

SUBMISSION OF NAVY DAY SPIRIT SPOTS

THIS YEAR'S **JOINT WOMEN'S LEADERSHIP SYMPOSIUM'S "NAVY DAY"** IS SCHEDULED FOR **6 MARCH 2012**, AT GAYLORD NATIONAL HOTEL AND CONVENTION CENTER, IN NATIONAL HARBOR, MD. THE SEA SERVICE LEADERSHIP ASSOCIATION (SSLA) WILL SHOW VIDEO SPOTS FROM THE NAVY DURING THE SYMPOSIUM. ADDITIONALLY, THE NAVY OFFICE OF WOMEN'S POLICY (N134W) WILL PUSH SUBMITTED SPOTS TO A VARIETY OF MEDIA OUTLETS PRIOR TO THE SYMPOSIUM TO HELP GENERATE ESPRIT DE CORPS AND AS A WAY OF HIGHLIGHTING OUR NAVAL FORCE.

REQUIREMENTS: ALL SPOTS MUST INCLUDE THE SUBMITTING COMMAND'S NAME AND LOCATION AND INCLUDE A **WOMEN'S HISTORY MONTH** AND/OR "**A GLOBAL FORCE FOR GOOD**" THEMES. AVOID USE OF NAVY JARGON OR ACRONYMS.

- ❖ SPOTS SHOULD BE BROADCAST QUALITY IN ONE OF THE FOLLOWING FILE FORMATS. FILES SHOULD BE AT LEAST 8 MB/S BUT NO MORE THAN 100 MB/S AND IN MXF, MPEG, WMV, MOV OR AVI FILE FORMATS. MP4 AND M4V FILES ARE NOT ACCEPTED.
- ❖ SPOTS MUST BE NO MORE THAN 3 MINUTES IN LENGTH.
- ❖ NAVY BRANDING GRAPHICS ARE AVAILABLE FOR USE AT THE FOLLOWING LINK: WWW.CNRC.NAVY.MIL
- ❖ RECOMMENDATIONS FOR SUCCESS: EXPERIENCE HAS SHOWN THAT SUCCESSFUL SUBMISSIONS ARE THOSE EXHIBITING ENTHUSIASM, HUMOR, CREATIVITY, AND MOTIVATION. SPOTS CAN NOT INCLUDE COPYRIGHTED MATERIAL, MAKE ANY OFFICIAL OR IMPLIED ENDORSEMENTS OR PRESENT COMMANDS OR THE NAVY IN A NEGATIVE LIGHT.
- ❖ SUBMIT ONLY READY-TO-AIR SPOTS. NEITHER SSLA NOR THE NAVY'S OFFICE OF WOMEN'S POLICY WILL EDIT SUBMISSIONS.
- ❖ FRAME SHOTS ACCORDING TO RULES OF GOOD COMPOSITION (AVOID TALKING HEADS WITH NO BODIES).
- ❖ ALLOW ABOUT 10 SECONDS OF LEAD-IN BEFORE THE SPOT STARTS AND THE SAME AT THE END OF THE SPOT. THIS PRE- AND POST-ROLL ARE NOT COUNTED AGAINST THE TIME OF THE SPOT. CUE FOR VIEWING.
- ❖ GOOD AUDIO QUALITY AND SHARP FOCUS ARE PARAMOUNT. POOR AUDIO QUALITY IS A PRIMARY REASON FOR REJECTION OF ENTRIES. CHECK FOR OVER MODULATED AUDIO, WEAK AUDIO, UNCLEAR VOICES OR BACKGROUND NOISE PRIOR TO SUBMITTING.

SUPPORT FROM NAVY PUBLIC AFFAIRS SUPPORT ELEMENTS, DEFENSE MEDIA ACTIVITY DETACHMENTS OR BROADCAST DETACHMENTS ARE PERMISSIBLE ON A NOT-TO-INTERFERE WITH OPERATIONAL REQUIREMENTS BASIS.

COMMANDS SHOULD SEND ORIGINAL, BROADCAST QUALITY FOOTAGE BY EXPRESS SHIPMENT OR FASTEST METHOD AVAILABLE TO THE SEA SERVICE LEADERSHIP ASSOCIATION. SUBMISSIONS POSTMARKED AFTER FEBRUARY 24, 2012 WILL NOT BE CONSIDERED. **SUBMISSIONS MUST BE RECEIVED BEFORE FEBRUARY 29, 2012.** PLEASE CONSIDER SHIPPING TIMES FOR OVERSEAS AND DEPLOYED UNITS.

SEND TO: SSLA, P.O. BOX 40371, ARLINGTON, VA 22204