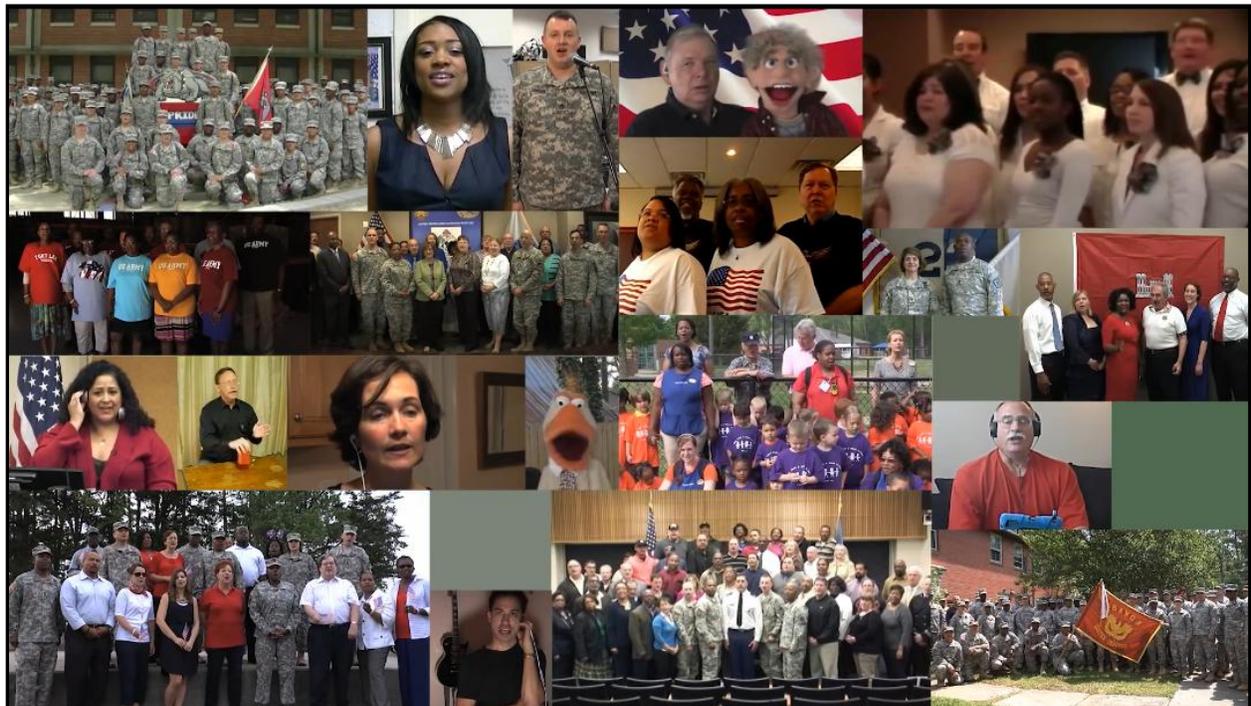




2014 Major General Keith L. Ware Award Submission
Category B – Program



The Fort Lee Virtual Choir Program



Program Category
U.S. Army Installation Management Command
Fort Lee

Program and Organization Description

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

The Fort Lee Virtual Choir Program

Few songs have greater meaning to a Soldier than “The Army Goes Rolling Along.” The words pay tribute to the proud history of America’s oldest fighting force and fuel the pride that every man or woman wearing an Army uniform feels deep down in their heart. That is why, when a Soldier hears more than 300 community members singing it, they know they are among friends.

In honor of and to demonstrate the community’s support to Army Soldiers, Veterans, Families and Civilians, Fort Lee invited the public to submit videos singing the Army Song.

More than 300 voices were united in a Virtual Choir [video](#), which was premiered at Fort Lee’s Army Birthday Celebration and launched on social media June 17, 2014.

The Virtual Choir was the highlight of Fort Lee’s Army birthday celebration and experienced success online. With more than 3,900 views, 1,100 shares, 8,200 likes and 185 comments, Fort Lee’s Virtual Choir is a tangible demonstration of America’s support of the U.S. Army.

U.S. Army Garrison Fort Lee

With the headquarters offices of the Combined Arms Support Command, Army Logistics University, and the Ordnance, Quartermaster and Transportation Schools, Fort Lee is truly the Home of Army Sustainment.

In addition to the Army’s training mission, Fort Lee is also a home to the Defense Contract Management Agency and the Defense Commissary Agency to name a few. But Fort Lee is more than a place to work and train; it is a home to U.S. troops and their families.

Fort Lee is part of a larger community alongside Virginia’s Tri-Cities – Petersburg, Colonial Heights and Hopewell – as well as the counties of Chesterfield, Dinwiddie and Prince George. In these localities, Fort Lee has a \$2.4 billion economic impact. Fort Lee provides \$600 million in annual salaries to more than 12,000 employees and generates over \$125 million in local and state taxes annually.

Fort Lee supports an average daily population of about 26,500 people. As many as 70,000 troops pass through Fort Lee's classrooms each year. Including off-post stakeholders - retirees, veterans and their families – Fort Lee supports more than 80,000 people.

Fort Lee fully recognizes its tremendous responsibility and privilege to provide the most comprehensive training and quality of life services possible for the members of the military family who pass through its gates.



Program Category
U.S. Army Installation Management Command
Fort Lee

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Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

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REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT LEE
3312 A AVENUE, SUITE 123
FORT LEE VA 23801

IMLE –PA

12 January 2015

MEMORANDUM FOR Office of the Chief of Public Affairs, Army Community Relations Division,
ATTN: SAPA-CRD, 1500 Army Pentagon, Room 1D470, Washington, DC 20310-1500

SUBJECT: Department of Army Community Relations Award, Program Category

1. I am honored to endorse the Fort Lee Virtual Choir, for the Department of the Army Community Relations Awards in the Program Category.
2. The Fort Lee Virtual Choir Program is an example of hard work culminating in an exceptional Public Affairs product for the U.S. Army.
3. The Fort Lee Virtual Choir, a video presentation of hundreds of voices united in the Army Song, was the highlight of Fort Lee's Army Birthday Celebration on June 17, 2014.
4. Its impact lives on through social media, with thousands of views, shares, and likes. Ultimately, the Fort Lee Virtual Choir video demonstrated the community's support of soldiers, their families, Fort Lee and the U.S. Army.
5. If selected, Ms. Sarah Gauvin, Community Relations Specialist, will accept the award. Ms. Gauvin's mailing address is 3312 Adams Avenue, Suite 123, Fort Lee, VA 23801. She can also be reached via email at Sarah.R.Gauvin.Civ@mail.mil, telephone at 804-734-6965 or fax at 804-734-7488.
6. For further information concerning this endorsement, please contact the undersigned at 804-734-7188.

