

MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2013 ENTRY FORM

Entry Type: 2) Broadcast

Award Type: Individual

Category: 20) John T. Anderson Military Broadcast Journalist of the Year

Ensure category corresponds with entry type (1 Print, 2 Broadcast, or 3 Community Relations)

Entry Title: Sgt. 1st Class Andy Yoshimura, Broadcast Journalist of the Year

Publication/Air Date: Jan 1, 2013

URL: <http://bit.ly/1ft4sPR>

Unit POC:

(In the below space provided please include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

Capt. Saska Ball, U.S. Army Reserve
USACAPOC(A) Deputy PAO
saska.e.ball@mail.mil/910-643-3923
Lt. Col. Annmarie Daneker, USACAPOC(A) PAO

Command/DRU: U.S. Army Reserve Command (USARC)

Submitting Unit:

(include unit name and complete verified, official mailing address, DSN and commercial phone number and fax number; please spell out all acronyms)

U.S. Army Civil Affairs & Psychological Operations Command
(Airborne)
USACAPOC(A) USAR Attn: AFRC-CPC-PAO
2175 Reilly Road, Stop A
Fort Bragg, NC 28310-5200 (phone 910-432-2035, fax 910-432-9820)

Award Should Be Issued To:

(enter an individual's name for individual awards only)

Sgt. 1st Class Andy Yoshimura

Gender: Male

Comments/Significant Contributors:

(list up to five for unit awards only and note gender)

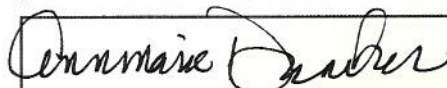
Unit/Duty Section:

USACAPOC(A) Public Affairs Office

Supervisor's Name/Title:

Lt. Col Annmarie Daneker, USACAPOC(A) Public Affairs Officer

Supervisor's Signature:



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REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY
CIVIL AFFAIRS AND PSYCHOLOGICAL OPERATIONS COMMAND (AIRBORNE)
FORT BRAGG, NORTH CAROLINA 28310-5200

AFRC-CPC-PA

27 January 2014

MEMORANDUM FOR US Army Reserve Command Public Affairs Office,
Fort Bragg, North Carolina, 28310

SUBJECT: Nomination for SFC Andy Yoshimura for the Keith L. Ware
competition, Category O: John T. Anderson Military Broadcast
Journalist of the Year (Individual Category).

1. SFC Andy Yoshimura is an exceptionally talented broadcast
journalist and NCO who continuously excels in his field. Through
his dedication to mission and a high level of professionalism,
he has pushed the USACAPOC(A) Public Affairs Office to the
forefront of Army Reserve communication.

2. SFC Yoshimura was selected by the Office of the Chief, Army
Reserve Recruiting Communications Office to produce a video PSA,
entitled Capture Your 'Hooah', introducing their Army Reserve-
wide program of the same name. The video PSA was distributed
via email link to all Army Reserve Soldiers and civilians as
well as posted extensively on Army Reserve websites.

3. SFC Yoshimura is always eager to provide PA support to
USACAPOC's six subordinate commands, with units in 30 states.
In 2013 he produced seven products highlighting training and
events of these USACAPOC(A) units. This includes features on
the 2013 DA NCO of the year, SFC Jason Manella, that were posted
on multiple internal and external media sites.

4. SFC Yoshimura's Public Affairs management skills are
exemplary. For two major USACAPOC(A) events (a live Town Hall
webcast on DVIDS and Operation Toy Drop) he planned and assigned
missions and stories to five journalists to ensure complete
coverage. He also managed PA coverage of six Best Warrior
Competition events and initial planning for the 69th Normandy
Commemoration event (cancelled due to sequestration).

AFRC-CPC-PA

SUBJECT: Nomination for SFC Andy Yoshimura for Keith L. Ware Competition

5. As a senior NCO, SFC Yoshimura ensures the success of his subordinates in maintaining Soldier skills. The section continuously excels in APFT and marksmanship scores and meets all annual unit requirements. He upholds the Army Values; his leadership expertise is sought by his peers. He is also a Paratrooper, maintaining a current jump status despite a busy production schedule.

6. SFC Yoshimura is in compliance with the height and weight standards established by AR 600-9. In September 2013 he scored a 265 on the Army Physical Fitness Test.

