



DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND
6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MARYLAND 21005-1845

AMSEL-PA

28 Jan 2015

MEMORANDUM FOR PUBLIC AFFAIRS OFFICE, HEADQUARTERS, UNITED STATES
ARMY MATERIEL COMMAND
SUBJECT: RECOMMENDATION FOR SUBMISSION TO 2014 KEITH L. WARE
COMPETITION, COMMUNITY RELATIONS PROGRAM

1. The attached nomination for the 2014 Keith L. Ware Public Affairs Competition, Community Relations Program, Special Event, from the U. S. Army Communications-Electronics Command (CECOM) Public Affairs & Communications Media Office is submitted in accordance with the published guidelines for the 2014 Keith L. Ware Competition, Community Relations Awards.
2. The November 25, 2014 "Why We Serve" event at CECOM was created to reinforce and refocus military and civilian efforts with respective to their oaths of office, reminding and rekindling individual pride in employment in what is annually called "the most noble profession" - that of a soldier or civil servant working for today's Federal government. Such an event was anticipated to serve as a key starting point and used to focus ongoing efforts into many diverse issues facing our team today. It can be combined with other items such as Army Values and Codes of Conduct to address big ticket issues throughout the Army - issues such as SHARP, Suicide Prevention, and employee morale, to name a few. The event started with a concept plan of a progressive program aimed at the internal community here at Aberdeen Proving Ground, with a one-day keystone event focused on a reaffirmation of Army values, and a follow-on plan of continued emphasis to ensure the event and its messages were carried out through the upcoming year.
3. The event was a CECOM-wide effort with critical Public Affairs and Communication Media components needed to make it a success. The one-day event brought together CECOM leadership, APG leadership, the local workforce, local community leaders, soldiers, civilians, contractors, veterans and new enlistees to the military service in an atmosphere that created a patriotic pride of service and dedication. Public Affairs planning and efforts involved the entire CECOM PACM staff and resulted in a smooth execution of the day's events. Ongoing efforts to publicize the past event and tie it in to ongoing efforts continue and are setting the climate for positive relations and pride in profession.
4. Point of contact is the undersigned at 443-861-6757.

A handwritten signature in black ink, appearing to read "Gregory J. Mahall".

GREGORY J. MAHALL
Chief, Public Affairs & Communications Media
U.S. Army Communications-Electronics Command



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TEAM APG
PRESENTS



WHY WE SERVE

*"Restoring our Commitment
to the Profession"*



*25 November 2014 - 1000 hours
Myer Auditorium (bldg 6000)*



Hosted by:



FOR DISABILITY RELATED ACCOMMODATIONS
PLEASE CALL (443) 861-4381





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Keith L. Ware Submission 2014

Public Affairs Office, U.S. Army Communications-Electronics Command, Aberdeen Proving Ground, MD

COMMUNITY RELATIONS

Special event name:

“Why We Serve: Restoring our Commitment to the Profession”

Context and purpose

In May 2013, Major Gen. Bruce T. Crawford, Commanding General U.S. Army Communications-Electronics Command (CECOM) and Senior Mission Commander, Aberdeen Proving Ground assumed command.

One of his command priorities is Command Climate/Quality of Life. He created the “Why We Serve” concept to afford an opportunity for the CECOM/APG community to pause and reflect on what it means to serve as a trusted professional in the most respected profession on earth.

An appropriate official event was needed to revitalize and renew the commitment and enthusiasm of serving in the Army Profession to all members of the CECOM/APG team both military and civilian. The key symbol of explaining the purpose was to have the entire military and civilian audience reaffirm their oaths of office and enlistment.

Planning

Planning Process

The planning process of “Why We Serve” involved a large committee of over 20 representatives from the various units on the installation. The planning committee’s job was to form the overall concept and recommendations of how the event should be executed and presented. The





committee met weekly to assign tasks, discuss progress, and update the leadership. The CECOM public affairs representatives were part of the lead planners for the event.

Assigned PAO tasks

The assigned PAO tasks included the following:

- Writing the keynote speech for MG Crawford
- Writing the event script for the Master of Ceremony
- Executing the role of Master of Ceremony
- Producing the strategic communication themes and messages for the event and campaign.
- Coordinating all internal and external media coverage
- Coordinating and executing official event photography and video documentation
- Coordinating and executing post event video interview for internal and external media
- Writing and publishing a full-length feature story following the event
- Producing and coordinating the event program, posters and event graphics
- Coordinating with and escorting the guest speaker at the event
- Coordinating and reserving the “Old Guard” to present the colors at the event

Public Affairs planning

The public affairs office planning consisted of using the diverse talents of all CECOM PAO personnel. The planning consisted of:

- One PA specialist responsible for all event items directly involving MG Crawford to include his speech, strategic messaging, representing him and PAO on the planning committee and to coordinate and execute PAO assigned tasks.



