



**DEPARTMENT OF THE ARMY
28TH PUBLIC AFFAIRS DETACHMENT
HEADQUARTERS AND HEADQUARTERS BATTALION, I CORPS
JOINT BASE LEWIS-MCCHORD, WA 98433-9500**

AFZH-STZ-PAD

28 January 2015

MEMORANDUM FOR Office of the Chief of Public Affairs, U.S. Army FORSCOM

SUBJECT: Nomination for SGT Marcus Fichtl as Keith L. Ware Journalist of the year.

1. SGT Fichtl is the best photographer and one of the best writers I have ever had the chance to work with. His ability to capture a moment and tell the Soldier's story sets him apart and above his peers. He truly cares about being a story teller whether it is through a photo or print story. He is a Soldier who is detailed and precise and always puts out the best product possible.

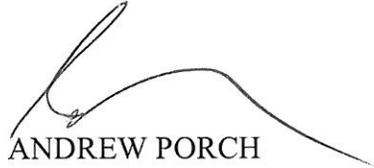
2. SGT Fichtl recently returned from a deployment to the Middle East where he conducted public affairs operations in the countries of Kuwait and Qatar. SGT Fichtl was responsible for capturing a photo used by U.S. Army Facebook that garnered approximately 30,000 likes and 31,000 shares reaching an audience of over 1.2 million. SGT Fichtl was selected to serve as the lone 2nd Brigade Combat Team, public affairs representative in the country of Qatar for a time span of three months due to his extensive knowledge of public affairs operations. While deployed to Kuwait he made the Commandant's List at the Warrior Leader's Course.

3. SGT Fichtl is a detailed photographer who will go out of his way to get the best shot possible. SGT Fichtl not only tells the Soldier's story, but when covering an event, he tells the Soldier why it is important that he captures what they do and tell the American people about it. SGT Fichtl is always the first one that will take the time to do an in-depth feature piece and place the reader in the story. SGT Fichtl's work represents over 35 percent of photos used for a collage at the Colorado Springs Airport.

4. SGT Fichtl volunteered to speak to local high schools in Aurora, Colorado. He engaged the students and opened their views on how they tell a story every day through Social Media. SGT Fichtl played a key role as the brigade Adopt-A-School liaison. SGT Fichtl ensured an open flow of communication, monthly interaction and continuous photo and print coverage between 8 schools and their assigned units.

5. SGT Fichtl is in compliance with the height and weight standards of AR 600-9. He scored 239 during his September 14, 2015 physical training test.

6. SGT Fichtl is a reliable, hard-working individual who continually tries to improve himself and the Soldiers he works with. If I had the chance, I would work with him for the rest of my military career. The passion he shows for his job it head and shoulders above any other Soldier I have ever met in the public affairs career field. He will continue to make any unit he is a part of better and is an asset to the career field and Army.

A handwritten signature in black ink, consisting of a stylized 'A' followed by a long, sweeping horizontal line that ends in a small hook.

ANDREW PORCH
SFC, USA
28th PAD NCOIC

SGT Marcus Fichtl Biography

Sgt. Marcus Fichtl is currently a public affairs sergeant assigned to the 24th Press Camp Headquarters, Fort Bliss, Texas, where he works as a photojournalist.

Sgt. Fichtl arrived January 2015, where in just one month he has received inter agency praise for his support of the El Paso Veterans clinic.

May 2013, Sgt. Fichtl was assigned as the primary photojournalist for the 2nd Armored Brigade Combat Team, 4th Infantry Division, Ft. Carson, Colo. During his time with the unit he was the primary liaison for the 4ID in southern Colorado, managing multiple events in the cities of Pueblo and Trinidad. January 2014, he deployed to Kuwait with the brigade and produced numerous products featured in online and print medias across the globe, including a photo that at the time of publication had the most shares ever on the Army Facebook page.

Sgt. Fichtl extended his deployment by three months and supported the brigade's cavalry squadron in Camp As Sayliyah, Qatar. During his time with the 1st Squadron, 10th Cavalry Regiment, he managed the squadron's Facebook page and created products that lead to higher raw numbers of activity than any other page within 4ID. When accounting for relative user bases, Sgt. Fichtl's page was 32 times more efficient than any page on post.

His first assignment, April 2010, was as the 8th Military Police Brigade, Schofield Barracks, Hawaii's sole enlisted public affairs Soldier. Midway through his time with the 8th MPs, the unit lost its Public Affairs Officer and Sgt. Fichtl became the only public affairs Soldier in the brigade.

During his time with the 8th MPs, Sgt. Fichtl was in charge of the brigade's communication plan, the social media manager, community relation's manager and speechwriter. He both planned and executed with minimal support, developing close relationships with Hawaii's sheriff department, Special Olympics and North Shore schools. Sgt. Fichtl participated in multiple exercises across the Pacific, acting many times as the sole public affairs representative for the mission. He also earned 11 USARPAC KLWs, 1 DA KLW and a MILPHOG honorable mention during his time in Hawaii.

Sgt. Fichtl began his military career Oct. 19, 2009 in Fort Jackson, S.C. After completing basic training he completed his advanced individual training and was awarded the 46Q Public Affairs Specialist military occupation specialty, April 2010, at Ft. Meade, Md., and where he started his undeniable commitment to excellence from achieving commandant's list at the Warrior Leader Course to leading multiple public affairs operations.



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