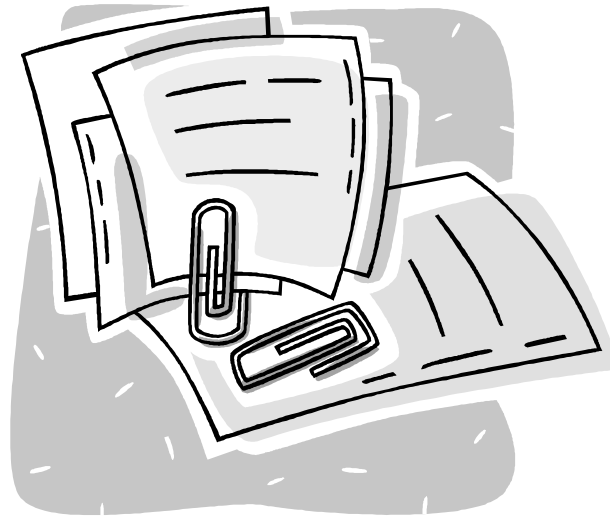# SECTION VI: DISTRIBUTION

655–2400

FAMILY READINESS GROUP

NEWSLETTERS

**ARMY COMMUNITY SERVICE
BUILDING 2091, SCHOFIELD BARRACKS**

TABLE OF CONTENTS

The Purpose of A FRG Newsletter

The most important role of the FRG is to help Soldiers and families become mission-ready and self-sufficient. The Army places a high value on both military and personal preparedness. [1] The FRG newsletter is an essential part of instilling personal preparedness and communication that can assist everyone from the newest member to the oldest. Since the goal of a FRG is to support the military mission through provision of support, outreach, and inform family members prior to and during periods of family separations. [This includes]...publication and distribution of FRG newsletters. [2] The FRG newsletter represents one aspect of the FRG outreach program and communication system. [3]

FRG newsletters not only distribute information but help families within the unit and community stay connected. A good newsletter can be a lifeline for Soldiers and their families.

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1 AR 600-20, The Army Command Policy, (13 May 02), 5-10, page 38.

2 DA PAM 608-47, A Guide to Establishing Family Support Groups (16 Aug 1993), 3-1, page 6.

3 DA PAM 608-47, A Guide to Establishing Family Support Groups (16 Aug 1993), 3-4(a), page 6.

Does the FRG Need a Newsletter?

The most important advantage of a unit newsletter is how it can affect the morale of Soldiers and families. A well written and designed newsletter, especially during long deployments, can bring welcome news about the FRG and give families and Soldiers a good feeling about themselves and the unit.

The purposes of an FRG newsletter include:

- Improving morale among Soldiers and families
- Encourage participation by advertising upcoming FRG events
- Conveying concerns for Soldiers and families
- Building camaraderie among FRG members
- Reducing social isolation
- Highlighting installation and community resources
- Reducing the stresses of military life
- Improving family readiness

Getting Started

Before you get started there are some questions to think about. What will the newsletter look like? How will it be paid for? Who will comprise the newsletter committee, and who will chair it? How will news articles be gathered? What will be the newsletter's content? How and where will the newsletter be reproduced and distributed? This workbook will answer many of these question and help guide your newsletter endeavors.

To begin answering all these questions, FRG leaders and Commanders should meet to discuss these questions and develop a proposal. The next step might be to request a battalion steering committee meeting, at which the proposal can be presented and discussed. Decisions made here will provide the foundation for getting started in producing a newsletter.

A newsletter committee is needed. The committee should be headed by a newsletter editor, and ideally he/she should have experience with newsletters or similar publications. Additionally, the chairperson should have good people skills and the ability to coordinate the work to be done.

It's About Morale

The Potential of the FRG Newsletter

Have you ever read something that motivated a positive change or action on your life? The FRG newsletter has the potential to do just that. It can boost morale, educate, entertain, inspire, and inform. Your FRG newsletter can also provide your audience with comfort and self esteem, especially during long deployments. Your FRG newsletter can also be something exciting and fun, that people look forward to reading. While your circulation may be small, its impact may be tremendous.[1] Its multi-purpose function is to:

1. Create a family camaraderie similar to that shared by the soldiers.

2. Relay information from the command and FRG in an effort to reduce social isolation, and convey the command's concern for the Soldier and family.

3. Inform family members about installation, unit assistance programs, and local civilian agencies which may be available to families for both routine and emergency services.

4. Bridge the communication gap between the military unit and family members, thus helping family members better understand not only what the unit is doing, but why.

5. Provide family members an opportunity to realize that others are experiencing many of the same tensions and strains unique to life as part of the military community.

6. Reflect the Army's concern for a soldier's family and its subsequence importance to his or her job performance.

7. In a nutshell, your FRG Newsletter can be a wealth of useful and inspiring information!

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1 DA PAM 608-47, A Guide to Establishing Family Support Groups (16 Aug 1993), 3-1, page 6.