-One PA specialist to serve as the Master of Ceremony and coordinate the event script and participate in event planning and rehearsals.

-One PA specialist to coordinate and execute all photography, videography documentation to include video interviews following the event.

-One PA specialist to coordinate all internal and external media relations, invitations, and media escorting.

-One PA specialist to coordinate and execute all social media and website content for the marketing build-up and execution of the “Why We Serve” event and campaign.

Official Guest Operations

-A PA specialist served as the lead escort for the official guest speaker at the event, ensuring her arrival, going over event details, handling guest speaker’s script. Guest speaker was the Deputy Director of the U.S. Army SHARP Program, Ms. Carolyn Collins.

-A PA specialist served as the lead coordinator and escort for the “Old Guard” who presented the colors at the event.

-A PA specialist coordinated a special WWII veteran to attend the event and be part of the official ceremony.

Media Operations

CECOM PAO coordinated robust internal and external media operation at the “Why We Serve” event. These operations included:

-Coordinating with the installation public affairs office for photo/video/web and social media coverage before, during and after the event.



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-Coordinating a Defense Media Activity video producer to attend, document and produce a video spot for the event that was seen to a world-wide military and civilian audience on the Defense Media Activity's "Soldiers Update."

Program

CECOM PAO coordinated and executed the design, photography, graphics, content and printing of the "Why We Serve" official program with the Garrison graphics contractor.

TEAM APG PRESENTS
WHY WE SERVE
"Restoring our Commitment to the Profession"

SEQUENCE OF EVENTS

- Arrival of the Official Delegation*
"Old Guard" 3rd U.S. Infantry Regiment
- National Anthem*
SPC Stacy Dobson, Garrison APG
- Inauguration*
Chaplain (LTC) Jerry Owens, Garrison APG
- Opening Remarks*
MG Peter D. Uley, Commanding General ATEC
- Maneuver Presentation*
"Agility, Resilience, Team APG"
- Guest Speaker*
Ms. Carolyn Collins, Deputy Director of SHARP, HQDA, G1
- Signature Speaker*
MG Bruce T. Crawford, Commanding General CECOM & APG
- Maneuver Presentation*
"Agility, Resilience, Team APG"
- Administrator (Private Order) (Active Duty Military)*
MG Bruce T. Crawford, Commanding General CECOM & APG
- Administrator (Department of Army Civilians)*
Ms. Leslie Lusk, Director, APG Civilian Personnel Advisory Center
- Color Guard Ceremony*
MG Crawford, Ms. Collins, CSM Bruns, Public Health Command Soldier of the Year SGT Stephen K. Muray
- Presentations / Closing Remarks*
MG Bruce T. Crawford, Commanding General CECOM & APG
- "Sold Blue America"*
Ms. Courtney White, ATEC
- The Army Song*
- Invocation*
Chaplain (LTC) Young Sun, CECOM
- Departure of the Official Delegation*
MG Crawford, Ms. Collins, CSM Bruns
- Retiring of the Colors*
"Old Guard" 3rd U.S. Infantry Regiment
- Reception*

HISTORY OF THE OATH

Every young man and woman who has ever worn the uniform of the United States military began their service by raising their right hand in front of the flag and uttering specific words signifying their allegiance and dedication to duty. These sacred words signify a solemn trust placed in the hands of those who utter them. The words, however, have not remained unchanged throughout United States history. In fact, they began quite differently as the nation was being born.

The military oath was first enacted by the Continental Congress on June 14, 1775 in conjunction with the formation of the Continental Army. At the time, Congress created an Oath of Enlistment for those who would serve as enlisted personnel, all men at the time. An Oath of Commission was also created for those who would serve as the commissioned leaders of the enlisted force.

After the revolution, the enlisted oath was changed to one very similar to the current oath and remained unchanged until 1950, and the version used today was adopted. The Oath of Commission was changed in 1929, 1830, 1867, 1884 and 1959 to the version in use today.

The history of the Oath for Federal employees can be traced to the Constitution, where Article II includes the specific oath the President takes "to preserve, protect, and defend the Constitution of the United States." Article VI requires an oath by all other government officials from all three branches, the military, and the States. It simply states that they "shall be bound by oath or affirmation to support the Constitution." The very first law passed by the very first Congress, implemented Article VI by setting out this simple oath in law: "I do solemnly swear or affirm (as the case may be) that I will support the Constitution of the United States."

