

TELLING THE ARMY STORY:
ENGAGING THE AMERICAN PEOPLE



2018



Why do we need to communicate to the American people?

- The American people grant us the autonomy to use force to provide for their common defense because they trust us (ADP-1)
- The all-volunteer force is our greatest strategic asset (ADP-1)
- The support of the American people has been, and will remain, paramount to our success (ADP-1)
- Direct engagement with people has always been, and remains, a core strength of the United States Army (ADP-1)





Despite civilians' widespread admiration for troops, there's little overlap between their worlds.



Congress with lowest rate of military service authorized today's wars, led by four presidents with no active duty experience.



One-half of 1% of U.S. population enlist – lowest rate since between World War I and II.

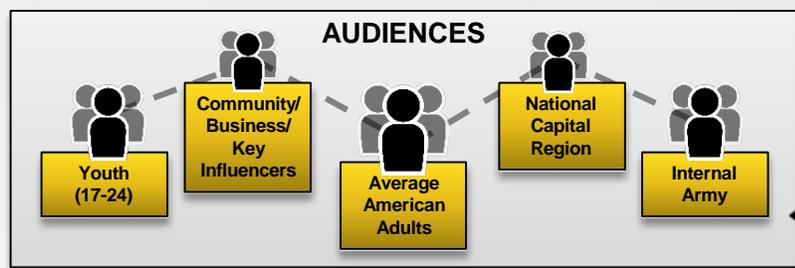


SPECIAL REPORT U.S. MILITARY AND CIVILIANS ARE INCREASINGLY DIVIDED

By **DAVID ZUCCHINO AND DAVID S. CLOUD**
contact the reporters

STRATEGIC MESSAGES

Distributed via CPA SENDS



ARMY COMMUNICATIONS ENTERPRISE



STRATEGIC MESSENGER
EXCITE AND INSPIRE



Army Communications Enterprise



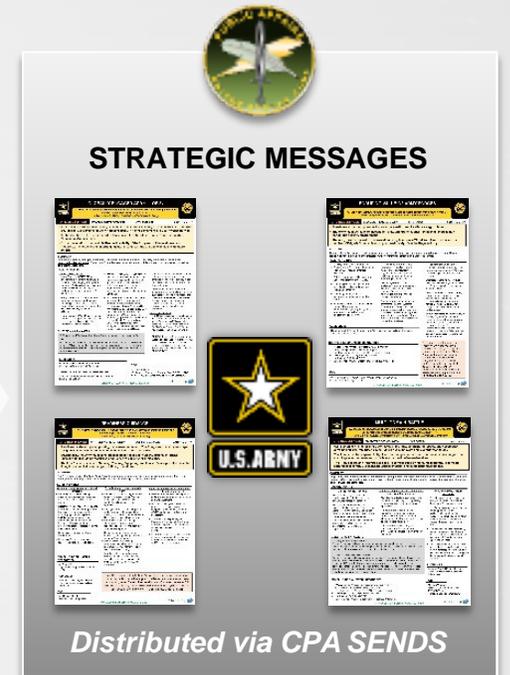
Secretary of the Army's Priorities

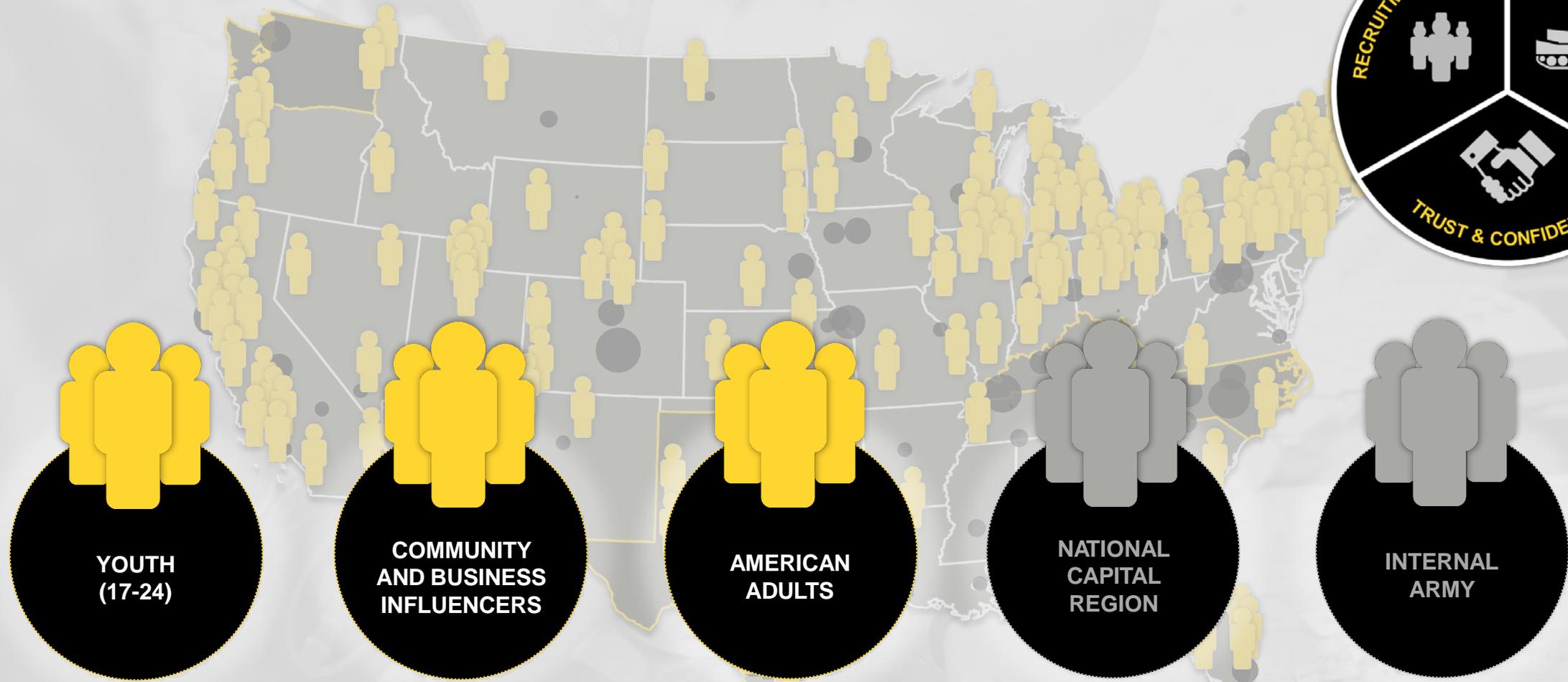
FOCUSED

- **#1 READINESS** – ensuring the Total Army is ready to deploy, fight, and win
- **#2 MODERNIZATION** – overmatch in future conflicts
- **#3 REFORM** – improving the way we do business

ENDURING

- **PEOPLE** – the Army's greatest asset
- **VALUES** – commitment by all to the Army Values
- **ALLIES / PARTNERS** – strengthening alliances and attracting new partners





WHERE DO MOST AMERICANS LIVE?
WHO ARE WE NOT REACHING?

