

# WE ARE AIRMEN

## 2018 RECRUITING VIDEO CONTEST

### Create Your Own Commercial!

Thank you for participating in the *We Are Airmen 2018 Recruiting Video Contest*! This is YOUR opportunity to create your own recruiting video and help us recruit future Airmen – if you were a civilian thinking about joining the military, what kind of commercial would make *YOU* want to join the U.S. Air Force?

### SUBMISSION GUIDELINES

- Upload your video onto *YouTube*, *Google Drive*, or any online means that will provide a link, and then send us the link to your video. Make sure the video is private and only we can see it!
- Submit your video to [AirForceVideoContest@gmail.com](mailto:AirForceVideoContest@gmail.com) by **Aug. 3, 2018**.
- All units and individuals are free to submit! You must be a Total Force Airman (i.e. Active, Reserve, or Guardsman).
- At the end of your video, please include a slide with the following information. The same information should also be in your submission email.
  - *Rank/Name*
  - *Duty Location*
  - *Contact Phone Number*
  - *Supervisor's Name/Rank/Contact Number*
- The selected finalists' videos will be shown to the judges. **Judges are Air Force Chief of Staff Gen. David Goldfein and Chief Master Sgt. of the Air Force Kaleth O. Wright.**
- The top videos will be shown at the Air Force Association's [Air, Space & Cyber Conference](#) in National Harbor, Md., Sept. 17-19. **Finalists will be flown to Washington, D.C.**, with free admission to the AFA Conference. The winning video will be announced during the conference's keynote address by either SECAF or CSAF. Additionally, finalists will have lunch with CMSAF Wright at a later date to be scheduled.
- Additionally, the winner of the competition will have the opportunity to work with Air Force Recruiting Service to **shadow a professional marketing crew and witness firsthand how an official recruiting commercial is produced!**

### RULES

- **You have full creative control for the style, tone and content in the video! Please keep in mind that this video is intended to attract future Airmen into making the decision to join the U.S Air Force.**
- The video should be formatted as a **.wmv/MP4 file** and should be **around 30 seconds, but no more than 60 seconds**.
- **Only one submission per person.** Videos can be submitted on behalf of an entire unit (e.g. Flight, Squadron, Group, Shop, etc.).
- Guarantee **no OPSEC or PII issues** or violations. If as the submitter you have OPSEC concerns or questions, you should provide your video to your local PA office and your chain of command before submission.

**Questions?** Contact Air Education and Training Command Public Affairs  
210-652-4400, [aetc.pao@us.af.mil](mailto:aetc.pao@us.af.mil) or [AirForceVideoContest@gmail.com](mailto:AirForceVideoContest@gmail.com)






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- Use visually pleasing imagery/video that adheres to dress and appearance regulations (per AFI 36-2903), promoting professionalism. For more guidance or any questions, reach out to your local Public Affairs office for clarification and assistance.
- By submitting a video, you agree that you are in good standing with the Air Force (not under investigation, not on a controlled roster or have a UIF).

If selected as a finalist, you give permission for your supervisor to be contacted.

### SUGGESTIONS

- Consider the following to help you when creating your video:
  1. How do you narrate to showcase why you love serving?
  2. Why and what do you love about your specific job?
  3. What made you want to join the Air Force?
  4. What does it mean to you to be an Airman in the United States Air Force?
  5. How has joining the Air Force changed your life?
  6. What do you want the next generation of Airmen to know?
  7. Do you have a message to tell a civilian interested in joining the U.S. Air Force?
- Please feel free to use the “Aim High” and/or “Air Force.Com” graphic text at the end of your video, like in the official AF commercials. Click [HERE](#) to download the graphic text in png format.
- Below are some suggested Apps and software to use in development of a video (*The appearance of hyperlinks and apps does not constitute endorsement by the United States Air Force, or the Department of Defense of the external Web site, or the information, products, or services contained therein*): <https://www.stuff.tv/features/pocket-spielbergs-12-best-video-editing-apps-mobile>
  - FilmoraGo
  - iMovie
  - Adobe Photoshop, Premiere, Spark
  - Magisto
  - PowerDirector

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