



DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY FIRES CENTER OF EXCELLENCE AND FORT SILL
FORT SILL, OKLAHOMA 73503-5000

REPLY TO
ATTENTION OF

ATZR-B

23 January 2012

MEMORANDUM FOR Command Information Division, Office, Chief of Public Affairs
ATTN: MG Keith L. Ware Competition

SUBJECT: Keith L. Ware Award 2011 Submission of the "Fires Bulletin"

1. The *Fires Bulletin* is a bi-monthly publication serving the U.S. Army Field Artillery and Army Air Defense Artillery professionals, which includes active and reserve component personnel, retirees and DA civilians.
2. The mission of the *Fires Bulletin* is to provide a forum for the open exchange of ideas and information, to support training, education and development of both Field Artillery and Air Defense Artillery personnel, the Fires Center of Excellence and to foster a closer bond among its members.
3. To accomplish this mission we provide timely and factual information on topics about the Army, the Fires Center of Excellence, the U.S. Army Field Artillery and the Army Air Defense Artillery. We focus on the development of Fires professionals, what they are doing around the word to lead Soldiers; new equipment; safety; and on new policies, procedures, techniques, trends and activities within the Army and the Fires Center of Excellence. The approach used to circulate this information not only focuses on the "how to" but also answers the "why for."
4. The *Fires Bulletin* style guide and publication SOP is a hybrid document based off guidance provided in Army Regulation 360-1, *The Army Public Affairs Program*, The Associated Press Stylebook, Army Regulation 25-50, *Preparing and Managing Correspondence*, AR 25-30, *The Army Publishing Program*, and Department of the Army Pamphlet 600-67, *Effective Writing for Army Leaders*.
5. The demographics and circulation:
 - a. The *Fires Bulletin* is the professional publication for all Field Artillery and Air Defense Artillery professionals. The Secretary of the Army approved funds for printing this publication in accordance with the provision of AR 25-30, *The Army Publishing Program*.

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b. The *Fires Bulletin* consists of 48 to 72 full-color pages plus four full-color covers which are UV coated. Besides being distributed through normal Army publication channels, the *Fires Bulletin* is mailed to more than 5,000 National and International unit addresses as well as to individual recipients.

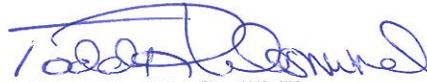
c. The *Fires Bulletin* is broken down into various sections: Editorial (CG's Forward & Mud to Space), News, Lessons Learned, TTP's and Letters to the Editor when received.

d. Circulation is 6,000 copies per issue with an estimated readership of more than 32,000. Distribution on the web is unlimited.

e. Our audience includes active, National Guard and Reserve Soldiers, sister and internal services, retirees, and civilian employees.

f. The *Fires Bulletin* is also available for viewing and downloading on a public website: <http://sill-www.army.mil/firesbulletin/>. Editions are archived as PDFs as well as interactive editions that can be downloaded to smart phone using Adobe Flash. The magazine also has a presence on Facebook. All sites are updated on a regular basis and are increasing in size with fans, followers and supporters.

6. The POC for this memorandum is Sharon McBride at 580-558-0836.



TODD R. WASMUND
LTC, FA
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KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION
CATEGORY (C)
INTERNAL INFORMATION OUTLINE

Fires Bulletin,

U.S. Army Fires Center of Excellence
Post Office Box 33311
Fort Sill, Oklahoma 73503

Production/Circulation:

The *Fires Bulletin* is an Army Funded, bi-monthly publication that consists of 48 to 72 full-color pages plus four full-color covers which are UV coated. Besides being distributed through normal Army publication channels, the *Fires Bulletin* is mailed to more than 5,000 National and International unit addresses as well as to individual recipients. The publication's circulation hovers around 32,000 print copies, however distribution on the web is unlimited. The *Fires Bulletin* is printed by Publisher's Press 100 Frank E. Simon Avenue, Shepherdsville, Ky., 40165.

Audience Demographics:

The *Fires Bulletin* is a bi-monthly publication (printed 6 times a year) serving the U.S. Army Field Artillery and Army Air Defense Artillery professionals, which includes active and reserve component personnel, retirees and D.A. civilians.

Information Strategy:

To accomplish this mission we provide timely and factual information on topics about the Army, the Fires Center of Excellence, the U.S. Army Field Artillery and the Army Air Defense Artillery. We focus on the development of Fires professionals, what they are doing around the world to lead Soldiers; new equipment; safety; and on new policies, procedures, techniques, trends and activities within the Army and the Fires Center of Excellence. The strategy we use to circulate this information not only focuses on the "how to" but also answers the "why for."



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