

Subject: Outreach Engagement AAR.

- 1. Name of event:** (i.e.: 41st Engineer Company Deployment Ceremony)
- 2. Purpose of the Engagement:** (i.e.: Command Information, Community Relations, or Media Opportunity – can be a combination; example – a deployment ceremony is a CI story, but we also want the Community to be aware and present and the media to cover the event.)
- 3. Direct Communication:** (Approximate number of Soldiers, Family members and civilians in attendance.)
- 4. Media and/or Community:** (i.e.: WIBW-13 (CBS Topeka, Manhattan Mercury newspaper and DUTY FIRST! Magazine. Council Grove, KS, etc)
- 5. Potential initial media impact:** (i.e.: the circulation for the JC Daily Union is nnn; the circulation for the Manhattan Mercury is nnn. Total initial media impact if both newspapers covered an event would be nnn)
- 6. Name of officer/NCO conducting engagement:** (i.e.: LTC xx, CPT xx)
- 7. Date/time/location:** (i.e.: 16 09:00, JUN 2009, Custer Hill Parade Field-Fort Riley
- 8. Primary and secondary targets:** (i.e.: 1. Soldiers; 2. Families; 3. Community).
- 9. Supported Theme(s):** (i.e.: Which enduring themes did this event support – no more than three themes for any engagement; i.e.: "1ID & FRKS are committed to maintaining strong and lasting community partnerships.")
- 10. Key messages and projected outcome:** (provide a paragraph of analysis on whether the engagement was positive, negative or neutral. When will the story air or appear or be broadcast? What were the key messages delivered? – no more than three messages in a single engagement on each theme supported; i.e.: "The 1ID & FRKS mission is to generate combat power capable of defeating our nation's enemies. We stand ready to support whatever mission we receive, wherever it may be, and we will be resourced properly by the Army to support those missions.")
- 11. Name of the person reporting:** (i.e.: 1Lt xx, 1EN BN UPAR)