STEPHEN J. BAKER
Director, Public Affairs



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT LEE
3312 A AVENUE, SUITE 123
FORT LEE VA 23801

IMLE -ZA

MEMORANDUM FOR Office of the Chief of Public Affairs, Army Community Relations Division,
ATTN: SAPA-CRD, 1500 Army Pentagon, Room 1D470, Washington, DC 20310-1500

SUBJECT: Department of Army Community Relations Award Program Endorsement

1. The U.S. Army Garrison, Fort Lee, Virginia, is proud to endorse the Fort Lee Public Affairs Virtual Choir Program for the Department of the Army Community Relations Awards Program in the Program Category.
2. Fort Lee's submission, Fort Lee Virtual Choir, provides tangible evidence of America's support to all Soldiers and their families, Fort Lee and the U.S. Army.
3. The program culminated in a video, uniting hundreds of voices singing the Army Song, which was premiered at the Fort Lee Army Birthday Celebration on June 17, 2014 and shared with tens of thousands of people on social media; also setting an example for innovative use of technology and multimedia to unite military and civilian communities in support of the U.S. Army.
4. If selected, Ms. Sarah Gauvin, Public Affairs Specialist, will accept the award. Ms. Gauvin's mailing address is 3312 Adams Avenue, Suite 123, Fort Lee, VA 23801. She can also be reached via email at Sarah.R.Gauvin.Civ@mail.mil, telephone at 804-734-6965 or fax at 804-734-7488.
5. For further information concerning this endorsement, please contact the undersigned at 804-734-7188.

PAUL K. BROOKS
COL, LG
Commanding



Program Category
U.S. Army Installation Management Command
Fort Lee

Summary

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

Few songs have greater meaning to a Soldier than “The Army Goes Rolling Along.” The words pay tribute to the proud history of America’s oldest fighting force and fuel the pride that every man or woman wearing an Army uniform feels deep down in their heart. That is why, when a Soldier hears more than 300 community members singing it, they know they are among friends.

In honor of and to demonstrate the community’s support to Army Soldiers, Veterans, Families and Civilians, Fort Lee invited the public to submit videos singing the Army Song.

The Fort Lee Virtual Choir program was developed with the following Mission and Purpose:

- ❖ Mission: Create a virtual choir video of community members and groups singing the Army song and unveil the compiled video at the Fort Lee Army Birthday Celebration in June and via social media.
- ❖ Purpose: Demonstrate the community’s support of Army Soldiers, Veterans, Families and Civilians.

More than 300 voices were united into a single [video](#), a virtual choir, which was premiered at Fort Lee’s Army Birthday Celebration and launched on social media June 17, 2014.

By timing the video premiere with the Army’s Birthday and presenting it at Fort Lee’s celebration and online, the visibility and reach of the Fort Lee Virtual Choir was maximized.

The Fort Lee Virtual Choir was the highlight of Fort Lee’s birthday celebration. With more than 3,900 views, 1,100 shares, 8,200 likes and 185 comments, Fort Lee’s Virtual Choir is a tangible demonstration of America’s support of the U.S. Army. It shows that “America Supports You” is not just a talking point, it’s true and that support can be seen, heard and understood in one heartfelt video.



Program Category
U.S. Army Installation Management Command
Fort Lee

Planning

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

Since the onset of the Global War on Terrorism and including recent missions in Afghanistan and Africa, the military community has been told “America Supports You.” It was the goal of the Fort Lee Public Affairs Virtual Choir Program to demonstrate that support in a tangible way for those serving at Fort Lee and beyond.

Research on virtual choirs found the most prominent virtual choir conductor is Eric Whitacre. He conducted several world-wide virtual choirs including a live virtual choir with singers from all over the world. Whitacre’s fourth virtual choir video included the voices of more than 8,400 singers.

Fort Lee did not aspire to have thousands of professional singers submit videos for the Fort Lee Virtual Choir program. In fact, in the Frequently Asked Questions of the Fort Lee Virtual Choir website, the type of singer desired was defined.

“This project is not about compiling the videos of the best singers, but rather offering an opportunity to show support to the Army Family. We encourage submissions from everyone and welcome singers of all talent levels. If you are still nervous about submitting a video, get your friends involved and submit a group video!”

A key point was learned, however, from Whitacre’s efforts – the success of the final product would depend on a carefully considered plan and specific singer instructions. The number of submissions is insignificant if none are usable. For a successful virtual choir, participant instructions were fundamental to the plan.

Quality planning of the Fort Lee Virtual Choir also meant answering a number of legal questions. Could Army personnel solicit the public to submit videos? Were there any risks to Fort Lee in requesting videos? Could the images and voices of those submitting videos be used in a publicly shared final product?

The legal guidance received narrowed the methods and expanded the requirements of the program. Rather than receiving submissions through online video streaming services, the videos had to be submitted via DVD or private drop box addresses to mitigate the risk of receiving defamatory or offensive videos connected to Fort Lee and visible to the world. All

non-military participants were required to provide signed general talent release forms. Finally, disclaimers were required in the instructions.

Once the legal review was complete, a solid plan* was developed. The plan included several phases: Preparation, Launch, Video Compilation, and Video Premiere.

Preparation:

Virtual Choir preparation was set to take place from February 1 to March 15. It included creating the karaoke track that participants used as a model, developing the Virtual Choir Program webpage with participation instructions, obtaining reviews and approvals and developing a marketing plan.

