

COVER LETTER

Marissa Carr

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518-982-4252

Erik N Anderson

Army Strategic Education Program

U.S. Army War College

632 Wright Ave

Carlisle Barracks, PA 17013

Dear Mr. Anderson,

My name is Marissa Carr and I am excited to get the opportunity to create a proposal for the Total Army project. I am currently enrolled at Messiah University. My major is undecided but I am planning on declaring either public relations or communication with a minor in hospitality and tourism management. What makes me qualified for this position is my knowledge of creating media campaigns from what I have learned in my Writing for Mass Media class with Dr. Arke.

To gather information, I spoke with two different members of The Army to get their perspective on working for The Army. After these interviews I came up with two central themes for the project. Those themes are creating the second generation of Army members, and The Army being a family. These topics both men spoke of fondly, and I feel that these subjects will tug at the heartstrings of potential future Army members.

My campaign will include many different types of marketing to get your message out to a wide audience. I will include a news release, radio PSA, TV PSA, three social media posts, and a blog post. These forms of communication will assure your message gets out to the right audience, and will hopefully bring in a multitude of new army members.

The reason why I am the best candidate for this job is because I plan to connect all my different types of advertisements under a central theme, making them more effective. I also plan to use my knowledge of being a member of “generation Z” to market to the second generation, so The Army can continue to grow and influence our country for years to come.

I am excited for you to see this proposal, and I hope that you select it to represent the Total Army project.

Sincerely,

Marissa Carr

U.S. Army

FACT SHEET

Why the U.S. Army?

The army offers a wide variety of jobs in multiple different fields. These fields include engineering, science, medicine, intelligence, logistics, ground forces, and aviation and aerial defense jobs.

Engineering Jobs Include technical engineer, multiple launch rocket system repairer

Science and Medicine Jobs Include pharmacy specialist, rheumatologist, behavioral health nurse

Intelligence Jobs Include radio equipment repairer, special forces intelligence sergeant, nodal network systems operator-maintainer

Logistics Jobs Include military police officer, band officer, firefighter

Ground Forces Jobs Include civil affairs officer, field artillery officer, armor officer

Aviation and Aerial Defense Jobs Include air defense artillery officer, AH-64 helicopter repairer, air and missile defense crewmembers

Employment Benefits Include housing, an increasing salary throughout your career which includes bonuses, being able to advance your education with the help of the GI bill, the best healthcare in the country, and thirty days of vacation each year including national holidays and sick days if needed.

What Life Changing Things Do You Learn in the Army?

Based on speaking to current army members, as an army member you **gain a sense of family, discover the greatness of America, and you become a change agent in our country**

For More Information on Army Jobs, Employment Benefits and Becoming a Part of the Army Family, Visit <https://www.goarmy.com/>

NEWS RELEASE

Come Join our Family- Apply for the U.S. Army Today!

Carlisle Barracks, PA (April 19,2023)- The Army is beginning their Total Army project, a project where the objective is to tell the Army's story from the unique perspectives of current members of the organization. It is hoped that by hearing these stories, people around America will be inspired to enlist in The Army, changing their life forever.

For some, The Army may have never been considered a career path because of not knowing about all the unique job options that The Army has to offer. To be a part of The Army family doesn't necessarily mean having to be on the frontlines to defend our country, there is also a bunch of work that goes on behind the scenes to defend our country. Examples of types of jobs The Army offers includes engineering jobs, science and medicine jobs, intelligence jobs, logistics jobs, ground forces jobs, and aviation and aerial defense jobs. To get more details about specific jobs in these categories, [click here](#). If you want to take an army career match quiz to see what army career would fit you best, [click here](#).

As an employee of The Army, there are also a number of employment benefits you would receive. These benefits include on site housing if needed, an increasing salary throughout your career, salary bonuses, being able to advance your education with help from the GI bill, stellar healthcare, thirty vacation days each year, not working national holidays, and receiving sick days as needed.

As a part of the Total Army campaign, I got the amazing opportunity to speak to two current employees to hear what their life is like, hear their stories, and ask the question "why work for The Army." One thing that both men said about Army life that stood out to me is the sense of family that is gained as an

Army employee. Being in training together and defending our country together is a bonding experience for employees, and one can only know the true feeling of being a member of The Army family if they join The Army.

So what are you waiting for? If you want to become a change agent in our country by joining The Army family, [click here](#) for more information.

