



DEPARTMENT OF THE ARMY
HEADQUARTERS AND HEADQUARTERS COMPANY
10th COMBAT AVIATION BRIGADE
19933 MSR TAMPA
FORT DRUM, NY 13602-5495

REPLY TO
ATTENTION OF

AFDR-BDA-HC

14 February 2012

MEMORANDUM FOR RECORD

SUBJECT: EYE OF THE FALCON mission statement

1. The mission of the Eye of the Falcon news magazine is to share the task force's story with its internal audience, which is spread throughout eastern Afghanistan, as well as its public audience overseas and stateside, through news stories, features, and photos, produced by Task Force Falcon, 10th Combat Aviation Brigade public affairs staff and stringers. Soldiers and civilians outside public affairs are encouraged to submit products, to include commentaries, to be considered for publication. All products will be edited according to Department of Defense public affairs standards by TF Falcon's Public Affairs Office and will adhere to the Associated Press Styleguide.
2. The editor of the Eye of the Falcon news magazine is SSG Todd L. Pouliot at (315) 774-1582.

TODD L. POULIOT
SSG, 10TH CAB PAO NCOIC

KEITH L.WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION

CATEGORY C

INTERNAL INFORMATION OUTLINE

EYE OF THE FALCON

COMMANDER

HEADQUARTERS AND HEADQUARTERS COMPANY

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Production/Circulation:

The Eye of the Falcon, the official news magazine of Task Force Falcon, 10th Combat Aviation Brigade, during its Afghanistan deployment from Oct. 2010 to Oct. 2011, is a magazine format, 28-36 page monthly, published under the provisions of AR 360-1, by the Public Affairs Office, TF Falcon, 10th CAB. It is written, edited and produced by the TF Falcon, 10th CAB Public Affairs staff. Stories and photos are also submitted by the unit's stringers and personnel outside public affairs are considered and often published. The Eye of the Falcon is printed by an Afghan company in Kabul.

Audience Demographics:

The intended audience is members of Task Force Falcon, 10th CAB, its subordinate units, civilians in the task force's area of operations, family members and the public in general.

Information Strategy:

The news magazine serves as a tool to bring news stories and features to Task Force Falcon, 10th CAB Soldiers and those of its subordinate task forces, who are spread throughout eastern Afghanistan, and family members to inform them of what the task force is doing while deployed. Seeing stories and photos of themselves, colleagues, and family members in the magazine boosts morale across the board. This has a positive impact on the performance of those who are deployed and the support from stateside. The news magazine also contains command messages which focus on informing Soldiers and family members of upcoming events as well as points to consider in dealing with the deployment positively.

TODD L. POULIOT

SSG, PAO NCOIC