The Newsletter Team

The Chain of Command, the FRG Volunteer, and the FRAL

The FRG, its members and volunteers, the Chain of Command, and the assigned Family Readiness Administrative Liaison (FRAL) work together in partnership to produce the unit FRG Newsletter. Because newsletter production can be a very time consuming task, this unique partnership can divide and share the workload. To create a successful newsletter, each party has a responsibility and role to play. Your FRAL is your personal assistant and guidance coach rolled into one. Your FRAL can create the newsletter for you or can provide assistance to teach you how to create it. Either way, your FRAL stands ready to help, a little or a lot, depending on your FRG needs.

The Chain of Command

Forward Deployed and Rear Detachment Commanders

Commanders have an obligation to provide assistance to establish and maintain personal family affairs readiness. [1]   There are many different methods in which this is done: Family Readiness Groups, newsletters, telephone trees, and other volunteer programs and activities. [2] Each FRG operates within the unit through the direct support of the Commander. It is important to note that the group legitimacy comes primarily from the Commander's willingness to support the volunteers in the group. [3]

To effectively produce the FRG newsletter, both the Forward Deployed Commander and the Rear Detachment Commander have a responsibility.

Forward Deployed Commanders [4]

- Will provide information and/or articles for Company/Battalion newsletters to the appropriate FRG POC Volunteer or Rear Detachment Commander

- Will conduct an OPSEC review of OIF/OEF newsletter content intended for publication to the 25th Infantry Division (Light) website prior to forwarding articles or newsletters to the appropriate FRG POC Volunteer or Rear Detachment Commander. *Reference page 14-15, OPSEC refer to page 34*

Rear Detachment Commanders [5]

- Will provide information and/or articles for Company/Battalion newsletters or web pages to the appropriate FRG POC Volunteer or FRAL

- Will ensure the forward deployed Commander has conducted and provided an email stating an OPSEC review of OIF/OEF newsletter content has been completed for newsletters intended for publication to the 25th Infantry Division (Light) website, prior to forwarding articles or newsletters to the appropriate FRAL. *Reference page 14-15, OPSEC refer to page 34*

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1   AR 600-20, The ArmyCommand Policy, (13 May 02), 5-10, page 38.

2   AR 600-20, The ArmyCommand Policy, (13 May 02), 5-10, (b) page 38.

3   DA PAM 608-47, A Guide to Establishing Family Support Groups, (16 Aug 93), 1-8, (b) page 2.

4   DCA FRAL SOP, (13 Sep 04), 5 (c).

5   DCA FRAL SOP, (13 Sep 04), 5 (d).

The Family Readiness Administrative Liaison

What can your assigned Family Readiness Administrative Liaison do for you? A little or a lot, depending on your needs and desires. Your FRAL can help you get started by meeting with you to determine your current FRG needs. Your FRAL will provide you with a FRAL Welcome Packet, which includes a variety of resources and information. Your FRAL can create the newsletter for you or can coordinate the training you need to teach you how to create it. Either way, your FRAL stands ready to help.

- Will assist units with various communication medias to include publishing of FRG newsletters, develop and maintain web pages on official division website.

- Will work with Rear Detachment Commander and the FRG to ensure timely and accurate information is provided for newsletters and web pages.

- Will collect all submitted articles for newsletters (mail-out or web posted) and web pages and organize them into the appropriate format as requested.

- Will assist in retrieving other information or resources to be published in newsletters or for web pages (i.e. MWR events, ACS schedule of training, etc.) as requested.

- Will ensure that all articles for newsletters and web pages submitted after the deadline will be applied towards the following months newsletter.

FRAL Continued...

- Will ensure that deadlines for completion of newsletters and web pages will be done by or before the agreed upon date.

- Will provide a final copy of all the mail-out newsletter or web pages to FRG Newsletter Editor or Rear Commander for final proofing.

- Will understand the difference in article submission for printed (mail-out) newsletters, web newsletters, and unit webpage publication due to the Operation Security Order as outlined by the Public Affairs Office.

- Will ensure that items deemed expressly prohibited will not be submitted for the newsletter or web pages.

- Will ensure the Rear Detachment Commander has received an email from the Forward Deployed Commander stating an OPSEC review of OIF/OEF newsletter content intended for publication on the 25th Infantry Division (Light) website has been received. *(Refer to page 34 for OSPEC).*

- Will ensure that all newsletters follow publication standards outlined in AR 25-30, The Army Integrated Publishing and Printing Program.

- Will provide newsletters and web pages intended for "Official Use Only."

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1 DCA FRAL SOP, (13 Sep 04), 5 (f).

FRG Volunteer Editor [1]

Having a FRG newsletter editor does not mean they have to do it all, it just means they need to know what needs to been done. Having a team of volunteers or a newsletter committee can help. The FRG newsletter editor will also need to know how to work with the FRAL assigned to their unit. Some responsibilities can include:

- Will provide to the Family Readiness Administrative Liaisons their units or command address.

- Will ensure that all articles submitted for a newsletter or web page should be edited for content and proofread and ready for publication.

- Will ensure that all articles submitted for newsletters or web pages must be submitted in MS WORD Format.

- Will ensure that all articles being submitted for newsletters or web page publications will be delivered to the FRAL by the deadline, which will be determined by the FRAL in conjunction with the FRG units.

- Will determine in conjunction with the FRAL the deadline for newsletters and web page completion.

