



# Northeast Region

*Major Howell Balsem*  
**CAP Public Affairs Exceptional Achievement Awards**

**ENTRY FORM** (Type or print clearly)  
An entry form **MUST** be attached to each entry.  
Entry deadline: October 11, 2009

Name: \_\_\_\_\_ Grade: \_\_\_\_\_

CAPID: \_\_\_\_\_ Unit and Wing: \_\_\_\_\_

Home Address: \_\_\_\_\_

City, State, ZIP/Postal Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

## **CATEGORIES**

Writing for Media, Brochure/Poster/Flyer, Newsletter, Slide/PowerPoint Presentations, Web site, Photography, Media Coverage, Event Promotion/Crisis Management, and Video Presentation

(circle or highlight one category heading and type of entry for each submission)

**Please describe your submission. More than 1 page may be used.**

**Project Name:**

**Project Goals:**

**Project Strategies/Actions:**

**Results:**



# **Northeast Region**

## **Major Howell Balsem**

### ***CAP Public Affairs Exceptional Achievement Awards***

The Balsem Awards are named in honor of the Air Force Major considered by Civil Air Patrol's Historians to be the first Public Affairs Officer to serve CAP at the national level in the 1950's.

The Major Howell Balsem CAP Public Affairs Exceptional Achievement Awards competition provides Public Affairs Officers with the opportunity for recognition of outstanding achievements in a variety of categories.

These national awards are normally presented the years a National PAO Academy is conducted but the recognition program has been extended to the region level and Northeast Region will be recognizing outstanding PAO's with NER Balsem Awards in the years a National PAO Academy is not held.

Members can submit nominations in the following categories:

- Writing for the Media
- Brochure/Poster/Flyer
- Newsletters:
- Slide/PowerPoint Presentations
- Web site:
- Photography:
- Media Coverage of CAP
- Event Promotion/Crisis Management

Entries must have been produced between August 2008 and August 2009 by any active CAP member in Northeast Region that is in good standing.

Entries will be judged by a committee of senior PAO's with the Director of Public Affairs serving as chair.

First place winners will be recognized with a Commander's Commendation Award, the second place selectee will receive a CAP Achievement Award and the third place will receive a Certificate of Recognition.

Members may nominate entry in any single category of your choice. There is no entry fee. All entries must be accompanied by an entry form with supporting materials or links to the materials if they are online.

#### **Awards entry guidelines:**

For each entry submission, you must name your project and then describe concisely each of the main project elements listed below. Keep your descriptions short -- no more than three or four sentences for each element. The narrative is part of the entry form below.

Project Name, Goals, Strategies/Actions and the Project Results

Send entries to:  
Captain James Ridley, Sr., NER/PA  
25 Jamaica Ave  
Holtsville, NY 11742

Or E-mail to [jridley3@optonline.net](mailto:jridley3@optonline.net)  
Award winners will be announced at a later date to be announced.

Questions about this program can be directed to the Region PAO at [jridley3@optonline.net](mailto:jridley3@optonline.net)



# **Northeast Region**

## ***Major Howell Balsem***

### ***CAP Public Affairs Exceptional Achievement Awards***

#### **CATEGORIES**

##### **Category 1: Writing for the Media**

- A news release or feature story used by:
- CAP Volunteer, CAP Online News or NER News
- A general interest newspaper, magazine or newsletter
- A TV or radio station
- A military publication
- A Web site, not in conjunction with any of the above (blogs not eligible)

Provide a copy of the original news release and a copy of the article, transcript, CD or Web page. If used by a radio station, provide a CD, podcast or Web page link. If used by a TV or cable TV station, provide a VHS, DVD, podcast or web page link.

##### **Category 2: Brochure/Poster/Flyer**

One or more color informational piece about any aspect of CAP.

Provide a printed or electronic copy.

##### **Newsletters:**

Production of an ongoing newsletter used for a public affairs program by any Squadron, Group or Wing. Submission should be via

- Hard copy format (if mailed to recipients)
- Electronic format (only if e-mailed to recipients)
- Web site format (only if posted on a Web site)

Include hard copies or CD-ROM of at least three consecutive issues to support a one-page typewritten summary that addresses planning/goals, content/creativity, technical excellence/quality and results.

##### **Category 3: Slide/PowerPoint Presentations**

These can be marketing, recruiting or any type of presentation that helps promote Civil Air Patrol, its activities and missions. Outstanding training presentations will also be considered.

Provide CD or DVD.

##### **Category 4: Web Site**

Content management of a Web site used for a public affairs program by any CAP Squadron, Group or Wing. The types of websites that will be considered are:

- External (open to the public)

- Internal (password protected for CAP members only)
- Online Media Room (navigation and use links specifically for reporters, editors and producers only)

Include screen grabs or copies of key pages to support a one-page typewritten summary that addresses planning/goals, content/creativity, technical excellence/quality and results. In addition, include the Web site URL for external sites, Web site URL and generic password to access internal sites and Web site URL for online media rooms.

### **Category 5: Photography**

Images taken with a camera and used by:

- A large daily newspaper/wire service/magazine (more than 100,000 circulation)
- A small daily newspaper/magazine (less than 100,000 circulation)
- A weekly newspaper
- A newsletter
- A Web site (blogs not eligible)

Provide a high resolution jpg attachment for newspaper, magazine or newsletter and clipping; URL for the Web site.

### **Category 6: Media Coverage of CAP (2 sub categories)**

An Article written about CAP used by:

- A newspaper/wire service/magazine (more than 100,000 circulation)
- A small daily newspaper/magazine (less than 100,000 circulation)
- A weekly newspaper

Or a Podcast, recorded audio program, video presentation used by CAP for a

- A TV/Cable station
- A Radio Station
- A Non CAP Internet Presence

Provide a clipping, electronic copy or link to the story.

### **Category 7: Event Promotion/Crisis Management**

1. A special program produced or for which assistance was provided.

Provide details of mission, plan and budget.

2. Assistance provided to the Commander in managing a specific controversy that had the potential to affect CAP.

3. Preparation of a PA plan/program that addressed an issue or crisis that could have had an extraordinary impact.