



DEPARTMENT OF THE ARMY
MADIGAN ARMY MEDICAL CENTER
9040 JACKSON AVENUE
TACOMA, WA 98431-1100

REPLY TO
ATTENTION OF

MCHJ-PA
MEMORANDUM FOR RECORD

3 JAN 2012

SUBJECT: THE MOUNTAINEER mission statement

1. The Mountaineer is the primary communication outlet used by the Strategic Communication Office for the Madigan Healthcare System. The twelve-page newspaper is targeted to our staff members as the need to continue to communicate amongst our 5,000 member staff remains a top priority in the delivery of safe, quality health care.
2. The Mountaineer editor provides nearly 50 percent of the newspaper's content each month. The newspaper consists of a balanced mix of stories directed by the hospital command and from within the Strategic Communication Office. The Mountaineer is a tool that not only provides important command messages, but is used as a tool to recognize staff members for their efforts, increase communication within departments, and enhance the work done to create a team of teams amongst Madigan personnel. Throughout the past year, more than 10 stringers working in various clinics at Madigan have written stories and commentaries for the publication. This has helped provide accurate, credible and timely medical news direct from the source.
3. The publication supports the overall strategic communication plan by supporting the hospital commander's mission, vision and values to provide an outlet to continue to build our team of health care professionals. The newspaper plays a profound role in maintaining Madigan's viability. We depend on our staff to deliver the highest quality health care with integrity, accountability and selflessness. As we continue to increase collaboration and communication amongst our staff, those enhanced relationships will guide the Strategic Communication Office in creating deeper relationships with our patients.
4. The editor of The Mountaineer is Tawny M. Dotson at 253-968-3279.

TAWNY M. DOTSON
Command Information Officer
Public Affairs Specialist
Strategic Communication Office

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

The Mountaineer
Department of the Army
Madigan Healthcare System
Strategic Communication
Tacoma, WA 98431-1100

Production/Circulation:

The Madigan Healthcare System's monthly publication The Mountaineer is a 12-page tabloid-format newspaper with a circulation of 2,000 and is printed monthly through an Appropriated Funds account by Eagle Web Press, located in Salem, Ore.

Audience Demographics:

Madigan Healthcare System is made up of Madigan Army Medical Center and eight clinics located in the South Puget Sound, Oregon and California. Madigan proper (the hospital) is located at Joint Base Lewis-McChord, Wash. More than 35,000 people reside on JBLM, and Madigan has more than 109,000 enrolled beneficiaries living in the South Puget Sound, Washington 30-mile catchment area (Joint Base Lewis-McChord, Tacoma, Lakewood, Puyallup and Lacey).

The primary function of the Madigan Healthcare System is to deliver patient-focused, quality-integrated and multi-disciplinary health care to serve Warriors and Families: past, present and future. Our secondary functions are to be world-class leaders on quality health care, customer service, graduate medical education, innovative medical research and deployment medicine.

Madigan's audience consists of staff here at the hospital, but extends far beyond the walls of the main building. The Mountaineer is e-mailed to our deployed doctors, nurses and technicians in Iraq and Afghanistan to help give them that special sense of "home." Also, our publication is read by military and civilian medical students, as Madigan serves as a teaching and research hospital for 32 residency programs.

Information Strategy:

The Mountaineer is the flagship of the Command Information program at Madigan Healthcare System. The past year has seen a transformation for The Mountaineer. As our Strategic Communication Office continued to adjust to our new missions, we focused The Mountaineer internally to staff members in order to refine our internal communication methods. Our staff now uses the Joint Base Lewis-McChord newspaper as a primary tool to reach patients.

Much of the content of The Mountaineer is devoted to staff communication that increases efficiencies, emphasizes command initiatives, informs staff of monthly recognition

events and initiatives, and enhances our sense of community amongst hospital civilians and military.

Tawny M. Dotson
Command Information Officer/Editor
Madigan Healthcare System
Strategic Communication Office