

2013 MG Keith L. Ware Public Affairs Competition Entry Form

ENTRY TYPE (Print, Broadcast or Community Relations): Community Relations _____

CATEGORY: ___ C _____ **TYPE** (unit or individual): _____ Unit _____

ENTRY TITLE: 105th Anniversary Commemoration _____

PUBLICATION/AIR DATE: ___ 2013 ___ **URL:** _____

UNIT POC (include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

LTC Laurel Devine, Deputy Director, Army Reserve Communications, laurel.a.devine.mil@mail.mil
703-806-7497; Franklin Childress

COMMAND/DRU: Headquarters, U.S. Army Reserve Command, 4710 Knox Street, Fort Bragg, N.C.
28310

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

AWARD SHOULD BE ISSUED TO (enter an individual's name for individual awards only):

Army Reserve Communications _____

GENDER: _____

SIGNIFICANT CONTRIBUTORS (list up to five for unit awards only):

COL Shawn Woodbridge _____

MAJ Hance _____

LTC Jefferson Wolfe _____

MAJ Angel Wallace _____

MAJ Adam Jackson _____

UNIT/DUTY SECTION: ARMY RESERVE COMMUNICATIONS _____

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE: Laurel Devine



**2013 MG KEITH L. WARE
PUBLIC AFFAIRS COMPETITION
CATEGORY C: COMMUNITY RELATIONS SPECIAL EVENT**

105

YEARS STRONG

ARMY RESERVE

CITIZEN

**OFFICE OF THE CHIEF ARMY RESERVE'S
105TH ANNIVERSARY COMMEMORATION**

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- 2) Executive Summary of context and purpose
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- 4) Execution: Provide details of the conduct of the event.
- 5) Effectiveness: Describe what the event achieved. Concrete evidence of success and achievement of slated goals will strengthen the packet.
- 6) Overall value to the Army: Describe the event's importance to the sponsoring organization, installation and community. Describe how it benefitted the Army and how its costs compared to its benefits.
- 7) Media Coverage: Supported by internal and external media accounts of the event's achievements, and relevant feedback from participants, leaders and impacted members of the community.
- 8) Photos
- 9) Video

Summary

The Army Reserve's nearly 200,000 Soldiers live, work and serve, in 1200 communities across the country. The 105th Anniversary commemoration provided a prominent platform for informing neighbors and various publics of the value of the Army's Federal Reserve Force and the distinguished role of the America's "Citizen-Soldier."

The OCAR and USARC public affairs staff was tasked to plan and execute a myriad of activities and events to commemorate the Army Reserve's 105th anniversary. The team had no dedicated funds and only two months to prepare. The mission was twofold: To honor Soldiers, family members, veterans and civilians who proudly served and those who continue to serve our Nation; and to educate both internal and external audiences on the history, significance and extensive achievements of America's Army Reserve to our country's national defense.

The planning phase incorporated various command elements with assistance from diverse supporters and partners, ranging from congressional members, both state and federal, military service and veteran's organizations, forward deployed public affairs assets, Major League Baseball, and Warner Brothers productions. The staff aggressively sought and successfully acquired various venues and activities to reach the targeted audiences in forums, large and small, to recognize the history and accomplishments of the Army Reserve.

During a time of austere fiscal constraints, the team ferreted out alternative funding sources, ultimately succeeding through the generosity of various MSOs. The Association of the United States Army and, for example, provided funds for the wreath ceremony at the Tomb of the Unknowns in Arlington National Cemetery; food for a luncheon at the new USO Warrior and Family Care Center at Fort Belvoir, Virginia; and the USARC event at Fort Bragg, North Carolina.

Millions of people were exposed to the Army Reserve at high visibility events like the Baltimore Orioles and Washington Nationals baseball games, the wreath laying ceremony at the Arlington National Cemetery Tomb of the Unknowns and various runner activities, including a unit run across the Golden Gate Bridge. A robust social media campaign prominently featured these activities, among others. They also were highlighted on Army and civilian print media and television.

