

The North of England RFCA

Green Howards' Media and Communications Trophy 2016

Introduction

The Green Howards' Trophy has been awarded to the winners of the annual Public Relations competitions for a number of years. It is recognised that the face of Public Relations practice is changing, and in the light of this, the competition is to be run to a revised set of criteria, with the following aims:

- providing entrants with greater clarity over what is required and the criteria by which entries will be judged
- encouraging a wider range of units and individuals to participate in the competition
- giving Cadets access to entering the competition
- opening up the opportunity for identifying good practice in specific specialist areas
- capturing, and making available for a broad range of promotional purposes, a wide range of audio-visual material.

The aim is not to create extra work in entering this competition, but to use already-created photographs, social media posts, and other media, and to gain recognition for its quality and ability to represent the Cadet experience.

Overview

Cadets and CFAVs from all Cadet Forces are encouraged to submit entries. Cadet Units are also invited to participate: Sea Cadet Units; Army Cadet Detachments or Companies; Air Cadet Squadrons; and Combined Cadet Force Sections or Contingents. Individuals and units will be invited to submit entries into a number of discrete categories.

Categories

The categories are as follows:

- Audio-visual media (CFAV category) (£50 prize)
- Audio-visual media (Cadet category) (£50 prize)
- Portfolio of five photographs (CFAV category) (£50 prize)
- Portfolio of five photographs (Cadet category) (£50 prize)
- Community Engagement (£50 prize)
- Social Media (£50 prize)

Each individual or unit can submit entries into one or more categories as per the rules of that category. Winning entries in each of the categories will receive a Certificate of Commendation and a prize as detailed below.

The winners of these specialist categories will then be judged against each other by the panel as a whole to identify the overall winner of the Green Howards Trophy and a £250 prize. The winner of the overall prize will usually be a District, County, Wing or Contingent, based on the overall performance of their respective Units.

Submission Criteria

Entries for the categories should meet the following criteria and all materials should be clearly marked with the Unit name and name of the CFAV or Cadet submitting it. **Submissions should be electronic.** Each category should be submitted separately and clearly marked with the category title.

Please note that where the subjects of photos and other media are recognisable, a list of their names and units must be provided, so that permission can be confirmed or sought for the materials to be in the public domain.

Audio-visual Media

- Entries may include, but not be restricted to: short videos taken on phones, short audio interviews, short edited promotional videos, video or audio blogs, posters and other printed publications.
- Entries should show the fun and challenge of the Cadet experience.
- Each Unit or individual may submit up to 5 files for consideration, but each will be evaluated on its own merits, and not as part of a grouped submission.
- Judging will focus on portrayal of cadet life over pure technical merit.
- The category will be sub-divided into CFAV and Cadet submissions.

Portfolio of five photographs

- Entries should show the unit or individual enjoying the full breadth of cadet experience including its challenges and personal development.
- Each Unit or individual should submit 5 photos.
- Judging will focus on which submission best encapsulates and illustrates the cadet experience, with technical merit relating to image quality and composition being treated as a secondary matter.
- The category will be sub-divided into CFAV and Cadet submissions.

Community Engagement

- Entries should illustrate the contribution to the community and display to the community of the nature of the Cadet Forces, with entries potentially covering, but not confined to: parades, marshalling community events, sponsored charity fund raising for others as well as for the unit, recruiting events, attendance at fetes and fairs, interaction with other local services and community organisations.
- Each Unit should submit photos and brief descriptive text summarising their community engagement over the year.
- Judging will focus on: breadth and quantity of activity undertaken; technical merit in organisation of event; press and wider attention gained.

Social Media

- Social media sites to be considered should be notified to the RFCA by 31st May 2016 in order that they can be monitored.
- Entries must be from approved unit sites.
- Judging will focus on: interaction levels from followers; balance between engaging and

Submission deadlines and competition timings

The deadline for submissions is 31st January 2017.

All entries must be submitted to:

School Cadet Expansion Officer

North of England RFCA

53 Old Elvet

Durham

DH1 3JJ

ne-sceo@rfca.mod.uk

Larger files should be sent to noesceo@gmail.com with a notification to the above email address that the file has been sent, so that its safe arrival can be confirmed.

Judging

Entries will be judged according to the criteria set out above by an independent panel consisting of appropriate subject specialists. The Head Judge's decision is final.

Announcement of Results

The winners of each category and the overall winner will be announced at the RFCA Association Meeting in Spring 2017 and subsequently on the RFCA's Facebook and Twitter feeds.