

MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2013 ENTRY FORM

Entry Type: **Award Type:**

Category:

Ensure category corresponds with entry type (1 Print, 2 Broadcast, or 3 Community Relations)

Entry Title:

Publication/Air Date: **URL:**

Unit POC:
(In the below space provided please include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

LTC Lindy I. White, Deputy State Public Affairs Officer
Oklahoma Army National Guard
lindy.i.white.mil@mail.mil / 628-5362 DSN / 405-228-5362 (wk)
COL Max Moss, Director of Military and Civilian Relations

Command/DRU:

Submitting Unit:
(include unit name and complete verified, official mailing address, DSN and commercial phone number and fax number; please spell out all acronyms)

Oklahoma National Guard Office of Public Affairs
3501 Military Circle
Oklahoma City, OK 73111
DSN: 628-5212/Comm: 405-228-5212/FAX 405-606-7274

Award Should Be Issued To:
(enter an individual's name for individual awards only)

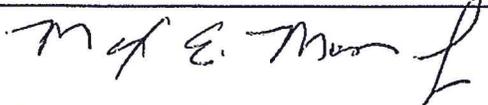
Staff Sgt. Christopher Bruce

Gender:

Comments/Significant Contributors:
(list up to five for unit awards only and note gender)

Unit/Duty Section:

Supervisor's Name/Title:

Supervisor's Signature: 

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OKLAHOMA NATIONAL GUARD
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4 February 2014

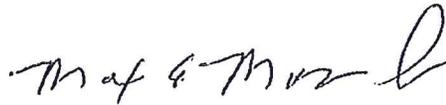
MEMORANDUM FOR National Guard Bureau, Office of the Chief of Public Affairs, 1636
Defense Pentagon, Washington, DC 20301-1636

SUBJECT: Nomination for SSG Christopher Bruce as the Keith L. Ware Journalist/Broadcaster
of the year.

1. SSG Christopher Bruce is the most technically proficient and versatile broadcast journalist in the Oklahoma Army National Guard. His work ethic and enthusiasm for covering events of the National Guard is exemplary. He consistently seeks new and innovative ways to tell the Guard's story and keep our audiences informed. He established the Oklahoma Frontline news blog and initiated the accounts for a variety of social network sites to generate followers of our state's National Guard.
2. SSG Bruce was the Defense Video and Imagery System (DVIDS) Journalist of the Month for May 2013. He received this honor for his coverage of the Oklahoma National Guard's involvement in rescue and recovery efforts following the May 20 tornado that devastated Moore, OK. SSG Bruce's video of the tornado's destruction and the Oklahoma National Guard's response was broadcast around the globe less than 12 hours after the tornado struck. He also took part in interviews with numerous national and international media outlets to include the BBC, and The Weather Channel.
3. SSG Bruce is the embodiment of the Army value "Selfless Service" and always strives to be a team player. He is quick to provide technical assistance to any and all members of the Oklahoma National Guard's Public Affairs team. During the tornado coverage, SSG Bruce voluntarily worked 14-18 hour days for nearly a week straight to ensure video products produced by fellow Army and Air National Guard Public Affairs assets were uploaded to DVIDS in a timely manner.
4. As the lead administrator for the Oklahoma National Guard's social network program, SSG Bruce routinely attends training seminars to expand his knowledge and technical skills in web design and social media site administration. Recently, SSG Bruce attended a seminar on how to effectively use mobile devices for Social Media and another on how to use new and innovative programming techniques to enhance and streamline our social media sites. He has taught classes on the use of Social Media to Guardsmen and their families and introduced a Standard Operating Procedure for uploading news products to the Oklahoma National Guard's news blog- Oklahomafrontline.com. In an effort to further his civilian education, SSG Bruce is working on a Master's Degree in Information Technology/Web Design through the University of Denver. He is halfway through the program and expects to graduate in May 2015. SSG Bruce holds a

Bachelor's Degree in Journalism with an emphasis in Public Relations from Oklahoma State University, as well as, an Associate Degree in Broadcasting from Rose State College and is a graduate of the American Broadcasting School.

5. SSG Bruce is in compliance with the Army's height and weight standards of AR 600-9. He successfully completed and passed the annual Army Physical Fitness Test as of November 2013.

A handwritten signature in black ink, appearing to read "Max E. Moss, Jr.", with a stylized flourish at the end.

MAX E. MOSS, JR.
COL, EN, OKARNG
Director, Military/Civilian Relations

SSG Christopher Bruce

Public Affairs Specialist, 46R30
*145th Mobile Public Affairs
Detachment
Oklahoma National Guard*

Website: <http://www.oklahomaf frontline.com>
YouTube: <http://www.youtube.com/playlist?list=PLF4C7BDD55D6E0335>
FaceBook: <http://www.facebook.com/christopherbruceus>

SSG Christopher Bruce joined the Oklahoma Army National Guard in May 2006 as a Broadcast Journalist with the 145th Mobile Public Affairs Detachment (MPAD). He completed MOS training at the Defense Information School, Fort Meade, MD, in June 2007.

