Department of the Army Community Relations Awards Program of Excellence

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

2013 Springfield Cardinals
Military Appreciation

2013 St. Louis Rams
Military Appreciation

2013 University of Missouri
"Mizzou" Military Appreciation

2013 MG Keith L. Ware Public Affairs Competition Entry Form

ENTRY TYPE: Community Relations

CATERGORY: B - Program **TYPE:** Unit

ENTRY TITLE: Fort Leonard Wood Military Appreciation Program

PUBLICATION/AIR DATE: February to November, 2013

LOCATION/URL: 2013_LeonardWood_CatB_Program_MilitaryAppreciation.pdf

UNIT POC: Mrs. Shatara Seymour, Public Affairs Specialist, shatara.r.seymour.civ@mail.mil, Phone: 573-563-5280, Director: Mrs. Tiffany D. Wood

COMMAND/DRU: U.S. Army Installation Management Command (IMCOM)

SUBMITTING UNIT: Fort Leonard Wood Public Affairs Office, 320 Illinois Avenue, Fort Leonard Wood, Missouri 65473, Phone: 573-563-4145, Fax: 573-563-4012

AWARD SHOULD BE ISSUED TO: Fort Leonard Wood Public Affairs Office

GENDER:

SIGNIFICANT CONTRIBUTORS: (list up to five for unit awards only):
1. Mrs. Tiffany Wood (female)
2. Mrs. Shatara Seymour (female)
3. Mr. Ryan Thompson (male)

UNIT/DUTY SECTION:
Fort Leonard Wood Public Affairs Office

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:

ROBERT JOHNSON
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Recommendation from PAO Director

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
PUBLIC AFFAIRS OFFICE
320 ILLINOIS AVENUE
FORT LEONARD WOOD, MO 65473

US Army Installation Management Command
2405 Gun Shed Road
Fort Sam Houston, TX 78234-1223

Dear Installation Management Command,

In the attached packet you will find information about the Fort Leonard Wood Public Affairs Office's submission for the community relations program category. The Fort Leonard Wood Public Affairs Office worked with several cities, sports teams and organizations to broaden the appreciation of our military with the residents of Missouri throughout the year. The program included outreach in the form of military appreciation days with the St. Louis Cardinals Major League Baseball team, the St. Louis Rams National Football League team, the Springfield Cardinals, a minor league baseball affiliation to the St. Louis Cardinals, the Missouri State Fair, the I-44 Speedway and appreciation days with universities in Rolla and Columbia, Mo. In addition, the outreach program provided military support for Game 4 of the 2013 Major League Baseball World Series, held Oct. 27, 2013.

This program begins coordination with the organizations early in the year to ensure that the event can proceed with positive responses. In 2013, an additional challenge of conducting these outreach appreciation programs was a curtailment of funding at several levels, but by prioritizing the events and working with community leaders, the events were still able to reach thousands of Missouri citizens and millions more through televised events.

The events were all considered successful based on each organization or team's willingness to continue the program into 2014 and in most cases, expand the appreciation to other events as well. While the impact of any appreciation day is hard to measure, there is no doubt that the responses received by the command on participating in these events have increased the positive perceptions of the United States Army with the citizens of Missouri.

Sincerely,

Tiffany D. Wood

TIFFANY D. WOOD
Director, Public Affairs
US Army MSCoE, FLW
Phone: 573-563-5037
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Program Category
2013 Fort Leonard Wood Military Appreciation Program

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Nominee: Fort Leonard Wood Public Affairs Office

The annual Fort Leonard Wood Military Appreciation Program is a series of events, which begins in February and ends in November of each year. This program encompasses Military Appreciation day events across the state of Missouri, commencing in Rolla to Springfield, Sedalia, St. Louis, Lebanon, Waynesville, Columbia, and coming back to Rolla.

Traditionally, this program involves meet and greets with players, ceremonial first pitches, the national anthem played by the 399th Army Band, a joint services color guard, the singing of "God Bless America," and service members' recognition and participation. The Military Appreciation Program is locally and nationally televised with a total of about 66,000 spectators.

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Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Summary

Nominee: Fort Leonard Wood Public Affairs Office

The annual Fort Leonard Wood Military Appreciation Program honors our service members and their families for the sacrifices they make every day to serve and support our nation. This program also provides our surrounding communities an opportunity to engage our service members in an enjoyable and relaxing setting.