This public affairs event was extremely timely because more than 11,100 Army Reserve Soldiers remain actively engaged in various missions, including Afghanistan and the Horn of Africa, protecting national security interests. The Army Reserve continues to provide assistance to local communities affected by natural disasters. In outlining his priorities, Secretary of the Army John McHugh emphasized the value of public affairs, stating the long-term health of the Army depends upon its relationship with the public it serves.

Summary (Continued)

Because the Army Reserve has a strong connection to our country's industrial base and its people, we have a unique ability to leverage existing relationships — within communities, with elected officials and with the broader public — to proudly represent the Army and the Army Reserve as a great return on investment for America. The 105th Army Reserve Anniversary Commemoration provided a tremendous can't-miss opportunity to do so.

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Planning Process

The team was comprised of a small contingent of public affairs officers from the Office of Chief, Army Reserve and US Army Reserve Command, led by Colonel Shawn Woodbridge. The group had only eight weeks, from the planning to the execution phase, to plan and highlight locally and nationally the 105th commemoration of the Army Reserve's anniversary. The commemoration planning committee met weekly via teleconference and met additionally among themselves to ensure mission success.

The concept of operations plan was rapidly created, approved by the chain-of-command and fully executed by the team. The energetic and creative staff also leveraged resources inside and outside military channels to expand the strategic communication efforts across all platforms.

The command objectives for the 105th Army Reserve Commemoration were as follows:

- Commemorate the 105th Anniversary of America's Army Reserve in local communities across the nation and in forward deployed locations
- Honor Soldiers, family members, veterans and civilians who served – and those who continue to serve our Nation
- Educate both the internal and external audiences on the history, contributions and significance of America's Army Reserve

The 105th Army Reserve Commemoration Communication goals and objectives:

- Publicly recognize the history and accomplishments of the Army Reserve
- Increase overall awareness and support for the Army Reserve
- For key audiences to gain a greater appreciation of the vital role the Army Reserve plays in defending the nation

Observations and Assumptions:

- The 105th anniversary of the Army Reserve was not the milestone achievement in the historical sense that the centennial celebration was in 2008.

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Observations and Assumptions (continued):

- Difficulty securing outreach events to celebrate the Army Reserve's 105th anniversary on April 23rd in the public forums because of the short lead timeframe.
- Leveraging the assets and capabilities our stakeholders and partnerships would be critical in achieving success on a grand scale.
- The public's interest in the Army Reserve may wane because of the military's exit from Iraq and drawdown in Afghanistan. Perception may be that the Army Reserve's role is minimized and reverted back to the strategic reserve of the 1980s.

Target Audiences:

- | | |
|--------------------------------------|-------------------------------|
| • Army Reserve Soldiers and Families | • Associations and Advocates |
| • American Public | • State and Local Communities |
| • Congress | • National and Local Media |
| • Department of Defense | • Sponsors and Partnerships |
| • Employers | |

Stakeholders:

- Army Reserve Senior Leaders
- Army Reserve Communications and US Army Reserve Public Affairs
- Advocates for the Army Reserve

Budget Analysis:

The low-cost/no-cost commemoration events garnered a significant return on investment, which was achieved with limited funding; the outlay of actual expenses for both OCAR and USARC was merely \$610.00. AUSA national headquarters and the local AUSA Northern Virginia chapter made monetary donations to OCAR to cover various expenses that included \$360.00 for the wreath used at Arlington National Cemetery wreath laying ceremony. And the USO contributed \$300.00 for food and refreshments for the community outreach festivities at the new USO Wounded Warrior facility at Fort Belvoir, Va.

The OCAR-Agency team (a public relations firm) activated a Facebook ad campaign that leveraged compelling content to drive participation on the Army Reserve's Facebook

Budget Analysis (Continued):

page. The \$5,000.00 cost to create the campaign was previously obligated contract funds, not an additional cost to the command. The team connected message-focused content to attract and engage a broad audience. The paid Facebook campaign far surpassed anticipated results, with extremely high levels of audience engagement. For example, including 48,516 engaged users on two promoted posts at an average cost of \$0.11 per engagement. This was a phenomenal success, as the cost-per-engagement for campaigns of this size typically range from \$0.60-\$0.80, according to ad agency estimates. This anniversary Facebook ad campaign served as the catalyst for other Facebook campaigns, the Army Reserve's impact and reach has increased significantly.

