

SUBJECT: 2013 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

Appendix A:
2013 MG Keith L. Ware Public Affairs Competition Entry Form

ENTRY TYPE (Print, Broadcast or Community Relations): Broadcast

CATEGORY: P TYPE (unit or individual): Individual

ENTRY TITLE: Civilian Broadcast Journalist of the Year

PUBLICATION/AIR DATE: / / 2013 LOCATION/URL: http://bit.ly/1m34I8t

UNIT POC (include rank, name, branch of service, position title, e-mail address, DSN and commercial phone numbers and commander's name):

Joseph Monchecourt, Command Information Officer, joseph.f.monchecourt@us.army.mil, 803-751-3615 DSN 734-3615

COMMAND/DRU: IMCOM

SUBMITTING UNIT (include unit name and complete verified, official mailing address, DSN and commercial phone number and fax number; please spell out all acronyms):

Fort Jackson Public Affairs Office, 4394 Strom Thurmond Blvd. Fort Jackson, SC 29207

joseph.f.monchecourt@us.army.mil, 803-751-3615 DSN 734-3615

AWARD SHOULD BE ISSUED TO (enter an individual's name for individual awards only):

Mike A. Glasch

GENDER: M

SIGNIFICANT CONTRIBUTORS (list up to five for unit awards only):

Mike A. Glasch

UNIT/DUTY SECTION: PAO-USAG Fort Jackson, SC

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:



Patrick Jones

Public Affairs Officer - USAG



DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY TRAINING CENTER AND FORT JACKSON
FORT JACKSON, SC 29207

REPLY TO
ATTENTION OF

ATZJ-PAO

11 January 2014

MEMORANDUM FOR 2013 MG Keith L. Ware Journalism Awards Competition Panel.

SUBJECT: Nomination of Mr. Mike A. Glasch as Keith L. Ware Civilian Broadcast Journalist of the Year

1. Since he joined the Fort Jackson Public Affairs Office, Mike Glasch has demonstrated a journalistic excellence and diversity rarely seen in the journalism profession. He develops comprehensive news stories, entertaining features and informative broadcasts. His diverse journalism background -- which includes stints as an Army photojournalist, a commercial broadcast producer and a civilian reporter -- enables him to handle almost any assignment. The natural skills that Mike displays cannot be taught.
2. In the last three years Mike has broken new journalistic ground for Fort Jackson. He has single-handedly created a broadcast division within the Fort Jackson Command Information section. Mike is the epitome of a true one-man band. He is the sole reporter, anchor, producer, videographer, editor, teleprompter operator and graphics creator for all of Fort Jackson's broadcast stories and newscasts. Mike's journalist talents have not gone unnoticed. In 2010 he placed second at the Department of the Army-level Keith L. Ware competition for his broadcast feature reporting. Prior to 2010, Mike's talents as a print journalist were also recognized with several Keith L. Ware awards over multiple years, to include being named the Army's 2007 Civilian Print Journalist of the Year. That same year Mike won top honors in the DoD Thomas Jefferson competition for his feature writing. On the local level, he often hears from viewers, thanking him for providing pertinent information or simply congratulating him for a job well done. In addition, Mike also serves as the Fort Jackson Web Content Manager and Social Media manager.
3. One of Mike's greatest assets is his professionalism and the way he approaches a story. If it's a familiar topic he moves out. If not, he makes it his business to learn. He researches statistics, talks to subject matter experts and reads background information. The end result is an interesting story that educates and entertains. Another of his strengths is his natural ability to place his interview subjects at ease. His quiet, relaxing manner seems to encourage conversation producing strong quotes and colorful dialogue.
4. Mike's goal is to become an Army Public Affairs Officer. With experience as a Soldier, Army civilian and a commercial television news producer, he is preparing for opportunities to serve the Army by utilizing various resources to enhance his journalistic, public affairs and management skills.

