



Army

# Antiterrorism



## Tips for Publicizing Antiterrorism Awareness Month

- Issue a command wide warning order as soon as possible to ensure widest possible dissemination. Direct or encourage organizations, agencies, staffs, and volunteers to begin planning for AT Awareness Month.
- Announce to the Army-community (installations and facilities – both on and off “post”) the upcoming AT Awareness Month.
- Coordinate with Command Public Affairs Office (PAO) for their support and to leverage various means of advertisement to “get the word out.”
- Use the Command Information Program to advertise the upcoming AT Awareness Month as well as support execution throughout the month of August.
- Recommended ways to publicize AT Awareness Month include: local command websites, command information programs, community and unit bulletin boards, family readiness group meetings, throughout DoD schools, unit and installation/facility newspapers and newsletters, staff calls, mayoral meetings, at AAFES facilities (PX, Commissary and gas station), child development centers, gymnasiums, and social media sites (such as Facebook, Twitter, Flickr, Blogs, You Tube, Troop Tube).
- Reach out through the PAO staff to local civilian newspapers, TV and radio stations to extend advertising into the communities that surround Army installations and facilities where many of our Army families live and work.
- When advertising, and throughout AT Awareness Month, the Department of the Army encourages the use of the AT program “branding” (logo and slogan at the bottom of this page) and the AT awareness products that are on AKO Antiterrorism Enterprise Portal (<https://www.us.army.mil/suite/page/605757>).

Always Ready, Always Alert  
*Because someone is depending on you*

