

# Deadline Approaching for Balsem Award Entries

You can't win if you don't enter. That's certainly true for the annual Balsem Awards competition, in which any members with a public affairs officer duty assignment below the national level can submit their best work from 2023 for national recognition. The deadline for entries is this coming Sunday, June 30.

There are five award categories:

1. Creative Services: external marketing materials such as brochures, posters, or flyers.
2. Digital Engagement: content posted on official social media channels.
3. Photography: photographs not used in other categories.
4. External Media Coverage: news and feature articles used by an external media outlet; or news media coverage resulting from a CAP-issued news release, media advisory, or social media post.
5. Event Promotion: special events such as open houses, award or recognition events, or collaborative events with community partners.

These rules and submission [guidelines](#) provide more detailed information about the contest and how to apply. The awards submission form is available online on the [Public Affairs Resources page](#) of the national website.

Two important reminders:

1. All entries must be brand compliant. If you have any questions, consult the [Brand Portal](#).
2. The entrant's wing PAO is responsible for reviewing all entries during the submission process to ensure the entry is cogent, well-written, and meets the entry criteria before submission to the MAC Balsem portal.