- Will coordinate all newsletter printing, stapling, labeling and mailing.

- Will provide battalion or company logo, motto, or unique statement for publication in newsletters or on web pages.

- Will understand the difference in article submission for printed (mail-out) newsletters, web newsletters, and unit web page publication due to the Operation Security   Order as outlined by the Public Affairs Office.

- Will ensure that items deemed expressly prohibited will not be submitted for the newsletter or web pages.

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1 DCA FRAL SOP, (13 Sep 04), 5 (e).

Sample Newsletter Editor Job Description

POSITION TITLE:

- Company/Battalion FRG Newsletter Editor

RESPONSIBLE TO:

- Company/Battalion FRG Leader and Company/Battalion Commander

JOB DESCRIPTION:

- Identify purpose and frequency of newsletter
- Organize a volunteer newsletter staff (reporters, writers, editors, typists, illustrators, collators, mailers)
- Oversee gathering of information from all sources; organizing, writing, and editing of material; typing or word processing; final editing; layout and paste-up; submit camera-ready copy to unit for reproduction; collating, stapling, labeling, mailing

UNIT SUPPORT NEEDED:

- Access to a computer with desktop publishing programs
- Unit training/activities schedule; current/updated mailing lists
- Reproduction and mailing services

TIME REQUIRED:

- Ten to twenty hours per month (depending on newsletter frequency); one-year commitment

RECOMMENDED TRAINING:

- ACS FRG Newsletter Class or equivalent educational background and/or past experience

SPECIAL SKILLS:

- Editorial: spelling, grammar skills; ability to write articles
- Publishing: knowledge of desktop publishing; copying and bindery
- Managerial skills: knowledge of the Army organization; ability to direct a staff
- Creativity: energy, artistic talent

SKILLS TO BE GAINED:

- Organizational and managerial skills
- Communication skills; writer/editor skills; graphic arts skills

MILITARY REFERENCES:

- *AR 25-30 Army Integrated Publishing and Printing Program*
- *AR 25-51 Official Mail and Distribution Management*
- *AR 340-21 The Army Privacy Program   AR 360-81 Command Information Program*
- *DA PAM 608-47 A Guide to Establishing Family Support Groups*

Enlisting Help from Others

Managing Editor: *This person oversees the production of the newsletter.*

The editor is responsible for a variety of tasks: setting and meeting production deadlines; writing and overseeing the writing of submitted articles; setting up the overall design layout; observing copyright laws; adhering to the OPSEC order; and overseeing the printing and distributing of the newsletter.

Typesetter/Designer: *This individual creates the layout of the newsletter.*

The newsletter designer can decide the nameplate, page layout, typeface choices, and those graphics chosen enhance the look and readability of the newsletter.   Once the articles are written and submitted, the designer sets the articles in place with rules, graphics, and other design elements. The look of the newsletter is as important as its content.

Writers/Reporters: *These individuals provide articles for the newsletter.*

FRG newsletter must have a short letter/paragraph from the Commander, and may contain articles from the company Commanders, and FRG leaders. Other articles can range from highlighting specific events, recipes, installation news, and FRG events. Invite a community leader to write a regular column on a specific topic such as healthcare issues. Set up a writer's committee and have different individuals write a column on different community activities within ACS, MWR, Army Housing, or the Schofield Arts & Crafts program.

Proofreader: *This person does a final check for errors.*

Once the newsletter is complete this person should check for mistakes. A good proof reader will find all those typos, incorrect verb usages, and improper grammar. A meticulous proofreader makes a good newsletter even better!

Copy & Assembly Staff: *These individuals copy, fold, staple, and label the newsletter.*

Hours of good typesetting can be ruined within minutes of a bad copier and sloppy folding. Presentation is half the battle! A good copier cannot be overstated. The copy staff will complete the last steps of the newsletter process: collating the pages in the correct order; careful folding, stapling, and labeling.

Determining the Newsletter Content

Official & Unofficial:

The content of your FRG Newsletter matters. Why? Because the Army has decided that newsletter content falls within two categories: Official Information and Unofficial Information. [1] Why does this matter? Because the information category determines which area of monetary funds may be used to pay for the printing and distribution of your mailed-out newsletters.

Funding:

There are two sources from which various FRG activities (including newsletters) may receive funds. These include appropriated funds (APFs) and FRG generated funds. [2] If your unit wants the Army to pay for the printing and distribution of your FRG newsletter, APFs are used, and so, your newsletter content must meet the 'official information' criteria as outlined by the Army regulations. [3]

The Legal Lingo:

Material printed or reproduced with appropriated funds must be in good taste, and must not offend proper sensibilities. [4] FRG newsletters are generally considered official business. If unofficial information is included in an FRG newsletter the Commander must sign off on the content, thus making it official and APFs may be used. [5] In other words, your FRG may use Government printing supplies and equipment and APFs for postage, when approved by the unit Commander, for command authorized newsletters containing official information. [6] When the Commander signs the newsletter this is your "stamp of approval".

Working with the Commander:

Newslettter content is official when it is educational, promotes unit cohesion, and relates to the unit mission, FRG programs, and family and unit readiness. [7] Newsletters containing primarily official information and incidental unofficial information may be published using Government printing and equipment if the Commander find the content of that material to sprit de corps or will increase morale. It is critical to work with your Commander up front to determine what they want in the newsletter.