Campaign Creator's Contact Information- marissa.carr22@gmail.com (518)982-4252

RADIO ADVERTISEMENT

U.S ARMY

“THE FAMILY THAT WILL CHANGE YOUR LIFE FOREVER”

:30 / 04-21-23

SFX (national anthem, played throughout entire ad)

DO YOU WANT TO WORK IN AN ENVIRONMENT WHERE YOU CAN MEET AMAZING PEOPLE AND SERVE YOUR COUNTRY FAITHFULLY? CONSIDER APPLYING FOR THE U.S ARMY! AS A MEMBER OF THE ARMY, YOU WILL BUILD RELATIONSHIPS THAT LAST A LIFETIME AND YOU WILL BE A CHANGE AGENT FOR OUR COUNTRY. THE ARMY OFFERS A WIDE VARIETY OF JOBS THAT CATER TO A MULTITUDE OF SKILL SETS, SO IT WILL BE EASY TO FIND A JOB THAT CATERS TO YOUR INTERESTS. FOR MORE INFORMATION, VISIT WWW.GOARMY.COM TO LEARN MORE ABOUT WHAT IT WOULD BE LIKE TO JOIN THE ARMY FAMILY. THE U.S. ARMY; THE FAMILY THAT WILL CHANGE YOUR LIFE FOREVER.

TV COMMERCIAL

| | | | |
|------------------------|--|--------------------|----------------|
| CLIENT: | The U.S Army | DATE: | April 21, 2023 |
| TITLE: | The U.S. Army Total Army project recruiting commercial | WRITTEN BY: | Marissa Carr |
| SCRIPT VERSION: | final draft | TRT: | 60 sec |

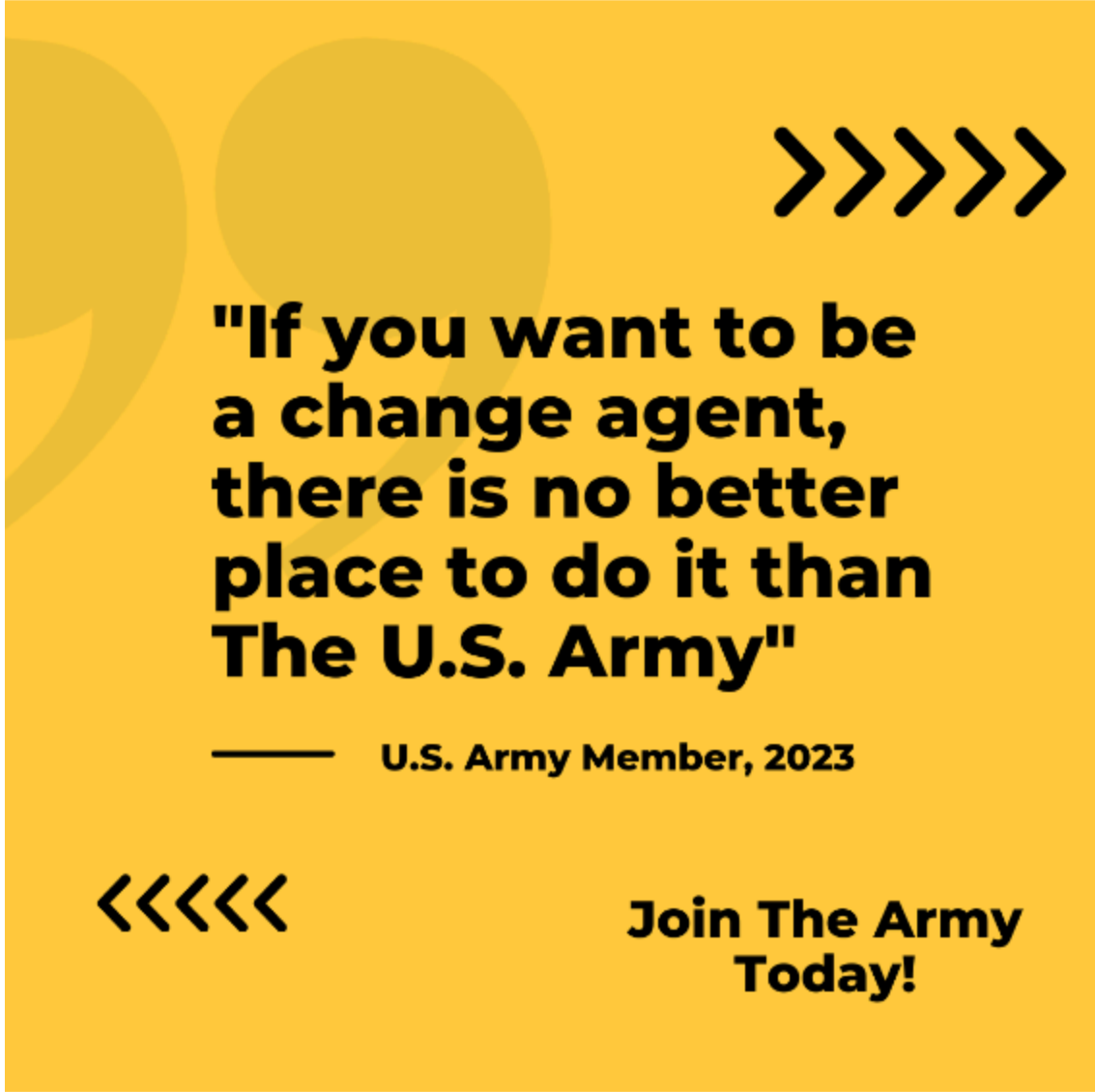
| <u>VIDEO</u> | <u>AUDIO</u> |
|------------------------|------------------------------|
| Describe visuals here. | Describe audio and SFX here. |

