



DEPARTMENT OF THE ARMY
UNITED STATES ARMY EUROPE
UNIT 29351
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AEAPA

MEMORANDUM FOR

HQ USAREUR and IMCOM-Europe Staff Principals
Commanders of USAREUR Major Subordinate and Specialized Commands
Commanders of United States Army Garrisons

SUBJECT: USAREUR Professional Writing Competition

This memorandum expires in 2 years.

1. The U.S. Army in Europe professional writing program and associated competition are annual events sponsored by the CG, USAREUR. The intent is to encourage the professionals of the U.S. Army in Europe to share their expertise, knowledge, and experiences by writing and publishing professional articles. The CG will recognize the author of the article having the most positive effect on our Army or on USAREUR, or both.

2. CG will review all major articles published every year by Soldiers, Family Members, or DA or local national civilian employees. The Commander's Communication Strategy Steering Committee (CCSSC) will then take nominations for article of the year, and determine finalists for the writing award. The CCSSC will consider the following in recommending the winner:

a. The subject of the article. Although USAREUR need not be the subject of the article, the article should increase the reader's awareness, understanding, and—ideally—support of the USAREUR mission. A recent article, for example, on battlefield coordination detachments (BCDs) described how the presence of the 19th BCD in Europe was critical to the success of Operation Odyssey Dawn in Libya.

b. The size and influence of the article's audience. An article in "Foreign Affairs," for example, has a wider audience and more influence than an article in a community newspaper.


c. The quality of the writing.

4. The CSSC will forward the articles selected as finalists to the CG, USAREUR, who will select the winner. The winner's name will then be placed on a bust of President Eisenhower to be prominently displayed at HQ USAREUR, and the winner will also receive an Army Commendation Medal. The judges will consider all articles published during the previous calendar year, but authors are encouraged to compete by sending copies of their articles to the CCSSC through the Chief, Public Affairs, USAREUR, to ensure all articles are considered.

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5. As the CSA stated in his “Prevent, Shape, and Win” message of 12 December 2011 (<http://armylive.dodlive.mil/index.php/2011/12/prevent-shape-win/>), the Army is continuing to adapt to future strategic strategies. As the Army moves forward, USAREUR has a key role to play, particularly in shaping the international environment by “engaging with our partners, fostering mutual understanding through military-to-military contacts, and helping partners build the capacity to defend themselves. This is an investment in the future.” With your specific insights into your specific areas of responsibility, each of you can help ensure our Nation gains high returns on that investment by taking time to describe in writing what you and your organization are doing to further the Nation’s and the U.S. Army’s objectives in Europe.



MARK P. HERTLING
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Commanding