7. SFC Yoshimura is the epitome of the modern Army's definition of 'NCO'. He has proven invaluable to me in maintaining the standards of our robust and highly visible public affairs program. He is one of the finest NCOs I have worked with and I take great pride in nominating him for the John T. Anderson Military Broadcast Journalist of the Year.

A handwritten signature in black ink, reading "Annmarie B. Danecker". The signature is fluid and cursive, with the first name "Annmarie" and last name "Danecker" clearly legible.

ANNMARIE B. DANEKER

LTC, LG

Public Affairs Officer

SGT. 1ST CLASS ANDY N. YOSHIMURA BIO

Sgt. 1st Class Andy Yoshimura is a broadcast journalist and the public affairs noncommissioned officer-in-charge with the U.S. Army Civil Affairs & Psychological Operations Command (Airborne) Public Affairs office, where he has served as the NCOIC since November 2010.

Without a broadcast journalist within the entire command, Yoshimura is responsible for all of USACAPOC(A) video related news stories, b-roll packages and public service announcements within his duties as the NCOIC for the command's PAO. During 2013, Yoshimura produced five video news releases, two public service announcements, eight print stories, four command magazines and a one-hour live feed program for Operation Toy Drop. Yoshimura also manages the command's social media and websites. He was chosen by the Office Chief of the Army Reserve to produce a video spot announcement for an Army Reserve video submission contest.

Yoshimura's involvement with the Operation Toy Drop video program was essential in the accomplishment of the mission where he trained seven Soldiers on how to run a television studio operation during the one-hour live broadcast. He also spent time training broadcast journalists and combat document/production specialist in providing video news releases for the program. In all ten products were produced.

In 2005, Yoshimura was selected as a detailed recruiter and was assigned to the Aurora Recruiting Station, Chicago Recruiting Battalion. In 2008 he was selected as the station commander for the Aurora Recruiting Station

In 2001, Yoshimura joined the Active/Guard Reserve program and was assigned to Bravo Company, 17th Psychological Operations Battalion in Aurora, Ill. as the broadcast NCOIC for the Special Operations Mobile System Broadcast section. In 2003 he and his team mobilized and were attached with the 3rd Psychological Operations Battalion in support of Operation Iraqi Freedom. There he was assigned as the Mobile Radio Broadcast System noncommissioned officer-in-charge on Habbaniyah Air Base just outside of Fallujah, Iraq. His team successfully moved, placed and manned a 24-hour operation in providing messages and prayers to the local residents in extreme hot weather and numerous mortar attacks on the compound where he received the Bronze Star for his actions.

After four years in the active Army, Yoshimura joined the Army Reserve as a broadcast journalist in June 1994 where he was stationed with the 302nd MPAD in Bell, Calif. In 1999, Yoshimura was deployed to Bosnia and later handpicked to lead a video team in Taszar, Hungary. There he produced seven video news stories and was responsible in the production and marketing of the team's 25 video news stories during the 8-month deployment.

Yoshimura enlisted in the active Army in 1990 as a PATRIOT missile system operator and mechanic and was stationed with Delta Battery 3/43 Air Defense Artillery at Fort Bliss, Texas. Yoshimura was the first U.S. born in his family and for that reason he decided to enlist in the Army right out of high school.

YOSHIMURA, ANDY N.

A4510A

13 10 04
SFC, 46Z



PRODUCT 1:

SCRIPT 1: PEACEMAKER MAGAZINE

VIDEO TAG: Soldiers, High Definition, Army, Andy Yoshimura, 306th Psychological Operations Company, Peacemaker Magazine, Lalita Guenther, USACAPOC(A) Public Affairs Office, Catherine Zamora, Oscar Medina, 2013 Brumfield Competition

LEAD: HUNDREDS OF MAGAZINE COMPANIES PUSH THEIR PRODUCTS EITHER ELECTRONICALLY OR BY HARD COPY. ARMY RESERVE SOLDIERS FROM THE 306TH PSYCHOLOGICAL OPERATIONS COMPANY FROM LOS ALAMITOS, CALIFORNIA HAVE THE CAPABILITY TO PRINT MAGAZINE AND EVEN PRINT SOMETHING SMALL LIKE GRAPHICS FOR A MAGNET. SERGEANT FIRST CLASS ANDY YOSHIMURA SHOWS THE OPERATION OF THESE HIGH-SPEED PRINTERS.

