



Major General Keith L. Ware
Communications Awards Competition

VI Categories:

C. Community Engagement Awards; Category C: Special Event

Crane Army Ammunition Activity's Prisoner of War/Missing in Action (POW/MIA) recognition ceremony and luncheon provided an opportunity for Crane Army to pay special tribute to former POW/MIAs and their families for the sacrifices they made for our country.



Table of Contents

Letter of endorsement from unit PAO_____	Pg. 3
Letter of endorsement from unit Commanding Officer_____	Pg. 4
Introduction/Summary of events context and purpose_____	Pg. 5
Planning process_____	Pg. 7
Execution phase_____	Pg. 10
Evaluation of effectiveness_____	Pg. 12
Overall value to the Army_____	Pg. 14
Enclosures_____	Pg. 15



DEPARTMENT OF THE ARMY
CRANE ARMY AMMUNITION ACTIVITY
300 HIGHWAY 361
CRANE IN 47522-5099

JMCN-CO

16 January 2018

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: Department of Army Community Relations Award, Special Event Category

1. I am honored to endorse Crane Army Ammunition Activity Public Affairs staff for the Department of the Army Community relations Awards Program in the Special Event Category.
2. CAAA successfully planned, coordinated and accomplished a Prisoner of War/Missing in Action community event to honor local veterans in the surrounding communities.
3. Our team executed a communications plan aimed at honoring former prisoners of war, those still missing in action, and widows of former POW/MIAs in the community through a somber, informative and touching community event.
4. The planning and execution of this plan required close coordination between the public affairs office on Naval Support Activity Crane, local media, community schools/JROTC, local color guard units, surrounding VFWs and key stakeholders
5. Several media outlets attended the event and the event received both print and broadcast coverage. The public affairs team used social media efforts via Facebook live, photos and cutlines to spread information about the event and highlight the successful community event.
6. Overall, the public affairs team put together an event that honored a former prisoner of war, a widow of a former prisoner of war, and many veterans in the surrounding community.
7. If selected, CPT Amy Crane, Deputy Public Affairs Officer, will accept the award on behalf of the staff. The mailing address is 300 Highway 361, Crane, IN, 47522. She can also be reached via email at amy.r.crane.mil@mail.mil, telephone at (812) 854-5371.
8. For further information, please contact the undersigned at 812-854-4825.

A handwritten signature in black ink, appearing to read "Tom W. Peske", is positioned above the printed name.

THOMAS W. PESKE
Public Affairs Officer



DEPARTMENT OF THE ARMY
CRANE ARMY AMMUNITION ACTIVITY
300 HIGHWAY 361
CRANE IN 47522-5099

13 JAN 2018

JMCN-CO

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: Department of Army Community Relations Award, Special Events Category

1. Crane Army Ammunition Activity (CAAA) is proud to endorse the Public Affairs Office for the Department of the Army Community Relations Awards Program in the Special Events Category, based on its establishing and executing a successful event aimed at increasing awareness and honoring former prisoners of war (POWs), their families in the local communities, and those still missing in action (MIA).
2. Crane Army Ammunition Activity worked together to plan, coordinate and execute a flawless POW/MIA ceremony and luncheon, bringing together tenant commands on base, military and veterans within the community, as well as stakeholders and congressional delegates in the surrounding community.
3. Through social media and strategic media outreach, CAAA's communication efforts enhanced the awareness of CAAA's overall mission and improved relationships throughout base and the community.
4. I am convinced this effort by the public affairs office shines as the perfect example of inter-office teamwork and coordination to deliver an overwhelming positive community impact.
5. If I may be of further assistance, please contact me at DSN 482-1484 or via email at michael.p.garlington.mil@mail.mil.