| | |
|--|--|
| <p>LS Army employees high fiving, chatting, being friendly</p> | <p>(SFX- people laughing and chatting) (:03)</p> |
| <p>LS Army employees high fiving, chatting, being friendly</p> | <p>Voiceover, DO YOU WANT TO WORK IN AN ENVIRONMENT WITH A BIG HAPPY WORK FAMILY? THEN YOU SHOULD CONSIDER APPLYING FOR THE U.S. ARMY (:07)</p> |
| <p>LS pictures of Army employees standing together and smiling</p> | <p>Voice over, AS A MEMBER OF THE ARMY, YOU WILL GET TO JOIN ONE OF THE GREATEST WORK FAMILIES IN THE COUNTRY, THE ARMY FAMILY! AS A MEMBER OF THIS FAMILY, YOU WILL CREATE BONDS THAT WILL LAST A LIFETIME! (:09)</p> |
| <p>LS Army employees working</p> | <p>Voice over, THE ARMY OFFERS A WIDE VARIETY OF JOBS THAT CAN FIT ANY SKILL SET. FROM SCIENCE TO LOGISTICS TO GROUND FORCES, YOU ARE GUARANTEED TO FIND A JOB THAT WILL HIGHLIGHT YOUR UNIQUE TALENTS AND GIVE YOUR LIFE FULFILLMENT. (:11)</p> |
| <p>CG top of the screen says, “Change Your Life Today” and as the bullets are narrated, they pop onto the screen</p> | <p>Voice over, BY JOINING THE ARMY, YOUR LIFE WILL BE CHANGED. IN THE ARMY, YOU GAIN A SENSE OF FAMILY, DISCOVER THE GREATNESS OF AMERICA, AND YOU CAN BECOME A CHANGE AGENT IN OUR COUNTRY. (:10)</p> |

| | |
|--|--|
| <p>Picture of the website</p> | <p>Voice over, VISIT OUR WEBSITE W-W-W-DOT-GO-ARMY-DOT-COM TO LEARN MORE ABOUT OUR FAMILY, CAREERS OFFERED, AND TO TAKE A CAREER QUIZ. (:08)</p> |
| <p>LS American flag flying on a pole to the breeze of the wind</p> | <p>Voice over, JOIN THE ARMY TODAY TO DEFEND OUR BELOVED AMERICA AND CHANGE YOUR LIFE FOREVER. AGAIN, VISIT OUR WEBSITE W-W-W-DOT-GO-ARMY-DOT-COM FOR MORE INFORMATION. (:09)</p> |
| <p>LS Army employees high fiving, chatting, being friendly</p> | <p>Voice Over, THE U.S. ARMY- THE FAMILY THAT WILL CHANGE YOUR LIFE FOREVER. (:03)</p> |



U.S. Army  · **Following**
Carlisle, PA



846,625 likes

U.S. Army Join The Army today and change the world!
#Army #changetheworld #armyfamily #armyrecruiting
#jointhearmy ... more