CONSTITUTION OF THE UNITED STATES

I DO SOLEMNLY SWEAR THAT I WILL SUPPORT AND DEFEND THE CONSTITUTION OF THE UNITED STATES AGAINST ALL ENEMIES, FOREIGN AND DOMESTIC; THAT I WILL BEAR TRUE FAITH AND ALLEGIANCE TO THE SAME; AND THAT I WILL OBEY THE ORDERS OF THE PRESIDENT OF THE UNITED STATES AND THE COURSE OF THE LAWS, PROMOTED UNDER THE AUTHORITY OF THE CONSTITUTION AND THE LAWS THAT I HAVE MADE.

SO HELP ME GOD

25 November 2014 - 1000 hours
Myer Auditorium (bldg 6000)

ARMY SONG

*March along, sing our song, with the Army of the free
Count the brave, count the true, who have fought to victory
We're the Army and proud of our name
We're the Army and proudly proud.*

*First to fight for the right,
And to build the Nation's might,
And the Army goes Rolling Along
Proud of all we have done,
Fighting till the battle's won,
And the Army goes Rolling Along.*

*Then it's "G.I. Day!"
The Army's on its way,
Count of the cadence loud and strong
For where we're we go,
You will always know
That the Army goes Rolling Along.*

WHY WE SERVE

"When people talk about the institutions that they trust... the United States Army is at the top of the list. Whether it's a man or woman in uniform or a civilian... this is a team that needs to ensure that there is a mutual trust... so it is a very special relationship... forged over time..."

John M. McHugh,
21ST SECRETARY OF THE ARMY

"The foundation of our profession is centered on trust... it will take every measure of competence and commitment to forge ahead and above all it will take character."

General Raymond T. Odierno,
CHIEF OF STAFF, US ARMY

"Being an Army Professional means a total embodiment of the Warrior Ethos and the Army Ethic. Our Soldiers need uncompromising and unwavering leaders. We cannot expect our Soldiers to live by an ethic when their leaders and mentors do not exemplify the standard. Those leaders form the framework of our profession and are nonnegotiable."

MA Raymond F. Chandler, III,
SERGEANT MAJOR OF THE ARMY

We the People

UNITED STATES ARMY
1776





Speeches

A CECOM PA specialist wrote the key messages and keynote speech for the keynote speaker, MG Crawford, at the event. The PA specialist also coordinated to ensure the guest speaker's speech had the right tone and length for the audience and was in line with the event's theme.

Coverage

-The "Why We Serve" event was shown live on video-conferencing to several CECOM and APG outlying units.

-The event was featured on world-wide television as part of Defense Media Activity's "Soldiers Update."

-The feature article appeared on the Army.mil website as well as CECOM/APG websites and social media outlets.

- PAO coordinated VIOS requests and ceremony set up for historical documentation coverage of the November 21, 2014 events by both APG Garrison photographers as well as public affairs staff from across the tenant organizations on the installation.

Communication Objectives

CECOM Objectives

-The communication objectives of CECOM was to introduce the commanding general's "Why We Serve" campaign to the CECOM and APG workforce and to spark discussion of the reasons why we all serve. The command's objective was also to foster esprit de corps and pride in service in the Army Profession.



Installation Objectives

The installation's objectives were to support CECOM in public awareness of the "Why We Serve" event and campaign as well as provide photography and video documentation services at the event.

Primary Audiences:

The primary audience was the CECOM and APG workforce who attended the event and for every employee of these organizations world-wide. This includes military, civilian, contractors and family members. Secondary audiences were local community members, organizations and key stakeholders who work closely with CECOM and APG.

Execution:

Event Schedule

- *Arrival of the Official Party*

MG Bruce T. Crawford, CECOM Commanding General and Senior Installation Commander, Caroline Collins, HQDA G1 SHARP, CECOM CSM William Bruns

- *Posting of Colors*

3rd U.S. Infantry Regiment

- *U.S. National Anthem*

PFC Stacy Dobson

- *Invocation*

CH (LTC) Jerry Owens, APG Garrison

- *Opening Remarks*





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MG Peter D. Utley, Commanding General Army Test and Evaluation Command

- *Musical Performance*

Local musical group “Togetherness”