Meet Your Army



PLAINS & MIDWEST

- CINCINNATI, OH
- DES MOINES, IA
- ST. LOUIS, MO
- KANSAS CITY, MO

NORTHWEST

- PORTLAND, OR

NORTHEAST

- ALBANY, NY
- NEW YORK CITY
- PHILADELPHIA, PA
- RICHMOND, VA

WEST

- SACRAMENTO, CA
- LOS ANGELES, CA
- PHOENIX, AZ

SOUTH

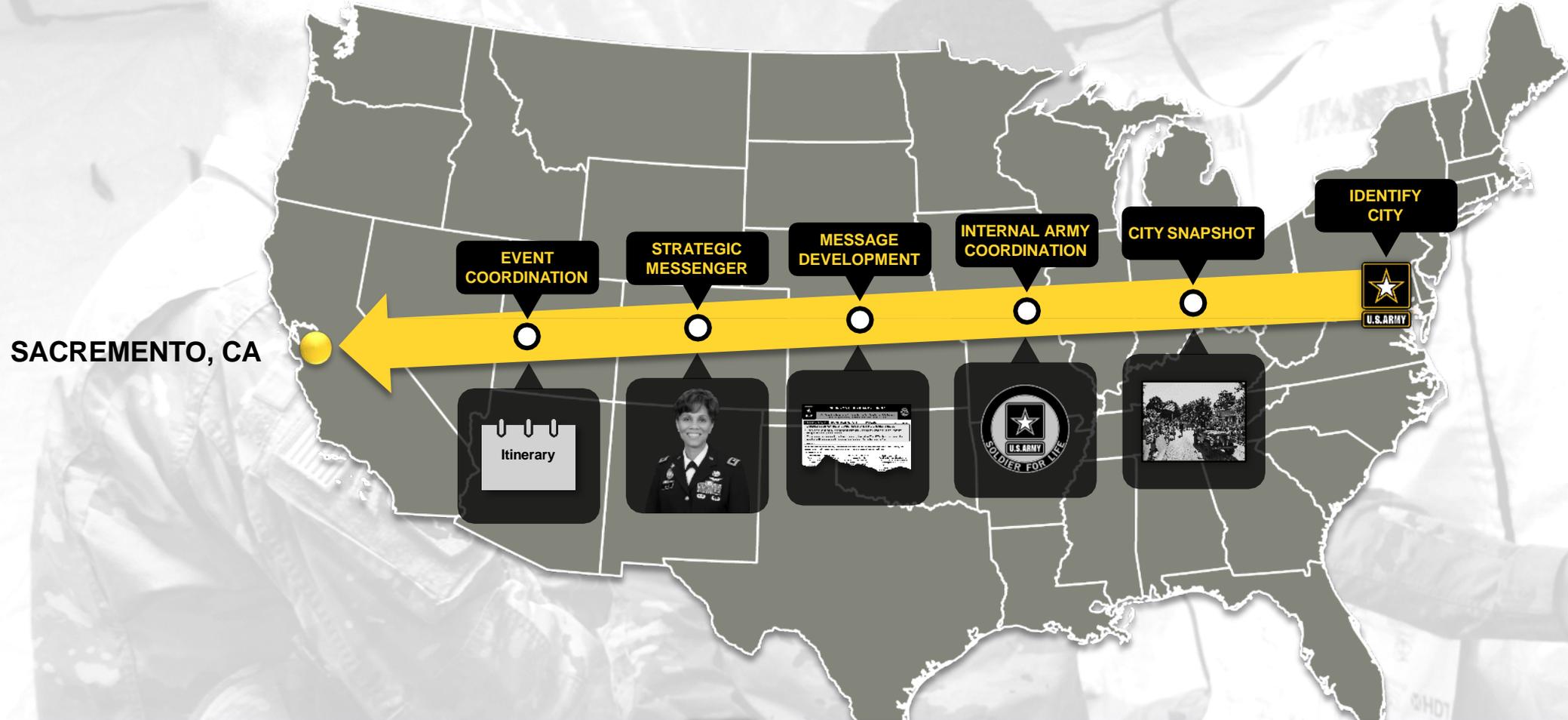
- OKLAHOMA CITY, OK
- BIRMINGHAM, AL

WHERE DO MOST AMERICANS LIVE?

WHO ARE WE NOT REACHING?

WHERE CAN WE BE EFFECTIVE?

2018



STRATEGIC
MESSENGER
COMPATIBILITY:



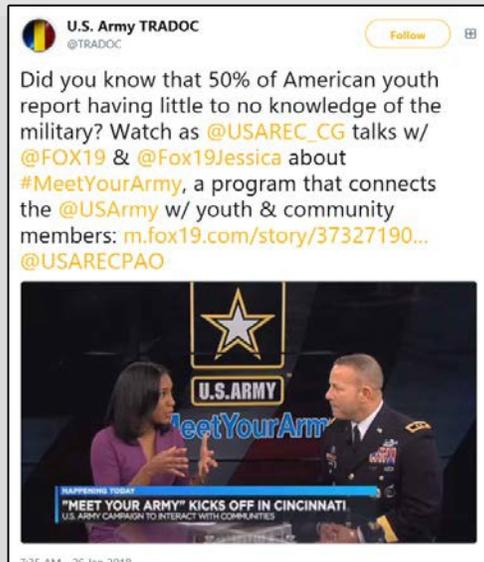
PLANNING PROCESS

Meet Your Army: Cincinnati, January 2018

2,025 People Engaged

MG Coburn & MG Snow

- TV – Fox 19 Early Morning Show (Cincinnati's #1 morning show)
- Engaged over **1,000** Western Hills High School students
- Engaged over **50** Students at Xavier ROTC, Cadets and Cadre also attended KCC engagement
- Engaged over **600** Students at Indian Hill High
- Guest Speaker at Cincinnati Rotary Club Luncheon with over **200** people
- Bill Cunningham radio show
- Engagement w/ **125** Univ. of Cincinnati Business Students ROTC Cadets, Business Students, Faculty, and President
- Engaged **250** local Civic and Business leaders at Kenwood Country Club



U.S. Army TRADOC
@TRADOC