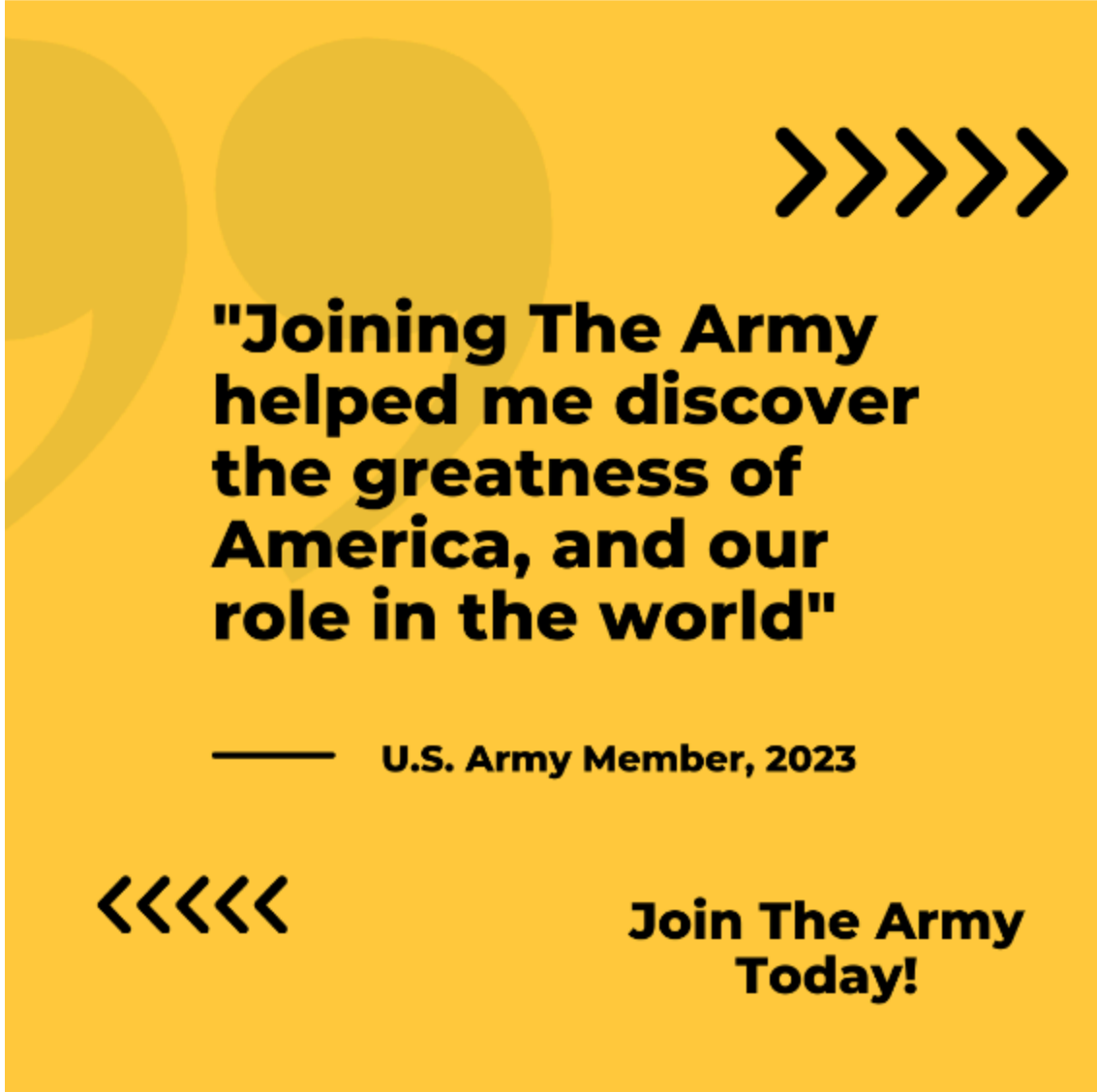
View all 73 comments



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U.S. Army  · **Following**
Carlisle, PA



395,973 likes

U.S. Army Join The Army today and discover the greatness of America! #army #America #armyteam #armyrecruit #armyfamily ... more

View all 27 comments



Add a comment...



U.S. Army  · **Following**
Carlisle, PA



146,934 likes

U.S. Army Join The Army today and see if you can also find your purpose! #army #jobs #purpose # ... more

View all 16 comments



Add a comment...

BLOG POST

The U.S. Army; The Family That Will Change Your Life Forever

By Marissa Carr

Do you want to work in an environment where you can meet amazing people and serve your country faithfully? Then you should consider joining The U.S. Army! When you join The Army, you will have experiences and meet people that will change your life.

