



# The Code of Support foundation

*Giving meaning to the words "Support our Troops"*

PROGRAM  
INFORMATION  
SHEET

## COS Student Media Design Contests

### OVERVIEW

The Code of Support Foundation is launching the COS Student Media Design Contest Series to challenge students in three age/grade-level divisions to create promotional/educational materials in four media categories for use by the Code of Support Foundation and its partners/participating organizations as part of a nationwide awareness campaign to make the American people more fully aware of the breadth and depth of the service and sacrifices made on their behalf by our troops, our wounded warriors, our military families and our veterans, as well as their continuing need for support beyond that available to them from government resources.

### CONTEST SERIES MEDIA CATEGORIES

The time-phased contest series includes four media categories as follows:

- ◇ Poster (Spring 2012)
- ◇ Essay/Article (Planned for Fall 2012)
- ◇ Photo Story (Planned for Fall 2012)
- ◇ Video (Planned for Spring 2013)

### DIVISIONS

- ◇ College (Undergraduate level, full-time students, non-professional)
- ◇ High School (Grades 9-12)
- ◇ Elementary/Middle School (Through grade 8)

### JUDGING

Appropriate individuals and organizations are being solicited to judge each of the four separate media within each of the three grade divisions. These judges will be asked to select four or five finalists within each media/division. These finalists will then be announced and their entries posted on the web for a limited period of public review and on-line voting. (More details on p3.)

### PRIZES

Cash prizes for the Poster contest will be awarded as follows:

	<u>Division:</u>	<u>College</u>	<u>High School</u>	<u>Elem/Mid</u>
*	<b><u>First Prize:</u></b>	\$1000	\$1000	\$500
*	<b><u>Second Prize:</u></b>	\$500	\$500	\$300
*	<b><u>Third Prize:</u></b>	\$250	\$250	\$200

### POSTER CONTEST KEY DATES:

Submissions Due: Apr 13, 2012    Finalists Announced: Apr 27, 2012    Winners Announced: May 11, 2012

### SPONSORSHIP(S)

Available at the 3-Star (\$25,000) and 4-Star (\$50,000) level.

2/10/2012

**ELIGIBILITY:** Eligibility for the three divisions is as indicated by grade level and student status. While military dependents are fully eligible, they are encouraged to participate in the on-going Armed Services YMCA contest which is restricted to children of active duty and retired military personnel. (Details at [www.asymca.org](http://www.asymca.org)) Entry submissions may be made by individuals or by groups (including classes). A primary target audience for this contest is individuals and groups who have no direct affiliation with the military community, with the objective that contestants will learn more about military service members, families and veterans in the process.

**THEME:** The theme of this contest is "Service, Sacrifice & Support." All submissions should, through the selected medium, convey a message that helps the American people, especially those who have no connection with the military, understand the level of service and sacrifice that our military service members, family members and veterans make on behalf of the rest of us, and their needs for public support beyond that available from the government. Submissions may focus on a single aspect of this theme (eg, military children or veterans), or the broad spectrum, or anything in between. They may be abstract, based on generalities, or concrete citing (profiling) specific cases, families or individuals. For example, class groups may find it both useful and educationally valuable to invite one or more veterans to be interviewed. Another option might be to base the submission on the Code of Support, in whole or in part. These guidelines are meant to be as unrestrictive as possible to allow for creativity and originality of approach, consistent with the intent of the theme.

**ENTRIES** all become the property of the Code of Support Foundation and will not be returned. They may be used by the foundation in public relations and other campaigns to further the objectives of the foundation. Any entries containing actual images or quotations of real individuals (other than recognized public figures) should include signed releases from those individuals allowing their images or quotations to be published. Release forms are available from the web site. All entries must be accompanied by a fully completed online entry form available from the web site at [www.codeofsupport.org/mediacontest](http://www.codeofsupport.org/mediacontest). Entries must be the original work of the contestant(s) and may not have been previously published or currently submitted elsewhere.

**SUBMISSION REQUIREMENTS:** All poster entries must be received electronically ([contest@codeofsupport.org](mailto:contest@codeofsupport.org)) not later than midnight (Pacific time) on April 13, 2012.

**MEDIA GUIDELINES:**

**A. Poster:** Poster entries may be submitted as a single poster (Elem/Mid School division), or a set of from one (1) to four (4) poster images (High School and College Divisions) designed with a common look and feel as a family of posters intended to collectively convey a desired message when displayed individually or as a set. The complete message to be conveyed must be contained within the posters themselves with no additional material or documentation required. They should be designed as 11" x 17" posters, and submitted as JPEG files of sufficient resolution (300-600 dpi) to enable enlargement up to 24" by 36."



**B. Essay/Article: (Dates to be announced.)** Submissions may be in the form of a traditional “essay,” or may be cast in the form of an article similar to that which might appear in a magazine. No differentiation will be made in the judging process, and entries of either type will be eligible for the single set of prizes. Minimum-Maximum lengths of submitted essays or articles by division are as follows:

Elem/Mid School: 150-300 words      High School: 300-500 words      College: 500-2000 words

Electronic submissions should be in the form of a Microsoft Word document or a PDF file. They should be double spaced with a minimum of a 12-point font. Each page should include the full title of the paper for proper identification of the entry. Appropriate illustrations or graphics may be included but are not required. If included, they should be embedded in the document, but also submitted as separate attachments.

**C. Photo Story: (Dates to be announced.)** Photo Stories should be submitted as JPEG files with photos, captions and accompanying text all embedded in a single document. Accompanying text should be double spaced in a font of at least 12-point in size. Captions should be 10-point font or larger. Maximum word count for accompanying text (not including captions) and maximum photo count by division are as follows:

Elem/Mid School: 150 words	High School: 300 words	College: 300 words
4 photos	8 photos	8 photos

**D. Video: (Dates to be announced.)** Video entries may be live-action video, animation, or slide shows, or any combination of the three techniques. Submissions may be in the form of a 30-second Public Service Announcement (PSA) such as might be aired on television, or may be cast in the form of a video story that might be included in a TV/video magazine program or news segment. No differentiation will be made in the judging process, and entries of either type will be eligible for the single set of prizes; they will be judged as to overall potential impact on an audience. Submitted videos should be no less than 30-seconds nor more than 10-minutes in duration. All video submissions should be submitted in the MP4 format, either high-definition or standard definition and in either the 4x3 or 16x9 aspect ratio format.

**JUDGING:** Judging and selection will take place in two phases. In the first phase, a set of qualified judges (many from appropriate professional organizations) will review all the entries in each category/division and select four or five finalists in each. For the second phase, the finalists will be posted on the web and the general public will be invited to vote for the three category/division prize winners. Finalists not chosen as prize winners will be awarded “Honorable Mention” certificates. Phase one judging will be based on originality, the clarity and effectiveness of the message they convey, and overall impact on the target audience. Where appropriate, spelling, grammar and syntax will also be considered.