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1 DA PAM 608-47, A Guide to Establishing Family Support Groups, (16 Aug 93), 3-4, c (1), p. 6   2 DA PAM 608-47, A Guide to Establishing Family Support Groups, (16 Aug 93), 3-6, p. 6

3 PAM 608-47, A Guide to Establishing Family Support Groups, (16 Aug 93), 3-6 (a), p. 7   4 Memorandum for See Distribution, (12 Oct 94), 4, p. 1

5 Schofield Barracks Distribution and Mail Center Memorandum, (4) (12 Oct 94)   6 DA PAM 608-47, A Guide to Establishing Family Support Groups, ,(16 Aug 93), 3-6, p. 6

7 , 8, 9 AR 215-1 Morale, Welfare, and Recreation, (28 Jun 04) 4-12 (7), p. 2

Content Guidelines

Your FRAL can help guide you through the legalities and content rules. In general, the guidelines are listed below. If you have any questions, call your FRAL for assistance.

Official Newsletter Must Content:

- Notes from the Commander
- Commander's signature
- Front page must state "Official Use Only" or " This Newsletter Contains Official Information"
- Back or last page must state "Official Business"

Official Newsletter Can Content:

- Notes from the FRG Leader
- Command and mission related news
- Chain of Command
- Chain of Concern
- Hail and farewell information
- Unit and division history
- US and/or world history
- Installation Information
- Army benefits
- Current FRG event information
- Past FRG event information
- FRG/unit sponsored activities
- FRG fundraiser information (no specific dollar amounts given)
- Unit and post volunteer opportunities
- Post agency information
- Army programs and services information
- Government websites
- Injury or causality reports that have been previously announced by the PAO

Content Guidelines Continued...

<u>Official Newsletters May Content</u>: *(at Commander's discretion)*

- Promotion news
- Birth announcements *(no exact dates given)*
- Birthday announcements *(no exact dates given)*
- Engagement, wedding, and anniversary announcements
- Recipes
- Original works *(poetry)*

<u>Expressly Prohibited Newsletter Content</u>:

- Advertising for private businesses
- Advertising of commercial ventures
- Political notices
- Professional sports scores
- FRG financial reports or fundraising amounts listed

Personal Privacy Issues

Birth announcements and birthday lists should be published with cautiousness. Two factors are important. First, the FRG newsletter is consider 'dated' material and is usually tossed into the trash for anyone to retrieve and read. Second, newsletters must follow Army policy concerning the privacy rights of individuals and the Army's responsibility for compliance with operational requirements [as] established by the Privacy Act. [1]

- One way to protect information is to include someplace on the newsletter (back page) "When disposing of this newsletter please shred."

Today all individuals must counteract new crimes like dumpster diving, identity theft, and terrorism. Understand that in any given group population, some may object to having their personal information published for a variety of reasons. It is good common sense and common courtesy to ask for permission to publish personal information before doing so.

- One way to do this is to include in your initial FRG welcome packet is a FRG survey. Have family members sign a statement giving permission to publish their personal information. *(example of a Family Readiness Survey can be found on page 33)*

- If you want to publish birth announcements, give thought to doing so in a way as they are not recognized as such. For example, "We want to hail Sarah Danielle Luvick to the company," without any other information.

- If you want to publish birthdays, list only the month (no dates) and no last names. This protects everyone.

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1, AR 340-21 The Army Privacy Program, (5 Jul 85), 1-5, p. 1

Commander's Guide to Content

Newsletters can be printed with APFs provided [the] information is considered official and approved by the Commander. Commanders should apply the following guidelines when determining newsletter content:

- Information regarding service members and families should promote unit cohesion and helps strengthen the ongoing esprit among family members within the unit.

- Information related to unit missions, readiness, and family readiness.

- Information which is educational in nature, designed to promote informed self-reliant service members and families.

- Refer to page 14-15 for specifics on appropriate content and strictly prohibited content for FRG newsletters.

- Establish early on what will and won't be in your FRG newsletter.

- Determine at what point the Commander will approval content and sign the newsletter for approval.

- The Army Regulations says, "Newsletters containing primarily official information and incidental unofficial information may be published using Government printing and equipment." [1] *A good guidelines is: 2/3 should be official FRG/unit information and 1/3 non-essential information.*

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1 AR 215-1 Morale, Welfare, and Recreation, (28 Jun 04) 4-12 (7), p. 2

Setting a Newsletter Schedule

In the publishing field, deadlines are essential to press work. The Army is no different. Deadlines save time so there is time to do the job right from the start. The frequency of publication is at the Commander's discretion. 1 Newsletters can be published monthly, bi-monthly, quarterly, or even semi-annually. Most Commanders want a monthly or quarterly newsletter. The easiest way to set a schedule is to use an editorial calendar. The editorial calendar marks the most important deadlines. If the Commander wants a newsletter in the hands of the FRG members on the first day of the month, the deadlines must be worked backwards.

