

2012 WING FIELD DAY MEDIA COMMUNICATIONS COMPETITION RULES.

The 2012 Media Communications competition requirements are attached and are in part based on the 2012 Regional MCO competition. This enables the winning Squadron(s) to be the Wings representative(s) at the Regional field day.

The Wing MC Competition consists of three Elements these are:

1. Squadron 2011/12 PR coverage and returns.
2. Part 1 of the Regional MC Competition: Produce a design for an Air Cadet Organisation display to be used at an event such as a fete, show etc, that professionally portrays the ACO.
3. Part 2 of the Regional PR – Photographic Comp as detailed in the attached.

The 2012 Rules for the Wing MC Competition are as follows:

Element 1: The Mills Trophy

- Based on a point system for the period Jun 2011 ~ May 2012 inclusive.
- Points are gained from the submitted monthly PR returns, the level of PR activity and number of column inches published (full rules and point system previously distributed).
- The Squadron with the highest overall points will be awarded the 'Mills PR Award' at the Wing Field Day. Thus making them the Winners of the Wing MC Competition.
- A Certificate will also be awarded to the Squadron showing the most improvement over their previous years performance in the competition.

Element 2: Media Certificate Award

- Conforming to Part I of the attached Regional Competition rules. Produce a design for an Air Cadet Organisation display to be used at an event such as a fete, show etc, that professionally portrays the ACO.
- The winner(s) of this Element will represent the Wing at the Regional MCO Competition.

Element 3: Photographic Certificate Award

- Conforming to Part II of the attached Regional Competition rules, Produce:
 - A portfolio of 3 photographs based on a theme of 'Recruiting'
 - A single photograph any ACO content.
- The winner(s) of this Element will represent the Wing at the Regional MCO Competition.

Note: The portfolio and single photograph entries will be run as separate competitions. All Squadrons are encouraged to enter both however photographs entered for the single photograph must not be part of the portfolio entry.

Separate awards will be given for cadet and adult elements 2 and 3.

Entries for Elements 2 and 3 should be handed into the Wing MCO at the Wing Field Day in Jun 2012 at Bramcote Barracks.

Judging of entries for Elements 2 and 3 will be conducted by Mr Geoff Russell.

Geoff is a professional photographer and is currently responsible for the media communications activities of the Scouting Organisation within North Warwickshire area.

P.S.HINCKS
Flt Lt Wing MCO
for OC Wing

**CENTRAL & EAST REGION FIELD DAY 2012
MEDIA & COMMUNICATIONS COMPETITIONS**

2012 MEDIA COMPETITION

1. This year's MCO competition will be to present for judging a design for an Air Cadet Organisation display to be used at an event such as a fete, show etc, that professionally portrays the ACO.
2. Two designs are required, one produced solely by cadets and one by members of staff. Displays should comply with a '**maximum**' frontage of 20 feet by 10 foot depth.
3. The design can be produced as a detailed drawing, computer derived design, a model of the actual display, or as a combination of all methods. The design must incorporate the ATC or ACO Corporate Branding. **Actual full sized displays are not required.**
4. Production Costs should be borne in mind and therefore the completed design should be economical for a squadron or wing to produce.
5. To aid Wing entries, the cadet & staff entries from Wings into this competition may originate from different squadrons
6. The entry **must** have a label mounted on the '**rear face**', detailing the submitting person's name, rank, unit and Wing. A suggested label is shown.
7. An independent judge will be provided by Region.

Name:		Rank:	
Unit:		Wing:	

RULES

1. Any design submitted **must** have been made by current members of the ACO
2. The requirements of ACP50 AL2 or any subsequent revisions will have been followed.
3. The design must advertise the ACO.
4. Judging will concentrate on, originality of thought, innovation and the quality of the finished design.
5. Designs must be delivered for judging at the Region Field Day to be held September 2012.

2012 PHOTOGRAPHIC COMPETITIONS

It has been agreed to continue to extend the Region's photographic competition.

The main 2012 cadet and staff photographic competition will be based on a theme of '**Recruiting**' and will comprise a portfolio of 3 pictures.

In addition, a separate competition invites one entry per cadet or staff category from each wing that is solely based on photographic merit. This can be of any subject, but must be related to the ACO in some manner.

OVERALL RULES FOR PHOTOGRAPHIC CATEGORIES

1. The photographs **must** be delivered for judging at the Region Field Day to be held September 2012.
2. Any photograph submitted **must** have been taken by members of the ACO and be taken in the 12 months predating judging.
3. The photographs should 'readily identify' Corps activities.
4. Photographs can be either black and white or colour. Printed digital photographs may be also submitted. However, aside from computer adjustment to improve quality, these digitally produced photographs shall not be manipulated to thereby change or add to the subject.
5. Photographs **must** be 'no larger' than 10" by 8" and **must** be mounted on individual cards 'no greater' than 12" by 12".
6. The card **must** have a label mounted on the '**rear face**' of the card, detailing the title for the photograph, where and when taken, the submitting persons name, rank, unit and Wing. A suggested label is shown.
7. The judges will take into account the subject matters and relevance to the competition requirements, the technical quality, and the publicity merit of the submitted photographs.
8. Photographs must be made available to the Region MCO for publication if so requested.
9. The submitted photographs should ideally be the work of one individual (staff or cadet). However, where that proves impractical or impossible, combined entries will be accepted into this photographic competition.

Entry Title:			
Where Taken:		When:	
Technical Details:			
Name:		Rank:	
Unit:		Wing:	