

CATEGORY E: OUTSTANDING COMMUNICATION CAMPAIGN

USASAC – 50th Anniversary Communications Effort

A. Background

On July 19, 2015, the U.S. Army Security Assistance Command (USASAC) celebrated 50 years of service to our nation. It has been the Army's "Face to the World" through its security assistance mission of building partner capacity, supporting combatant commands' engagement strategies and building U.S. global partnerships.

Campaign's Communication Audience/Objective: To educate our internal audiences (Army, MACOM, and USASAC current and former employees) on the history and legacy of USASAC, to boost workforce engagement and morale, and to thank current and former employees for their dedication. For external audiences, the objective was to acknowledge the numerous international partnerships USASAC has developed during the past 50 years, and educate and inform external audiences about the proud history and significant mission of the command.

Campaign Dates – April 2015 to August 2015

Actions to Meet Campaign Objectives:

- Distribute information weekly to educate workforce and social media audience.
- Develop branding materials.
- Build an interactive single point to disseminate information and products.
- Write different speeches for senior leadership for two ceremony locations so each location is highlighted.
- Create a banner graphic to display during functions and at ceremonies.
- Research and rebuild historic command logos.
- Write and publish a U.S. Army Stand-To! as a way to inform senior leaders.
- Coordinate workforce group photos at each of the five command locations.
- Develop and print memento to be unveiled during anniversary celebrations.
- Film interviews with former commanding generals to gain historical perspective.
- Create a documentary style video to show audiences a more complete picture of the significance of 50 years of service to our Army and nation.
- If possible, coordinate and shoot a re-enactment photo from opening day, July 1965.
- Develop plan to document relocation of two 18th century cannons, to be moved from the command's former headquarters at Fort Belvoir, Va., to Redstone Arsenal, Ala.
- Populate social media with all content to reinforce traditional communication efforts.
- Write print stories and produce command information TV story on the anniversary.
- Invite local print and television outlets to cover events.

B. Product/History Sheet

- Distributed weekly trivia questions to the workforce.
- Planned and executed a branding campaign that resulted in the development of a [50th Anniversary logo](#) with supporting graphics.
- Developed and published a [micro-website](#) to serve as a central location for content. Overall management, content and release authority was provided by USASAC Command Information Office team members.
- Planned and executed campaign plan at two official ceremonies, including speech writing, media facilitation and print and broadcast coverage.
- A banner graphic was created and hung at New Cumberland and Redstone locations and used on all command newsletters and multimedia messages.

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- Four historical logos were recreated from old documents and photos.
- A U.S. Army [Stand-To!](#) was written and published.
- Coordinated workforce group photos at each of the five command locations. The photos were combined to make an [anniversary poster](#) showcasing our workforce.
- A [limited-edition lithograph](#) was designed and unveiled at anniversary celebrations
- Commemorative shirts designed and sold to the workforce and Family members
- Filmed interviews with former commanding generals to gain historical perspective.
- Created a 22-minute historical [retrospective documentary](#) video.
- A [re-enactment photo](#), modeled after a [July 1965 photo](#) of the command's opening day, was organized and taken using current employees.
- Heavily marketed the relocation of two [18th century cannons](#), moved from the command's former headquarters at Fort Belvoir, Va., to Redstone Arsenal, Ala.
- Two print [stories](#) were written and published in local garrison newspapers.
- Extensively used social media to reach audiences beyond traditional media: Facebook, You Tube, Twitter, Flickr, LinkedIn, USASAC Homepage, CORE.
- Created and distributed two videos (a 45-second multimedia [video](#) to highlight anniversary events and a multimedia [video](#) to show the physical transition of the command headquarters from past to present).
- Conducted media relations plan for the 50th anniversary celebration at two locations that resulted in both local print and television stories. Plan included producing public affairs guidance—to include Q&As, messaging, conducting media prep and targeting/coordinating media coverage.
- Local media facilitation at New Cumberland and Redstone Arsenal resulted in positive coverage:
 - [The Sentinel print story](#) (New Cumberland, Pa. newspaper)
 - [WAAY-TV Channel 31](#) (Huntsville, Ala. ABC Affiliate)
 - [WHNT-TV Channel 19](#) (Huntsville, Ala. CBS Affiliate)

C. Accomplishments

The objectives for internal audiences were extremely successful. The weekly trivia contest averaged nearly 100 responses each week (among a total of around 400 employees), with the contest winner and the answer being provided to all. This was a fun, and inexpensive way to educate the workforce about the command's history. While the celebration at Redstone Arsenal (RSA) primarily consisted of current employees (it has been located at RSA less than 5 years), the New Cumberland event had participation from more than 100 retirees! Although the command has a relatively small workforce, the social media interest in its 50th Anniversary celebration was extremely high (Facebook – reach of 10,490 with 415 likes; YouTube – 4 videos, 811 views from 18 countries; LinkedIn – 25,256 impressions with 39 likes; Flickr – 158 photos, viewed 33,000 times with 68 favorites selected). The Stand-To! and [Army Magazine](#) article resulted in Army-wide coverage, and MACOM coverage included an article in the October edition of [AMC Today](#). All products produced in commemoration of this event will not only serve as historical documentation for the Army but also as a launching pad for the future of the command.