

103rd Sustainment Command (Expeditionary)

Public Affairs Office, Joint Base Balad, Iraq
APO AE 09391

ARRC-SLA-IA-PAO

January 6, 2012

MEMORANDUM FOR RECORD

SUBJECT: The Expeditionary Times mission statement

1. The Expeditionary Times is a 16-page publication that is published weekly with a circulation of 3,500 papers distributed throughout Iraq. It is also distributed through an electronic distribution of 200 including several media outlets, and is utilized heavily in our social media forums. Though it is a command information product, it is used as a marketing tool. Every story is placed into a press release format and marketed through DVIDS for hometown, national and international media coverage.

2. My information philosophy is to provide both internal audiences including U.S. Forces and contractors, as well as external audiences like Families, friends, employers and general public both in America and abroad access to information about our units and mission that is current and correct. Our spheres of influence through this product range from the younger audiences we target through our social media initiatives, to our midrange and older audiences through print and media reporting of our stories. These initiatives are applicable to both the internal and external audiences we reach through the different layers of distribution – electronic, print (within Iraq), DVIDS and ESC pushes to targeted media outlets, and Facebook postings. Through these various means we saturate reporting for our intended audiences.

3. The editor for these Expeditionary Times submissions is MAJ Angel Wallace at 910-570-8330. Though the individual is no longer the 103rd ESC PAO CONUS, at the time of the publications submitted for consideration in this category, MAJ Wallace was as stated in the signature block below.



ANGEL WALLACE
MAJ, AD
Chief of Public Affairs

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

Publication Name: The Expeditionary Times
Address: HHC 103rd ESC, APO AE 09391
Installation, STATE ZIP: Balad, Iraq

Production/Circulation:

Expeditionary Times is published weekly through the Stars and Stripes central office, with a circulation of 3,500 papers distributed throughout Iraq. It is also distributed electronically to more than 200 entities including the Army Reserve Public Affairs Office, the National Guard Bureau Public Affairs Office, and Office of the Chief of Public Affairs which redistribution to targeted audiences for their focus, as well as several media outlets that post our products online. The 103rd ESC Public Affairs Office is located on New Jersey Avenue, Building 7508, DSN 318-433-2154. Expeditionary Times, HHC 103rd ESC, APO AE 09391. Web site at <http://www.dvidshub.net/units/103esc>.

Audience Demographics:

Expeditionary Times is a 16-page publication published weekly through the Stars and Stripes central office, with a circulation of 3,500 papers distributed throughout Iraq. It is also distributed via email and the Internet and is utilized heavily in social media forums. Though it is a command information product, it is used as a marketing tool. Every story is placed into a press release format and marketed through DVIDS for hometown, national and international media coverage, which is why hometowns are identified for personnel featured in our stories. Stories with significant importance are also posted on the 103rd ESC's Facebook Page (www.facebook.com/reqs.php#!/103rdESC). It is the only publication of its kind currently produced in Iraq. Because ESC units are located throughout Iraq, messaging reaches everyone through distribution by the ESC Public Affairs shop, U.S. Divisions, Combined Joint Special Operations Task Force, Joint Base Balad Public Affairs, 402nd Army Field Support Brigade and USF-I. Actual audience numbers are difficult to calculate based on the additional reach obtained through viral marketing.

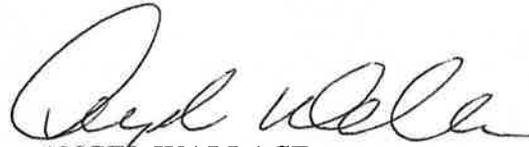
Information Strategy:

The 103rd Sustainment Command (Expeditionary) has an important story to tell to its internal and external audiences about the vital role we play for both the retrograde and sustainment operations for all U.S. Forces and contracting capabilities located throughout Iraq.

The Expeditionary Times publication is a primary tool that the 103rd ESC uses to reach its audiences with targeted messaging. The strategic communication plan that is aligned with our product is comprised of three layers of messaging. The top layer messages are focused on U.S. Forces - Iraq's priorities regarding (USF-I strategic communications focus). Currently the priority of focus is Civil Capacity, Partnership, Strengthening and Pressure (on Extremist Networks). The second layer is focused on the ESC Commander's objectives which currently include the historic retrograde and sustainment mission and the capabilities each individual unit within the ESC provides to the overall success of the mission.

The final layer combines the individual identities of the units. The ESC is comprised of Army Reserve, National Guard and Active Component assets belonging to the Army, Navy and Air Force. With this final layer, we focus on these differing dynamics to show the diversity of our organization and its capabilities which allow us to be premiere logistics command in Iraq supporting the more than 50,000 troops and 72,000 contractors throughout the Area of Operations.

The staff and Unit Public Affairs Representatives are challenged to develop news articles that incorporate at least one of these focuses in each of their stories, and this is how we select the best stories to include in our weekly product. Through these three layers, we have all writers align their messages in their articles which enable us to tell the right story, at the right time, to our target audiences with many voices creating synchronized messaging.

A handwritten signature in black ink, appearing to read 'Angel Wallace', written in a cursive style.

ANGEL WALLACE
MAJ, AD
Chief of Public Affairs