No TDY funds were spent to execute this effort; local Soldiers and civilians were used to support the various events.

Strategy and Process:

- Raise public awareness. Promote grassroots community advocacy networks.
- Leverage resources inside and outside of military channels to expand our strategic communication efforts across a multitude of platforms.
- Develop and deliver key messages across the communication spectrum, highlighting the historical value of the Army Reserve and its future impact and capabilities in current and future operations.

Specific Tactics:

- Promote partnerships with business and community leaders in support of the citizen-soldier.
- Use social media platforms to share content and host anniversary content (YouTube, videos; Flickr, photos; DVIDS, photos, videos, news stories).
- Develop communication tool kits (talking points, key messages, speech, Army Reserve anniversary commemoration logo, fact sheets) for use by public affairs assets, senior leaders, Army Reserve ambassadors and community partners.
- Create media engagement plan and share with field public affairs offices to engage key media in their local communities.

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Support Outline to events include:

Capitol Hill Events	Baltimore Orioles MLB Game – First Pitch, Jumbotron 105th AR message from LTG Talley, and AR Anniversary Logo	Washington Nationals MLB Game – Ball delivery to the mound, Jumbotron 105th AR message from LTG Talley, and AR Anniversary Logo	Arlington National Cemetery Wreath Laying Ceremony at the Tomb of the Unknowns	Local Anniversary Events: Cake Cutting Ceremonies; Speeches; local shadow runs	Proclamations
<p>The National Mall 2.3 mile run: LTG Jeffrey Talley, Congressional House Members and staff, OCAR staff and friends of the Army Reserve.</p> <p>HASC Hearing: CSA notes Anniversary of the Army Reserve and its contribution to national defense.</p>	<p>BG Tammy Smith and SGT Ryan J Barger, 2011 Army Reserve Best Warrior (Soldier category), Purple Heart and CAB recipient; Chief, Army Reserve video thanking America for their support of the Army Reserve; GS and Army Reserve Communication Staff.</p> <p>Attendance: 29,105</p>	<p>MG James “Boe” Young; Chief, Army Reserve video thanking America for their support of the Army Reserve; GS and Army Reserve Communication Staff; Family members, general public and veterans.</p> <p>Attendance: 32,745</p>	<p>MG Marcia Anderson and Mrs. Linda Talley; CSM Robert Breck; Army Reserve Ambassador of D.C., Jonathan Kent; GS and Army Reserve Communication Staff; Family members, general public and veterans.</p>	<p>OCAR and USARC leaders, civilians, Soldiers and family members; Army Reserve Ambassadors; friends of the Army Reserve; the general public; AR supporters: ROTC Cadets and cadre.</p>	<p>State Governors; State Senators; Legislative representatives; Mayors; Chambers of Commerce; Army Reserve Ambassadors; employer partners and the general public.</p>

