The CAP in Focus Awards
2023 Civil Air Patrol National MAC
Photography/Videography Competition
Marketing & Communications

Date: June 20, 2023

INTRODUCTION

The CAP in Focus Awards recognize outstanding submissions in five major categories for photographs (based on the subject matter) and in two categories for videos (based on length). The goal is to support Civil Air Patrol Marketing and Communications' needs for photographs and videos to be used in a variety of marketing programs and products.

ENTRY SUBMISSIONS

Entries will be submitted through the CAP/MC online submission portal below. No other form of submission will be allowed.

Submission Portal: Link (form will open on Sep 1)

CONTEST DATES

All work submitted for consideration for an award must have been completed between Sep. 1, 2022, and Aug. 31, 2023.

The entry deadline is Sep 30, 2023.

All entries must be received by this date. Please plan accordingly.

SUBMISSION GUIDELINES

1. Entries may be from any current Civil Air Patrol active member, including cadets, except for members currently serving as national staff on any MAC team.

2. All entries must be brand- and regulation-compliant (e.g., showing current uniform, etc.). The Brand Portal outlines requirements for brand compliance.

3. All entries must be the original work of the member submitting the entry. All entries become the intellectual property of the corporation and may be used for marketing purposes.

4. All photo entries must have proper metadata. To add metadata to a photo:
    a. On your folder top menu, select View-> Show-> then select Details pane.
    b. This will bring up the details pane on the right side of the File Explorer.
    c. Now you can select any file(s) for which you want to change the meta information and you will see all the meta information in the right pane.
    d. Fill out the fields as detailed in question three of the grading.

5. All photos must include a proper cutline (e.g., location, event, names/grades of people, activity, date, etc.) All videos must be accompanied by a text description (e.g., location, event, names/grades of people, activity, date, etc.).

6. Strive to show diversity (e.g., gender, race, ethnicity, age, ability, uniform waivers, etc.) whenever possible. Images showing CAP's diversity have the broadest marketing application.

7. Entries that include non-CAP members must include a signed Photo Release granting CAP the right to use the image or video footage. A release form is available on the Brand Portal in the File Library.

8. One entry per category per entrant. A single photo or video may not be entered in multiple categories.

AWARD DETAILS

The judges will award one first-place CAP in Focus Award for each of the seven categories (five photo and two video), unless there is a scoring tie. Multiple second-place Awards of Excellence and third-place Certificates of Merit may be awarded for each category. The judges may opt to not present one or more of the award types in any category.

GRADING RUBRIC

Three judges will be assigned per category.
Judges will use the following grading rubric.

- 2 points – Judge determines entry fully meets category criteria.
- 1 point – Judge determines entry partially meets category criteria.
- 0 points – Judge determines entry does not meet category criteria.

- CAP in Focus Award = Highest accumulated point entry (23-24 points)
- Award of Excellence = 20-22 accumulated points
- Certificate of Merit = 16-19 accumulated points

Grading Questions for all Photography Categories:

I. Is the entry compliant with the brand guidelines of the Civil Air Patrol Brand Portal? If not, the entry is disqualified and further grading is not done. This question is not assigned points.
II. 0-2 pts – Does the photo effectively tell a story about some aspect of Civil Air Patrol – people, activities, use of technology, etc.?"
III. 0-2 pts – Does the photo include proper metadata, including:
    A. Title: Brief statement of the photo's story (e.g., XXWG encampment obstacle course, Johnson FA first solo, Hawk Mountain SAR training, etc.).
    B. Subject: Names/grades of primary subjects and location
    C. Tags: Basic tags like cadet, adult member, wing name (spelled out), plane, encampment, activity, etc
    D. Comment: Cutline (see below)
    E. Author: Photographer's name, grade, and wing
    F. Copyright: "Civil Air Patrol"

IV. 0-2 pts – Is the written cutline brief and does it match the image and tell the CAP story? It should include the primary subject's grade, name, and wing.
V. 0-2 pts – Is the photo well-executed and consistent with photography composition principles and Civil Air Patrol brand standards?

Grading Questions for all Videography Categories:

I. Is the entry compliant with the brand guidelines of the Civil Air Patrol Brand Portal? If not, the entry is disqualified and further grading is not done. This question is not assigned points.
II. 0-2 pts – Does the video effectively tell a story about some aspect of Civil Air Patrol – people, activities, use of technology, etc.?
III. 0-2 pts – EITHER:
   A. If the video contains music, did the entrant provide confirmation that the video is free of copyright restrictions, including a link to the public domain track? OR,
   B. If the video does not contain music, is the audio of sufficient quality to be easily understood and does it add to the viewer's understanding of the subject covered?
IV. 0-2 pts – Does the video contain relevant, interesting and compelling information?
V. 0-2 pts – Is the video well-executed and consistent with videography principles and Civil Air Patrol brand standards?

Photography Categories

1. Community Service
   a. Detail: Photography supporting the community service of Civil Air Patrol. Entries must contain CAP members assisting members of the public.

2. Education
   a. Detail: Photography supporting the education programs of Civil Air Patrol. Entries must contain membership in either aerospace or cyber education, using STEM kits, or with teachers at a local school.

3. Activities
   a. Detail: Photography supporting the activities of Civil Air Patrol. Entries must contain members participating in activities such as: encampments or National Cadet Special Activities, open houses, air shows, drill practice, color guard presentations, field training exercises, operational exercises, ground team training, sUAS training, or other activities.

4. Fleet
   a. Detail: Photography supporting the fleet of Civil Air Patrol. Entries must contain Civil Air Patrol aircraft, vehicles, or sUAS. All markings on aircraft and vehicles must be current and in compliance with regulations.

5. Technology
   a. Detail: Photography supporting the technology used by Civil Air Patrol. Entries must contain membership using the various forms of technology used by Civil Air Patrol in any of its programs. This may include aircraft avionics, FLIR, Waldo; ReadyOp; UDF; flight simulators; DAART; etc.

Videography Categories

1. Video Shorts
    a. Detail: Any CAP-related topic portrayed in a video of one minute or less.

2. Three-minute Videos
    a. Detail: Any CAP-related topic portrayed in a video of exactly three minutes.