



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS, 2D INFANTRY DIVISION
UNIT #15041
APO AP 96258-0289

EAID-SPA

18 January 2012

MEMORANDUM FOR RECORD

SUBJECT: Indianhead Mission Statement

1. The information philosophy of the Indianhead is to provide quality command information to the 2nd Infantry Division Soldiers and Families residing in areas I, II and III in the Republic of Korea. Other audiences include Department of Defense civilians, local Korean workers and Korean Augmentees to the U.S. Army. Products are chose to run in the Indianhead by relevancy and the impact a story has on the audience and overall quality. A story about each brigade will also be chosen for publication. The publication supports the overall 2nd Infantry Division communication plan by putting the commander's vision into print and by providing a link between the unit's social media sites.

2. The editor of the Indianhead is SGT Mark A. Moore II at DSN: 315-732-8856.

//original signed//
JOSEPH E. SCROCCA
LTC, GS
2ID PAO

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

Indianhead
2nd Infantry Division, 2ID/HSC/Unit 15041
Camp Red Cloud, APO Associated Press 96258

Production/Circulation:

The Indianhead is a biweekly, tabloid format newspaper. Length ranges from 12 to 16 pages, including 8-12 English-language and four Hangul-language pages. The publication is Army funded and printed by Bunsungsa Ltd., Seoul, Republic of Korea. Circulation is 6,000.

Audience Demographics:

The Indianhead primarily serves 2nd Infantry Division personnel, including Department of Defense civilians, contractors and Family members as well as active-duty Soldiers and Airmen. A unique aspect of the Indianhead's charter is its service to Korean Augmentation to the U.S. Army Soldiers, Republic of Korea Army personnel, local national contract workers and their families. In order to serve this important portion of its audience, the Indianhead contains a Hangul section and prominently features combined events and local engagements. The division conducts full spectrum operations in a joint/combined setting in support of the ROK/U.S. alliance and the North Korean armistice. The division serves as the primary combat forces of the 8th U.S. Army and United States Forces Korea. Division assets are dispersed among numerous bases concentrated in the northern sector of South Korea. The bulk of the Indianhead audience lives and works in and around major clusters of bases in the cities of Dongducheon, Uijeongbu, Seoul and Pyeongtaek.

Information Strategy:

The Indianhead covers significant training, base and community events involving division personnel and ROK Army partners. It prominently features major combined and internal missions as well as key leaders' guidance and community and Family activities. In support of the command vision, the Indianhead currently highlights events and activities that support the ROK/U.S. alliance and division efforts to develop a Family friendly "footprint."

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