



DEPARTMENT OF THE ARMY
Headquarters and Headquarters Battalion, 4th Infantry Division
Fort Carson, CO 80913

REPLY TO
ATTENTION OF

AFYB-PAO

25 January 2012

MEMORANDUM FOR RECORD

SUBJECT: The Ivy Leaf mission statement

1. The Ivy Leaf showcases timely and relevant command information produced by Public Affairs professionals of units deployed to U.S. Division-North in support of Operation New Dawn. The newsletter is distributed locally to the men and women of Task Force Ironhorse and to units throughout northern Iraq, as well as the U.S. Division-North and 4th Infantry Division Web site and Social Media venues.

The Ivy Leaf is produced to inform internal audiences, telling the Soldier's story and the many accomplishments of the service members stationed at contingency operating bases throughout northern Iraq during their mission in support of Operation New Dawn.

The Ivy Leaf serves as a medium for the 4th Infantry Division and U.S. Division-North commanding general to inform internal and external audiences, to include service members, Families, veterans and local, national and regional audiences about the Task Force Ironhorse mission in support of Operation New Dawn.

2. The editor of The Ivy Leaf is MSG Craig M. Zentkovich at DSN 532-0921 or Commercial: (719) 503-0921.

A handwritten signature in black ink, appearing to read "CZ", is positioned above the typed name.

CRAIG M. ZENTKOVICH
MSG, USA
Division Public Affairs NCOIC

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

The Ivy Leaf
MSG Craig M. Zentkovich
4th Infantry Division Public Affairs Office
6101 Wetzell Ave
Bldg 1430, RM 212
Fort Carson, CO 80913

Production/Circulation:

The Ivy Leaf is a 12-page newsletter published every Friday for the approximately 10,000 men and women deployed as part of United States Division-North in support of Operation New Dawn. All content of The Ivy Leaf is prepared, edited, provided and approved by the U.S. Division-North Public Affairs Office. The newsletter is printed locally from the U.S. Division-North Public Affairs Office for the Soldiers at COB Speicher with a digital copy e-mailed to the subordinate Advise and Assist Brigades and Advise and Assist Task Force Public Affairs for distribution to internal audiences, to include, but not limited to, service members, Families, veterans and local communities.

Audience Demographics:

The Ivy Leaf showcases command information produced by Public Affairs professionals and Unit Public Affairs Representatives of units deployed to U.S. Division-North in support of Operation New Dawn; to include, 2nd Advise and Assist Brigade, 25th Infantry Division; 4th Advise and Assist Brigade, 1st Cavalry Division; 1st Advise and Assist Task Force; and 2nd Advise and Assist Brigade, 1st Cavalry Division. The publication also supports the U.S. Army Reserve and National Guard units, sister services, Department of Defense civilians and interagency organizations and representatives attached to Task Force Ironhorse in support of U.S. Division-North. The newsletter is distributed locally and to units throughout northern Iraq. The publication is also posted to the 4th Infantry Division and U.S. Division-North Web sites; and Slide Share, where the link is distributed to Social Media sites, to include: <http://www.facebook.com> and <http://twitter.com>.

Information Strategy:

The publication is dedicated to telling the Soldier's story to inform audiences of the mission of Operation New Dawn and the many accomplishments of the service members stationed at contingency operating bases, sites and locations throughout northern Iraq. The publication represents the hard work and dedication of the service members accomplishing their mission as part of U.S. Division-North; and also features military-related articles; quality of life stories; personality features; and articles about morale, welfare and recreation-driven events. The Ivy Leaf is intended for the service members;

Families; Veterans and friend of the units comprising Task Force Ironhorse, and the hometowns and local, regional and national communities, in which they serve.

A handwritten signature in black ink, appearing to read 'C. Zentkovich', with a stylized flourish at the end.

CRAIG M. ZENTKOVICH
MSG, USA
Division Public Affairs NCOIC