

Moss-Holland Civilian Journalist of the Year nominee Bob Reinert

Bob Reinert has been a member of the U.S. Army Garrison-Natick Public Affairs Office since September 2010. During 2011, while writing and editing the biweekly "NSSC This Week" web-based newsletter, Reinert also wrote 11 of 13 stories for the final monthly print issue of Soldiers magazine, which featured the Natick Soldier Systems Center. In one week on Army.mil, four of those magazine stories accounted for 65,272 page views, or roughly 25 percent, of the website's total number.

Shortly after his arrival at Natick in 2010, Reinert provided content that helped the Public Affairs Office win first place for website in the IMCOM Major General Keith L. Ware Public Affairs Awards.

Reinert had come to Natick from Joint Base Lewis-McChord, where he was equally prolific. As a writer/assistant editor with the Northwest Guardian, the base newspaper, he won numerous individual writing awards.

Reinert's writing and editing helped the Guardian earn Thomas Jefferson Awards in 2004 and 2006 as the best metro format newspaper in the Department of Defense. The Guardian also was named the Army's top metro format newspaper for four years during Reinert's time on its staff.

Three times at Fort Lewis, Reinert received the Commander's Award for Civilian Service. In 2010, he was given the Achievement Medal for Civilian Service.

A long civilian newspaper and public relations career had preceded Reinert's entry into government service in 2004. In two stints, Reinert had spent 17 years writing for The Boston Globe, mostly covering high school, college and amateur sports.

The American Motorcyclist Association gave him its Most Valued Person Award in 2000 for a story he wrote about that sport. In 1991 he took third place for sports story or feature in the New Hampshire Press Association Awards. He received the Springfield College News Media Recognition Award in 1994 for coverage of that school's NCAA Division 3 athletes.

Reinert also had held sports information positions at Phillips Exeter Academy and Saint Anselm College and served as assistant director of public relations/editor of the alumni magazine at Saint Anselm. He was newsletter editor for the Yankee Chapter of the Public Relations Society of America.

Reinert, a native of Manchester, N.H., currently lives in Hudson, Mass., with his wife, Diane.