

## USAR Marksmanship Program Event Report/AAR

Useful information needed for every story or release to be complete.

Submit to Marksmanship Program Public Affairs. Contact info: <https://armyreservemarksman.info/public-affairs>

- Copy this template into a shared document (Google Docs or similar). See article below.
- Make document shareable and distribute link to everyone involved.
- Have all team/cadre add relevant information during the event.
- Submit link to completed document to Public Affairs.

List of Major Commands in the U.S. Army Reserve: <https://www.usar.army.mil/Commands/>

**Who** was there? Identify key personnel by Rank, First Name, Last Name, Assigned Unit, and the **Major Command** they serve under. Identify units/commands involved at the event.

- Have team/cadre enter their own information in the shared document when the event starts.
- Add relevant trainee/participant/unit information during the event.

**When** did the event happen? Event dates

- Can be entered on the event start day.

**Where** did the event happen? Name of the military facility, range, and **nearest city/state**.

- Can be entered on the event start day.

**Why** were you there? Name the event, match, training/Mobile Training Team purpose, etc.

- Can be entered on the event start day.

**What** happened? List event accomplishments such as team and individual wins or noteworthy finishes, awards earned, units and number of personnel trained, etc.

- Add as it happens or during evening AAR/briefing.

**Quotes.** Include one or two quotes about the event. Include the person's Rank, First Name, Last Name, Assigned Unit, and Major Command. Ideally, quote the NCOIC/OIC, Team member, Match director (if the event was a match), leadership of unit(s) trained, trainees, etc.

- Add as it happens or during evening AAR/briefing.

**Pictures.** Include one or two high resolution digital pictures from the event. Use a decent camera or cell phone set on the highest image resolution setting.

Picture ideas:

- Photo of team members in attendance.
- Photo of team/individual awards or trophies.
- Action shot of Marksmanship Program personnel shooting or instructing.
- Action shot of personnel trained (MTT)

**Captions** for each photo. Identify each person in the photo (First Name, Last Name, Assigned Unit, Major Command) and what they're doing in the picture.

**Contact Information.** Name and email address of:

- Unit leadership (commander, OIC, NCOIC, etc.)
- Higher (Battalion/Brigade) commanders
- **Local Media:** civilian and military news local to the range/training site and local to the unit HQ



# ARMY RESERVE MARKSMAN



## Improved AAR

*Sgt. 1st Class John M. Buol Jr.*

**Intent:** Earn increased positive publicity for our Marksmanship Program throughout the entire Army Reserve and the public at large.

**BLUF:** Create shared Google Doc with team members; gather 5W (Who, What When, Where, Why) info, 1-2 quotes, 1-2 pictures with captions; submit to Public Affairs by the event's end.

Army Reserve leadership has granted our Marksmanship Program UNLIMITED access to its official news channels. Every news item we publish via formal Public Affairs (not social media like Facebook) will go out to every main USAR official website and the Double Eagle app. Furthermore, every relevant Major Command also has its own official website and news list. Every official Public Affairs item we publish that mentions a given Major Command will also appear in that Major Command's news feed and website.

We can literally force USARC and every mentioned Major Command news outlet to cover every Public Affairs item the Marksmanship Program produces. But only if that information is submitted to our Public Affairs so it can make it to those official channels.

The only obstacle to increasing the Marksmanship Program's exposure to all Soldiers throughout the entire Army Reserve via official channels is you and the members of the Marksmanship Program. USARC has granted us the freedom to publish at will, if we'll take it.

This can be readily done. No, it does not require specially-designated personnel to accomplish. Any literate Soldier on the ground with an ounce of motivation and a sense of pride and ownership can get it done. Here's how to make it easy.

### Leverage Technology

The primary components of any information release is the 5Ws: Who, What, When, Where, Why. Add in a few pictures with captions and a relevant quote or two from the participants and you're done.

