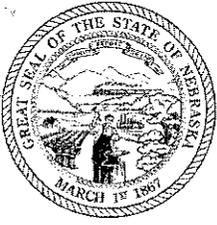


# STATE OF NEBRASKA



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Governor

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Lincoln, Nebraska 68508-1090  
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TAG/NE-PAO

13 January 2012

## MEMORANDUM FOR RECORD

SUBJECT: Prairie Soldier mission statement

1. The Prairie Soldier Newspaper is the official joint newspaper of the Nebraska National Guard. As a joint newspaper, the publication has a responsibility to inform members of the entire organization about subjects that have interest to them while also telling the stories of Nebraska's Soldiers and Airmen to the wider state audience.
2. Based upon past studies that were conducted in conjunction with the overall Nebraska National Guard's strategic communication plan, the Prairie Soldier Newspaper's audience is broken down into the following categories: (Actively serving Soldiers and Airmen; military families members; the organization's civilian staff; military retirees; civilian centers of influence including state governmental leaders, local governmental and educational leaders; and the state as a whole. In looking at this diverse audience's communication's needs, the staff of the Prairie Soldier takes particular effort to present a wide array of national and state articles and photographs designed to not only inform the individual membership and their families about emerging national and state trends and issues, but also to present a wide array of stories detailing the work that the Nebraska National Guard is doing both within the state and abroad. Along with helping inform the greater audience about what the Nebraska National Guard is doing, it also helps build a sense of greater morale and ownership within the organization's membership and their families.
3. In deciding which stories to publish and where, the Prairie Soldier has modeled itself after other civilian publications, using a variety of commonly held journalistic best practices. The front page is dedicated stories that demonstrate the greatest impact to the above described audience, with most typically having been localized for the Nebraska National Guard. National briefs are presented on Page 2. Page 3 is dedicated to a full-page photo feature. Following pages are dedicated to jumps from Page 1 packaged around other stories of like interest using a decreasing model of impact based upon civilian journalism best practices. Commentaries and Editorials are packaged at about the two-third point, while Sports and Fitness Stories packaged on the last two pages.
4. The editor of the Prairie Soldier is Maj. Kevin J. Hynes at 402-309-7302.

A handwritten signature in black ink, appearing to read "Kevin J. Hynes", with a long horizontal flourish extending to the right.

KEVIN J. HYNES

Major

State Public Affairs Officer

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

Publication Name                      Prairie Soldier Newspaper  
Address                                    1300 Military Road, Lincoln, NE 68508-1090  
Installation, STATE ZIP              JFHQ, Nebraska National Guard, Lincoln, NE 60808-1090

Production/Circulation:

The Prairie Soldier Newspaper is the official flagship publication of the Nebraska National Guard. The Prairie Soldier averages between 16 and 24 pages in length, determined by the operational tempo currently underway in the Nebraska National Guard. It is published bi-monthly in February, April, June, August, October and December, and is printed at the Nebraska Printing Company located in Lincoln, Neb. On average, the Prairie Soldier has a circulation of 9,100.

Audience Demographics:

The readership for the Prairie Soldier is primarily made up of current and retired traditional/part-time Soldiers and Airmen assigned to units spread across the state of Nebraska. The primary function of the Prairie Soldier is to inform these Soldiers and Airmen and their families about the current operations of the Nebraska National Guard, programs and benefits and other items deemed of interest to them. Additionally, the Prairie Soldier is designed to communicate information about the Nebraska National Guard to centers of influence across the state of Nebraska including state and local community leaders, high school administrators and career counselors, local and state media outlets and other COIs deemed to be important target audiences.

Information Strategy:

Primarily, the Prairie Soldier is designed to inform traditional/part-time Soldiers and Airmen across Nebraska about current operations and training exercises through the publication of various feature and news stories. As such, those stories take up the bulk of the contents of the Prairie Soldier and the focus of the staff. However, with the current on-going operational tempo of the Nebraska National Guard, the Prairie Soldier also focuses heavily on explaining various benefits and programs available to Nebraska National Guardsmen and their families as well as on-going efforts both within the Nebraska National Guard and within the greater Nebraska community to provide support to Nebraska National Guard Soldiers and Airmen and their families, especially during long-term deployments. Additionally, the Prairie Soldier also focuses on various human-interest types of stories designed to demonstrate the high quality of life experiences Nebraska National Guard Soldiers and Airmen receive within the organization:

  
KEVIN J. HYNES  
Major  
State PAO/Prairie Soldier Editor