NARRATION:

THE PEACEMAKER MAGAZINE IS A QUARTERLY PUBLICATION THAT'S PRODUCED BY THE U.S. ARMY CIVIL AFFAIRS & PSYCHOLOGICAL OPERATIONS COMMAND AIRBORNE. AND THIS IS HOW IT'S MADE.

(SOUND BITE) SPC. LALITA GUENTHER:

ONCE THE MAGAZINE IS DONE, IT IS PUT ON THIS MEMORY STICK AND IT IS SENT HERE TO THE GRAPHIC DESIGNER. DESIGNERS WILL MAKE SURE THAT THE BORDERS AND ALIGNMENTS ARE ALL READY FOR PRINTING.

I AM HERE WITH SPECIALIST CATHERINE ZAMORA WITH THE 306TH AND CAN YOU EXPLAIN TO ME THE PROCESS ONCE IT LEAVES THE GRAPHIC DESIGNER.

(SOUND BITE) SPC. CATHERINE ZAMORA:

NOW THE MAGAZINE GOES TO THE CUTTER.

(SOUND BITE) SPC. OSCAR MEDINA:

HERE IS THE SPRING EDITION OF THE PEACEMAKER MAGAZINE READY TO BE DELIVERED TO ALL OF OUR DOWNTRACE UNITS. YOU CAN ALSO DOWNLOAD THE ELECTRONIC VERSION AT WWW.DVIDSHUB.NET. REPORTING FROM LOS ALAMITOS CALIFORNIA, I AM SERGEANT FIRST CLASS ANDY YOSHIMURA.

PRODUCT 2:

VIDEO TAG: 305th psychological operations company usacapoc
capoc, 2013 Brumfield Competition

NO SCRIPT

LEAD: ARMY RESERVE SOLDIERS OF THE 305TH PSYCHOLOGICAL
OPERATIONS COMPANY FROM FORT STORY, VIRGINIA SPEND THEIR BATTLE
ASSEMBLY NEAR THE BEACHES OF VIRGINIA. WORKING AND TRAINING
OUTDOORS BRINGS OUT THE BEST OF THESE PSYOP WARRIORS

PRODUCT 3:

VIDEO TAG: psyops, Marines, 304th Psychological Operations
Company, Andy Yoshimura, James Paulk, Mike Garza, 2013 Brumfield
Competition

NO SCRIPT

LEAD: ARMY RESERVE SOLDIERS FROM THE 304TH PSYCHOLOGICAL
OPERATIONS COMPANY FROM SACRAMENTO, CALIFORNIA SPENT THREE WEEKS
OF HIGH-ALTITUDE TRAINING IN THE SIERRA NEVADA MOUNTAIN RANGE
WITH THE MARINES RESERVE. NOT ONLY DID THESE PSYOP SOLDIERS
LEARN MOUNTAIN SURVIVAL SKILLS AT THE MOUNTAIN WARFARE TRAINING
CENTER BUT THEY ALSO LEARNED TO TRAIN WITH THE MARINES ON
DISSEMINATION TACTICS IN ELEVATIONS RANGING FROM 65-HUNDRED TO
TEN THOUSAND FEET.

PRODUCT 4:

VIDEO TAGS: usacapoc, army reserve video contest, army reserve video contest usacapoc, 2013 Brumfield Competition

NO SCRIPT

NO LEAD: (PUBLIC SERVICE ANNOUNCEMENT)

PRODUCT 5:

VIDEO TAGS: medical, civil affairs, army reserve, innovative readiness training, western medical area readiness support group, 11, 7243rd medical support unit, 7214th medical support unit

NO SCRIPT

LEAD: ARMY RESERVE SOLDIERS FROM ARKANSAS, CALIFORNIA AND NEVADA ROLLED INTO FOUR DIFFERENT STATES PROVIDING FREE MEDICAL SERVICES FOR THE RESIDENTS. INNOVATIVE READINESS TRAINING PROVIDES REAL WORLD TRAINING OPPORTUNITIES FOR THESE SOLDIERS WHILE SUPPORTING THE NEEDS OF AMERICA'S UNDER-SERVED COMMUNITES.

