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FM CNO WASHINGTON DC
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SUBJ/CY 2014 RUSSELL EGNOR NAVY MEDIA AWARDS AND THOMPSON-RAVITZ AWARDS FOR EXCELLENCE IN NAVY PUBLIC AFFAIRS PROGRAMS

NAVADMIN 277/14

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NARR/REF A IS THE RUSSELL EGNOR NAVY MEDIA AWARDS INSTRUCTION. REF B IS THE RUSSELL EGNOR NAVY MEDIA AWARDS STANDARD OPERATING PROCEDURES FOR CY 2014. REF C IS THE THOMPSON-RAVITZ AWARDS FOR EXCELLENCE IN NAVY PUBLIC AFFAIRS INSTRUCTION.//
POC/RUSSELL EGNOR NAVY MEDIA AWARDS: MCCS DEAN LOHMEYER/CHINFO OI-85 /DEAN.LOHMEYER(AT)NAVY.MIL/(571) 256-1467/THOMPSON-RAVITZ AWARDS: MR. CHRISTOPHER DUNNE/CHINFO OI-84/CHRISTOPHER.DUNNE(AT)NAVY.MIL/ (703) 693-1363//

RMKS/1. The Russell Egnor Navy Media Awards (NMA) program recognizes quality in Navy Public Affairs (PA) and Visual Information (VI), and the excellence of those who create them. The Thompson-Ravitz (T-R) Awards for Excellence in Navy PA program promotes professional communication expertise and excellence by recognizing and rewarding the accomplishments of Navy commands and personnel.

2. NMA Entry Guidance. Guidance for 2014 NMAs is available under the *Awards Programs* dropdown menu at <http://imagery.navy.mil/>. Entries will be accepted from 1 January 2015 to 2359 on 2 February 2015.

3. NMA Categories. There are 58 NMA categories, recognizing Units, Individuals and Excellence:

a. Unit awards (13):

- (1) Civilian Enterprise Publication
- (2) Funded News Publication
- (3) Web-Based Publication
- (4) Outstanding Digital Presence
- (5) Outstanding Digital Communication Campaign
- (6) Website/Blog
- (7) Audio Newscast
- (8) Audio Information Program
- (9) Video Information Program
- (10) Video Newscast
- (11) Cruisebook (Small Command)
- (12) Cruisebook (Large Command)
- (13) Navy Media Excellence Award. Recognizes the efforts of a single command/unit for overall excellence in internal information production.

b. Individual awards (27):

- (1) Audio (4 categories)
- (2) Graphics (6 categories)
- (3) Photo (7 categories)
- (4) Video (6 categories)
- (5) Writing (4 categories)

c. Excellence awards (18): Recognize the best among Navy media professionals in the fleet.

(1) "Of the Year" awards for Broadcaster, Print Journalist, Photographer and Graphic Artist, each with subcategories for Navy, Navy Civilian and Outstanding New.

(2) "Of the Year" awards for Mass Communication Specialist (MC) (Sea and Shore), Junior MC (Sea and Shore), and Reserve MC.

(3) Russell Egnor Leadership Excellence Award. Recognizes the senior MC, PAO (165X or 647X) or Media and PA civilian who has made a profound impact and contribution to the MC community and VI products through inspired leadership.

4. T-R Entry Guidance. Available under the *Awards Programs* dropdown menu at

<http://imagery.navy.mil/>. Entries will be accepted from 1 January 2015 to 2359 on 2 February 2015.

5. T-R Categories. There are 25 T-R categories, recognizing Units and Individuals:

a. Unit awards comprise five types of PA programs, each of which has an award recognizing four command types. PA programs:

- (1) Community Outreach
- (2) Special Events and Projects
- (3) Public Information
- (4) Crisis Communication
- (5) Internal Communication

b. Command types:

- (1) Afloat Large (four or more PA personnel on the PA staff)
- (2) Afloat Small (three or less PA personnel on the PA staff)
- (3) Shore Large (four or more PA personnel on the PA staff)
- (4) Shore Small (three or less PA personnel on the PA staff)

6. Individual T-R Awards. There are five individual award categories:

- a. Junior Public Affairs Officer of the Year
- b. Junior Reserve Public Affairs Officer of the Year
- c. Civilian Public Affairs Specialist of the Year (For grades up through GS-11 equivalent)
- d. Enlisted Public Affairs Officer of the Year
- e. Collateral Duty Public Affairs Officer of the Year

7. Additional Eligibility. Commands without designated public affairs personnel are also welcome to submit entries for any award category where minimum criteria is met.

8. Released by Vice Admiral S. H. Swift, Director, Navy Staff.//

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