The Nine Basic Steps

Getting started is the challenging part, yet most exciting part.
There are nine basic steps to creating the newsletter:

1. Organize the newsletter staff
2. Determine the newsletter content
3. Set a newsletter schedule
4. Use an editorial calendar
5. Design the newsletter layout
6. Research and write the articles
7. Typeset the articles
8. Proofread the newsletter
9. Distribute the newsletter

Tip~
Try backwards planning...
it will get you moving in the right direction!!

Editorial Calendar insert here

Editorial Calendar here

Monthly Article Ideas

January
New Year's Day

New Year's Resolutions

February
African-American History Month

Groundhog Day

Valentine's Day

President's Day

March
Women's History Month

National Anthem Day

St. Patrick's Day

Spring Begins

Easter

April
Volunteer Appreciation Month

National Poetry Month

April's Fool's Day

Taxes Due

Daylight Savings Time Begins

May
National Physical Fitness Month

Better Sleep Month

Mother's Day

Armed Forces Day

Memorial Day

June
Flag Day

Father's Day

Summer Begins

July
Independence Day

August
American Artists Appreciation Month

Anniversary of the passage of Amendment 19: giving women the right to vote

Anniversary of MLK's "I have a Dream" speech

School starts

September
National Hispanic Heritage Month

Baby Safety Month

National Pledge of Allegiance Day

Labor Day

Patriot Day

October
Family History Awareness Month

Combined Federal Campaign Month

Columbus Day

Halloween

Daylight Savings Ends

November
American-Indian Heritage Month

Veteran's Day

Thanksgiving

December
Rosa Park's Day

Pearl Harbor Remembrance Day

Hanukkah

Christmas Day

Kwanzaa

Monthly Article Ideas Continued...

Other Newsletter Article Ideas
....

Hawaii Culture: Pick a topic that highlights the unique culture of Hawaii-living

Presidential Birthdays: Highlight a president on his birth month

Military History: Highlight a significant moment in history each month

Childcare Development: Highlight a specific age-group each month

Did You Know Column: Highlight a military benefit with contact information

Branch Briefs: Highlight something unique or newsworthy about your MOS

Great Web Resources
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www.25idl.army.mil

www.armyonesource.com (user ID: army; password: onesource)

www.mwrarmyhawaii.com

www.historychannel.com

www.pbs.org/teachersource

Design Tip~

Be consistent! Having the same or general layout each month or being consistent
throughout a multi-page newsletter will give you a professional look!

General Design Layouts

The layout of the newsletter refers to the arrangement of the articles, columns, graphics, and photographs. The easiest way to layout the newsletter is to use publishing software, unless you are using your FRAL, and then everything should be done in Microsoft Word. At this point, your FRAL will do the design layout for you!

FRG newsletters should contain a masthead with the unit logo (crest), motto, and title unique to the unit. For a creative look, you can have a masthead art contest within the FRG with prizes for the best two or three entries. Just like homes have 'curb appeal,' newsletters have design appeal. Your want to target your audience with good visuals, but not too many. Clip art and photographs add interest—they say a picture is worth a thousand words, so use the best one. In addition, will your FRG newsletter contain a one, two, or three column format? Also, be sure the design your back page for the mailer.

The layout may look something like this:

Page 1
>Masthead *(A Masthead includes the unit crest, motto, and other unique titles)*
>Commander's corner or statement and signature
>An article from the Commander about training or deployment

Page 2
>Hail and farewell corner for incoming and departing families
>Chaplain's corner
>Featured article

Page 3
>Company news columns *(set a certain amount of space so articles don't run long)*
>FRG leader's corner
>An article about current and past FRG events, steering committee meetings, etc.

Final Page
>Mailer label
>Commander's corner or statement and signature

> **Note:** *The Commander's corner or statement and approval signature may either be on the front or last page!*

Layouts for Official and Unofficial Newsletters

Official FRG Newsletters

The FRG may use Government printing supplies and equipment and APF for postage, when approved by the Commander. The publisher of the FRG newsletter is the Commander, and he/she has the final approval authority. Uncle Sam funds the postage with APFs when the criteria is met. Official newsletter must use the following guidelines:

1. Use regular white bond paper
2. One color (black ink)
3. Limited to 16 pages (eight pages front to back)
4. Front page must state, "This Newsletter Contains Official Information"
5. Include the Commander's signature block must be on the front or last page
6. Include the unit's return address (typed or printed labels only)
7. Include the phrase, "Official Business" in the last line of the unit return address
8. Address labels must be typed or printed no hand written addresses

Unofficial FRG Newsletters

An FRG may opt to publish an "unofficial" newsletter at its own expense. In that case, the publisher is the FRG. These newsletters are not limited in content, but the information should always be in good taste, and they still require the Commander's review. APFs are not authorized for unofficial information mailings. NAFs or FRG funds may be used for mailing unofficial newsletters. 1

1. May be published and printed with FRG funds
2. May include information unofficial in nature
3. May include information about fundraisers and commercial ventures
4. May include person and social information
5. Are still limited to 16 pages (8 pages when copied double sided)
6. On the front page it must state , "This Newsletter Contains Unofficial Information"
7. Must include the unit's return address (typed or printed label)
8. Include the phrase, "Unofficial Business" on the back page under the unit address

