



DEPARTMENT OF THE ARMY
Joint Base Garrison
BOX 339500, MAIL STOP 1AA
JOINT BASE LEWIS-MCCHORD, WASHINGTON 98433

REPLY TO
ATTENTION OF:

IMLM-PA

29 December 2011

MEMORANDUM FOR RECORD

SUBJECT: Northwest Guardian Mission Statement

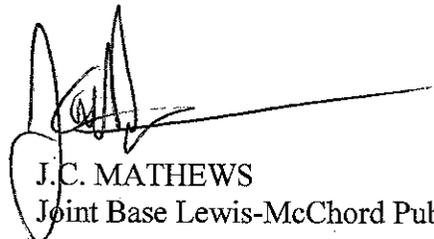
1. The Northwest Guardian is the base newspaper serving a growing community of approximately 43,000 servicemembers, 60,000 Family members and 15,000 civilian employees at Joint Base Lewis-McChord (JBLM), Wash. The newspaper also serves an extended audience of about 29,000 military retirees in nearby communities.
2. As the Guardian's first full year serving the new joint base, 2011 required dealing with the complexities of serving multiple command authorities on a dynamic installation. The shift affected all aspects of the newspaper, from determining communications priorities to making style decisions appropriate to two services. In 2011, the newspaper consolidated the transition from its active-duty Army focus to serving a combined Army and Air Force community with significant tenant unit, civilian, Reserve Component and Family-member audiences on the base.
3. The JBLM commander is the installation commander responsible for services to Army and Air Force senior component commanders and all installation residents. To satisfy information requirements and provide equitable treatment to customers, the Guardian adopted an eclectic approach to the selection and placement of articles, adding space for the provost marshal, the Madigan Army Medical Center, Air Force commentaries and expanded Family feature coverage.
4. Despite comprehensive transition, the mission of the newspaper remained: *to provide a weekly newspaper that supports the communications objectives of Army and Air Force commands on the joint base, while meeting the requirement to produce a professional, credible newspaper that community readers consider valuable and useful.* That charter now requires us to broaden our appeal to mirror the lives of our evolving audience while maintaining the criterion of news value in expending resources.
5. The Northwest Guardian is committed to providing a level of service that meets the expectations of a robustly growing joint base community, while enhancing servicemember performance, mission accomplishment and community well-being.


Don Kramer
Editor, Northwest Guardian
Joint Base Lewis-McChord

KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION
BROADSHEETS
INTERNAL INFORMATION OUTLINE

Northwest Guardian
Public Affairs Office, ATTN: IMLM-PA
Box 339500, Joint Base Lewis-McChord, Wa 98433

1. The Northwest Guardian is Joint Base Lewis-McChord's weekly metro newspaper, with an average of 20 pages, and a circulation of 20,700. The Army civilian enterprise printer is *The News Tribune* of Tacoma, Wash.
2. The Northwest Guardian serves a primary audience of more than 43,000 service members, 60,000 family members and about 15,000 employees. These audience members primarily fall under the span of control of the Army and Air Force service component commanders on the installation and represent a wide variety of units, missions and specialized information needs. As an installation support function of the Joint Base Garrison, the Northwest Guardian must provide effective command information support to all commands resident on the installation. In order to accomplish this, the editor and newspaper staff must maintain close working relationships with Army and Air Force PAOs on the installation. This enables the Joint Base PAO to ensure the command information needs and communications objectives of the organizations on the base are appropriately assessed, prioritized and satisfied. This is a complex undertaking.
3. The Northwest Guardian also relies on social media to promote its coverage across the diverse organizations on the base. Key stories are highlighted on the JBLM Facebook page, then linked or shared from the social media sites of subordinate organizations. This has the added effect to attracting commercial media attention to "good news" stories on the installation, and has resulted in positive external media coverage for the base.
4. Our strategy remains to support the joint base commander and the warfighting organizations on the base through comprehensive, entertaining coverage that's factual, relevant and useful. Although hardly a simple task, success in this endeavor is at the center of the JBLM Public Affairs mission.



J.C. MATHEWS
Joint Base Lewis-McChord Public Affairs Officer