit the award winner's report to the Coast Guard Auxiliary Association no later than 30 June.
- The Director of the A-Directorate must forward a copy of the award winners' report to the N-EA no later than 30 June.
- The Director of the A-Directorate must forward any scripting or PowerPoint presentations that will be used at the upcoming NACON to the N-EA by 01 August.

### **Videography Contest Elements and Recognition:**

The recipients of the Videography Contest shall receive the following recognition:

- Announcement of the contest winners during the Coast Guard Auxiliary National Convention (NACON).
- Each first-place winner or their District Commodore will be presented with a plaque at the upcoming Coast Guard Auxiliary National Conference (NACON).

- The District Commodore may present the plaque to the recipient at an upcoming District event.