5. I wholeheartedly recommend Mike Glasch as the U.S. Army Civilian Broadcast Journalist of the Year. He possesses and demonstrates the skills today's Army journalists need to tell the Army story.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Jones", with a long horizontal flourish extending to the right.

Patrick Jones
Public Affairs Officer - USAG
Fort Jackson, S.C. 29207
(803) 751-7650

Mike A. Glasch

Mike A. Glasch serves as the New Media Manager (web, social media and broadcast) for the Fort Jackson, S.C. military community and will be deploying in February to Afghanistan to serve as the Deputy PAO for the NATO Training Mission-Afghanistan. Mr. Glasch has been with U.S. Army Garrison Fort Jackson since February 2007. From March 2006 to February 2007, Mr. Glasch served as a journalist for the Fort McPherson Sentinel.

During his tenure at Fort Jackson, Mr. Glasch has shown his versatility as both a print and broadcast journalist. Mr. Glasch began his tenure at Fort Jackson as a member of the post newspaper. In 2010 he focused his efforts on broadcasting. Mr. Glasch singly handily produces the newscasts for the Fort Jackson web and social media sites.

Prior to his civilian service with the Department of the Army, Mr. Glasch served on active duty as a public affairs specialist with the VII Corps PAO followed by the Fort McClellan, Ala., PAO. During his military service, Mr. Glasch was deployed in support of Operations Desert Shield and Desert Storm.

Upon completion of his military service, Mr. Glasch enjoyed a 10-year career in television news. He worked as a producer and executive producer in various newsrooms in the southeast. While working as producer in Jackson, Miss., Mr. Glasch was the lead member of a team that produced award-winning newscasts during Hurricane Katrina.

Mr. Glasch is an alumnist of Louisiana State University and the University of Mississippi, where he earned a Bachelor of Arts degree in Journalism. He is a native of Burbank, Ill., and graduated from William Claude Reavis High School.

Mr. Glasch's civilian awards include six Department of the Army level Keith L. Ware awards, for both broadcast and print, and a Department of Defense Thomas Jefferson award. His work has also been recognized in the commercial television news industry - 2005 Mississippi Associated Press - Spot News (first place), Special Achievement (second and third place) and Best Newscast (second place), and 1995 Gold Medal for Sports Reporting from the Mississippi Association of Broadcasters. His military awards include the Army Commendation Medal (w/ oak leaf cluster), National Defense Medal, Southwest Asia Medal (w/ 3 bronze stars), Kuwait Liberation Medal (Saudi Arabia) and Kuwait Liberation Medal (Kuwait).



Category P- Glasch Run Sheet
TRT 11:37

1: Title – Top Drill (pkg)

TRT: 2:14

Air Date: July 25, 2013

Role – Reporter, videographer, producer, editor

((LEAD))

THE ARMY HAS NAMED ITS TOP DRILL SERGEANTS FOR 20-13. FORT JAKCSON'S MIKE GLASCH SHOWS US WHAT IT TAKES TO BE CHOSEN AS THE ARMY'S TOP DRILL.

((TAKE PKG))

((TAG)) THIS IS THE SECOND YEAR IN A ROW THE ACTIVE DUTY DRILL SERGEANT OF THE YEAR HAS COME FROM FORT JACKSON.

2: Title –Serving for Gold (Anchor lead/pkg /Gfx tag)

TRT – 2:25

Air Date: May 18, 2013

Role – Anchor, reporter, videographer, producer, editor

3: Title – Salute to the Nation ((Anchor lead/vo/sotsvo))

TRT – 1:08

Role – Anchor, reporter, videographer, producer, editor

Air Date: July 8, 2013

4. Title – EIB Quest ((Anchor lead/pkg/Anchor Tag))

TRT – 3:03

Role – Anchor, reporter, videographer, producer, editor

AIR DATE: May 9, 2013

5. Title - Hilton Facelift ((Anchor lead/pkg/Anchor Tag))

TRT – 2:48

Role – Anchor, reporter, videographer, producer, editor

AIR DATE: Mar. 13, 2013

SCRIPTS – CAT P – GLASCH

1. TOP DRILL – PKG

((LEAD-CAM))

THE ARMY HAS NAMED ITS TOP DRILL SERGEANTS FOR 20-13. FORT JAKCSON'S MIKE GLASCH SHOWS US WHAT IT TAKES TO BE CHOSEN AS THE ARMY'S TOP DRILL.

