

Defense AT&L Wins Two New Awards

We keep winning. Someone once said that we would get tired of winning. Well, not so. Not yet, anyway.

Defense AT&L magazine this spring won its first Hermes Creative Award—a Gold Award for excellence—from the Association of Marketing and Communication Professionals (AMCP) in Dallas, Texas, and its second award from the National Association of Government Communicators (NAGC) in Falls Church, Virginia.

The two NAGC Award evaluators—one from a West Coast utility and other from the Air Force—both heaped praises on the magazine's design and illustrations. "Kudos to the art director for a visually stunning magazine with illustrations and photography that enhance each story," wrote one.

She added: "Excellent government publication. Thorough/informative Contents pages give a glimpse into each article's main topic. The technical writing is precise, and the authors seem to be SMEs [subject-matter experts] in their respective fields." She praised articles for "explaining the concept and then transitioning and going into detail" and said that this was "vital." She also praised the occasional use of humor to level the overall seriousness and earnestness of the work involved. The other evaluator praised the "how to" pieces but wanted to see fewer acronyms and more translation of "government-speak," something that we're always working on and are keen to improve.

Both found the magazine's statement of purpose to be highly successful, as well as its audience identification.

The NAGC judges for the 2018 Blue Pencil & Gold Screen Awards included representatives of private industry, consultants and research organizations as well as federal, state and local agencies. There were 265 entries in all categories. NAGC is an association of public information officers, spokespersons, social media developers and managers and graphic designers. The NAGC award was for the May-June 2017, November-December 2017 and January-February 2018 issues (photo).

AMCP states that its Hermes Award competitions are perhaps the largest of their kind in the world: "Winners range

from individual communicators to media conglomerates and Fortune 500 companies." These have included IBM, Honda, Deloitte, Nationwide and United Healthcare insurance companies, John Hancock Professional Financial Services, 20th Century Fox, and the George Washington University.

Hermes said that there nearly 6,000 entries in this year's awards. It said its judges were "industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry." The Hermes Award was for the January-February 2018 issue (at right in photo).

The two awards recognize the work of *Defense AT&L* Managing Editor

Benjamin Tyree, Art Director Tia Gray, and the Editorial and Production personnel and Art and Graphics team of the Defense Acquisition University (DAU) Visual Arts and Press office headed by Randy Weekes. Those staff contributors to *Defense AT&L* include Copy Editor and Circulation Manager Debbie Gonzalez; Production Manager Frances Battle; Nina Austin for online support; Noelia Gamboa for administrative support and photography; and Michael Shoemaker, for editing support. Collie Johnson adds extra information to *Defense AT&L's* online site.

The magazine's strength derives greatly from the expertise of the many acquisition professionals who author its articles. These include DAU professors, Department of Defense officials, and industry suppliers. *Defense AT&L* provides an excellent venue for exchanging information and lessons learned and for highlighting problems and advances in the acquisition and sustainment processes.

The magazine has won a number of awards in recent years, which is a good indication that we're doing something right. But we're always looking to improve. And our most important judges are our readers and contributors. Let us know via e-mail to datl@dau.mil—not only what you like but what you might wish to see more or less of in our pages. Or respond to the form on page 48. We'll work toward meeting your needs.

—The Editor

