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ACQUISITION

May-June 2019

A PUBLICATION OF THE DEFENSE ACQUISITION UNIVERSITY | dau.mil

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Defense Acquisition Magazine— A MarCom Platinum Winner!

The *Defense Acquisition* magazine has once again won a Platinum Award—this time the top recognition of the 2019 MarCom Award from the Association of Marketing and Communications Professionals (AMCP). This latest in a series of awards won by the magazine was for the May-June 2019 issue and was the 12th award received in less than 5 years. The magazine won a Platinum Hermes Award for a 2018 issue, as well as a Gold MarCom Award. For 2019, *Defense Acquisition's* sister publication, the *Defense Acquisition Research Journal (ARJ)*, also received a Platinum Award.

The award is a tribute to the work not only of the Defense Acquisition University (DAU) Visual Arts and Press staff but also to the many subject-matter professionals, including members of the DAU faculty, the military Services, and industry partners who write for the magazine.

In a letter announcing the award, AMCP described itself and the awards as follows:

“MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies, and freelancers.

“MarCom Awards is administered and judged by the [AMCP]. The international organization consists of several thousand creative professionals. The association oversees awards and recognition programs, provides judges, and sets standards for excellence.

“As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Over the past few years, AMCP’s Advisory Board has allocated more than \$250,000 in grants and contributions to support philanthropic efforts. That money was used for marketing materials for homeless shelters, orphanages, day camps, community theaters, and art centers; and for programs for the elderly and disabled; child care; and educational endeavors for the underprivileged.

“Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. There were more than 6,500 entries from 20 countries in the MarCom Awards 2019 competition. MarCom’s Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. Platinum Winners are recognized for their excellence in terms of quality, creativity, and resourcefulness.” The organization has judged more than 200,000 entries in the quarter-century since its 1994 formation.

Defense Acquisition staff specifically mentioned in the award include managing editor Benjamin Tyree and art director Tia Gray, who devote most of their working hours to the magazine. Named as well are the production, editorial and graphics teams of DAU’s Visual Arts and Press department, which operates under the leadership of Norene L. Johnson. Staff contributors include Debbie Gonzalez and Michael Shoemaker (copy editing and proofreading); Frances Battle (production

and press coordination); Nina Austin (online design and placement); Collie Johnson (online only content aggregator and editor); Noelia Gamboa (administrative and editorial support); with other final review contributions by other colleagues on the ARJ staff.

—The editor

