



DEPARTMENT OF THE ARMY
196th Mobile Public Affairs Detachment
BLDG 931, 8302 S. Perimeter Rd.
Columbus, Ohio 43217-5933

REPLY TO
ATTENTION OF:
NGOH-SUS-SF

15 JANUARY 2011

MEMORANDUM FOR RECORD

SUBJECT: *The Lightning Strikes* newspaper mission statement

1. *The Lightning Strikes* is published in the interest of promoting the efforts of U.S. military and civilian-partnered personnel completing the Unites States Division - Center mission in support of Operation New Dawn. It is intended to inform a primarily internal audience under the organizational structure of, and co-located with, the U.S. military commands and subordinate units throughout Iraq. Articles and photos used in the publication serve to inform readers of the diverse, complex, challenging and integral role advise and assist operations play in the U.S. military's larger, theater-level mission in Iraq.

2. The editor of *The Lightning Strikes* is the undersigned via phone at (614) 874-2431, or via email at randall.carey@us.army.mil.

A handwritten signature in black ink, appearing to be "R. Carey".

RANDALL P. CAREY
SSG, USA
Editor

NATIONAL GUARD BUREAU MEDIA CONTEST
CATEGORY (D—Newsletter/Field Newspapers)
Internal Information Outline

The Lightning Strikes newspaper
196th Mobile Public Affairs Detachment
Building 931, 8302 S. Perimeter Rd.
Columbus, OH 43217

Production/Circulation:

The Lightning Strikes is a 2,000 hard-copy circulation weekly newspaper produced by the Ohio Army National Guard's 196th Mobile Public Affairs Detachment serving under the 25th Infantry Division and United States Division - Center and from December 2010-February 2011. The publication is provided at no cost to all service members and civilian contractors at Victory Base Complex in Baghdad. The newspaper is comprised of 20 color pages at the height and width dimensions of 11.13 inches x 14.75 inches. The publication was printed by a local national media company operating on the base. The newspaper was also distributed electronically through a public affairs officer listserv and on the division intranet.

Audience Demographics:

Thousands of service members and civilian contractors are stationed at Victory Base Complex, full-time. In addition, *The Lightning Strikes* was distributed to high-traffic areas such as dining facilities, command headquarters, Morale, Welfare and Recreation facilities, PX/BX locations gyms and air passenger terminals, altogether used by the thousands of civilian and military personnel stationed or temporarily located at Victory Base Complex.

Information Strategy:

The Lightning Strikes is published to promote the efforts of U.S. military and civilian-partnered personnel completing the advise and assist mission in support of Operation New Dawn out of Victory Base Complex and external locations around Iraq at which subordinate units are stationed. *The Lightning Strikes* contains stories covering a broad spectrum of sustainment and support operations including base defense, convoy security, the retrograding and handling of equipment, USO and MWR entertainment and morale functions, base transfers and closures and partnership efforts aimed at strengthening the local Iraqi communities and businesses, as well as the U.S. role in the strengthening and training of the Government of Iraq and the Iraqi Security Forces.



RANDALL P. CAREY
SSG, USA
EDITOR