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1 AR 215-1, Morale, Recreation and Welfare, 28 June 2004, 4-12 (7), p. 16

2 Memorandum, Director of Information Management, 12 October 1994

A Company, 2-25 Aviation Regiment

Blackjack Bulletin

From Freedom's Frontier

After much planning and anticipation, TF Diamondhead found time to share the Aloha Spirit at our Sunset Beach Party in July. Thanks to our "ohana" in B/193rd (Hawaii National Guard), we feasted to teriyaki chicken, spam musubi, pineapple and much more at the best Hawaiian luau this side of the world! Our night was completed with hula dancing and Hawaiian music, a talent show featuring singing, rapping and banjo playing, as well as comedic skits by many of the companies! The Blackjacks brought the house down with their satiric rendering of a few "characters" here in the Task Force, and our own CPT Turner entertained the crowd while she tickled the ivories in our new Diamondhead Band! The Sunset Beach Party was a welcome retreat from our everyday hectic pace, and turned out to be a huge success that will surely have to be repeated before our return!

Blackjacks enjoying some Hawaiian cuisine at the Sunset Beach Party

Soldiers of the Week

This week's soldiers of the week are SGT Ayala and SPC Wilsford. Both of these fine Blackjacks were chosen to attend the Taskforce soldier/NCO of the month board. In addition to their countless hours of exceptional work as crew chiefs, they were able to study enough to both earn soldier/NCO of the month for Taskforce Diamondhead. These two Blackjacks have shown the Taskforce once again the excellence that A co. upholds. Good job guys!

SGT Williams is congratulated by LTC Brown and SGM Felder for winning NCO of the month for July

Design Tips and Recommendations

Design Features

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The FRG newsletter should include the basic design features. It should:

- Be clear and easy to read
- Be well organized
- Have logical information flow
- Make good use of white space with margins of at least ½ inch to 1" around
- Use two or three columns and text alignment that promotes easy reading
- Use a good typeface and type-size for articles
- Have a message that encourages the reader's interest
- Reflect the spirit of the FRG
- Sound personal, and not read like an Soldier's Evaluation Report

Designer Tips

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White Space
- Top, bottom, left and right margins of each page should never be less than ½"
- White space between columns should be at least ¼"

Columns
- Columns makes it easier to read
- Two or three columns are best

Type-size
- Headlines should be at least 14 to 18 points
- Boldface type is good, if the font choice is not difficult to read
- The article text should be 10 to 12 points
- Captions for illustrations look good in body text size or a bit smaller
- Page numbers should be smaller

Design Tips and Recommendations Continued...

Typefaces
- A general rule is never mix more than two typestyles (fonts) on the same page
- A newsletter can support the use of several typefaces, but don't over do it
- Use san serif type for headlines (like Arial), and serif type for text (like Times Roman)

Headlines
- Place the headline above the beginning of the story (left justified or centered)
- As a rule, leave more white space above the heading than below
- Make the headline an accurate guide to the story
- Avoid sensationalism which could mislead the reader; and make the headliner a complete sentence

Acronyms
- Use only the most familiar abbreviations and acronyms
- When using an acronym that is not familiar to everyone, spell out the name on its first usage, with the acronym in parenthesis next to it. For example: Family Readiness Group (FRG)

TIP~

KISS=Keep it short & simple

Proofreading Newsletters

A third party's eyes are invaluable to a good newsletter.   Typos are in everything—even a professional proofreader will confirm that. If you write it, don't edit it. A fresh pair of eyes is vital. Here's a few tips:

Spell Check

> Spell check will not catch everything. One alphabetical letter within a word can change the entire meaning of a sentence. For example: "The FRG invites you to be a park of the homecoming planning committee." Shouldn't that say "par<u>t</u>," and not "par<u>k</u>?" Also check the photographs and graphics to ensure the captions are in the correct locations.

Copyright Laws

> Be aware of copyright laws. Copyright laws protect original material such as books, novels, poetry, recorded music, sheet music, and photographs. Basically, anything that exists as a 'tangible medium.' Printing any portion of an author's published or unpublished work is a copyright infringement and is subject to lawsuit. Permission to quote from any of the above named items needs to be obtained from the author. Simply giving the author credit does not always protect you from copyright infringement.

Public Domain

> Some material falls into the category of "public domain." For example, facts discovered in the course of research, which can be expressed in your own words. Under the "fair use" rule, you may make limited use of someone's work without getting permission. This includes excerpts from a work to use in a review or criticism, summarizing an article with short quotes in a news report, and limited photocopying for non-profit educational purposes. For more information, check the "Law for All" website at www.nolol.com.

Final Proofing

> The newsletter editor should perform a final check before submitting it to the Commander for a last look and signature.

Types of Distribution

There are four ways to distribute the newsletter: handout, mail, email, or web-posted. There are advantages and disadvantages to each method. Survey your FRG to learn which method is best for your members.

Will you copy the newsletter for distribution?

If so, round up your assembly team to help with the coping, collating, folding, labeling, and stapling. Make it a party, have pizza and drinks for everyone! Again, a good copier is a must. If it doesn't look good, they won't read it. After all that hard work, you want them to read it.

