



REPLY TO  
ATTENTION OF

DEPARTMENT OF THE ARMY  
US ARMY INSTALLATION MANAGEMENT COMMAND  
US ARMY GARRISON ABERDEEN PROVING GROUND  
4510 BOOTHBY HILL AVENUE  
ABERDEEN PROVING GROUND MARYLAND 21005-5001

IMAP-PA

January 11, 2012

MEMORANDUM FOR RECORD

SUBJECT: APG News mission statement

1. The APG News is a community newspaper serving a growing community of about 15,485 Department of Defense civilians, 3,993 contractors, 2,049 troops, and more than 17,000 area retirees and focuses 90 percent of its coverage on local news and information. Weekly communication with the garrison commander allows the newspaper staff to ensure the publication supports the overall command strategic communication plan. The APG News staff covers every aspect of community life, including health, fun, fitness and safety. The APG News targets our civilian audiences more aggressively than many other Army newspapers because our civilian/contractor to Soldier ratio is 10 to 1.

Because the installation boasts a high concentration of scientists, research engineers, technicians and administrators, the APG News provides consistent coverage on science, technology, engineering and math (STEM) events, specifically outreach initiatives in the local community.

Despite the fact that our Soldier population has significantly decreased, we keep in mind that we are an Army installation, serving the Soldiers that live and work at APG, and we take advantage of every opportunity to highlight our troops and their Family members.

2. The editor of the APG News is Adriane Foss at 410-278-1150.

Adriane Foss, DAC, USA

A handwritten signature in cursive script that reads "Adriane Foss".

Editor, APG News

KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION  
CATEGORY A  
INTERNAL INFORMATION OUTLINE

APG News  
Bldg. 305  
Aberdeen Proving Ground, Md. 21005-5001

Production/Circulation:

The APG News is on average a 16-page broadsheet printed 51 times a year with a weekly circulation of 8,900, distributed at Aberdeen Proving Ground North (Aberdeen) and South (Edgewood). Homestead Publishing Company out of Baltimore, Md., holds the civilian enterprise contract to print and distribute the APG News.

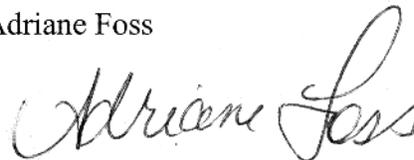
Audience Demographics:

Our readership includes 15,485 Department of Defense civilians, 3,993 contractors, 2,049 troops and more than 17,000 area retirees. Approximately 537 family members live in housing areas on APG (North and South). APG remains one of the Army's most active and diverse installations, occupying more than 72,500 acres in Harford County, Md. APG underwent the largest BRAC process in the Army and is now home to 11 additional organizations, including the Communications-Electronics Command; U.S. Army Test and Evaluation Command; Army Research Institute; Defense Threat Reduction Agency and U.S. Air Force Chemical Warfare Defense Division. APG has more than 80 garrison-supported tenant organizations and its mission is concentrated in the areas of research, development, test and evaluation. Our readership includes many of our nation's finest military and civilian scientists, research engineers and technicians.

Information Strategy:

Our strategy is to support the installation command through coverage that is thorough, informative and entertaining. While our civilian and contractor population outnumbers our troop strength 10 to 1, the APG News recognizes that the civilian-contractor population is here solely to support our war fighters. We strive to cover stories that matter to both populations. Because BRAC is helping to transform APG into a science and technology center on par with Silicon Valley and the Research Triangle, much of our coverage is (science, technology, engineering and math) STEM-based and focused on the organizations that frequently partner with local communities to conduct year-round outreach activities. As readers are increasingly linked-in, we continue to cross-promote our social media and print products with the use of QR codes and refers.

Adriane Foss



Editor, APG News