

How to get the most from your USAG Stuttgart PAO Media Center

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The mission of the U.S. Army Garrison Stuttgart Public Affairs Office is to provide those assigned to the Stuttgart military community with timely and factual information about USAG Stuttgart, its missions, programs and benefits.

The Media Center contributes to this mission by promoting events, services, facilities and programs, and by providing journalistic, photographic and video coverage of events, services and programs.

Publicity

All requests and updates must be in writing, and can be submitted to the USAG Stuttgart Media Center via e-mail to stuttgartmedia@eur.army.mil.

Provide us the “four W’s” -- Who, What, Where, When and a point of contact for further information. Clear and concise details will help us develop scripts for AFN radio and TV, and other mediums.

It’s your event. Help us promote it.

Coverage

In addition to who, what, where and when, tell us why the event, program or service is unique and warrants media coverage. Telling us why the event is newsworthy will provide us with an angle or “hook” to maximize publicity, while keeping your intended message in focus.

Describing your target audience will also assist us in ensuring that your intended audience receives timely and accurate information.

The media center staff will determine the media available to cover an event, activity or service based on several factors: when the request is received, applicability to the community, and our available resources.

Not all requests will warrant use of all of our available publicity mediums.

Maximize your publicity by submitting complete information early

If your goal is to reach the maximum possible audience, we need the maximum amount of time to make this happen.

The Citizen

The Citizen is the USAG Stuttgart’s command information newspaper. The 16-page publication is published every two weeks. [Publication dates and deadlines](#) for submissions are here.

(continued)

The Command Information Channel (CIC)

The Command Information Channel is a PowerPoint slideshow that is available in many on-post facilities and housing units that are wired to the on-post TKS cable service. This slideshow is updated twice a week.

Following the below tips will help get your slide on TV faster.

How to build a slide for the Command Information Channel:

1. Start with a blank slide.
2. Under page set-up, select landscape, sized for on-screen show, 10" wide by 7.5" high.
3. Do not use background colors.
4. Insert a text box for your "who, what, when, where" and contact information.
5. Use Arial or Times New Roman, not less than 24-28 point.
6. Avoid using fonts in red or orange.
7. Time and date: Use regular, American, civilian English.
 - a. 0800-0900, 12JUNE2009 should be written: "8 to 9 a.m., Tuesday, June 12."
 - b. There is no need to put the year, unless it differs from current year.
8. Adding your logo is great, but, no more than one to two graphics per slide. Try to avoid using clip art.
9. If using a photo:
 - Use: "insert" → "picture" → "from file" for your background pictures.
 - DO NOT use: "format" → "background" and select a photo.
 - Compress the photo to 150 dpi (found under options)
10. When finished, open the slide to full screen and stand back several feet from your computer monitor. You should be able to read the slide's entire contents in 10 seconds. If you can read everything on the slide, you should be good to go, if you cannot, it's safe to assume no one else can.

Electronic Marquees

The electronic marquees are not designed to display a lot of information.

For example: what, when, where. They are good memory joggers to support information that may already be in the Citizen or on the CIC.

The marquees are limited to three lines, with 12 characters, including spaces and punctuation, per line.

The [electronic marquee request form](#) is here.