SSG Bruce is a full-time federal technician working in the Oklahoma National Guard's Office of Public Affairs, where he serves as the lead broadcast journalist, and administrates all social media and public websites. SSG Bruce also serves as the Non-Commissioned Officer in Charge of broadcast operations for the 145th MPAD. In this capacity, he is responsible for all aspects of broadcast operations for the MPAD and oversees coverage of Oklahoma National Guard events, to include post-production and distribution of video products.

SSG Bruce has been interviewed by The Weather Channel and the BBC. His stories have been featured on CNN, MSNBC, FOX, BBC, in the New York Times and countless local television stations and newspapers.

SSG Bruce deployed to Iraq with the 145th MPAD in 2009 in support of Operation Iraqi Freedom. During his nine month deployment, SSG Bruce served as the broadcaster for the 1st Stryker Brigade Combat Team, 25th Infantry Division. As the Brigade's broadcaster, he shot and edited more than 100 news stories and videos productions.

SSG Bruce is working on a Master's Degree in Information Technology/Web Design through the University of Denver. He expects to graduate in May 2015. SSG Bruce holds a Bachelor's Degree in Journalism with an emphasis in Public Relations from Oklahoma State University, as well as, an Associate Degree in Broadcasting from Rose State College and is a graduate of the American Broadcasting School.

His awards include the Army Commendation Medal (with three oakleaf clusters) and the Army Achievement Medal. He was also named as the Defense Video and Imagery Distribution System (DVIDS) Journalist of the Month for May 2013 for his coverage of the Oklahoma National Guard's involvement in rescue and recovery efforts following the May 20 tornado that devastated Moore, OK.

SSG Bruce resides in Midwest City, OK, with his wife, Crystal, and their son, Noah.



BROADCAST PRODUCTS AND AIR HISTORY SHEET

Staff Sgt. Christopher Bruce

:06 – 2:20 – Weather Channel Interview to talk about The Day of Days Documentary.

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 2:14

First Play Date: November 3, 2013

Location Played: The Weather Channel

Contribution to the Segment: On-Air Talent

Note: Staff Sgt. Christopher Bruce was involved in a pre-interview for a small package and then a live interview via skype to talk about the documentary.

2:23 – 5:26 – The Day of Days Documentary

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 3:03

First Play Date: October 10, 2013

Location Played: OklahomaFrontline.com/DayofDays

Contribution to the Segment: Video Contributor, Producer and Editor

Note: This clip is two excerpts taken from the 23-minute documentary about the Oklahoma National Guard's involvement in the May 20th tornado that struck Moore, Okla. Bruce's footage was used in the documentary to include ground scene footage, after action interviews, new b-roll clips shot exclusively for the documentary. He also played a role in producing, graphics, story boarding and designed the Website to host the documentary at <http://www.oklahomafrontline.com/dayofdays>

5:29 – 6:42 – Securing Plaza Towers Elementary

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 1:13

First Play Date: May 21, 2013

Location Played: DVIDS, OklahomaFrontline.com

Contribution to the Segment: Writer, Producer, Reporter, Editor

Note: Bruce was on the ground night one of the May 20th tornado. In his few hours on the scene, he shot enough video to create two packages, b-roll reels and send four interviews to DVIDS. Both of these packages were aired up around the world on major networks like FOX, CNN and BBC.

Script:

A deadly tornado struck the heart of Moore, Oklahoma and the Oklahoma National Guard was there to support the first responders with the search and recovery.

“Back where we were standing and spread out every ten or fifteen meters.”

Soldiers from the 700th Brigade Support Battalion, 45th Infantry Brigade Combat Team, were called to secure the perimeter of the Plaza Towers Elementary School where rescue workers grind and cut into rubble hoping to find survivors. Specialist Josh Gragert was one of the first Soldiers on the scene. He says the situation was just overwhelming.

“It's just crazy... it hits hard.”

Teams of Oklahoma National Guardsmen will continue to support local agencies with search, rescue and recovery operations in the coming days and possibly even weeks.

“It's just bad... stay here as long as they need me.”

Reporting for the Oklahoma National Guard, I'm Army Sgt. Christopher Bruce.

6:45 – 8:07 - 146th Air Lift Support Squadron Performs Tornado Search and Rescue

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 1:22

First Play Date: May 21, 2013

Location Played: DVIDS, OklahomaFrontline.com

Contribution to the Segment: Writer, Producer, Reporter, Editor

Note: This is the second package Bruce produced on night one on the May 20 tornado.

Script:

The Oklahoma National Guard was called to help aid search and rescue missions in the wake of the deadly May 20th tornado that rushed across Moore Oklahoma. Airmen from the 146th Air Support Operations Squadron searched flatten neighborhoods near Southwest 19th and Sante Fe. Their mission was to search the rubble with heat searching thermal technology.

“Each of our guys... another crew.”

Master Sergeant Edgar Rodriguez led one of eight teams through the rubble. He searched every nook and cranny looking for any signs of life, and then, on to the next home. One point, hoping to find a storm shelter stuffed inside the remnants of a garage.

“On the other side of the car.”