((TAKE PKG))

((VO))

FOR THREE DAYS... FOUR ACTIVE DUTY AND TWO RESERVE DRILL SERGEANTS WERE CONSTANTLY PUSHED BOTH PHYSICALLY AND MENTALLY IN THEIR QUEST TO BE NAMED THEIR COMPONENT'S TOP DRILL SERGEANT.

((SOT – SFC David Stover/Active-duty Drill Sergeant of the Year))

It's the thing I'm most proud of in military career... to know that I have pushed myself and put it all out there and competed against the Army's best drill sergeants and come out on the other side victorious. We're all winners... we all made it to this level.

((SOT – SFC Ryan McCaffrey/Reserve Drill Sergeant of the Year))

It's be a great honor. I see the competition and I have a lot of respect for the competition and to be named drill sergeant of the year over them it would be a great honor for me.

((VO))

THE DRILL SERGEANTS WERE CHOSEN WERE TESTED ON NEARLY 60 WARRIOR TASKS AND BATTLE DRILLS... ((nat break)) AS WELL AS THEIR ABILITY TO TEACH NEW SOLDIERS.

((SOT- SFC Jeffrey Heilman/NCIOC, DSOY Selection Process))

Physically and mentally challenging for them... they're not really sure of what's going to happen next so that's always a good thing.

((SOT – Stover))

They kept us in the dark about everything. We had no idea what the next event was... what the grading criteria was... what our standings were. All we knew is that we had to go 100 percent at all times and be ready for the next event no matter what it was.

((VO))

EVEN THOUGH THEY WERE PITTING THEMSELVES AGAINST EACH OTHER... STOVER AND MC-CAFFREY AGREE THAT THROUGH THE GRUELING NATURE OF THE SELECTION PROCESS THE DRILL SERGEANTS LEARNED FROM EACH OTHER.

((SOT-McCaffrey))

It really pushes us to be better and to learn... to learn from our mistakes... learn who our competitors are... what are they doing to prepare themselves... how they are... how they conduct themselves and actually learning from each other to make ourselves better.

((SOT-Stover))

They weren't just competitors... we've become friends and an amazing exchange of dialogue and hey this what we do where I'm stationed at or this is the way I've gotten through to a Soldier in a certain

situation. So walking away from this it will definitely be the learning which I achieved through this competition.

((VO))

STOVER WILL NOW SERVE AS AN ADVISOR TO TRADOC'S COMMAND SERGEANT MAJOR OVER INITIAL MILITARY TRAINING. MIKE GLASCH... FORT JACKSON PUBLIC AFFAIRS OFFICE.

((TAG-CAM)) THIS IS THE SECOND YEAR IN A ROW THE ACTIVE DUTY DRILL SERGEANT OF THE YEAR HAS COME FROM FORT JACKSON.

2 – SERVING FOR GOLD ((ANCHOR LEAD/PKG/TAG))

((LEAD-CAM))

WE WANT TO SEND OUT CONGRATULATIONS TO OUR OWN COLONEL JAMIE HOUSTON. THE FORT JACKSON DENTAL COMMANDER WAS JUST PRESENTED WITH A PERSONAL BEST AWARD FROM THE NATIONAL SENIOR GAMES ASSOCIATION WHICH HE WILL COMPETE IN LATER THIS SUMMER.