Even though each event may be somewhat different, they all occur for one cause – to pay tribute to our Soldiers, Sailors, Marines, Airmen, Coast Guard members, and their families.

The program traditionally kicks off in February at the Missouri University of Science and Technology in Rolla, Mo., continuing with our Military Appreciation Program line up in Springfield, Lebanon, Sedalia, St. Louis, Waynesville, and ending back where we started – Rolla. At each of these events, our commanding general or representative, along with the installation command sergeant major, take part in ceremonial first pitches and coin tosses.

Our 399th Army Band performs "The Star-Spangled Banner", while the Maneuver Support Center of Excellence's Joint Services Color Guard posts the colors. Several hundred service members are recognized at these events.

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Planning

Planning for the Fort Leonard Wood Military Appreciation Program is continuous; there is no break. Area communities request troops, the 399th Army Band, joint services color guard, post commanding general, command sergeant major, Drill Sergeant and Advanced Individual Platoon Sergeant of the Year to participate in the Military Appreciation Day Program events beginning in February and ending in November.

The Fort Leonard Wood Public Affairs Office works closely with our G-3 Operations section to task for support of the events, which make up our Military Appreciation Program. We also have meetings and coordinate with various organizations to support this program. In addition, PAO tailors and recommends diversified support based on the requesting organizations' needs.

With PAO's provided input, our G-3 sets suspense dates for units and organizations to ensure coordination and participation are completed in a timely manner and all responses of support are tracked.

PAO works closely with various organizations to provide personnel, operational, logistical, planning, and resource support for this program.

Program Category
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Execution

With the curtailment of funding, accomplishing a successful 2013 Military Appreciation Program was a challenge. The majority of these events required exceptions to policy and final approval by the Assistant to the Secretary of Defense (Public Affairs).

However, in working with civic organizations, universities, and sports management teams, Fort Leonard Wood was able to provide continued support for our great and well-established Military Appreciation Program.

This program consists of:

- Ceremonial first pitches, coin tosses
- Recognition of service members during pre-game ceremonies and at half time
- Opportunities for service members to showcase their talents – playing of the national anthem, singing of patriotic songs
- Activities, firework displays, and shout outs for the Soldiers

2013 Fort Leonard Wood Military Appreciation Program Line up:

1. February 2013 – Missouri University of Science & Technology (Basketball) Military Appreciation, Rolla, Mo.

2. June 2013 – Springfield Cardinals Military Appreciation, Springfield, Mo.

3. June 2013 – I-44 Speedway Military Appreciation, Lebanon, Mo.

4. August 2013 – Missouri State Fair Military Appreciation, Sedalia, Mo.

5. August 2013 – St. Louis Cardinals Military Appreciation, St. Louis, Mo.

6. September 2013 – Waynesville High School Military Appreciation, Waynesville, Mo.

7. October 2013 – St. Louis Rams Military Appreciation, St. Louis, Mo.

8. November 2013 – Missouri University of Science & Technology (Football) Military Appreciation, Rolla, Mo.

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Effectiveness

The Fort Leonard Wood Military Appreciation Program honors veterans, active-duty, National Guard, Reserve personnel and their family members serving as a part of the Maneuver Support Center of Excellence and Fort Leonard Wood team.

The 2013 Military Appreciation Program afforded the opportunity for some 66,000 spectators to witness oaths of enlistment, military professionalism, and to engage military service members and learn about the myriad of professions the military can provide.

Our Military Appreciation Program gives fellow Americans a chance to recognize the men and women of Missouri and across the nation who have set focus on their country, voluntarily sacrificing their lives in protecting American freedom. It also fosters a great rapport with surrounding communities who want to go above and beyond and provide outstanding support and recognition for our service members.

These organizations and communities return year-after-year to Fort Leonard Wood enabling continued support and participation in the Military Appreciation Program.

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Overall Value to the Army

The Fort Leonard Wood Military Appreciation Program is a great opportunity for Training and Doctrine Command and Fort Leonard Wood to showcase the Army's best Soldiers. Located in the Ozarks' communities of Waynesville and St. Robert, participation in events of this capacity truly shows the significance and worth Fort Leonard Wood is to TRADOC and the Department of the Army. It is also a chief factor of maintaining an incessant relationship with cities and organizations throughout the state of Missouri.