- *Guest Speaker (civilian)*

Ms. Caroline Collins, HQDA G1 SHARP

- *Keynote Speaker (military)*

MG Crawford

- *Administer/Recite Oaths (Active duty military)*

MG Crawford

- *Administer Oaths (Department of Army Civilians)*

Leslie Lovick, Director, APG Civilian Personnel Advisory Center

- *Cake cutting ceremony*

- *Presentations/Closing Remarks*

MG Crawford

- *Playing of the Army Song*

- *Benediction*

CH (LTC) Young D. Kim, CECOM

- *Departure of the Official Party*

MG Crawford, Ms. Collins, CSM Bruns

- *Retiring of Colors*

3rd U.S. Infantry Regiment

- *Reception*





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(ABERDEEN PROVING GROUND, Maryland)-(front left) Maj. Gen. Bruce T. Crawford, Communications-Electronics Command Commanding General and Aberdeen Proving Ground Senior Mission Commander, gives the oath of office to Soldiers during the Team APG "Why We Serve" event held here at the Myer Auditorium at the C4ISR campus Nov. 25. (Photo by Sean Kief, APG Garrison)



(ABERDEEN PROVING GROUND, Maryland)- Maj. Gen. Bruce T. Crawford, Communications-Electronics Command Commanding General and Aberdeen Proving Ground Senior Mission Commander enlists four new recruits into the Maryland National Guard during the Team APG "Why We Serve" event held here at the Myer Auditorium at the C4ISR campus Nov. 25. (Photo by Sean Kief, APG Garrison)





(ABERDEEN PROVING GROUND, Maryland)- Maj. Gen. Bruce T. Crawford, Communications-Electronics Command Commanding General and Aberdeen Proving Ground Senior Mission Commander, gives the keynote address during the Team APG "Why We Serve" event held here at the Myer Auditorium at the C4ISR campus Nov. 25. (Photo by Sean Kief, APG Garrison)

COVERAGE-

Effectiveness

As measured against communication objectives

The CECOM public affairs efforts during the “Why We Serve” event and campaign were very effective in informing our primary and secondary audiences and community members of the overall purpose. The event venue was fully attended and included community representatives such as the Mayor of Aberdeen, Wounded Warriors, Maryland State Troopers, Harford County Sheriff, Harford County Clergy United, Department of Emergency Services, Fire Department, Veterans of Foreign Wars, American Legion, and the National Association of Black Veterans.

The “Why We Serve” PAO products are constantly used in command briefings by the commanding general who continues to spread the word to



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internal and external audiences that he meets. There is a permanent web presence for the campaign on the CECOM website to inform the public.

“Why We Serve” has become a year-long sustained effort by infusing its key themes and messages into other installation events, ceremonies and briefings and community updates.

Overall value to the Army

The event served to revitalize and reaffirm the commitment of members of Team APG on the solemn promise they made when they first joined the Army team. The event aligned with the on-going emphasis on Army values to increase leader accountability and responsibility throughout the profession. At the ceremony, Team APG renewed a commitment to the Army profession to help address those areas, such as SHARP, where people struggle to maintain the highest standards, to focus and succeed in an era of persistent conflict, to maintain the best led and best trained force in the world, and prepare leaders for the challenges of tomorrow. "Today is about reflecting, examining and reaffirming who we are and what we stand for as trusted professionals," said MG Crawford during his keynote speech. "Today is about introspection. Today is about accountability. And as professionals, since we are in the people business, today is ultimately about you ... Being here today allows us to pause and reflect on who we are because that is what professionals do." ATEC Commanding General GEN Utley reflected on the importance of ‘Why We Serve’ during his opening remarks- "The performance of our duties, as well as our adherence to ethical standards of moral behavior permeates every single aspect of our lives and creates the legacy of honorable military and civil service we leave behind for future generations of Army Soldiers and civilians," said Utley. "Army professionals who are living the Army values and ethics continue to be a stellar example of what true professionalism is; something that our nation has come to expect and rightly deserves. Anything less is unacceptable."





Media accounts

Command Information coverage

“Team APG restores commitment to Army profession at ‘Why We Serve’”
by CECOM Public Affairs

<http://www.army.mil/article/139126/>

Installation coverage

“APG Remembers ‘Why We Serve’” by APG News, installation
newspaper

http://www.army.mil/article/139744/APG_remembers_Why_We_Serve/

“‘Why We Serve’ event set for Nov. 25”, by APG News, installation
newspaper

http://www.army.mil/article/138531/Why_We_Serve_event_set_for_Nov_25/

“Why We Serve” photo album, APG Flickr site

<https://www.flickr.com/photos/usagapg/sets/72157647143816493/>

Defense Media Activity coverage

<http://www.dvidshub.net/video/378051/soldiers-update-why-we-serve#.VMeq0WMf3i4>