((TAKE PKG))

((VO))

WHEN MORE THAN 10 THOUSAND ATHLETES GATHER FOR THIS YEAR'S NATIONAL SENIOR GAMES... COLONEL JAMIE HOUSTON WILL BE THE ONLY ACTIVE DUTY ATHLETE. HOUSTON QUALIFIED TO COMPETE IN SINGLES TENNIS. THE GAMES ARE THE LARGEST MULTI-SPORT EVENT IN THE WORLD FOR ATHLETES 50 YEARS OLD AND OLDER.

((SOT-Col. Jamie Houston/DENTAC Commander))

Once you get to where you can't compete with your 18 year olds, it's very difficult to admit you can't keep up them, so it's nice to have venue where you have 5 year increments, and it motivates you to keep in shape. Not just keep in shape, but keep sharp.

((VO))

FIRST STARTED IN 19-85... THE GAMES PROVIDE NOT ONLY COMPETITION... BUT ALSO SERVE AS A WAY TO PROMOTE HEALTH AND FITNESS FOR PEOPLE AGE 50 AND OVER.

((SOT-Marc Riker/CEO, National Senior Games))

It's not about how fast you run or high you jump, but it's getting out there and being active, being involved and doing what you can do to be the best at that moment going through life's challenges that we all have.

((SOT-Houston))

The Army keeps me in shape, but to keep sharp and competitive, this Senior Games has been a great catalyst for that.

((VO))

TO HELP PROMOTE THE UPCOMING GAMES... HOUSTON WAS RECOGNIZED WITH A PERSONAL BEST AWARD FOR HIS EFFORTS IN STARTING THE FORT JACKSON TENNIS

CLUB WHEN HE ARRIVED ON POST LAST YEAR.

((SOT-Riker))

He came here and tried to find someone to play tennis with, so he put his recruiting hat on and went out and recruited tennis players, so he formed the Fort Jackson tennis team. So he got a group of people from the community, from the base out here, having an opportunity to get out and just be active and have that social interaction and have a healthy lifestyle.

((VO))

HOUSTON SEES IT AS HIS MISSION TO HELP EDUCATE THE MILITARY ABOUT THE GAMES AND THE HEALTH BENEFITS IT OFFERS.

((SOT-Houston))

The military that knows very little about this event, and my job is to be an ambassador to help them realize this event exists first of all, and that they can use it as a venue to meet new people, do some more traveling and not turn into a couch potatoe. So a very, very humbling experience.

((ANCHOR TAG-GFX))

THIS YEAR'S GAMES WILL BE HELD IN CLEVELAND IN FROM JULY 19TH THROUGH AUGUST FIRST. TO LEARN MORE ABOUT THE GAMES... VISIT THEIR WEBSITE AT W-W-W DOT N-S-G-A DOT COM.

3 – SALUTE TO THE NATION ((ANCHORVO/SOTSVO))

(CAM))

((WALLVO))

AND THIS IS WHAT THE SKIES OVER HILTON FIELD LOOKED LIKE AS FORT JACKSON CELEBRATED THE FOURTH OF JULY.

((TAKE VOFULL))

MORE THAN TEN THOUSAND SOLDIERS AND COLUMBIA AREA RESIDENTS WERE ON HAND FOR ONE OF THE LARGEST INDEPENDENCE DAY CELEBRATIONS IN THE MIDLANDS. AS WOULD BE EXPECTED... PATRIOTIC PRIDE WAS ON DISPLAY BY BOTH MAN... AND MAN'S BEST FRIEND. FOR THOSE WHO BRAVED THE THREAT OF RAIN... IT WAS A SPECIAL TIME TO BE ABLE TO CELEBRATE THE NATION'S BIRTHDAY WITH THOSE SWORN TO DEFEND IT.

((SOTS))

((Janelle Elarton/Columbia))

It makes your heart flutter more so because you really get a chance to see some of the people that are helping to protect our country and that's why we're here to celebrate the fourth of July.

((KerriAnne Miyazaki/Irmo))

I'm happy they're serving our country, I'm proud of them.

