



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
Headquarters, 170th Infantry Brigade Combat Team
Camp Mike Spann, Afghanistan
APO AE 09368

AEBH-PA

07 January 2012

MEMORANDUM FOR Keith L. Ware Public Affairs Communications Competition

SUBJECT: Internal Information Outline for KLV Category G: Command Blog

170th Infantry Brigade Combat Team: Task Force Bayonet Blog

[Http://www.170infantry.armylive.dodlive.mil](http://www.170infantry.armylive.dodlive.mil)

United States Army Garrison Baumholder, Germany

1. For our submission, we've selected our Task Force Bayonet Blog. When 170th Infantry Brigade Combat Team deployed in February 2010, our public affairs team realized there'd be an increased need to generate and share the brigade's command information. Prior to establishing our blog, we shared three news stories on our homepage at any given time and shared other command information almost exclusively through the Bayonet Newsletter. When we established our blog our goal was multifaceted: create a command information outlet that allowed us to share command information with all audiences; allowed our subordinate battalions to share updates with their audiences; eventually allow the brigade's subject matter experts to share information with Soldiers, Families and other Bayonet team members; and to aggressively work to meet the former ISAF commander Gen. David Petraeus' strategic intent: "reach regional audiences through traditional media, as well as via websites and regional public-affairs blogging." For the former aspects of our goal, we shared news stories, photos and blogs, some of which were not necessarily fitting for our BCT homepage or Dvids page, as well as links to our other, more traditional, products and web presences. Additionally, we created a portion of the blog set aside for each of our brigade's task forces to provide photos and blog updates to family members and other audiences. To reach the latter portion of our goal, we worked directly with our regional command's public affairs team to share information not only throughout Regional Command North, Afghanistan but to a wider international audience. Using the focused analytical research features available through the 'Armylive' blog network, we were able to understand and assess where and how well our information was getting out.
2. Going forward, our desire is to increase subject matter expert blogging, allowing even more opportunities to get important information to Bayonet team members. As our brigade redeploys, we look forward to maintaining our regional reach, sharing stories of value to audiences throughout the Baumholder military community, Germany and beyond. Although BCT-level blogs are uncommon, we're confident that our Task Force Bayonet Blog works as a great tool for communicating internal and wider objectives.
3. The following blog posts have been selected as examples of how we've used the Task Force Bayonet Blog to communicate Army themes and other relevant information to our on-line audience:

a. Bayonet Brigade Judge Advocate Reflects on Rule of Law - Dec. 2011:
(<http://170infantry.armylive.dodlive.mil/2011/12/23/bayonet-brigade-judge-advocate-reflects-on-rule-of-law/>)

b. On the Ground with Able Company – Apr. 2011:
(<http://170infantry.armylive.dodlive.mil/2011/04/12/4-70th-armor-on-the-ground-with-able-company-april-4-2011/>)

c. Thanksgiving Day the Bayonet Way – Nov. 2011:
(<http://170infantry.armylive.dodlive.mil/2011/11/25/thanksgiving-day-the-bayonet-way/>)

3. The point of contact for this memorandum and submission is the 170th IBCT public affairs officer, CPT Royal Reff at royal.reff@us.army.mil or DSN: 318-797-8026.



ROYAL T REFF
Captain, Armor
Brigade Public Affairs Officer



170TH INFANTRY BRIGADE COMBAT TEAM - REGIONAL COMMAND NORTH, AFGHANISTAN

News Bayonet Update



170th Brigade Shifts to Security Force Assistance Teams

"As they prepare to redeploy to Baumholder, Germany in early 2012, Soldiers with B Company, 2nd Battalion, 18th Infantry Regiment have more than home on their minds."

FEATURED STORIES

Bayonet Brigade on the Web

- Bayonet Media on DVIDS
- Bayonet on Facebook
- Bayonet on Flickr
- BayonetTV on YouTube
- Official Bayonet Website

Featured Latest Comments Tags

 **Baumholder Students Help Afghan Children**
10 January 2012 2:18 PM | No Comments

 **For Brothers, Christmas in Kunduz**
25 December 2011 4:51 PM | No Comments