

The Fort Campbell  
**COURIER**

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MEMORANDUM FOR RECORD

SUBJECT: FORT CAMPBELL COURIER mission statement

**Objective 1:** Produce a relevant, timely and engaging command information tool for Soldiers, Families, civilians, contractors and retirees in the Fort Campbell, Ky., area.

**Objective 2:** Proactively inform the local community of changes affecting the post, civilian staff, education system and hospital.

**Objective 3:** Provide information from the division and supporting units of the 101<sup>st</sup> Airborne Division during deployment and redeployment.

The editor of the FORT CAMPBELL COURIER is KIMBERLY LEWIS at (270) 798-6090.

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Kimberly Lewis, DAC, USA  
Command Information Officer  
Fort Campbell Courier

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

Fort Campbell Courier  
2574 23<sup>rd</sup> Street  
Fort Campbell, KY 42223

Production/Circulation:

The Fort Campbell Courier is on average a 48-page broadsheet printed 51 times a year with 25,000 copies distributed on post and off post every week. The Kentucky New Era, Hopkinsville, KY, holds the contract to print and distribute the Courier.

Audience Demographics:

Fort Campbell employs more than 4,500 civilians, with 31,000 Soldiers, 63,000 Family members and 93,000 retirees. Currently, 46,200 Family members reside off post with 16,500 living on post.

Information Strategy:

- The 101<sup>st</sup> Airborne Division has a strategic communications plan which *The Fort Campbell Courier* uses for guidance.
- With a majority of the installation's Soldiers and division deployed in 2011, the *Courier* staff maintained relationships with rear detachment commanders, deployed brigade and division public affairs officers, Family readiness group assistants and Family readiness staff assistants to stay abreast of rising issues.
- Newspaper representatives maintain contacts with installation organizations to identify issues and trends within different departments of post (i.e. MWR, BOSS program, provost marshal, command group, etc.)
- The *Courier* uses color photos and graphic elements to highlight key messages and themes to include safety, law and order subjects, and other topics relevant to Soldiers and Families.
- *The Courier* uses its Web site, [www.fortcampbellcourier.com](http://www.fortcampbellcourier.com); its Twitter page @CampbellCourier; and its Facebook page, [www.facebook.com/fortcampbellcourier](http://www.facebook.com/fortcampbellcourier), which was activated in March 2009 as other outlets to communicate with deployed Soldiers, out-of-state Families and people who prefer Internet news to the hard copy paper. The Courier Facebook page has more than 6,100 fans to date.

Kimberly Lewis

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Editor-in-chief