((VO CONTINUED))

WHILE THIS YEAR'S EVENT WAS SCALED BACK A BIT BECAUSE OF SEQUESTRATION... THERE WERE STILL RIDES AND GAMES FOR THE KIDS... AND THE 282-ND ARMY BAND HAD THE CROWD ROCKING THROUGHOUT THE EARLY EVENING.

((NAT BREAK))

OF COURSE THAT WAS FOLLOWED UP BY THE NIGHT'S BIG DRAW... A 30 MINUTE

FIREWORKS DISPLAY THAT LIT UP THE NIGHT SKY.

4 – EIB QUEST – ((ANCHOR LEAD/PKG/ANCHOR TAG))

((INTRO-CAM))

FOR MORE THAN 75 YEARS... THE PURSUIT OF THE EXPERT INFANTRY BADGE HAS BEEN A WAY FOR INFANTRYMEN TO SHOWCASE THEIR EXPERTISE. SEVERAL FORT JACKSON SOLDIERS CAN NOW COUNT THEMSELVES AS MEMBERS OF THAT DISTINGUISHED GROUP.

((TAKE PKG))

((nats full 5 sec))

FOR FIVE DAYS SOLDIERS WERE PUSHED TO THEIR LIMITS BOTH PHYSICALLY AND MENTALLY IN THEIR QUEST TO EARN THE EXPERT INFANTRY BADGE.

((SOT- MSG William Dunn/EIB NCIOC))

In terms of career progression in the infantry it's almost impossible to make sergeant major without an E-I-B and it's almost impossible to make E-8 without an E-I-B as well. An E-I-B to an infantryman is almost like a college degree to a civilian.

((VO))

THE MAJORITY OF THE TESTING HAS SOLDIERS PERFORMING A VARIETY OF TASKS WRAPPED INTO REAL-LIFE SCENARIOS IN THREE COMBAT LANES... PATROL... TRAFFIC CONTROL POINT AND URBAN OPERATIONS ALL UNDER STRICT TIME CONSTRAINTS.

((SOT- SSG Jesus Ortega/U.S. Army Drill Sergeant School))

It was the stress of trying to make sure that we're on top of our game when it comes to our tasks. Everything kind of piled up together trying to think of ways to execute one lane... dump those tasks then continue on to the next mission. That was the toughest part.

((VO))

EACH OF THE LANES COMBINED A VARIETY OF TASKS SUCH AS FIRST AID...HANDLING WEAPONS AND DEALING WITH P-O-W'S ALL BEING PERFORMED UNDER THE WATCHFUL EYES OF A GRADER.

((SOT-Dunn))

What the lane concept is designed to do is make the infantryman think on the move which is what we do in combat.

((SOT-Ortega))

Everything just comes into play in that aspect... physically... mentally... just had to dig deep and find my weaknesses... understand my weaknesses and work on them.

((VO))

ON THE FINAL DAY ONLY ONE THING STOOD BETWEEN THE SOLDIERS AND THEIR GOAL... THREE HOURS TO COMPLETE A 12-MILE ROAD MARCH WHILE CARRYING A 40-POUND RUCK AS WELL WE THEIR OWN WEAPON.

((SOT-Ortega))

It was hard work... I was hurting... I was cramping up but I knew it was worth it. It's something I've been looking forward to as an infantryman and I was glad to make it.

((SOT-Dunn))

That guy that finished with one second left he was obviously exhausted. His feet probably hurt... his back probably hurt but he saw that finish line. His desire to stand with his brothers to his left and to his right there to earn the E-I-B... his will willed him across the finish line.

((VO))

OF THE 102 SOLDIERS WHO STARTED THE TESTING 42 EARNED THE RIGHT TO PIN ON THE EIB.

((SOT- SSG Cedric Alexander/C Co., 2nd Battalion/39th Infantry Regiment))

It means I'm in an elite group of my peers... that I am an expert in my field earning this badge. It's a small group of us infantryman who have it.

((SOT-Ortega))

Obviously I'm very proud it... but again it was just a matter of being able to execute the lanes properly... understanding the tasks and being able to understand that it's not only for the E-I-B itself but to prepare myself and in the future be able to train my Soldiers as well.