Before the event or training begins, create a Google Document at <https://docs.google.com> and install the Google Docs (Google LLC) productivity app on your phone or smart

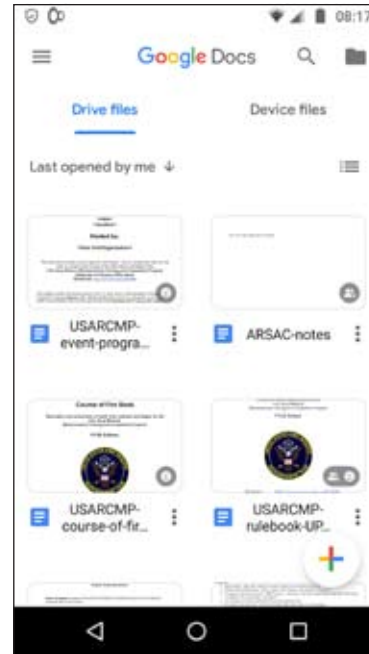
device linked to your free Google account. If you have a Gmail address, you already have an account. You also probably already have this app, especially if you're using an Android device.

Start a new, blank document by clicking the multi-colored plus sign. Name it something appropriate by tapping/clicking "Untitled document" and renaming it. Exit out by clicking the check mark (top left) or by backing out with your browser's left arrow.

If using the app on your phone, click the stack of three dots at the low right corner of your document. Confirm that "Link sharing on" is green. If not, tap "Link sharing off" to turn it on. Then tap Share. Tap the green link icon below "Who has access", then tap the dropdown. Back out to the main Google Doc screen and again tap the stack of three dots. Select "Copy link" and share that link via text or email to everyone on your team at the event.

If using a browser, after creating a Document, click File -> Share -> Get shareable link. Then click the dropdown "Anyone with the link can view" and select the "Can edit" button under the "Anyone with the link can..." list. Make sure it reads "can edit". Then click "Copy link" and share that link via text or email to everyone on your team.

Use <https://www.pushbullet.com> or <https://messages.android.com> or <https://www.imobie.com/anytrans> or simi-



### Call For Articles

All articles, and ideas helpful to improving small arms training, qualification, and competition for Army Reserve Soldiers are welcome. Submit anything you'd like included in Army Reserve Marksman Contact: <http://ArmyReserveMarksman.info/public-affairs>

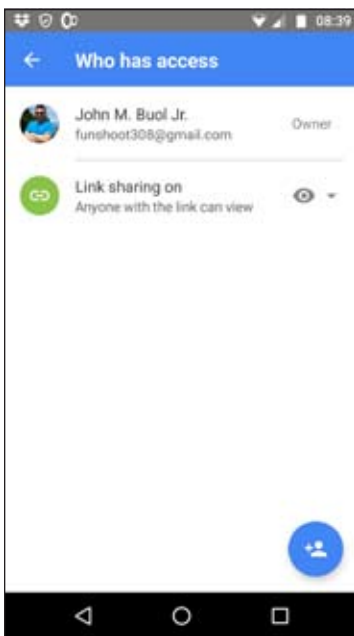
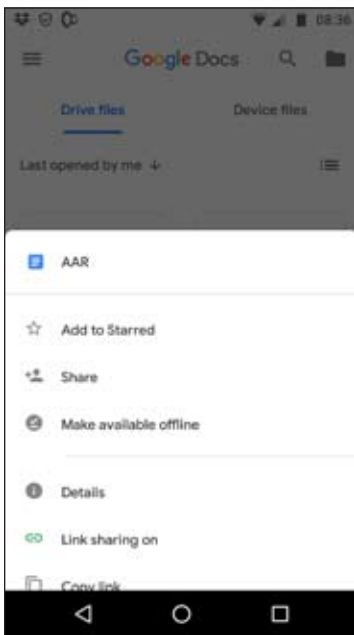
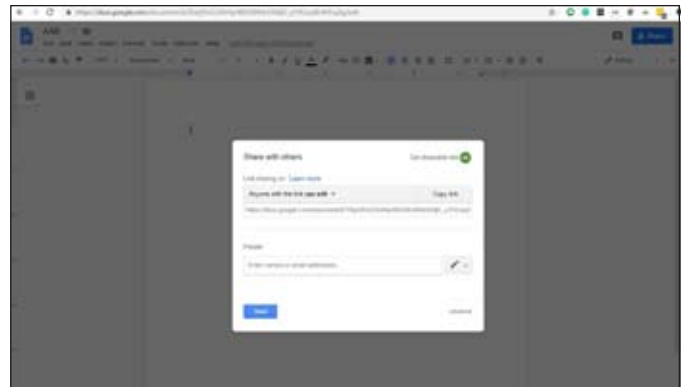
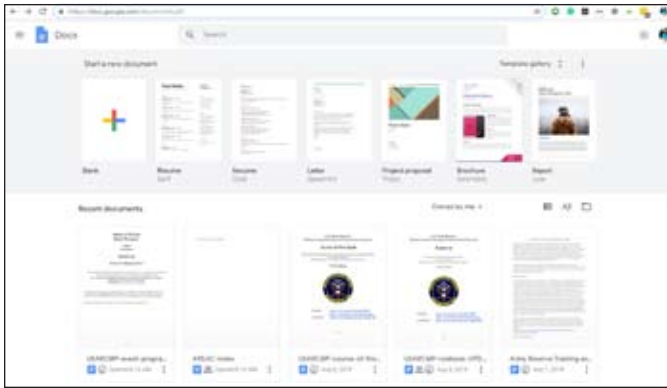
### Army Reserve Postal Matches