Continued support of the Fort Leonard Wood Military Appreciation Program is paramount in order for these organizations to have the opportunity to highlight our strong relationship in going out to their areas and sharing in their events. This program affords Soldiers the opportunity to show just why the military is deemed one of the most professional organizations in the world.

At the same time, Americans develop a greater appreciation for the United States military, and these Soldiers get the chance to educate and inform those they come in contact with about the Army profession, mission, capabilities, and their experiences.

This is just another way to show that Fort Leonard Wood is truly an "Installation of Choice," training the Army's best engineers, military police, and CBRN specialists.

For the St. Louis Cardinals Military Appreciation Day, which is a part of our Military Appreciation Program, René C. Bardorf, Deputy Assistant Secretary of Defense for Community and Public Outreach said, *"I applaud the U.S. Army's Maneuver Support Center of Excellence at Fort Leonard Wood, Missouri, for this long-standing support of the St. Louis Cardinals baseball team. Unquestionably, this support is significant for the Army as it provides numerous opportunities to establish, maintain, and grow relationships with centers of influence in a relaxed environment."*

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Photos

2013 Waynesville High School Military Appreciation

2013 I-44 Speedway Military Appreciation

2013 Missouri University of Science & Technology Military Appreciation

2013 Missouri State Fair Military Appreciation

2013 Springfield Cardinals Military Appreciation

2013 University of Missouri "Mizzou" Military Appreciation

2013 St. Louis Cardinals Military Appreciation

Program Category
2013 Fort Leonard Wood
Military Appreciation Program

Articles/Media links

Title: MS&T holds Military Appreciation Day
Publication: Guidon
Date Published: 20 November 2013
Author: Fort Leonard Wood Public Affairs
http://www.myguidon.com/index.php?option=com_content&task=view&id=16630&Itemid=42

Title: Rams hold Military Appreciation Day
Publication: Guidon
Date Published: 6 November 2013
Author: Mike Curtis, FLW Visual Information Center
http://www.myguidon.com/index.php?option=com_content&task=view&id=16580&Itemid=42

Title: Military Appreciation Day in Sedalia
Publication: KMZU 100.7FM
Date Published: 11 August 2013
Author: KMZU Staff
http://www.kmzu.com/military-appreciation-day-in-sedalia/

Title: Ft. Wood Troops Appreciate Support
Publication: KMOX News Radio 1120
Date Published: 8 September 2013
Author: Brad Choat
http://stlouis.cbslocal.com/2013/09/08/ft-wood-troops-appreciate-support/

Title: Military Appreciation Night at Springfield Cardinals
Publication: Waynesville Daily Guide
Date Published: 24 June 2013
Author: Waynesville Daily Guide Staff
http://www.waynesvilledailyguide.com/apps/pbcs.dll/gallery?Site=MO&Date=20130624&Category=ARTICLES&ArtNo=624009993&Ref=PH&taxoid=Size=20%20style=%22width:%2010.75em%22

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
PUBLIC AFFAIRS OFFICE
320 ILLINOIS AVENUE
FORT LEONARD WOOD, MO 65473

REPLY TO
ATTENTION OF

IMLD-ZA

10 Jan 2014

MEMORANDUM FOR Installation Management Command

SUBJECT: Endorsement of FLW Public Affairs Entry to DA Community Relations program

1. I highly recommend the selection of the Fort Leonard Wood Public Affairs Office for the Department of the Army Community Relations program.

2. The Fort Leonard Wood Public Affairs Office worked with several cities, sports teams and organizations to broaden the appreciation of our military with the residents of Missouri throughout the year. The program included outreach in the form of military appreciation days with the St. Louis Cardinals Major League Baseball team, the St. Louis Rams National Football League team, the Springfield Cardinals, a minor league baseball affiliation to the St. Louis Cardinals, the Missouri State Fair, the I-44 Speedway and appreciation days with universities in Rolla and Columbia, Mo. In addition, the outreach program provided military support for Game 4 of the 2013 Major League Baseball World Series, held Oct. 27, 2013.

3. Point of contact is COL William R. Pfeffer, Garrison Commander, at 573-563-4004.

WILLIAM R. PFEFFER
COL, MI
Commanding