Copy Machines:

- Unit Copier:

    Try and use the company/battalion copier with the permission of the Commander. Make sure to coordinate with the Commander for availability and convenience.

- ACS Family Readiness Center:

    ACS's Family Readiness Center photocopier is available for your use. Please call 655-3054 to schedule an appointment. There is a 200 copies per day limit and you must provide your own paper. Make sure to sign in on the FRG log, and sign in on the Photo Copy log. The center is open Monday-Friday, from 0730 to 1630.

Handout Newsletters

The 1SG may hand out the newsletter with the Soldier's LES to ensure it's taken home. The two advantages are mailing costs are eliminated, and the newsletter can be taken straight home. The two disadvantages are manpower is still required to produce the newsletter and some spouses may never see it.

E-Mailed Newsletters

Emailing your FRG newsletter is a great opportunity to keep your FRG members immediately informed with date-sensitive information, which is a big advantage. In addition, there are no printing or mailing costs, no labor or manpower is required, and delivery is instant.

Distribution Continued...

Mail-Out Newsletters

The two advantages to mail-out newsletters is first, your members mailing address can be verified; and second, your members will receive the newsletter. The disadvantage to mail-out newsletters is that it requires labor. An address label file must constantly be maintained, and computer generated labels must be printed and affixed. There are mailing costs. Most FRGs still prefer this method.

Mailing Addresses:

- When mailing to on-post housing addresses the city and zip code must be included
- Type or print mailing labels
- One stable at the bottom is recommended
- Do not use DA Label 18-1

Mailing Official Newsletters:

- Refer to page 24 for guidelines

Mailing Unofficial Newsletters:

- Refer to page 24 for guidelines
- Consider using bulk mailing

    Bulk mail is significantly lower in cost, especially if there are many copies to mail to one or two zip codes. To qualify for bulk mail, at least 200 copies of the same piece must be mailed. Check with the post office for detailed instructions.

Mail and Distribution Centers

The mail center at either Fort Shafter or Schofield Barracks will approve your newsletter prior to mailing to see if your back page is consistent with mailing guidelines. Drafts may also be dropped off, make sure your name and phone number is on the envelope.

Mailing & Distribution Center

Schofield Barracks

Building 2038 Humphrys Rd.

(Across the street from CIF)
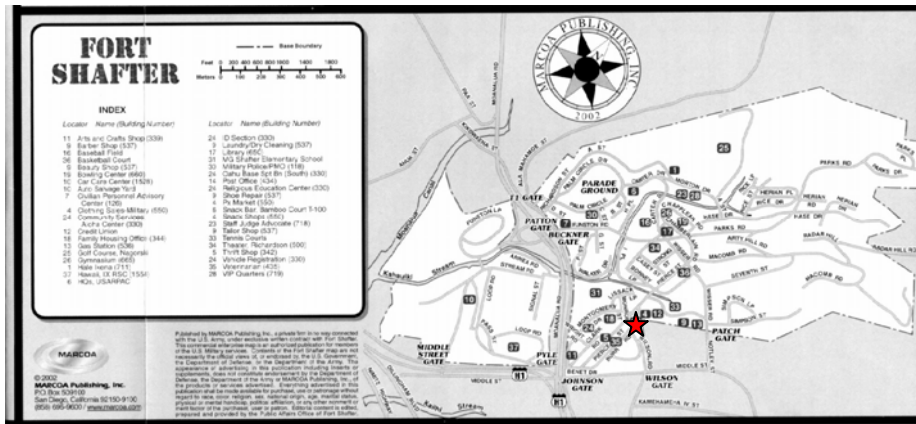
Phone: 655-3096

Mon.-Fri. 10:30 a.m.-2:30 p.m.

Fort Shafter

Building T-116 Burr Street

Phone: 438-6253/9386

Mon.-Fri. 6:30 a.m.-3:00 p.m.

Web-Posted Newsletters

The 25th Infantry Division wants to ensure every FRG is getting the word out to its members, with the use of the postal system and/or the internet. Posting your FRG newsletter to the division website (www.25idl.army.mil) is a great way to spread the news. The posting of web-newsletters is where your FRAL can really help. Your FRAL will navigate through the Public Affairs Office procedures for you.

The advantages of web-posted newsletters are your FRG newsletters are available to all, without restriction, and no one has to maintain an email address book. Simply tell your FRG members to go to the division website for the newsletter.

The FRG newsletter becomes a good source of information for both the Soldier and those that may not have their best interests at heart. Consequently, the content of the newsletter must be carefully reviewed according to the Operational Security (OPSEC) Order *(see page 34 for an example).* Your FRAL is familiar with those regulations and can make those changes for your FRG. What can be released to family members (via mail-out, hand-out) is very different than what can be released to the general public, via the worldwide web. The internet is a great outreach tool, and can eliminate copying and postal costs, just remember that it is open for anyone to read and retrieve information.

The OPSEC Order must be followed by each team member: the FRG, the Chain of Command, and the FRAL.