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Strategic Messaging Matrix

Goal: Educate the American public on the history and accomplishments of the Army Reserve, to increase overall support for the Army Reserve and to garner appreciation for the vital role the Army Reserve plays in defending the nation.				
Publics	General Public	Stakeholders	Military/ Veterans/Families	Non-Gov't Organizations
Objectives	Recognize the USAR historical relevance during the last 12 years of war as an integral, proven and needed command with the U.S. military, leveraging unique capabilities in service to America. Recognize that the AR is flourishing in all corners throughout the nation.	Continue to foster and create positive relationships with key audiences within the 1200 communities in which we actively serve and live.	Further increase understanding of Army Reserves Soldiers contributions at home and abroad.	Gain awareness of the potential value and skillsets an Army Reserve Soldier can bring to organizations and businesses as they transition from military service to civilian life.
Strategies	Create media campaign strategy that incorporates traditional and new media tactics	Leverage AR Senior Leaders and Army Reserve Ambassadors in community events with stakeholders	Inform and educate through traditional and new media platforms and extend invitations to various events for firsthand exposure.	Leverage advocates and a media campaign to educate this audience on the capabilities of the Army Reserve and what Soldiers can do.
Command Message	Supported by their families, employers, and the public, the Army Reserve Soldiers have been the strength of the Army and our great nation at home and abroad for 105 years.	The Army Reserve is an efficient investment for America, providing 19% of the Army force only 6% of the budget.	The Army has relied on the depth of their Federal Reserve Force has brought to their ranks for more than a century.	The Army Reserve provides troops in 148 Military Occupational Specialties, with similar capabilities found in the private industry.
Tactics	Develop media kits, fact sheets and press releases	Media coverage of partner-supported events	Launch Facebook Ad campaign and ancillary, complementary platforms	Share media stories that demonstrate the values and mission of the Army Reserve in communities.
Evaluation	Assess effective of the media plan.			

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Execution Phase

This was a monumental task of epic proportions on many levels.

- Lack of funding; and no additional funds from the normal office budget
- Little time to identify and lock-in general public events on the actual anniversary date of 23 April
- Little time to develop the overall strategy and communication vehicles
- Little time to engage public affairs around the globe for local events
- Required to seek support and partnership with military and veteran service organizations, Army Reserve Ambassadors, and congressional members at the federal and state levels.

The team quickly achieved success by obtaining two Major League Baseball events at the Baltimore Orioles and Washington Nationals baseball games; a wreath laying ceremony conducted by senior Army Reserve leaders at the Tomb of the Unknowns, Arlington National Cemetery; CSA acknowledgement of the Army Reserve anniversary during his opening remarks at the House Armed Services Committee's congressional hearing; the cast of "Caribe Road", a Warner Brothers online web television series,



Sgt. Ryan Barger, a training noncommissioned officer with the 423rd Military Police Company in Shoreham, N.Y., throws out the ceremonial first pitch of the Baltimore Orioles vs. Toronto Blue Jays baseball game to kick off the Army

volunteered to create and produce a public service announcement for YouTube and DVIDS; the Army Reserve Ambassadors launched and executed various events across the nation that included proclamations at local and state level, cake cutting ceremonies with Army and joint units, esprit de corps runs, speeches and secured OP-EDs in newspapers, such as the "Chicago Tribune"; with the monetary support of the Association of the United States Army and USO, the ability to purchase the wreath and supply the food and cake for community events at Fort Belvoir and Fort Bragg.

The execution phase also incorporated extensive coordination and synchronization efforts with Army Reserve field public affairs offices across the nation, Puerto Rico, Germany and multiple locations throughout Afghanistan. The Chief of Army Reserve and key leadership personnel participated in multiple celebrations in Afghanistan that included reenlistment ceremonies, cake cutting events and shadow runs; a San Francisco legal affairs unit also hosted a run across the Golden Gate Bridge; and in Germany, a comprehensive event took place at the post exchange, that comprised an Army Reserve recruiting booth, speeches, and a cake cutting ceremony. The event at the Kaiserslautern Military Community Center in Germany was especially strategic, as the active component draws down 80,000 Soldiers, it's vital to add these experienced, professional Soldiers to our ranks; this celebration allowed both the Soldier and their families to learn firsthand about Army Reserve opportunities.

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Execution Phase (Continued)

OCAR Army Reserve Communications staff collaborated to create a communication toolkit that included talking points, an Op Ed, press releases, speech, media advisory, fact sheet, and Army Reserve 105th Anniversary logos via USARC Public Affairs to senior Army Reserve leaders, field public affairs offices and Army Reserve Ambassadors for their use for the execution phase of the 105th.

The commemoration was sponsored by the headquarters and multiple local chapters of AUSA, thus further cutting costs for headquarters and units that conducted various activities in honor of the Army Reserve. Several AUSA local chapters and Army Reserve Ambassadors and the Employer Support of the Guard and Reserve actively participated and led various events around the nation, highlighting the significance of the Army Reserve's 105 years of contributions to the nation.