MICHAEL P. GARLINGTON
COL, LG
Commanding



Special Event Category
Crane Army Ammunition Activity
Introduction/Summary of Event's Context and Purpose

Nominee: Crane Army Ammunition Activity

Army Service Component Command: Army Materiel Command

For more than 30 years, Crane Army Ammunition Activity (CAAA) has participated in Prisoner of War/Missing in Action (POW/MIA) ceremonies on Naval Support Activity Crane (NSA) in a joint capacity alongside tenant command Naval Surface Warfare Center (NSWC), Crane Division. The earliest records of POW/MIA ceremonies date back to 1987.

In the early 2000's, Morale Welfare and Recreation (MWR) funding to sponsor POW/MIA ceremonies was cut. As a joint community, all tenant commands participated and helped ensure the ceremonies continued to honor those in our local and surrounding communities who were former POWs and those still missing in action.

In 2017, CAAA assumed complete responsibility for the POW/MIA ceremony at Crane. Two key audiences were identified: internal and external. Internal audience consists of employees, active duty military, veterans and other commands co-located on base. External audience consisted of veterans, former POWs, widows and families of former POWs, VFWs, local schools, congressional delegates and key stakeholders.

This outreach opportunity supported CAAA's Community Relations Plan in reaching a large population of the general local public and serve as an opportunity to honor military and veterans, both past and present, along with their families.

Having identified the benefit for CAAA and the surrounding communities, CAAA moved forward to support the POW/MIA ceremony Sept. 14, 2017 at Crane, Ind. Mission planning kicked off in June to ensure strategic outreach of military, veteran, civilian, legislative and congressional personnel to support the ceremony and honor former POWs and those currently missing in action.

The POW/MIA ceremony lineup included:

- Presentation of colors (local color guard)
- Invocation
- Three-volley gun salute (local VFW)
- Taps
- Benediction
- Luncheon
- Guest Speaker (USAF Ret. Brig. Gen.)



Key tasks were identified and skillfully executed by public affairs staff and performed before a crowd of roughly 100 people, including military, civilian leaders, congressmen and local delegation.

CAAA's participation and leadership in this event has proven successful in both its short term and long term goal; to inform and educate the local community of CAAA and its Soldiers, as well as honor former POWs, families of POWs and those missing in action.

New relationships with local VFWs were built and former relationships reinforced through CAAA and the positive communication efforts around this event.

CAAA's participation in this event achieved three desired effects of outreach, attract local community and congressional personnel, honor military and veteran affairs, and establish new partnerships.



**Special Event Category
Crane Army Ammunition Activity
Research and Planning Phase**

Nominee: Crane Army Ammunition Activity

Army Service Component Command: Army Materiel Command

Research:

Much of the research for this ceremony relied heavily on past documentation from previous ceremonies. The public affairs team used historical files and photos, along with previous addresses of former POWs in the area, local school contacts and previous task lists to develop a formal and strategic plan. This informal research served as the springboard for developing an initial concept of how to best maximize the assets that would need to be included in the ceremony.

The strategic communication plan focused on informing, educating and supporting the local community and maintain public support for military functions and ceremonies. CAAA public affairs team reached out to local school districts, VFWs and the Indiana War Memorial Museum during the planning and research phase of the operation. Strategic planning provided new and innovative ways to honor guests, bring in media, and strategically cover the event to inform, educate and honor our POW/MIAs and military and veterans in our community.

Planning:

This event specifically sustained two pillars identified in CAAA's Community Relations Communications Plan that supports command organizational goals and Army community outreach efforts. Two pillars, informing and educating all audiences, to include internal, external, significant stakeholders and surrounding communities benefits both CAAA and the Army.

Multi-faceted objectives were identified:

1. Inform and educate a significant population (military, veterans and stakeholders) in a region with Army activities.
2. Support educational efforts by reaching a large veteran audience and community.
3. Engage with military and congressional stakeholders in community.
 - a. These objectives were easily met through communications, planning, and execution of this strategic outreach event Sept. 14, 2017. CPT Amy Crane, Public Affairs Officer, was the lead planner for the event. She coordinated and developed all necessary plans and trackers to encompass all levels of the event. Below is a detailed list of planning efforts that went into the ceremony:
 - i. Location
 - ii. Communication between tenant commands and host command
 - iii. Guest Speaker