Launch:

The Fort Lee Virtual Choir program webpage went live and the marketing campaign began on March 15. Using all communication platforms, the public affairs office inundated the community, on and off the installation, with Fort Lee Virtual Choir participation information. Videos were accepted through May 15.

Video Compilation:

Another key lesson learned from researching virtual choirs is that even with the best instructions, the necessary sound and video editing would take hard work and time. In addition, a legal review of the final product was required before its premiere at Fort Lee's Army Birthday Celebration.

Video Premiere:

On June 17, Fort Lee welcomed community and civic leaders, installation leaders, military members, civilian employees and family members to the 239th Army Birthday Celebration where the Fort Lee Virtual Choir was premiered. More than 400 people attended and the video was the highlight of the program. After the ceremony, the video was published on Fort Lee's YouTube, Twitter, and Facebook pages, and the Army Facebook page.



Program Category
U.S. Army Installation Management Command
Fort Lee

Execution

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

The Fort Lee Virtual Choir Program plan included several phases of work:

- ❖ Preparation
- ❖ Program Launch
- ❖ Video Compilation
- ❖ Video Premiere

Preparation:

As the most vital phase of the program, preparation included creating the karaoke track that participants would model, developing the Virtual Choir Program webpage with participation instructions, obtaining reviews and approvals and creating a marketing plan.

Between February 1 and March 15, the following tasks were accomplished.

- ❖ Create video/audio file for Fort Lee YouTube channel of the 392nd Army Band playing and singing the Army Song and lyrics (a karaoke track).

The first step to a successful virtual choir was securing the support of the 392nd Army Band. The band is a valuable asset in a variety of community relations missions and this was no exception.

For this program, the band was asked to provide a feature singer of the Fort Lee Virtual Choir Program karaoke track. Staff Sgt. Clifford Hinson volunteered to sing the Army Song on video. The public affairs staff requested several recordings to ensure the sound and rhythm of the song could be easily replicated by novice singers. Staff Sgt. Hinson was recorded for sound to provide a baseline lyrical track and a separate instrumental track of the Army Song was provided to use later in the video editing process.

The video was edited and prepared for use on the instructional webpage.

❖ Create singer/choir participant instructions.*

As we learned from our research, without specific instructions, the number of usable submissions may be limited. Quality ruled quantity for this program.

To ensure quality submissions were offered, the public affairs team drafted specific instructions to help virtual choir participants through the process. Once the full instructions were written, however, it was realized that they may appear daunting. By breaking the instructions up into three steps and adding humor where possible, the instructions were not only reasonable, but personable too.

The steps were: LEARN IT!, SING IT!, SUBMIT IT!

In LEARN IT!, the karaoke track of the 392nd Army Band singer, a separate audio only option, and the lyrics were displayed.

In SING IT!, contributors were provided with tips on how to make the best possible recording and a list of Do's and Don'ts.

Finally, in SUBMIT IT!, singers were given several options for submitting their videos. Contributors could upload their video to a file sharing site and submit the link. The video could be mailed or the video could be delivered to the public affairs office. Each method offered instructions on the type of file that was best and, if mailing or delivering, information about our office location.

In addition to the three steps, the participant instructions also included a frequently asked questions section. In this section, a number of questions were answered about the program, making videos, uploading videos and more.

To make it more fun for participants, humor was added where possible. For example, in the section on how to make the recording, the first step was *“Go to a quiet place free of distraction and background noise (air conditioners, pets, drill sergeants, etc.) so your voice may be clearly heard.”*

❖ Obtain legal review of the program.

Once the Virtual Choir plan and instructions were created it was time for a legal review of the program.

The legal review provided new perspective on the program and a few aspects of the program were changed.

First, to protect the Army against future claims, the legal team required a general talent release (DD Form 2830) be signed or stated in the recording for each submission by non-military personnel. Second, disclaimers were requested to appear along with the instructions. One disclaimer would inform participants that *“submissions may be used in*

full, in part or not at all.” Another would inform participants that no submission could be used without the general talent release.

To accommodate these requirements, the public affairs office added another section at the top of the instructions entitled “*Legal Requirements*.” For the general talent release, the two ways to submit the release were explained and a link to the online form was provided.

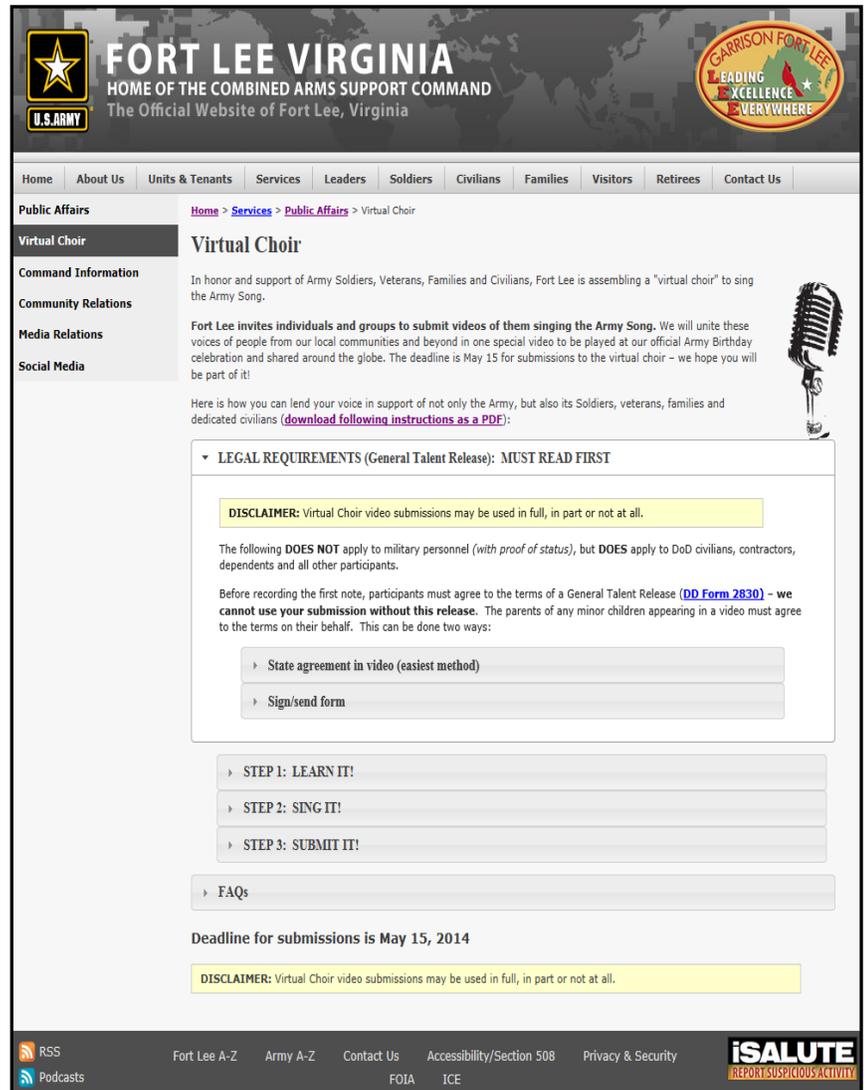
- ❖ Create virtual choir webpage (www.lee.army.mil/virtualchoir).