These are just a few examples of the support the Army Reserve received from strategic partnerships within the local communities throughout the nation.

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Effectiveness:

The 105th Army Reserve Anniversary Commemoration was measured by its ability to reach the target audiences through various means with the intent to increase awareness that the future of the Army Reserve requires continued support from our elected officials, the employers of our Soldiers and the public to remain the great investment for America's total force. Additionally, the Army Reserve, along with our nation's military, is emerging from twelve years of war as an integral, proven and needed command within the U.S military, leveraging unique capabilities in service to America.

Our goals were to increase awareness of the Army Reserve, build and further strengthen our relationships in the local communities in which we reside, and for our target audiences to recognize that the Army Reserve is flourishing in all corners throughout the nation.



Maj. Gen. Marcia Anderson and Mrs. Linda Talley lay a wreath in honor of fallen Soldiers April 23 at Arlington cemetery during the Army Reserve's 105th birthday.

The Army Reserve mobilized over 14 thousand Soldiers for worldwide operations in 2013 and we anticipate this to continue through 2014.

We would not have had the ability to reach community leaders without the efforts of the Army Reserve Ambassadors, who play a vital and integral role as bridges to communities across the nation. We knew it was important to build them into our strategy, as they are our advocates.

The ambassadors were strategically engaged in community events throughout the nation, reaching out to local dignitaries at city, county and state levels, and participating in unit commemoration activities and public events. Proclamations were announced at formal events – North Carolina State House of Representatives, Missouri State House of Representatives, Senator for the State of South Dakota, Raleigh, North Carolina, Puerto Rico, and various levels of government and cities throughout California, Tennessee, Georgia and Florida.

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Overall Value to the Army:

The 105th Army Reserve Commemoration provided us a great opportunity to reflect on our outstanding contributions in the past, our current worldwide missions and to imagine an even more robust Army Reserve serving as the Army's federal operational reserve. From its origins in the Medical Reserve Corps in 1908 to its evolution as an

indispensable part of the Army's total force, the Army Reserve has shown itself to be a life-saving, life-sustaining force for the Army and the nation.



Personnel at the U.S. Army Reserve Command form into a 105 in honor of the Army Reserve's 105th birthday Fort Bragg, NC.

The commemoration linked communities across the nation to their Army and those who serve as America's "Citizen-Soldiers" in the Army Reserve. It also served as a keen strategic opportunity for informing neighbors and various publics of our innate value to the Army. Key leaders, to include elected officials from local communities to our nation's legislative branch were involved in various anniversary activities. This audience, in particular, is fundamental to the continued

success of the Total Force – with a declining defense budget, the impact on local jobs and businesses across the nation, and the direct effect the defense budget has on the Army, Soldiers, civilians and family members, we were compelled and obligated to foster these relationships and to "tell the Army Reserve" story using this platform as the catalyst to launch this important discussion.

It was also advantageous to note during this campaign that the Army Reserve remains an important component, as an assumption could be made that our capabilities were no longer needed to support the Army, since the military's withdrawal from Iraq, the current drawdown in Afghanistan and the ongoing effort to decrease the active component by several thousands of Soldiers. When in fact, the Army Reserve provides nearly half of the combat support capabilities.

The Army Reserve offers strategic agility and an enhanced depth not achievable in its former strategic reserve structure. Without question, the last ten years of warfighting has honed the skills of a ready, integral and proven component of the total force.

Again, the Army Reserve has a strong connection to our country's industrial base and its people, we have a unique ability to leverage existing relationships - within communities, with elected officials and with the broader public - to proudly represent the Army and the Army Reserve as a great return on investment for America.