FAMILY READINESS GROUP SURVEY

Name:_____ Sponsor's Name: _____

Phone: (Home) _____ (Work) _____

Email: _____ Housing Area (if applicable): _____

Children (s) Name/Age:

_____

_____

Do you speak a language other than or in addition to English? _____

If so, which language?_____

Do you have transportation? _____

Do you have any other family the area? _____

Name & telephone number of other family, friends, or neighbors:

Name_____

Phone # _____

Other than your spouse, whom would you notify in case of an emergency?

Name_____

Phone # _____

Are you willing to assist other family members within your unit?

_____ Telephoning   _____ Hospitality

_____ Occasional Transportation   _____ Planning Activities

_____ Assist with newsletters   _____ Other

What would you like to see the Family Readiness Group accomplish?

Do you have any skills/talents that you would like to share with the unit?

Do you have any special interests or concerns that you would like to be addressed at a Family Readiness Group meeting?

_____ I give permission to have my family birthdays and birthdays announced in the
(Initial)   Family Readiness Group newsletter.

By order of the Commander, all the information contained within will not be provided to 3rd parties without the consent of the individual in accordance with the Privacy Act of 1974.

OPERATIONS SECURITY (OPSEC)

Operations security, or OPSEC, is a key component of our force protection and anti-terrorism. It helps protect service members, civilian employees, families, facilities and equipment everywhere by denying information. Simply put, OPSEC is all about denying the bad guys information to protect personnel and maximize mission effectiveness. Anti-terrorism relies heavily on OPSEC.

When personnel identify and protect critical information (military operations, capabilities, limitations, intentions, personnel, programs), OPSEC becomes a proactive means by which adversaries are denied this important advantage. All service members possess critical information the adversary wants. References to this information are maintained on a critical information list, commonly known as CIL. The lists should be kept handy, for convenient reference. Unit OPSEC managers are responsible for the tailoring the CIL to their particular work areas and distributing it throughout their units. If a person needs to discuss critical information, they should use a secure telephone. Government telephones are subject to monitoring at all times. Cell phones, while extremely convenient, are one of the easiest means of communication to monitor. No critical information should be discussed on a cell phone.

People should also be careful of what they throw in the trash because "one man's trash is another man's treasure." While there is no critical information list for family members, they should stop to consider if what they are talking about would be of interest to someone collecting information. Everyone has a role in OPSEC, and that includes family members. Information such as the cancellation of leave or work schedules can provide the adversary with another piece of the overall puzzle he's trying to obtain.

OPSEC also focuses on observable behavior. An adversary creates a profile by simply observing daily activities. People may increase the value of that profile to the adversary if they are predictable with their actions. If the adversary observes the same action carried out in the same way at the same time, then they can easily identify not only routine activities, but deviations as well. If the same exact patrol route were followed at the same exact time every day, for example, the patrol would quickly become predicable. If the patrol were suddenly not there, that would be an indication of a change to the mission. If an action is random to begin with, the adversary is left guessing, and that's the point of OPSEC.

Troop protection is vital, especially during deployment. Information should be released on a need to know basis. Consequently, the Schofield Barracks Public Affairs Office requires the Commanders of the deployed units to conduct an OPSEC review of OIF and OEF content prior to release to the public domain (the worldwide web). FRG newsletters cannot be posted on the internet without a statement that the OIF or OEF unit Commander has conducted an OPSEC review of the newsletter content and that it is cleared for release to the Public. This measure is in place not to limit our free speech, but to protect us all.

To Report Unusual or suspicious activity, call: SB/WAAF:655-7114 or FS/TAMC/AMR 438-7114

Establishing an FRG Website on the 25th ID(L) Webpage

Establishing an FRG Website on the 25th I.D. (L) Webpage (www.25idl.army.mil) is a great opportunity to reach out to all the members of your group, regardless of their location. There are multiple benefits to setting up an FRG website: a Chain of Command phone list can be published; answers to frequently asked questions can be addressed, FRG, division, and national upcoming events can be advertised; last minute updates and changes can be posted; and the unit history and accomplishments can be highlighted. Setting up an FRG website is done with the direct assistance of your FRAL, whose specialty is to navigate through the complicated process.

Content Ideas:

- Unit history
- List of Chain of Command contact information
- Biographies of the Commanders
- Newcomer information
- FRG calendar
- Division activities
- Seasonal avents (Combined Federal Campaign; voter registration)
- POV Non-Resident form information
- Deployment survival tips
- Army community phone numbers

Prohibited Content:

- FRG leader names and home phone numbers
- Names of family members
- Dates of future military exercises
- Social Security numbers
- Future military operations
- Potential operations
- Troop and equipment statistics
- Redeployment dates and locations

Establishing an FRG Website Continued...

Information for your website must be submitted to your FRAL in MS Word, via submitted disk or emailed attachments. The webpage will be designed for your FRG and submitted for your review prior to posting.

Posting Information to the Division Website

Your unit and FRG submit special articles with photographs posted to the division website.

Preparation of Materials

1.	Articles must be written in text or MS Word
2.	Images must be .jpg with a quality setting of 2, 71 DPI, or about 6"x8"
3.	Images cannot be embedded in another application such as MS Word or PowerPoint
4.	HTML files will not be accepted
5.	Technical documents may be in a pdf format