



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON BADEN-WUERTEMBERG  
UNIT 29237  
APO AE 09102-9237

IMBW-PA

19 January 2012

MEMORANDUM FOR RECORD

SUBJECT: HERALD POST MISSION STATEMENT – To provide information that assists in an understanding of the mission and vision of U.S. Army Garrison Baden-Württemberg, which is to ensure quality installation services supporting diverse, transforming communities.

1. Service members and their families stationed in Germany have few options when it comes to getting information in English. Unlike the states, they are not bombarded with information from multiple sources. The U.S. Army Garrison Baden-Württemberg Public Affairs Office is the main source of information for the military communities of Heidelberg, Mannheim and Kaiserslautern, covering western central Germany. Our command information products serve the population by providing information that can't be found anywhere else and during this past year, the focus was on closing the garrisons.
2. USAG BW absorbed responsibility for USAG Mannheim upon its inactivation in May 2011. As services changed locations and hours of operation, community members needed continuous updates on what was happening where they live. The newspaper and other command information tools repeated and reinforced each other with messages about the changes along with alternatives available to replace changing services.
3. In addition, the Herald Post newspaper provides news, transformation information, culture and entertainment covering all facets of Soldiers, families, civilians and local nationals lives. The staff uses news stories from the major tenant units' public affairs offices to provide coverage of training and deployment activities in addition to the garrison-produced stories on family activities and support services available in the three communities. The publication works in conjunction with other CI products – Facebook, Flickr, YouTube, the garrison website and an online virtual community called BWnow – to provide the latest information, blogs and hot topics to the community.
4. The editor of the Herald Post Editor is Donna Walker at DSN 314-373-7243, commercial +49(0)6221-17-7243.

A handwritten signature in cursive script, reading "Donna Walker", is positioned above the typed name.

Donna Walker  
Public Affairs Specialist  
USAG Baden-Württemberg Public Affairs

KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION  
CATEGORY B  
INTERNAL INFORMATION OUTLINE  
January 4, 2011

Herald Post  
Unit 29237  
USAG Baden-Württemberg, APO AE 09102

Production/Circulation:

The Herald Post is a 20-28 page tabloid-format commercial enterprise newspaper with 15,000 copies distributed weekly to key locations on installations in three communities in U.S. Army Garrison Baden-Württemberg – Heidelberg, Mannheim and Kaiserslautern. It is published by Adolf Deil GmbH & Co. KG based in Pirmasens, Germany.

Audience Demographics:

The Herald Post, the only Army newspaper in Germany printed on a weekly basis, serves approximately 37,500 people, including about 8,600 military members, 13,300 civilian employees, 13,800 family members and 1,700 retirees. These numbers are reduced from last year as the Army in Europe transforms. The closing of the Mannheim garrison is completed and the closure of the Baden-Württemberg garrison is ongoing. The three geographically dispersed communities are home to high-level units including U.S. Army Europe Headquarters, Installation Management Command-Europe Region, Europe Region Medical Command and 21<sup>st</sup> Theater Sustainment Command, all directly impacted by changes that accompany transformation.

Information Strategy:

The Herald Post newspaper provides pertinent information on transformation, family support programs, deployment, reintegration, force protection, safety, regional events, travel, culture and more. In an overseas community, the garrison newspaper plays a key role in the lives of the community members because few alternatives in the English language exist for the American military community. The newspaper also directs readers to online sources of command information that repeat, reinforce and expand upon printed information.



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