- iv. Invitations to local veterans, former POWs, widows
- v. Invitations to key stakeholders
- vi. Coordination for choir, color guard, including lunch
- vii. Media advisory
- viii. Escorting media on base

The planned lineup that supported such an operation included:

- Local support
 - More than 10 local VFWs
 - Local school district
 - Bloomfield Middle School Choir
 - Bloomfield High School (NJROTC)
 - Indiana War Memorials Museum
 - Active Duty Military in NSA, NSWC and CAAA

A layered approach was used to achieve desired objectives included a series of planned media engagements, invitations, community engagement, and Soldier contacts.

1. Media engagements:
 - a. Press release
 - b. Media advisory
 - c. Social media
 - i. Facebook live
 - ii. Photos/cut lines
2. Invitations
 - a. Local VFW's
 - b. Congressional Delegates
 - c. Local mayors
 - d. Director at Indiana War Memorial Museum (guest speaker)
 - e. Former POWs in area
 - f. Families of former POWs
 - g. Widow of former POW
3. Community engagement:
 - a. Local school district
 - i. Choir/music
 - ii. Color guard
 - b. Veterans
 - c. Workforce
4. Soldier contacts
 - a. Active Duty personnel
 - b. VFWs
 - c. Families



Procedures for each tactic were carefully laid out in various detailed plans including an overall CAAA plan, timeline, task list, strategic communication plan, PAO movement plan, and various milestone and update briefs. The public affairs team communicated and provided specific guidance regarding gifts, talking points, and conduct during the ceremony. The public affairs team met on a weekly basis and briefed command weekly on the status of the event as well as tasks that still needed to be completed.

CAAA used a MWR Special Event fund designated for this ceremony. The amount spent on the ceremony did not exceed \$500. Funds were only used to cover meals for the students associated with the school choir and color guard, as well as former POWs and their families who attended.

To ensure the event would be captured with accuracy, the strategic communication plan identified production and local media outlets that would be targeted. Media attended the event and the public affairs team covered the ceremony through video, social media, photos and a press release.

Overwhelming local, military, veteran and family support was a testament to the success achieved by this outreach effort. CAAA's focus, planning and execution resulted in media coverage reaching thousands of people. A former POW, and a widow of a former POW and their families attended the event. They both felt overwhelming honor and support shown through tears and gratitude. Our team received a personal letter from the widow of a former POW thanking us for the ceremony and honoring her late husband.



**Special Event Category
Crane Army Ammunition Activity
Execution**

Nominee: Crane Army Ammunition Activity

Army Service Component Command: Army Materiel Command

Execution:

Because of exceptional planning, CAAA public affairs team successfully executed the POW/MIA ceremony and reached all goals identified in the research and planning phase.

To further explain the execution of the day-of operations, this portion will focus on key components leading to success: communications, logistics, and coverage.

Communications: Communications is a key component to successful execution of events. CPT Amy Crane was lead planner for the event, and also served as the master of ceremonies on the day of the event. The public affairs team worked together, met and discussed plan of the day, coordinated efforts, maximized time, and continued to communicate with each other all throughout the day. With a team of only four people, each task was completed on time and all goals were met.

Logistics: On the day of the event, several moving parts kept the public affairs team engaged at all times. The event was held on NSA Crane, which has limited access. Escorts were needed to assist guests, choir, color guard, the guest speaker and media on and off base. Equipment needed to be set up at Club Lakeview, where the ceremony and luncheon took place. Guests were ushered to their designated seats according to military protocol. After the ceremony, guests were directed to move inside for the luncheon and ushered to their designated seats. Afterwards, military helped assist older personnel, including a former POW and widow of a former POW to their vehicles and off base.

During the day of the event, logistics were critical to the success of the event. Through thorough planning, preparation and communication, no issues arose.

Coverage: Goals were identified in the research and planning portion for media coverage. The public affairs team used a variety of platforms to communicate the intent of the event to our external audiences and key stakeholders. The public affairs team posted portions of the ceremony on Facebook Live, which allowed the workforce to watch from their work computers. This specific coverage had not been done before.