((TAG-CAM))

OF THOSE 42 SOLDIERS TWO EARNED THE TRUE BLUE DISTINCTION MEANING THEY COMPLETED ALL TASKS WITHOUT MAKING A SINGLE MISTAKE.

5 - HILTON FACELIFT (ANCHOR LEAD/PKG/ANCHOR TAG)

((LEAD-CAM))

HELLO AND WELCOME TO THIS EDITION OF VICTORY UPDATE... I'M MIKE GLASCH. EVERY WEEK NEARLY FIVE THOUSAND FAMILY MEMBERS FLOCK TO HILTON FIELD TO WATCH THEIR SOLDIER GRADUATE FROM BASIC COMBAT TRAINING. NOW... AFTER MONTHS OF CONSTRUCTION HILTON FIELD IS CONSIDERED ONE OF THE CROWNING JEWELS OF FORT JACKSON.

((TAKE PKG))

((VO))

FOR THE PAST 60 YEARS HILTON FIELD HAS PLAYED HOST TO COUNTLESS NUMBERS OF B-C-T GRADUATIONS.... THE OCCASIONAL CONCERT... AND ONE OF THE LARGEST FOURTH OF JULY CELEBRATIONS IN THE MIDLANDS. ACTIVITIES THAT TOOK THEIR TOLL ON THE FACILITY.

((SOT- BG Bryan Roberts/Fort Jackson Commanding General))

Specifically for those who were here about a year ago think back to how this site looked. Do you remember how it looked? Keep that image in your mind.

((VO))

RENOVATION EFFORTS BEGAN LAST FALL.... AND NOW AFTER MONTHS OF CONSTRUCTION.... THE FIELD NAMED IN HONOR OF SOUTH CAROLINA NATIVE... AND WORLD WAR ONE MEDAL OF HONOR RECIPIENT SERGEANT RICHMOND HILTON... LOOKS TOTALLY TRANSFORMED.

((SOT- Roberts))

Now open your eyes and look around you. Is this absolutely amazing or what? It truly is.

((VO))

TWO OF HILTON'S GREAT NIECES WERE ON HAND FOR THE REDIDCATION AND RIBBON CUTTING... THIS WAS THE FIRST TIME THEY HAVE VISITED THE FIELD AND WERE IMPRESSED WITH WHAT THEY SAW.

((SOT – Kim Forrest/Hilton's Great-Niece))

It's just a great honor... a great honor to know that so many of the nation's finest... they go into battle and they start here on a field that was my family's.

((SOT-Gloria Ayer//Hilton's Great-Niece))

It's just amazing and what an honor for the family.

((VO))

UPGRADES INCLUDE AN ARCHWAY ENTERANCE INTO THE FIELD... A LANDSCAPED PROMENADE WALKWAY THAT SHOWCASES THE FLAGS OF EACH U-S STATE AND TERRITORY... BANNERS REPRESENTING EACH BASIC TRAINING BATTALION AND BRIGADE... DIGITAL SIGNS AND A NEW PUBLIC ADDRESS SYSTEM.

((STANDUP))

One of the more interesting aspects of the redesign is the more than 300 palmetto trees that now adorn hilton field.... one tree for each South Carolina service member killed in Operations Iraqi and Enduring Freedom.

((VO))

ALONG WITH THE RENOVATIONS... THE STATUE OF FORT JACKSON'S NAMESAKE WAS MOVED FROM GATE ONE TO THE PROMENADE.

((SOT-Roberts))

We decided to move old Andy here so that he could become the centerpiece of our promenade and accessible to the thousands of visitors that will come here every year. How do you like him now?

((TAG-CAM))

IDEAS FOR THE DIFFERENT RENOVATIONS CAME AFTER SURVEYING MORE THAN 700 VISITING FAMILY MEMEBERS OVER THE COURSE OF SEVERAL MONTHS.