Did you know that 50% of American youth report having little to no knowledge of the military? Watch as @USAREC_CG talks w/ @FOX19 & @Fox19Jessica about #MeetYourArmy, a program that connects the @USArmy w/ youth & community members: m.fox19.com/story/37327190... @USARECPAO

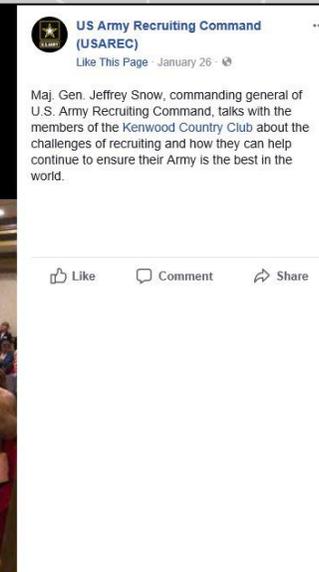
"MEET YOUR ARMY" KICKS OFF IN CINCINNATI
U.S. ARMY CAMPAIGN TO INTERACT WITH COMMUNITIES

7:35 AM · 26 Jan 2018



Photos from US Army Recruiting Command (USAREC)'s post
in Meet Your Army Day Cincinnati

Like Comment Share



US Army Recruiting Command (USAREC)
Like This Page · January 26 ·

Maj. Gen. Jeffrey Snow, commanding general of U.S. Army Recruiting Command, talks with the members of the Kenwood Country Club about the challenges of recruiting and how they can help continue to ensure their Army is the best in the world.

Like Comment Share



Rotary Club of Cincinnati added 20 new photos from January to the album: Meet Your Army Day in Cincinnati - Major Generals Snow and Coburn — with Al Koncius and 2 others at Hilton Cincinnati Netherland Plaza.
January ·

Major General, Jeffrey J. Snow, commanding general of US Army Recruiting Command (in charge of recruiting for the entire army) and Major General, David Coburn, commanding general of Army Financial Management Command (in charge of finances for the entire army) speak to Cincinnati Rotarians

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