All units are eligible to be a part of the World-wide Chief, Army Reserve Postal Matches and all Soldiers and encouraged to participate. Host during the conduct of routine qualification at no expense to the unit or to Soldiers.

Learn more at

<https://www.usar.army.mil/ARM>

<http://ArmyReserveMarksman.info/postal-match>



lar to create, read, copy, write, and send text messages (single SMS and group MMS) and info from your computer/laptop and your phone.

Have everyone tap the “Make available offline” option under the stack of three dots in the GoogleDocs app. This allows using, writing, and modifying the document on your phone/smart device even without WiFi or cell signal. The document will update when signal is again present.

This takes much longer to explain than do. After you’ve done it once, it is literally a ten-second task.

After creating the document and sharing the link with the team, add the event/training name, location, and dates to the document. Have each person on the team add their personal info (rank, first name, last name, unit, Major Command) as well.

All this should be done before the event begins, no later than the end of the travel day or day one of the event. Consider this is a complete Who, Where, and When list, which is

Write any additions to the document only under your name. That organizes who added what and ensures nobody is overwriting anyone else.

Don’t like typing? Most phones/smart devices have speech-to-text features. Gboard is available on most Android devices already, for example. Tap the microphone symbol on the upper right corner of the displayed keyboard while in Docs or other text/typing app and it will write what you speak into the microphone.

During the event, each person on the team can add info right below their name in the document at any time. With the “Make available offline” option this can be done anywhere. Are you or your team members posting to personal social media like Facebook? Copy/Paste that into the shared Doc as well. Have a good coaching experience with a student or a memorable result during a match? Jot that down in the Document. Did you take a nice picture? Write a quick caption listing the names of everyone in it.

There is no requirement to type complete sentences. Bullet points of relevant facts is enough. Public Affairs can that into a readable story but only if the facts are at hand from the people that were there at the event.

Before the last day when everyone is traveling out, quick check that What and Why has been added. Is there a bullet-point list of the event’s accomplishments? One or two quotes about the event? Captions for any pictures taken? Add these in before anyone has left. **DO NOT WAIT** and expect personnel will do the right thing after they’ve returned home and are now off orders. Soldiers are notoriously terrible at returning emails, phone calls, or producing details of what happened afterwards. Gather that info as the event occurs and **BEFORE** everyone leaves, then send the link of your Doc along with pictures to Public Affairs.

Gathering information for and completing an After Action Review is a basic leadership task every Soldier is expected to do. We can also use this to enhance our Public Affairs efforts and get timely information about our program out to the rest of the Army and the public at large. There is no excuse for failing to put together basic AAR info for every event that every Team member attends.

Let’s get it done! **ARM**

three-fifths of the info requirement done.