Being employed by The Army is a life changing experience. Being a member of The Army will give you an opportunity to become a change agent in our country, and it will show you the true greatness of America. These are opportunities and values you will not receive in any other job, which is what makes The Army such a special place to work at.

The Army has a list of core values to maintain their legacy and show our country what being a soldier is all about. There are seven values; loyalty, duty, respect, selfless service, honor, integrity, and personal courage. These values not only set a good example for our country, but they also teach valuable life lessons to Army employees as they live their lives using these core values as a trusting guide. To learn more about these values and the purpose of The Army, [click here](#).

The Army offers a wide variety of jobs that cater to multiple different interests and talents. Jobs offered include areas in science, medicine, engineering, mechanics, ground forces, logistics, and many more. [Click here](#) for a full list of jobs that The Army is currently hiring for.

As an employee of The Army, you would also receive many benefits that would make your life less stressful. You would start your career with a base salary, which can be increased to up to 50k in benefits throughout your years of service. More economic benefits gained from being an Army employee include high quality health care at little to no cost, better rates on home loans, and a wide variety of retirement and pension plan options. There are also personal benefits gained from being an Army employee, which include 30 days a year paid time off for full time employees, paid maternity/paternity leave, and access to special travel discounts and everyday savings. There are also educational benefits gained from being an Army employee, which include your college tuition being mostly or all covered thanks to the GI bill, and tuition assistance and loan repayment opportunities. These are only some of the employment benefits of The Army. To get a full list of employment benefits, [click here](#).

When you are done serving The Army, these benefits don't just disappear. In fact, you also gain a whole new list of veteran benefits. You will continue to have The Army's healthcare throughout your life, and you can take advantage of the GI bill up to fifteen years after you leave The Army if you wish to go back to school. Transition from Army life to civilian life can be difficult, but The Army has many valuable resources to assist with this transition. The Army has a "transition assistance" program, which helps soldiers prepare to leave The Army and create an action plan for what's next in their lives. The Army also offers free personal and group therapy, mental health treatment programs, and addiction recovery treatments for any veteran who is struggling with these issues after their service is done. There is also an opportunity for Army employees to earn a fixed paycheck for the rest of their life after they retire. If an employee serves for twenty or more years, they would be eligible for a pension, which gives veterans an amazing opportunity to earn a fixed paycheck for life. To learn more about life after The Army and life being a veteran, [click here](#).

Does this sound like a career path that would tailor to your interests and passions? Then joining The Army would be the right decision for you. There are a few steps involved in joining The Army. First, you should speak to a recruiter. [Click here](#) to get in touch with one. Then you take the Armed Services Vocational Aptitude Battery, which is a placement test to help you find what job in The Army is right for you. Then you will complete a physical exam, and sign a contract to prepare for basic training.

Join The Army today, and become a member of the family that will change your life forever.

CONCLUSION

When planning the broadcasting campaign for The U.S. Army, I put a lot of thought behind it, and what I should say that would drive people the most to join The Army. I focused on writing about the different career options offered by The Army. I wrote about this because people may assume that working for The Army only involves being on the frontline, but there is actually a lot that happens behind the scenes for The Army to operate smoothly. The more people that know about the variety of Army jobs offered, the more likely it is that people will look into Army jobs to see if they can find something that interests them. I also talked about employment benefits. Knowing employment benefits can incentivize people to apply for a certain job, and the benefits offered by The Army are some of the best in the country.

The main theme for my broadcasting campaign is “The U.S. Army; The Family that will Change your life Forever.” I chose this as the theme because when interviewing Army members, both men raved about the support system and the family that you gain as an Army employee, and how the amazing people they worked with enhanced their experience and changed their life. Everyone wants to work in a community where they are loved, supported, and encouraged. I want to tell my audience that if they want to work in an environment that offers a lot of love, support, and encouragement, then The Army is the place for them. Something else both men brought up in their interviews is being the change you want to see in the world, and feeling a sense of purpose and accomplishment when you become an Army employee. I chose to also incorporate this in my campaign because it shows my audience the type of values and life lessons you learn from being in The Army. I wanted to show the audience why they should join The Army from multiple perspectives because I wanted to show them more than one reason to join,

and I wanted to show them all the benefits that come with serving our country. This is why my campaign will work, and I hope you have enjoyed reading through my ideas.