



USAREUR Strategic Communication Messages

Short Term Messages (Summer 04)

- U'R units remain determined and steadfast in their resolve to establish a safe and secure environment in Iraq and Afghanistan in which democracy can take root.
- U'R supports NATO enlargement and continues efforts to establish positive relations with the land armies of the new member states.
- The Army continues to transform to increase personnel stability and the number of deployable units.
- As we welcome and R4 OIF1 Soldiers, we must continue to support OIF2 deployed Soldiers and their families.
- U'R Soldiers and leaders will not tolerate sexual misconduct. Leaders and Soldiers must understand the policy and remain accountable.
- As part of IMA, IMA-E provides equitable, effective and efficient management of installations to support mission readiness and execution, enable the well-being of Soldiers, civilians, and family members, improve infrastructure and preserve the environment.
- IMA-E is moving toward the Army's Standard Garrison Organization, as part of IMA's efforts to provide common levels of support for Soldiers, civilians, and families worldwide.
- Europe continues to be a top Army assignment with real missions; quality services and support for Soldiers, civilians, and families; and unrivaled travel and cultural opportunities.
- Make a collective effort to strengthen how we serve our country with honor and live the Army values, the Soldier's creed and our Warrior Ethos.
- Remain steadfast and vigilant in reconstitution and retraining of OIF1 units.



DA Strategic Communication Messages

Enduring Messages

Army at War-Landpower for the Joint Force

Moving from the Current Force to the Future Force... NOW

- ✓ to reflect wartime realities
- ✓ to incorporate "next generation" capabilities
- ✓ to keep Soldiers first
- ✓ to sustain a Campaign Quality Army
- ✓ maximize Joint and Expeditionary Capabilities

Short Term Messages (Spring/Summer 04)

- The Army is proud of our Soldiers, our families, and their commitment to our Nation.
- Generating more combat power, and thereby increasing rotational forces, is a top priority.
- The Army Campaign Plan will result in increased stability and predictability for our Soldiers, families, and civilians.
- America appreciates Soldier sacrifices and their contributions to our security.
- All Soldiers are prepared, trained and fully equipped for the fight
- The Coalition has overthrown two terrorist regimes, rescued two nations and liberated 50 million people. Americans understand that the rise of democracy in the heart of the Middle East will be a crucial setback for international terror.
- The Army must be resourced to both fight the war AND transform.
- The Army is fighting a war while simultaneously rotating, resetting, rethinking, rebalancing, and restructuring.
- Combat power is rooted in capability, not quantity.