An important aspect to the Virtual Choir Program was its online accessibility. The webpage provided one location for stating its purpose, legal notices, instructions, and frequently asked questions.

The webpage was also important because it offered a single link for use in marketing materials. Driving traffic to the webpage ensured all participants had the same instructions and information to produce their videos.

Working with the webmaster, the public affairs team created a webpage that fit the general Fort Lee website template but also provided the information in a visually appealing way.

Taking time to make the website visual appealing was important because of the amount of text. By breaking the site up into tabs, the team created a webpage that didn't feel overwhelming while providing all the information necessary for a participant to create and submit their video.



- ❖ Develop a Communications and Marketing Plan.

A number of creative processes and communication mediums were used to get the word out about the Virtual Choir Program.

- Develop project logo for use in all campaign materials.
- Create Virtual Choir flyer.*
- Create Virtual Choir webpage. (www.lee.army.mil/virtualchoir)
- Media Release.*
- Traveller [article](#).
- Fort Lee email distribution.
- Disseminate information at Fort Lee community meetings and events.
- Publish article or Reminder in April and May Post Cards (Fort Lee newsletter for the community).*
- Distribute steady and consistent messages via Social Media (Facebook, Twitter and YouTube).

The public affairs team included every communication asset available in its plan. Between traditional and social media, and internal and external communications – the goal was that the Virtual Choir program be widely recognized.

Launch:

On March 15, the webpage, www.lee.army.mil/virtualchoir, went live and the marketing campaign began.

Using all available communication platforms the community on and off the installation was enlightened about the Fort Lee Virtual Choir Program.



**Fort Lee
Virtual Choir**

What you need to participate:

1. A video **Camera**, web cam or smart phone.
2. **Guts**
3. **Love** for the military

www.lee.army.mil/virtualchoir
804-734-7451, ArmyFortLee.PAO@mail.mil



The screenshot shows the Facebook page for U.S. Army Fort Lee. The page features a cover photo of a virtual choir performance. The main post is a text-based announcement from April 23, 2014, stating that Earth and Safety Day is open for business and inviting the community to the Lee Theater. Below the main post, there are several user comments and a video post. The page also displays statistics for the week, including 265 page likes and 15,373 post reach. The right sidebar shows a 'Recent' list of years from 2014 to 1981.

As part of the marketing plan, a logo and flyer were developed. The logo branded the campaign and was found in all marketing materials. The flyer was created for use in social media and for distribution at community meetings, in Fort Lee facilities and events.

The flyer simplified the items needed for participation to “*a video camera, web camera or smart phone; guts; and love for the military.*” It also pointed interested community members to the website and contact information to learn more.

The media release was distributed April 2. Immediately, calls came in from local television and radio stations and newspapers. The number one rated Richmond news station, NBC Channel 12, called for the community to participate in the Virtual Choir on their 6 p.m. newscast on April 4. The newscast and the ensuing [article](#) on their website directed their television audience to the Virtual Choir webpage.

WCVE, the local public radio station, conducted an interview with the program lead, and broadcast the story locally.

One newspaper here, the Progress-Index, published the release on April 8. The [article](#) not only drove their readership to the Virtual Choir webpage but it also gave the public the motivation to participate:

"In addition to being the highlight of our Army Birthday celebration, I believe this video will touch the hearts of soldiers and their families everywhere," Gauvin said. "Fort Lee is fortunate to have the support of a very military-friendly community, and this video is one way we hope to share that with the world."

Fort Lee Virtual Choir Program information was also included in the Fort Lee Newspaper, the Traveller, and in the Post Card, a digital community newsletter sent to civilian military council members and Fort Lee stakeholders.

At community meetings, Fort Lee events, in print, online, on television and radio –the Fort Lee Virtual Choir program was everywhere.

There was an immediate response following the news coverage as videos began arriving at a faster pace.

The public affairs team also offered their equipment and expertise to Garrison directorates who wanted to submit videos. Several directorates requested that support and their videos were included in the final product.

The enthusiasm demonstrated in the videos from community members and Fort Lee personnel was encouraging, to say the least. Although incorporating the instructions and tempo, each video had its own personality.

Videos were accepted from as far away as Florida. Another participant was a ventriloquist and submitted two videos with his characters. The videos rolled in until May 15, when the compilation phase began.

Video Compilation:

A key lesson learned from researching virtual choirs is that even with the best instructions, the sound and video editing required to unite hundreds of voices into a professional finished product takes hard work and time.

Each submission was reviewed for viability. Even with all of the instructional information, some videos were unusable. Whether the videos did not keep proper tempo, displayed trademarked logos, or because the submissions did not contain talent release forms, some videos were discounted.

In all, approximately 30 submissions with more than 300 singers were viable and carefully compiled into the final product.

It was important to create the video in a way that built drama. The video utilized an ACU pattern to bring all of the videos into view while keeping the Army theme in focus. The video began with the single 392nd Army Band singer and added individuals and groups as the song continued. The entrance of singer after group after singer built excitement until all voices were united in singing "The Army Goes Rolling Along."

