



REPLY TO  
ATTENTION OF

DEPARTMENT OF THE ARMY  
OFFICE OF THE CHIEF, ARMY RESERVE  
WASHINGTON, DC 20310-2400

DAAR-CSG

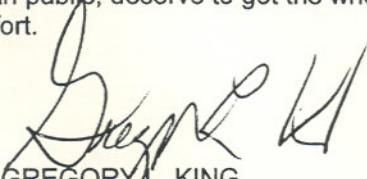
June 2004

MEMORANDUM FOR Public Affairs Officers

SUBJECT: Telling the Army Reserve Story to the Public

1. One of the Chief, Army Reserve's top priorities for the last two years has been communications. The importance of getting the word out to our Soldiers, their families, and their employers cannot be underestimated. Equally important is our responsibility to tell the Army Reserve story to the public.
2. The Army Reserve is hard at work serving with our Army for a Nation at war. Our Soldiers have left families, employers and communities to selflessly serve their country. The results are tremendous - they are transporting coalition forces, tending to their medical needs, and providing their security. These Soldiers are also helping the Iraqi people directly - training the Iraqi Police, assisting in renovating and setting up schools for the Iraqi children, delivering supplies, and reestablishing the Iraqi infrastructure for health care management, commerce, and utilities.
3. Unfortunately, these good news stories have taken a back seat as negative stories dominated the headlines. LTG Helmly has repeatedly encouraged senior Army Reserve leaders to educate the public about the great things our Soldiers are doing. To assist them and you as a PAO in that effort, the Army Reserve Public Affairs Office has produced a video, "Proud To Serve - The Army Reserve in Operation Iraqi Freedom" that showcases the work of Army Reserve Soldiers in Iraq. We urge you to show it whenever and wherever appropriate to both internal and external audiences.
4. Our Soldiers, and indeed the American public, deserve to get the whole story. Thank you for your help in this crucial effort.

Encl

  
GREGORY L. KING  
COLONEL, GS  
Director, Strategic Communications