Below is a chart of the various platforms used and the success rates.

DATE	TIME	POST	REACH
13 SEP 17	3:05 p.m.	Facebook tease for event	453
14 SEP 17	8:46 a.m.	Facebook tease for live-streaming of event	248
14 SEP 17	11:02 a.m.	Facebook Live of National Anthem	1.7K
14 SEP 17	11:07 a.m.	Facebook Live of Guest Speaker	2.4k
14 SEP 17	4:52 p.m.	Facebook press release	2.2k
14 SEP 17	4:33 p.m.	DVIDS press release	81



**Special Event Category
Crane Army Ammunition Activity
Evaluation of Effectiveness**

Nominee: Crane Army Ammunition Activity

Army Service Component Command: Army Materiel Command

Effectiveness:

CAAA public affairs team evaluates effectiveness on the achievement of goals, along with measurable accomplishments based on the following:

- Media coverage
- Social media reach
- External audience
- Letter from widow of former POW

As previously stated, the multi-faceted goals and objectives identified were as follows:

1. Inform and educate a significant population (military, veterans and stakeholders) in a region with Army activities.
2. Support educational efforts by reaching a large veteran audience and community.
3. Engage with military and congressional stakeholders in community.

Through effective and strategic planning, the public affairs team met each goal by informing and educating identified audiences through the use of social media and press releases. The public affairs team developed strong relationships with local schools, VFWs and active duty military, which helped with the overall success of the ceremony. Each entity identified played a large role in the ceremony.

Measurable success through media coverage and reaching our external audience proved to be a success based on the table below:



DATE	TIME	POST	REACH
13 SEP 17	3:05 p.m.	Facebook tease for event	453
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Through all of the outlets highlighted above, CAAA reached more than 7500 people through this event.

In the enclosure section is a letter our public affairs team received from a widow of a former POW who was in the audience. Throughout her writing, she talks about her experience and how honored she felt. This letter alone shows our team that the event was an overwhelming success and had a large personal impact. (See enclosures for full letter).



Special Event Category
Crane Army Ammunition Activity
Overall Value to the Army

Nominee: Crane Army Ammunition Activity

Army Service Component Command: Army Materiel Command

Overall Value to the Army:

Observances of National POW/MIA recognition days are held across the country and traditionally observed the third Friday in September. According to the Defense POW/MIA Accounting Agency, "This observance is one of six days throughout the year that Congress has mandated the flying of the National League of Families' POW/MIA flag," which is flown at major military installations, national cemeteries and all post offices, VA medical facilities, the World War II Memorial, Korean War Veterans Memorial, the Vietnam Veterans Memorial, the official offices of the secretaries of state, defense and veterans affairs, the director of the selective service system and the White House (<http://www.dpaa.mil/Families/Posters/>).

CAAA appreciates the importance of this nationally recognized day and takes honor in developing, planning, organizing and holding such an event to recognize former and current POWs as well as those who are still missing in action. In our local communities, we have a large population of veterans and active duty military and families. This event serves as a way to not only honor the Army and the National POW/MIA Recognition Day, but our local military and veteran population as well.

This event was held at minimal cost (less than \$500), but had a large value and impact at the base and within the community. CAAA intends to continue to hold this event in the future.



Naomi L. Summerlot
2628 N 9th St
Terre Haute IN 47804-1104

OCT. 12, 2017

Dept. of the Army
CRANE ARMY RECREATION ACTIVITY
300 HIGHWAY 361
CRANE, IN 47522-3099
Attention: CPT AMY CRANE

Dear Cpt. Crane,

Thank you for the
special day at Crane
September 14, 2017. I felt
like the honored guest
for sure. All were
friendly and treated
me with respect.

The ceremony did pay
tribute to former
POW/MIA's and
families.

Thanks for
everything.

Sincerely,

Naomi

Naomi L. Summerlot