One video contribution from the Fork Union Military Academy was not useable in the Virtual choir, however, the group had such a well prepared and beautiful melody, their video was used during the credits. Their interpretation of the Army song was a fitting musical end to the virtual choir video.

Before premiering the Fort Lee Virtual Choir at the Army Birthday celebration, a legal review of the final produced video was required.

The legal team was impressed with the lengths public affairs personnel went to ensure the video was in compliance with the legal requirements. All general talent release forms, whether spoken or written, were logged and referenced their correlating videos. The video itself contained no logos, trademarks or endorsements of any kind. With the full support of the legal team, the Fort Lee Virtual Choir awaited its premiere.

Video Premiere:

On June 17, 2014, Fort Lee welcomed community members, civic leaders, military commanders, service members, civilian employees and family members to 239th Army Birthday Celebration where the Fort Lee Virtual Choir [video](#) was premiered.

More than 400 people were in attendance and the video was the highlight of the program.

After the ceremony, the video was published on Fort Lee's YouTube, Twitter, and Facebook pages, and shared on the U.S. Army Facebook page. By timing the launch of the video with the Army's birthday, Fort Lee maximized its visibility and reach.

Presenting the Fort Lee Virtual Choir in social media was part of the communication plan from the beginning. The hope was that the pride and support for the Army exhibited in the video would be infectious. If it was, viewers would become secondary supporters of the Army simply by liking, commenting or sharing the video.

The video received more than 3,900 views; 1,100 shares; 8,200 likes and close to 200 comments. And these numbers only scratch the surface. Because the video was shared so widely amongst Army and Civilian social media pages, it would be implausible to track the full impact.



Program Category
U.S. Army Installation Management Command
Fort Lee

Effectiveness

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

Few songs have greater meaning to a Soldier than “The Army Goes Rolling Along.” The words pay tribute to the proud history of America’s oldest fighting force and fuel the pride that every man or woman wearing an Army uniform feels deep down in their heart. That is why, when a Soldier hears more than 300 community members singing it, they know they are among friends.

By using a symbol of Army pride, the Fort Lee Virtual Choir program demonstrated the community’s support to Army Soldiers, Veterans, Families and Civilians.

But the program’s effectiveness was larger than that. By timing the video premiere with the Army’s Birthday, the visibility and reach of the Fort Lee Virtual Choir was maximized.

With more than 3,900 views; 1,100 shares; 8,200 likes and close to 200 comments, this single video sent a strong message of support to the Army beyond Fort Lee’s borders. And these numbers only scratch the surface. Because the video was shared so widely amongst Army and Civilian social media sites, it would be implausible to track the full impact.

The cost to contract the production of this video and pay for the air time inherent in this effort would be in the tens of thousands. But the Fort Lee Virtual Choir program has more than monetary value. It shows that “America Supports You” is not just a talking point, it’s true and that support can be seen, heard and understood in one heartfelt video.

The only question of effectiveness is in how much more can be attained. As successful as this program was at Fort Lee, it can make an even stronger impact at the Army headquarters level. That is why Fort Lee challenges the Office of the Chief of Public Affairs to conduct a U.S. Army Virtual Choir and show Soldiers, Veterans, Family members and Civilians worldwide how much America supports them.



Program Category
U.S. Army Installation Management Command
Fort Lee

Value to the Army

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

Through television, print and radio reports, the Fort Lee Virtual Choir was exposed to close to 550,000 people in central Virginia. For a single advertisement in each of these mediums the U.S. Army would pay \$4,616 according to average media buying rates published in an [E-Marketer article](#) from 2009. This program saw three stories per medium, meaning the total cost of print and broadcast advertising would have been closer to \$13,850.

The average rates for video advertising online are hard to pinpoint. Those who've tried, estimate the cost per thousand viewers is \$35, according to the [E-Marketer article](#). Combining the known reach of the video means the Army would have paid more than \$2,800 for similar coverage.

The actual cost to the Army for the Fort Lee Virtual Choir program was nothing but time. Not a single penny was spent in the virtual choir's production.

But the Fort Lee Virtual Choir program has more than monetary value. Though the Virtual Choir leveraged Fort Lee's goodwill, the program also created it.

With more than 3,900 views; 1,100 shares; 8,200 likes and close to 200 comments, this single video sent a strong message of support for the Army beyond Fort Lee's borders. Because the video was shared so widely amongst Army and Civilian social media sites, it would be implausible to track the full amount of goodwill generated and the dollar value of this program.

The intrinsic value was seen in some of the comments to the video on the Fort Lee Facebook page. Renee Finster commented, "We got spirit yes we do!! Go Army!!" and multiple people summed up their thoughts about the video in one word - "Awesome."

The ultimate value of the Fort Lee Virtual Choir Program is its demonstration that “America Supports You” is not just a talking point. America does support the Army and that support can be seen, heard and understood in one heartfelt video.



Program Category
U.S. Army Installation Management Command
Fort Lee

Supporting Documents

Nominee: U.S. Army Garrison, Fort Lee

Army Service Component Command: U.S. Army Installation Management Command

Links

[Fort Lee Virtual Choir Video on YouTube](#)

[Fort Lee Virtual Choir Webpage](#)

[Fort Lee Facebook Page](#)

[Fort Lee Twitter Page](#)

[Fort Lee Traveller Newspaper](#)

[U.S. Army Facebook Page](#)

