

**SUBJECT:** 2014 IMCOM MG Keith L. Ware Public Affairs Competition Letter of Instruction

**REFERENCE:**

2013 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION Standing Operating Procedure

MG Keith L. Ware Public Affairs Competition Web page, <http://www.army.mil/klw/>

IMCOM Keith L. Ware Web page, <http://www.imcom.army.mil/KLW.aspx>

**PURPOSE:**

Provide guidance for the administration of the 2014 MG Keith L. Ware Public Affairs Competition within the Installation Management Command (IMCOM)

**GENERAL:**

This document *supplements* the 2014 MG Keith L. Ware Public Affairs Competition SOP. Refer to the SOP and competition Web page for anything not covered here.

IMCOM HQ PAO points of contacts are Geralyn Smith Noah, [geralyn.s.noah.civ@mail.mil](mailto:geralyn.s.noah.civ@mail.mil) and for technical support, Neal Snyder, [neely.a.snyder.civ@mail.mil](mailto:neely.a.snyder.civ@mail.mil).

Award categories mirror the Army-wide competition administered by the Office of the Chief of Public Affairs (OCPA). Judging will take place according to guidance in the DA SOP.

All entries must be submitted NLT Sunday, 11 January 2015.

Garrisons will submit **no more than one entry per category.**

*IMCOM Headquarters Public Affairs will conduct the competition for CONUS and OCONUS installations.*

IMCOM HQ will recognize first, second and third place winners. The first and second place winners in each category will be forwarded to the DA level competition.

Please send a compiled list of your installation's entries by competition, category and include title and individual/unit to Geralyn.

**FILES, NAMES AND SIZES:**

Most entries will consist of a URL only. For supplemental material and publications categories (LIST CATEGORIES), make certain the name contains competition, category, installation and individual/unit. **Fort Mayberry's entries could be named "Print-CatA-MAYBERRY-MayberryGazette.pdf" "ComRel-CategoryA-FortMayberry-Fife-photo.pdf"**

Broadcast entries should use existing online files wherever possible. If your story is posted to YouTube, DVIDS, Vimeo or your local website, use that URL. For accompanying files, use the same naming convention. **"Broadcast-CatK-MAYBERRY-Fife.pdf."**

In the case of ComRel, and Categories N, O, and P, where a single .pdf file is not practical, create a folder according to the KLV SOP instructions, but include the competition and category in each file name. Zip the folder before sending.

**LOGISTICS:**

Each installation will email a submission log in a MS Word format listing entries by competition, category, title, and unit/individual. For example:

**Print categories**

CATEGORY A, Mayberry Gazette  
(File attached: Print-CatA-Mayberry-Gazette.pdf)

CATEGORY B, no entry

CATEGORY C, Army War College Community Banner  
<http://www.carlisle.army.mil/banner/>

...

CATEGORY G, "Kansas inspires U.S. Army Orchestra to Carry On," Tim Hipps  
[http://www.army.mil/article/69909/Kansas\\_inspires\\_U\\_S\\_Army\\_Orchestra\\_to\\_Carry\\_On/](http://www.army.mil/article/69909/Kansas_inspires_U_S_Army_Orchestra_to_Carry_On/)

...

**Broadcast categories**

(See DA SOP, Appendix C, page 26 for examples)

Forms are not required for each entry *at the IMCOM HQ level*. Be prepared to provide all information in Appendix A (page 23) of the DA SOP if chosen as a winner. If a winner cannot provide all information, the entry will be disqualified and the next higher entry will be forwarded to the DA competition.

Broadcast slates and black space are optional at the IMCOM HQ level. Winners will be notified about packaging requirements. Broadcast entries may be posted to the IMCOM-KLW DVIDS site. Contact the technical POC, Neal, for instructions and permission.

So excited to view the submissions!