



OKLAHOMA NATIONAL GUARD
JOINT FORCE HEADQUARTERS
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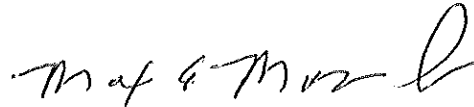
MEMORANDUM FOR National Guard Bureau, Office of the Chief of Public Affairs, 1636
Defense Pentagon, Washington, DC 20301-1636

SUBJECT: Nomination for SSG Christopher Bruce as the Keith L. Ware Journalist/Broadcaster
of the year.

1. SSG Christopher Bruce is the most technically proficient and versatile broadcast journalist in the Oklahoma Army National Guard. His work ethic and enthusiasm for covering events of the National Guard is exemplary. He consistently seeks new and innovative ways to tell the Guard's story and keep our audiences informed. He established the Oklahoma Frontline news blog and initiated the accounts for a variety of social network sites to generate followers of our state's National Guard.
2. SSG Bruce was the Defense Video and Imagery System (DVIDS) Journalist of the Month for May 2013. He received this honor for his coverage of the Oklahoma National Guard's involvement in rescue and recovery efforts following the May 20 tornado that devastated Moore, OK. SSG Bruce's video of the tornado's destruction and the Oklahoma National Guard's response was broadcast around the globe less than 12 hours after the tornado struck. He also took part in interviews with numerous national and international media outlets to include the BBC, and The Weather Channel.
3. SSG Bruce is the embodiment of the Army value "Selfless Service" and always strives to be a team player. He is quick to provide technical assistance to any and all members of the Oklahoma National Guard's Public Affairs team. During the tornado coverage, SSG Bruce voluntarily worked 14-18 hour days for nearly a week straight to ensure video products produced by fellow Army and Air National Guard Public Affairs assets were uploaded to DVIDS in a timely manner.
4. As the lead administrator for the Oklahoma National Guard's social network program, SSG Bruce routinely attends training seminars to expand his knowledge and technical skills in web design and social media site administration. Recently, SSG Bruce attended a seminar on how to effectively use mobile devices for Social Media and another on how to use new and innovative programming techniques to enhance and streamline our social media sites. He has taught classes on the use of Social Media to Guardsmen and their families and introduced a Standard Operating Procedure for uploading news products to the Oklahoma National Guard's news blog- Oklahomafrontline.com. In an effort to further his civilian education, SSG Bruce is working on a Master's Degree in Information Technology/Web Design through the University of Denver. He is halfway through the program and expects to graduate in May 2015. SSG Bruce holds a

Bachelor's Degree in Journalism with an emphasis in Public Relations from Oklahoma State University, as well as, an Associate Degree in Broadcasting from Rose State College and is a graduate of the American Broadcasting School.

5. SSG Bruce is in compliance with the Army's height and weight standards of AR 600-9. He successfully completed and passed the annual Army Physical Fitness Test as of November 2013.

A handwritten signature in black ink, appearing to read "Max E. Moss, Jr.", with a stylized flourish at the end.

MAX E. MOSS, JR.
COL, EN, OKARNG
Director, Military/Civilian Relations