The Fort Lee Virtual Choir Program Plan

- I. **Mission:** Create a virtual choir video of community members and groups singing the Army song and unveil the compiled video at the Fort Lee Army Birthday Celebration in June and via social media.
- II. **Purpose:** Demonstrate the community's support of Army Soldiers, Veterans, Families and Civilians.
- III. **Execution:**
 - A. **Preparation** (February – March 2014):
 - a. Create video/audio file for Fort Lee YouTube channel of the 392nd Army Band playing and singing the Army Song and lyrics (a karaoke track).
 - b. Create an instructional webpage with link to band's YouTube karaoke track, participant instructions and lyrics. (ex: www.lee.army.mil/virtualchoir)
 - c. Create singer/choir participant instructions for use on the webpage and to email to interested parties. (Annex A).
 - B. **Launch** (15 March – 15 May 2014):
 - a. Market the Fort Lee Virtual Choir (including instructional webpage) via media, social media, Traveller, Post Card and various Fort Lee, community meetings and events.
 - b. Seek, catalog and save videos weekly during the campaign period.
 - C. **Video Compilation** (May 15 – June 10):
 - a. Review entry material and eliminate any offensive or ineffective material.
 - b. Compile and edit viable entries into a single video of the Army song.
 - D. **Premiere** video at Fort Lee Army Birthday Celebration and on social media.
- IV. **Campaign Marketing:**
 - A. Develop project logo for use in all campaign materials.
 - B. Create Virtual Choir flyer.
 - C. Create temporary Virtual Choir webpage with instructions, lyrics and link to 392nd Army Band demo on Fort Lee YouTube channel.
 - D. Notify media.
 - E. Write article for the Traveller.
 - F. Fort Lee email distribution.
 - G. Disseminate at community meetings and events.
 - H. Put article, call to action in April and May Post Cards.
 - I. Distribute message via Social Media (Facebook, Twitter and YouTube)

Fort Lee Virtual Choir Instructions

Deadline for submissions is May 15, 2014

In honor and support of Army Soldiers, Veterans, Families and Civilians, Fort Lee is assembling a "virtual choir" to sing the Army Song.

Fort Lee invites individuals and groups to submit videos of them singing the Army Song. We will unite these voices of people from our local communities and beyond in one special video to be played at our official Army Birthday celebration and shared around the globe. The deadline is May 15 for submissions to the virtual choir – we hope you will be part of it!

The following pages detail how you can lend your voice in support of not only the Army, but also its Soldiers, veterans, families and dedicated civilians.

LEGAL REQUIREMENTS (General Talent Release): MUST READ FIRST

DISCLAIMER: Participants in the Fort Lee Virtual Choir understand that their video submission may be used in full, in part or not at all.

The following DOES NOT apply to military personnel (*with proof of status*), but DOES apply to DoD civilians, contractors, dependents and all other participants.

Before recording the first note, participants must agree to the terms of a General Talent Release ([DD Form 2830](#)) – we cannot use your submission without this release. The parents of any minor children appearing in a video must agree to the terms on their behalf. This can be done two ways:

State agreement in video (easiest method)

Each participant can simply state the following on their video: *"I, (first and last name) agree to the terms of [DD Form 2830](#) for this video submission."*

In the case of a minor, the parent/guardian would state: *"I, (first and last name), agree on behalf of (child's first and last name) to the terms of [DD Form 2830](#) for this video submission."*

Sign/send form

Each participant may print [DD Form 2830](#), sign it, scan it and e-mail it to ArmyFortLee.PAO@mail.mil; or deliver/mail a printed copy to:

Public Affairs Office
ATTN: Virtual Choir
3312 Adams Avenue, Suite 123
Fort Lee, VA 23801

Please ensure the video is either included with the mailing or that the link and/or video name being sent via email is referenced in the mailing.

STEP 1: LEARN IT!

Our final video will be based on the performance of "The Army Goes Rolling Along" by Fort Lee's own 392nd Army Band, which you will need when recording. You can get it online from www.lee.army.mil/virtualchoir.

"The Army Goes Rolling Along" – OFFICIAL LYRICS:

Verse: March along, sing our song, with the Army of the free.
Count the brave, count the true, who have fought to victory.
We're the Army and proud of our name!

Chorus: First to fight for the right,
And to build the Nation's might,
And The Army Goes Rolling Along.
Proud of all we have done,
Fighting till the battle's won,
And the Army Goes Rolling Along.

Refrain: Then it's hi! hi! hey!
The Army's on its way.
Count off the cadence loud and strong;
For where'er we go,
You will always know
That The Army Goes Rolling Along.

STEP 2: SING IT!

After reading/agreeing to the legal requirements above, wear headphones as you record video of yourself singing along to the band's rendition of the Army Song. The final recording must include ONLY your voice(s), which should be in time with the original video. Here are some quick guidelines to making a great recording that we can use:

How to Make Your Recording

- Go to a quiet place free of distraction and background noise (air conditioners, pets, drill sergeants, etc.) so your voice may be clearly heard.

- Use the best-quality digital video recording device you can find; HD quality (720p) is preferred, if available. Video must be digital. See next step for file format details and how to submit them.
- If using a hand-held device to record the video, prop it up against a stable object or use a tripod to prevent shakiness.
- Remember that audio quality is important; if possible, use a device with a good microphone.
- If you want to record as a group, identify one person who will listen to the original recording on headphones and lead the singing, so all of you will be properly synchronized in the final video.

IMPORTANT: Do's and Don'ts

PLEASE DO:

- Sing your heart out!
- Include your agreement to the General Talent Release (DD Form 2830) verbally in the recording, if not submitting the actual form.
- Contact us if you have any questions about recording or submitting your video – ArmyFortLee.PAO@mail.mil or (804) 734-7451.

PLEASE DO NOT:

- Worry about the quality of your singing. This project is not about compiling videos of the best singers, but rather offering an opportunity to show support to the Army Family. We encourage submissions from everyone and welcome singers of all talent levels!
- Include names of businesses, non-profit organizations or trademarked images in your video. We cannot include these videos in our final product.
- Submit/upload videos with content that is not family-friendly in nature. We will reject submissions containing obscenity, vulgarity, nudity or depicting illegal activity.

STEP 3: SUBMIT IT!

Submit your video any of the following ways:

[Upload it](#)

Upload your video to either a video hosting website or an FTP/file-hosting site and send the link – along with participant names and location (*optional*) – to ArmyFortLee.PAO@mail.mil.

Mail it

Mail your video as a .mov, .mp4, .avi or .wmv file (preferably not in DVD format) on a CD, DVD or media card to:

Public Affairs Office
ATTN: Virtual Choir
3312 Adams Avenue, Suite 123
Fort Lee, VA 23801

Remember to enclose your DD Form(s) 2830 along with the video if the agreement to its terms is not stated in your video. *Please note that physical materials received by mail will not be returned.*

Deliver it

Deliver your video in person to the Public Affairs Office on the corner of A Ave. and 34th Street:

3312 Adams Avenue,
Building 12010, Suite
123
Fort Lee, VA 23801

The video may be on a disc or media card – preferably as a single .mov, .mp4, .avi or .wmv file; not in DVD format. The disc or media card will be returned to participants who visit the Public Affairs Office and wait while their video is downloaded.

