

2010 NORTH REGION MEDIA COMMUNICATIONS COMPETITION

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2010 North Region Media Communication Competition Rules.

For 2010, Squadrons in all six wings are to be given the opportunity to produce a series of photographs which could be used in future marketing material. Closing date for submissions to Region will be 25 May 2010. This will allow wings to arrange local competitions. Entries will be accepted from Squadrons as it is anticipated this may be a group effort. Wings are each to submit nine entries across three classes. These will then be used in an on line vote which will determine the three finalists per wing which will go forward to a Regional Final which will then be judged by an independent judge

Entries are to be submitted in JPEG format. Each entry is to be scored individually with the winning entry being awarded the Hawk Trophy and the second place will gain the Farron Typhoon Trophy.

The criteria would be:-

1. Each wing is to submit three entries in each of three classes. The three classes will be ACO In Action, ACO People and ACO in the Community. Images should be current and taken after 1 Jan 2009. A maximum of 50 words per image may also be submitted to explain the content.
2. Minor digital manipulation will be permitted eg. to remove red-eye, cropping or adjust contrast etc. This is a photographic competition so composite images and extensive digital manipulation will not be permitted.
3. No graphics are to be included such as text, crests or logos.
4. For the Regional Competition Wings are expected to submit nine entries each which should be in JPEG Format.
5. Cadets, Instructor cadets and staff may enter the Regional competition individually or as a team effort. Wing and Regional Staff may NOT enter.
6. The finalists from each wing are to be decided by means of a public vote which will be published on the North Region website www.aircadetsnorth.org. Measures will be in place to prevent multiple voting. Voting will take place from 1-14 June 2010.
7. Wings may use external judges if they wish.
8. Marks awarded at Wing level will not be carried forward to the Regional Final.
9. Only one entry per Squadron may be submitted to the Wing Competition with a maximum of three for each class from each Wing to the Regional contest. Entries are NOT to be graded as 1st 2nd and 3rd but are to be considered on their individual merits by the result of the vote and then afterwards following independent judging.
10. All entries will be Ó Crown Copyright/MOD
11. The "Hawk Trophy" is the first prize and will be presented to the winning squadron team. Second place will win the "Farron Typhoon Trophy". The trophies will be presented at the Regional Training Day 2010
12. The Regional MCO's decision is final.
13. This competition will replace the previous PR Competitions.

Wings are to run a competition within their area in accordance with the Regional Rules. The top nine entries from the wing competition are to be the entries for the Regional Competition. Wings may at their own discretion award a prize, trophy or certificate for their winning entries.

Summary – Each Wing submits 3 images for each class making a total of 9 images per wing and a total of 54 images. These semi finalists will then be subject of an individual on line vote to choose one finalist per wing from each section meaning 18 images, (three per wing) will then go forward to the Regional Final which will be judged by an independent judge. The results will be announced on the Regional Training Day 2010 when the trophies for 1st and 2nd place will be awarded. After the competition a composite disc of all 54 images will be made available for Wings to distribute and use for PR reasons.

Wing entries are to be submitted to the Regional MCO by email to media.north@aircadets.org or by post on CD ROM. Entries will only be accepted from the Wing MCO's. Any other entries submitted directly from squadrons will be disregarded.