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Media:

Facebook Ad Campaign:

The Facebook ad campaign was extremely successful, our promotion strategy focused on engaging users, rather than increasing “likes” on the Army Reserve Facebook page. Through previously programmed contract funds (\$5,000.00), the team elevated and supplemented paid posts with secondary content to further engage the audience. The posts highlighted the Army Reserve anniversary, the importance of the Army Reserve for national defense, along with other key messages. The posts paired compelling content with strong calls to action to encourage user engagement, increase sharing and expand both organic and viral reach. The sharing/tagging by high-level influencers, such as the Chief of Staff, added to the campaign’s astonishing achievements.

The paid media campaign far surpassed our expectations, with extremely high levels of engagement:

- 48,516 engaged users on two promoted posts (likes, shares, and comments)
- \$0.11 average cost per engagement
- Top photo post reached 471K additional fans due to paid promotion
 - Previously, the most-viewed post on the USAR page had reached about 380K fans total
- Photo post reached 221k fans virally; video post reached 115K fans virally
- 1,884 additional likes on the Army Reserve Facebook page
 - 380 likes directly from paid promotion

The most talked about Facebook post, “Thank you to the 311th Sustainment Command (Expeditionary) in Kandahar, Afghanistan”, reached of 555,603 users.

Link from Female Veterans of America Facebook page:

<https://www.facebook.com/FemaleVets/posts/584485654903402>

In addition to the robust Facebook ad campaign, supporters and members of the Army Reserve paid homage to this milestone through video content. Various OCAR, USARC and Army Reserve senior leaders and units, to include those serving in Afghanistan, taped “shout outs” to recognize the Army Reserve’s contributions. This resulted in 2,795 views combined on DVIDS and the Army Reserve YouTube channel. The cast of “Caribe Road,” a popular online web series, made a free promotional video demonstrating their support of the nation’s Citizen Soldier, netting 1,657 views. The Arlington National Cemetery wreath-laying ceremony garnered the attention of 558 attendees. The Army Reserve history video produced by USARC public affairs was viewed 340 times. U.S. Rep. Glenn Thompson, Pa., recognized the Army Reserve in his remarks, televised on C-Span, stating that our nation rests on the strengths of brave soldiers who, as Citizen

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Soldiers, volunteer to step forward and make tremendous sacrifices on behalf of our nation.

Twitter engagement:

During the birthday and the run-up to the day, Twitter activity around the @USArmyReserve increased substantially. The Army Reserve got shout-outs from various key influencers in the military, business, political and civilian populations. Statistics from this period include:

- April 19-23 — Mentions: 656; Retweets: 140; Favorites: 37; Impressions: 3.6 million
- April 23 only —The Army Reserve received 221 mentions, 101 follows (about 10 times a normal day). Three posts had double the normal reach, and one (image of a Soldier standing guard) had six times the normal reach

The Army Reserve benefitted from high activity including tweets and retweets from highly influential users, including:

Civilian Companies:

- Anaheim Angels
- 5-Hour Energy
- Heater Meals
- Fisher House Foundation
- Hire Our Heroes
- Caribe Road
- Rothco Gear
- Hero Energy Shot
- Drexel University Online

Military Organizations:

- TRADOC
- U.S. Army
- Air Force Reserve
- Marine Forces reserve
- Army Racing
- The National Guard
- Gen. Ray Odierno

MSOs/VSOs:

- American Legion
- MOAA
- VFW National HQ

- AUSA National
- National ESGR and Various state ESGRs

Politicians:

- U.S. Rep. Krysten Sinema (Arizona)
- U.S. Rep. Joe Heck (Nevada)
- U.S. Rep. Bill Flores (Texas)
- U.S. Rep. Tim Griffin (Arkansas)
- U.S. Rep. Mike Rogers (Michigan)
- U.S. Sen. Joe Manchin (West Virginia)
- U.S. Sen. Robert Menendez (New Jersey)
- Speaker of the South Carolina House of Representatives Bobby Harrell

Sample of Video Links:

- US Army Reserve YouTube link:
http://www.youtube.com/results?search_query=army%20reserve%20105th%20birthday&sm=1
- Caribe Road:
http://www.dvidshub.net/video/287456/us-army-reserve-cast-caribe-road-105yrs-shout-out#.UuaWv_Yo62w
- Arlington National Cemetery Wreath Laying Ceremony:
<http://www.youtube.com/watch?v=xqZ2ba-elfI>
- U.S. Army Reserve history video
<http://www.dvidshub.net/video/287261/army-reserve-105th-birthday-history-w-introduction-maj-gen-luis-r-visot#.UuaaRPYo62w>
- U.S. Rep. Glenn Thompson, Pa., recognizes 105th birthday of United States Army Reserve - CSPAN
<http://www.youtube.com/watch?v=XBpeiOvp2dM>

Public affairs offices around the world did an outstanding job of promoting this special occasion and leveraged key advocates in their local communities to celebrate this milestone. Various news stories were posted in print and online content highlighting road marches, running events, cake cutting ceremonies, even multi-component celebrations ensued at joint bases, like 1st Army Division West.

Samples of various print stories, activities and product links:

- Chicago Tribune:
<http://www.chicagotribune.com/news/local/suburbs/chi-ugc-article-us-army-reserve-celebrates-its-105th-annive-2013-04-16,0,6473886.story>

- Bryan County News
<http://www.bryancountynews.net/archives/26538/>
- Fayetteville Observer
http://www.fayobserver.com/military/article_8dc0e729-748a-5798-b94a-da32199f740c.html
- POLITICO: "Army Reserve looks to future":
<http://dyn.politico.com/printstory.cfm?uuid=589DFE2B-EB5E-4231-9AEB-B9259ED4D359>
- Northwest Guardian
<http://nwguardian.com/2013/05/02/15398/soldiers-celebrate-army-reserves.html>
- USAR.mil
<http://www.usar.army.mil/resources/Pages/Multi-component-units-celebrate-the-Army-Reserve%E2%80%99s-105th-birthday-across-the-Midwest.aspx>
- Capitol Hill Run:
<http://www.usar.army.mil/resources/Pages/Reserve-Soldiers-celebrate-Army-Reserve-birthday-with-fun-run.aspx>
- NC House passes resolution honoring the Army Reserve and its 105th birthday:
<http://www.dvidshub.net/image/908830/nc-house-passes-resolution-honoring-army-reserve-and-its-105th-birthday#.UuZQbvYo62w>
- Employer Support of the Guard/Reserve (ESGR) – (VA, MN and IA)
<http://www.esgr.mil/News-Events/ESGR-In-The-News/articleType/ArticleView/articleId/2057/103rd-ESC-hosts-Fort-Des-Moines-5K-RunWalk-in-Honor-of-the-Army-Reserves-105th-Birthday.aspx>

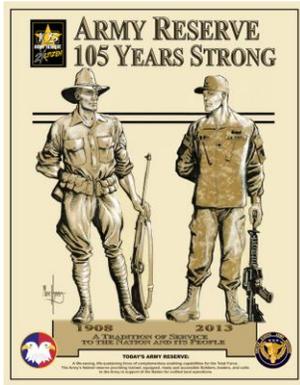
https://www.facebook.com/permalink.php?story_fbid=590879800930150&id=233929223291878

<https://www.facebook.com/MNESGRH2H/posts/247817178696646>
- AUSA Support – (Salem, Va., Fort Knox Chapter)
<http://www.ausa.org/sites/chapters/ThomasJStonewallJacksonChapter/Events/Pages/105thBirththdayofUSArmyReserve.aspx>

<http://hardinchamber.com/wp-content/uploads/2013/03/GMM-spring-2013.pdf>
- Army Reserve Expo, Moline, IA
<http://armystrongstories.com/army-stories/Army-Reserve-EXPO-rolls-into-Northeast-Iowa-Community-College-April-15-2013#.UuZfefYo62w>

- News, Channel 3, Hampton Roads, VA
<http://wtkr.com/2013/04/23/u-s-army-reserve-celebrates-105th-birthday/>

“Army Reserve, 105 Years Strong” Poster



The poster was used to promote the Army Reserve's 105th Anniversary Commemoration. It appeared as an insert in the Warrior Citizen Magazine, which was distributed to 320,000 Army Reserve Soldiers and senior Army leaders, to include the CSA. The graphic was also featured on the Army Reserve Facebook page, where it received 573 likes and was shared 70 times.