We want to receive as many submissions as possible, so if you have another submission method in mind, please contact us at ArmyFortLee.PAO@mail.mil or (804) 734-6893/7451 and we'll do our best to accommodate you.

FAQs

- Why is Fort Lee making this video?
Fort Lee is assembling a virtual choir singing the Army Song to allow community members to demonstrate their support of the Army, Fort Lee, Soldiers, Veterans, military Families, and dedicated Civilians. In honor of the United States Army's 239th Birthday, the video will be presented at the Fort Lee celebration in June and shared around the globe.

- Who can participate in the Virtual Choir?
Everyone can participate in the Virtual Choir. Civilians on and off the installation, Soldiers, military family members – everyone is welcome to submit a video.

- Do you have any tips for making a successful video?
Yes. We don't expect Hollywood quality, but your video will be among the best submissions if you follow the tips below. Tip # 4 is the most important.
 1. Go to a quiet place free of distraction and background noise (air conditioners, pets, drill sergeants, etc.) so your voice may be heard clearly.
 2. Use the best quality digital video recording device you have; HD quality (720p) is preferred, if available. Video must be digital – we can accept videos uploaded to YouTube and other video hosting sites, along with those in .mov, .mp4, .avi and .wmv formats.
 3. If using a hand-held device to record the video, prop it against a stable object or use a tripod to prevent shakiness.
 4. Use headphones to hear the band's rendition of the Army song while recording video of your singing.
 5. Remember that audio quality is important. Use a device with a good microphone, if available.
 6. If you want to record as a group, identify one person who will listen to the original recording on headphones and lead the singing so all of you will be properly synchronized in the video.
 7. Please keep your submission family and community friendly. We will reject any submissions containing obscenity, vulgarity, nudity or depicting illegal activity.

- Will all submissions be used?
The goal is to have as many faces and voices possible participate in the virtual choir. Some videos, however, may not be used due to quality, lack of image release(s), trademark or other issues. Some of the submitted videos may only be partially used. Submitting a video is not a guarantee it will appear in the finished product.

- Is there a deadline to submit my video?
Yes. Videos must be submitted no later than May 15, 2014.

- What is a DD Form 2830 and why do I have to agree to its terms to participate?
[DD Form 2830](#) is a general talent release form. It allows Fort Lee to use your image and voice for the Virtual Choir project. Because we plan to present this video in a public forum and online, we want to make sure all participants understand their recording, their image and their voice may be used in those and other potential forums. So, before recording the first note, every participant must agree to [DD Form 2830](#). The parents of any minor children appearing in a video must agree to [DD Form 2830](#) on their behalf.

See the "Legal Requirements" section above for instructions on how to indicate your agreement.

- How can I submit my video to the Virtual Choir?
See "Step 3: Submit It" above.
- I want to submit my video via a video hosting site but I don't want it to be available to the general public. If I make my video private, will you still be able view and download it?
If you don't want your video to be available to the whole world but still want it included in the Virtual Choir, some hosting sites will allow you to change the privacy setting of the video. On YouTube, for example, you can change the privacy setting to "unlisted" and email the link to ArmyFortLee.PAO@mail.mil. Some privacy settings will prohibit the staff from viewing the video even if you send us the link; please select the privacy setting carefully.
- If I can't upload my video to a video hosting site or FTP/file sharing site. How can I submit my video? What movie formats can I use? Mail your video or deliver it in person as a .mov, .mp4, .avi or .wmv file (preferably not in DVD format) on a CD, DVD or media card to:

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Remember to enclose your [DD Form 2830](#) along with the video if the agreement to its terms is not stated in your video. *The disc or media card containing the video may be returned to participants who visit the Public Affairs Office and wait while their video is downloaded.*

We want to receive as many submissions as possible, so if you have another submission method in mind, please contact us at ArmyFortLee.PAO@mail.mil or (804) 734-6893/7451.

- I want to participate but I don't think I have a very good singing voice.
This project is not about compiling the videos of the best singers, but rather offering an opportunity to show support to the Army Family. We encourage submissions from everyone and welcome singers of all talent levels. If you are still nervous about submitting a video, get your friends involved and submit a group video!
- Can I approve the final video if my submission is used?

No. Once a video is submitted, it may be used fully, in part or not at all at the discretion of Fort Lee Public Affairs. The final compiled virtual choir is not subject to approval by the participants.

- Will I be compensated for my video?

No. Participants acknowledge their video submission is voluntary to show their support of the Army, Fort Lee, Soldiers, military family members and dedicated Army civilians and in celebration of the Army's 239th Birthday. No form of compensation will be provided.

- When and where can I see the final video of the Virtual Choir singing the Army Song?

The compiled Virtual Choir video is planned to premiere at the Fort Lee Celebration of the Army's 239th Birthday in June. Immediately following the ceremony, the video will be posted and available on Fort Lee social media, including our [Facebook page](#) and [YouTube channel](#).

- Will Fort Lee do this again with another song?

We don't know. If this is a big success, we may consider a future virtual choir project.

Fort Lee Virtual Choir

What you need to participate:



1. A video **Camera**,
web cam or smart phone.
2. **Guts**
3. **Love** for the military

www.lee.army.mil/virtualchoir

804-734-7451, ArmyFortLee.PAO@mail.mil

Media Release



MEDIA RELEASE

FORT LEE PUBLIC AFFAIRS OFFICE

Stephen J. Baker
Acting Director, Public Affairs
Direct: 804.734.6965
Mobile: 804.691.1856
Stephen.J.Baker4.civ@mail.mil

FOR IMMEDIATE RELEASE
April 2, 2014

#14-012

Fort Lee invites public to join virtual sing-a-long

FORT LEE, Va. – Few songs hold greater meaning to a Soldier than “The Army Goes Rolling Along.” Its words pay tribute to the proud history of America’s oldest fighting force and fuel the pride that every man or woman wearing an Army uniform feels deep down in their heart.