It turned out to be nothing, but they will be out here all night, looking, and hoping for survivors.

Reporting for the Oklahoma National Guard, I'm Army Sgt. Christopher Bruce.

8:10 – 9:40 – OU Military Appreciation Day

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 1:30

First Play Date: November 16, 2013

Location Played: DVIDS, OklahomaFrontline.com

Contribution to the Segment: Writer, Producer, Reporter, Editor

Script:

The University of Oklahoma University honored current and former members of the U-S Armed Forces at Saturday's football game against Iowa State. The Oklahoma National Guard joined a pre-game show and events throughout the game such as this re-enlistment ceremony conducted by The Adjutant General for Oklahoma, Major General Myles Deering.

There was even a special tribute to a wife of a deployed Soldier during the game. 1st Sgt Brian Curtis of the 1220th Engineers was honored with the Patriot Ford Award and Lori Curtis was there to accept. But

Lori had no idea what was about to happen...

"Really I think it just hit me last night. This is crazy"

1st Sgt Curtis was actually home, he came home weeks early, just for this special event. Patriot Ford had a special plan for an unforgettable homecoming reunion...

It was an emotional homecoming, in front of 84-thousand screaming fans.

"Words can't describe, it's just unreal"

Reporting for the Oklahoma National Guard, I'm Army Sgt. Christopher Bruce.

9:43 – 12:14 - Mock Blackhawk Crash Prepares Soldier for the Worst

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 2:31

First Play Date: July 1, 2013

Location Played: DVIDS, OklahomaFrontline.com

Contribution to the Segment: Writer, Producer, Reporter, Editor
Script:

"Enemy contact"

"Engine 1 is down"

(Slow motion, dramatic music)

Spc. Robert Maggard is the lone survivor of a helicopter crash. As he trails through the woods at Camp Gruber, Oklahoma, he looks for a landing zone where he will be rescued from fellow members of his unit, B Company of the 2nd Battalion, 285th Aviation. He hears the helicopters circling overhead, and he knows where to go, because his commander gave him G-P-S coordinates via a satellite text message.

Maggard isn't alone on this journey; he has Staff Sgt. Donald Eldridge walking by his side. That's because this is a training exercise, the first of its kind, to show the importance of a radio called a C-Cell.

"We now have the ability to intercept the transmissions going up to the satellites," Eldridge said. "Instead of going to a real world survival situation, we are able to intercept that message and bring it to our [secure] computer room."

Once Maggard learned his helicopter was faking a crash landing, and exited the helicopter and took his C-Cell radio. After taking cover, he alerted his unit that he was stranded deep in the woods. After a few minutes, his commander sent back a message to meet at a secured landing zone.

"This is not only a great tool for combat, but this can even be applied in CONUS operations," Eldridge said. "In the event you do go down in a rural area where there is no cell phone coverage. You pull this out of your pocket and activate it and it will go real world."

Maggard waited as his fellow Soldiers landed. He was treated as a prisoner, until his identification was verified. The entire exercise was realistic to wartime mentality. Maggard says this training is extremely important to prepare him for combat.

"If I go down in theater, I want to know how to operate the equipment and how to properly get rescued," Maggard said. "This is good training."

Reporting for the Oklahoma National Guard, I'm Army Sgt. Christopher Bruce.

12:17 – 14:52 - Oklahoma National Guard Co-Sponsors Career Fair in Stillwater

Nominee's Name: Staff Sgt. Christopher Bruce

Run Time: 2:35

First Play Date: November 4, 2013

Location Played: DVIDS, OklahomaFrontline.com

Contribution to the Segment: Writer, Producer, Reporter, Editor

Script:

Michelle James is a cost analyst at Tinker Air Force Base. While most federal employees spend an average of 105 days landing a government job, that's according to the Office of Personnel Management, it only took Michelle 1 day, and she had several job offers to choose from.

What's her secret? She attended the Oklahoma Military Connection and Oklahoma National Guard career fair.

"And then I found the Tinker booth... two interviews with them."

Michelle had more than 6 formal sit down interviews at the job fair that day. She had offers from several companies along with Tinker. She says it saved her hundreds of hours searching and applying for jobs.

"It was a one stop shop... It saved a lot of time"

Job seekers can attend this year's career fair on November 7 at the Meridian Technology Center in Stillwater, Oklahoma. The job fair will showcase more than 30 civilian employers all of whom have open positions to fill.

To maximize their chances of finding a job, attendees are urged to pre-register for the career fair for a special job matching plan according to the Oklahoma National Guard Employment Coordination Program Director, Lt. Col. Warren Griffis.

"They will have already been matched"

Once the job seeker is matched with an employer, they get a special advantage other fairs don't offer.

"One thing you will get out of this job fair is on spot interviews...you don't get that at any other career fair"

The career fair is open to current and former military members from 10:30 in the morning until noon. Then it is open to all job seekers until 2:30.

Michelle says from her experience, she will always recommend career fairs when job hunting.

" Not only does it put a face to the application... Is that really what you want to do."

Reporting for the Oklahoma National Guard, I'm Army Sgt. Christopher Bruce