



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF, ARMY RESERVE
2400 ARMY PENTAGON
WASHINGTON DC 20310-2400

DAAR-ARC

MEMORANDUM FOR RECORD

SUBJECT: Warrior Citizen - Mission Statement

1. WARRIOR-CITIZEN Magazine, the official magazine for the U.S. Army Reserve is a 48-page quarterly published magazine. The intended audience is all TPU and AGR Soldiers, civilians and their families. Circulation is 320,000.
2. Target/secondary audience (prospects) includes non-prior service Soldiers as this magazine is provided to recruiting stations and Soldiers scheduled to ETS from the active component. Target audience (influencers) includes family members of prospects. Target audiences also include current TPU and IRR Soldiers as high retention rates positively impact overall recruiting mission.
3. The magazine serves as a tool to educate recruiting prospects, non-prior service Soldiers as well as active component Soldiers scheduled to ETS. By conveying interesting stories which tout the relevance of the Army Reserve, it shows that being a member of the Army Reserve is a worthwhile endeavor. This has a positive impact on the opinions of Family members and other influencers of our various prospect groups. Articles also contain command messages which outline the many benefits associated with membership.
4. The editor-in-chief of Warrior Citizen is Melissa Russell, 703-806-7629, melissa.garcia1@usar.army.mil.

A handwritten signature in black ink, appearing to read "Melissa Russell", is located above the typed name.

Melissa Russell
Editor, Warrior Citizen Magazine
Army Reserve Communications

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

WARRIOR-CITIZEN
COMMAND ER
U.S. ARMY RESERVE COMMAND
ATTN: PUBLIC AFFAIRS OFFICE
4710 KNOX ST
FORT BRAGG, NC 28310-5010

Production/Circulation:

WARRIOR-CITIZEN Magazine, the official magazine for the U.S. Army Reserve is a magazine format, AF, 48-page quarterly published under the provisions of AR 360-1, Army Reserve Public Affairs, by the Public Affairs Office, U.S. Army Reserve Command at Fort Bragg, N.C. It is written and produced by the Public Affairs staff of the U.S. Army Reserve Command, with design services support from Powell Tate and editorial input from unit public affairs representatives, and military photojournalists stationed and deployed around the globe. It is printed by Gateway Press Inc., 4500 Robards Lane, Louisville Ky. 40218. Circulation is 320,000.

Audience Demographics:

The intended audience is all TPU and AGR Soldiers, civilians and their families. Target audiences (prospects) include non-prior service Soldiers as this magazine is provided to recruiting stations and Soldiers scheduled to ETS from the active component as the magazine is available in many venues including AAFES outlets worldwide as well on-line. Target audience (influencers) includes family members of prospects. Target audiences also include current TPU and IRR Soldiers as high retention rates positively impact overall recruiting mission.

Information Strategy:

The magazine serves as a tool to educate recruiting prospects, non-prior service Soldiers as well as active component Soldiers scheduled to ETS. By conveying interesting stories which tout the relevancy of the Army Reserve it shows that being a member of the Army Reserve is a worthwhile endeavor. This has a positive impact on the opinions of Family members and other influencers of our various prospect groups. Articles also contain command messages which outline the many benefits associated with membership.



LTC I.J. PEREZ,
Branch Chief
Internal Information