PRODUCT 6:

VIDEO TAGS: paratroopers, usacapoc, operation toy drop, randy oler

LEAD: ARMY RESERVE SOLDIERS CONTINUE WITH A HOLIDAY TRADITION ON FORT BRAGG NORTH CAROLINA. THEY PARTICIPATED IN ONE OF THE LARGEST TOY COLLECTION OPERATION IN NORTH CAROLINA AND ALSO ORGANIZE THE LARGEST COMBINED AIRBORNE OPERATION IN THE WORLD.

NARRATION:

BLACK FRIDAY... THIS TIME FORT BRAGG PARATROOPERS WAITED IN LINE NOT TO BUY A GIFT BUT GIVE A GIFT. THE DOORS OPENED AND THE RANDY OLER MEMORIAL OPERATION TOY DROP BEGAN. NOW IN ITS SIXTEENTH YEAR, PARATROOPERS HANDED NEW UNWRAPPED DOLLS, BIKES AND GAMES IN EXCHANGE FOR AN OPPORTUNITY TO TRAIN AND JUMP WITH A FOREIGN JUMPMASER.

SOUND BITE: SPC JOSEPH SMALLS

SERGEANT FIRST CLASS RANDY OLER, THE FOUNDER OF TOY DROP, LOVED TWO THINGS: KIDS AND JUMPING OUT OF PLANES. HE DECIDED IN 1998 TO COMBINE THE TWO AND COLLECTED 550 TOYS. IN ALL, PARATROOPERS AND FAMILY MEMBERS DONATED NEARLY 60-THOUSAND TOYS TO UNDERPRIVILEGED CHILDREN DURING THE HOLIDAY SEASON.

SOUND BITE: WILLIE WELLBROCK

OLER DIED SUDDENLY IN 2004 BUT ARMY RESERVE SOLDIERS FROM THE U.S. CIVIL AFFAIRS AND PSYCHOLOGICAL OPERATIONS COMMAND AIRBORNE CONTINUED THE TRADITION.

SOUND BITE: MAJ. GEN. JEFFREY JACOBS

AFTER DONATING A TOY, PARATROOPERS RUSHED STRAIGHT TO TRAINING WITH A FOREIGN JUMPMASER IN PREPARATION FOR THE AIRBORNE OPERATION THE NEXT DAY.

SOUND BITE: SPC JOSEPH SMALLS

REPORTING FROM FORT BRAGG, NORTH CAROLINA. I AM SERGEANT FIRST CLASS ANDY YOSHIMURA

RUN SHEET: SGT. 1ST CLASS ANDY YOSHIMURA, USACAPOC(A) PAO

PRODUCT 1: PEACEMAKER MAGAZINE (WRITER, PRODUCER, REPORTER, VIDEO)

RUN TIME: 3;29;13 FIRST PLAY DATE: 25 MAR 13

LOCATION: LOS ALAMITOS, CALIF.

PRODUCT 2: 305TH BATTLE ASSEMBLY (PRODUCER, REPORTER, VIDEO)

RUN TIME: 1;08;18 FIRST PLAY DATE: 15 JUN 13

LOCATION: FORT STORY, VA.

PRODUCT 3: PSYOP TRAINS WITH MARINES A MILE-HIGH (PRODUCER, REPORTER, VIDEO)

RUN TIME: 1;44;02 FIRST PLAY DATE: 5 JUL 13

LOCATION: BRIDGEPORT, CALIF.

PRODUCT 4: CAPTURE YOUR "HOOAH" (PRODUCER, VIDEO)

RUN TIME: 1;00;00 FIRST PLAY DATE: 22 JUL 13

LOCATION: FORT BRAGG, NC

PRODUCT 5: ARMY RESERVE TRAINS AND SUPPORTS MEDICALLY (PRODUCER, REPORTER, VIDEO)

RUN TIME: 2;31;00 FIRST PLAY DATE: 15 AUG 13

LOCATION: MAYFIELD, KY., HAYTI, MO., DYERSBURG, TENN., BLYTHEVILLE, ARK.

PRODUCT 6: TOY DROP (WRITER, PRODUCER, REPORTER)

RUN TIME: 2;40;00 FIRST PLAY DATE: 15 DEC 13

LOCATION: FORT BRAGG, N.C.