Images:

DVIDs –741 photos uploaded:

<http://www.flickr.com/search/?q=u.s.%20army%20reserve%20105th%20anniversary>

FLICKR – Nearly 60 photos uploaded:

<http://www.flickr.com/search/?q=u.s.%20army%20reserve%20105th%20anniversary>

Army Reserve Website:

<http://www.usar.army.mil/resources/Pages/Images-from-the-105th-Birthday-of-the-Army-Reserve.aspx>



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF, ARMY RESERVE
2400 ARMY PENTAGON
WASHINGTON DC 20310-2400

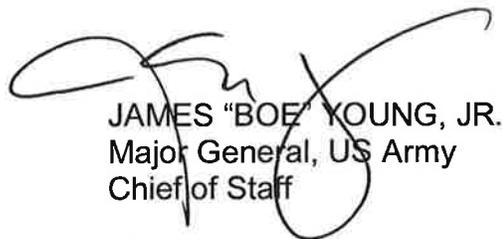
DAAR-ARC

28 January 2014

MEMORANDUM FOR Office of the Chief of Public Affairs, Community Relations and Outreach Division, the Pentagon, Washington, DC 22202-3905

SUBJECT: Letter of Endorsement, Office of the Chief Army Reserve's 105th Anniversary Commemoration nomination, Department of the Army Community Relations Awards Program, Category C: Community Relations Special Event.

1. I strongly endorse the nomination of OCAR and USARC in the 2013 Keith L. Ware Public Affairs Competition, Community Relations Special Event Category.
2. The Army Reserve's 105th Commemoration made a significant impact highlighting the achievements and proud legacy of our capabilities-based force over more than a century of service and sacrifice. The commemoration informed a wide audience - including VSOs, MSOs, employers and civic leaders - of the value Army Reserve Soldiers bring to communities and the nation.
3. The commemoration reached nearly two million people, raising awareness of the contributions of the Army's Federal Reserve Force to the nation and our allies. This event serves as the cornerstone for future anniversary commemorations, which will further educate the American public and ancillary audiences on the value of the Army Reserve as a life-saving, life-sustaining force for the Army. OCAR and USARC public affairs staff masterfully accomplished this task despite austere fiscal constraints, executing multiple and simultaneous events around the world.



JAMES "BOE" YOUNG, JR.
Major General, US Army
Chief of Staff



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF, ARMY RESERVE
2400 ARMY PENTAGON
WASHINGTON DC 20310-2400

DAAR-ARC

28 January 2014

MEMORANDUM FOR Office of the Chief of Public Affairs, Community Relations and Outreach Division, the Pentagon, Washington, DC 22202-3905

SUBJECT: Letter of Endorsement, Office of the Chief Army Reserve's 105th Anniversary Commemoration nomination, Department of the Army Community Relations Awards Program, Category C: Community Relations Special Event.

1. I enthusiastically recommend the selection of OCAR and USARC in the 2013 Keith L. Ware Public Affairs Competition, Community Relations Special Event Category.
2. Commemorating the 105th Army Reserve anniversary provided a substantial and meaningful platform to showcase the Army Reserve's accomplishments in numerous venues and activities throughout the nation and overseas. This opportunity was expertly honed and effectively executed by the public affairs team in a short time span with extremely limited financial resources.
3. The event strengthened awareness of the Army Reserve's presence in local communities, across the country and around the globe, highlighting the critical role the Citizen-Soldier plays in defending our national security interests at home and abroad. It also forged stronger bonds with key centers of influence and business leaders in their direct support of the team's efforts in executing high-visibility engagements, garnering extensive media attention in both traditional media and social media arenas.

A handwritten signature in black ink that reads "Franklin F. Childress". The signature is written in a cursive style with a large, stylized initial "F".

FRANKLIN F. CHILDRESS

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Director, Army Reserve Communications