



DEPARTMENT OF THE ARMY
HEADQUARTERS AND HEADQUARTERS COMPANY
21ST THEATER SUPPORT COMMAND
UNIT 23203
APO AE 09263-3203

REPLY TO
ATTENTION OF

AERPA

9 January 2012

MEMORANDUM FOR RECORD

SUBJECT: MILLRINDER Mission Statement

1. The MILLRINDER is a U.S. Army authorized publication that provides information on soldier and logistics activities within the 21st Theater Sustainment Command with a target audience of soldiers, family-members, civilian employees and alumni of the 21st Theater Sustainment Command. The publication informs its audience with an insightful and in-depth approach to a subject area per issue affecting logistics, soldiering and other support and sustainment missions within the 21st Theater Sustainment Command's area of operations from the continents of Europe and Africa and beyond. Content is conceived, created and produced by the Public Affairs Office of the 21st Theater Sustainment Command and includes content from subordinate public affairs offices.
2. The editor of the MILLRINDER is Anna Friederich-Maggard, DSN 484-484-8184


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

The Millrinder
Unit 23203
APO AE 09263

Production/Circulation:

The Millrinder is a 60 to 100-page, letter-size formatted magazine. It is an Army-funded, bi-annual publication. It is printed through a DAPS contract with German local-national printers. The current circulation is 6000 copies distributed to 21st TSC units, supported commands, higher headquarters and other logistical units.

Target Audience and associated information strategies:

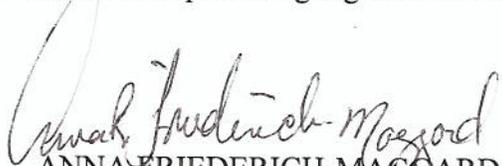
Audience Demographics:

The primary audience of the Millrinder is the community consisting of soldiers, family-members, civilian employees and alumni of the 21st Theater Sustainment Command. A secondary audience is the larger theater and nearby theater logistics communities.

Information Strategy:

The Millrinder focuses on presenting more in-depth command information of a topical nature that is not otherwise available through other CI outlets. In essence, the Millrinder tries to tell the unit's story, focusing on a particular topic in each issue, and going into greater detail than would be possible in CI newspapers or even on webpages.

The issues featured in this KLV submission are "A Day in the Life of the 21st TSC," which tries to draw the reader through an average duty day across the 21st TSC, and the "The History of the 21st TSC: Sustaining the Army in Europe," which provided a very in-depth historical overview of the 21st TSC and its preceding logistics units.


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