With the significance of this song in mind, Fort Lee is inviting the entire military community and the American public to join in the singing of “The Army Goes Rolling Along” as part of a virtual choir project that will be shared with Soldiers around the world. Submissions will be accepted through May 15.

“This special project will unite many voices and serve as a tribute to those who have volunteered to serve their nation by donning an Army uniform,” said Sarah Gauvin, project coordinator and the community relations officer at the Fort Lee Public Affairs Office. “We want as many people as possible to join in our cherished tradition of singing ‘The Army Goes Rolling Along.’ It will be a show of support unlike any other in recent history.”

The final video, featuring the submissions combined in one virtual choir, will premiere in June at a Fort Lee ceremony celebrating the 239th Army Birthday. It also will be shared online with audiences around the globe.

“In addition to being the highlight of our Army Birthday celebration, I believe this video will touch the hearts of Soldiers and their families everywhere,” Gauvin said. “Fort Lee is fortunate to have the support of a very military-friendly community, and this video is one way we hope to share that with the world.”

Anyone can participate in the virtual choir, as an individual or as a group – participation instructions and submission guidelines are available at www.lee.army.mil/virtualchoir. The page includes video and audio from the 392nd Army Band, a release form, lyrics and recording tips.

Contact the Fort Lee Public Affairs Office at ArmyFortLee.PAO@mail.mil or (804) 734-7451 for more information.

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www.lee.army.mil | facebook.com/ArmyFortLee | twitter.com/ArmyFortLee

USAG Fort Lee Public Affairs Office, 3312 Adams Ave., Bldg. 12010, Suite 123, Fort Lee, VA 23801 | (804) 734-7451

Post Card: April



Post Card

Fort Lee Community Newsletter



SPECIAL EDITION
April 2014

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Community Relations Officer:
Sarah Gauvin
(804) 734-6893
sarah.r.gauvin.civ@mail.mil

The Army Goes Rolling Along

Verse:

March along, sing our song, with the Army of the Free
Count the brave, count the true, who have fought to victory.
We're the Army and proud of our name
We're the Army and proudly proclaim

Chorus:

First to fight for the right,
And to build the Nation's might,
And the Army Goes Rolling Along.
Proud of all we have done,
Fighting till the battle's won,
And the Army Goes Rolling Along.

Refrain:

Then its Hi! Hi! Hey!
The Army's on its way.
Count off the cadence loud and strong;
For where'er we go,
You will always know
That the Army Goes Rolling Along

Learn more at:
www.lee.army.mil/virtualchoir

Fort Lee Social Media:






Post Card: May



Post Card

Fort Lee Community Newsletter



MAY 2014

Fort Lee Supports Area Memorial Day Events

Fort Lee is supporting a number of community Memorial Day ceremonies. Be part of the remembrance and witness Fort Lee personnel honor their fallen brothers and sisters at arms at the following area Memorial Day events: *(Events in bold are open to the public.)*

May 19: Cosby High School, Midlothian

May 21: Crossings Assisted Living, Hopewell

May 22: McGuire VA Medical Center, Richmond

May 23: Dunlop House, Colonial Heights

May 25: **VFW Post 9501, Aylett**

May 26: **Virginia War Memorial, Richmond**
Blandford Cemetery, Petersburg
American Legion Post 87, Amelia
Kings Dominion, Doswell
VFW Post 637, Hopewell
Masonic Lodge 136, Dinwiddie

One Day Remaining to Join Virtual Sing-a-long

Fort Lee is inviting the entire military community and the American public to join in the singing of "The Army Goes Rolling Along" as part of a virtual choir project that will be shared with Soldiers around the world. Submissions will be accepted through May 15.

The final video, featuring the submissions combined in one virtual choir, will premiere in June at a Fort Lee ceremony celebrating the 239th Army Birthday. It also will be shared online with audiences around the globe.

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Community Relations Officer:
Sarah Gauvin
(804) 734-6893
sarah.r.gauvin.civ@mail.mil

Fort Lee Ceremonies & Events

Virtual Choir Submission Deadline: May 15, www.lee.army.mil/virtualchoir.

266th QM Battalion Change of Command Ceremony: May 15, 8 a.m., 262nd Battalion Parade Field.

Armed Forces Day Run: May 17, 8 a.m., Williams Stadium, \$20-\$25

71st Transportation Battalion Change of Responsibility: May 22, 10:30 a.m., Heiser Hall (ALL)

Fort Lee Military Collectors Show: May 24, 9 a.m. - 2 p.m., Quartermaster Museum

Quartermaster School Change of Command: June 9, 8 a.m., 262nd Battalion Parade Field

Army Birthday Celebration: June 17, Tour: 1:30 p.m., Cake Cutting Ceremony: 2:30 p.m., Lee Theater

Traveller Articles of Interest

[New Chef Brings Fresh Ideas to Lee Club](#)

[Scouts Beautify Garden](#)

[Soldier For Life Website New Home for Retirees](#)

[Transportation Chief Promoted to Brigadier General](#)

[New TRADOC Commander Visits Fort Lee](#)

[Community's Role in Force Protection Discussed](#)

[Ordnance Schools Reflects on 5 Years at Fort Lee](#)

[Soldiers May Explore Options Before Army Restructure](#)

[Dempsey Praises Partnership with Pro Basketball](#)

[Lee Employee Quest to Upgrade Fallen Marine Medals](#)

[Mortuary Affairs Unit Says Goodbye Before Deployment](#)

[Fort Lee Kids Collect Pop-tops for Charity](#)

www.FtLeeTraveller.com

Off Duty in the Community

[Rockwood Park Offers Plenty](#)

[History, Hiking, Guided Tours all at Battleground](#)

Fort Lee Social Media:






Save the Date!

Amy Birthday Community Leader Tour & Cake Cutting Ceremony

June 17, 2014

Tour leaves the Lee Theater parking lot at 1:30 p.m., Cake Cutting begins at 2:30 p.m. inside the theater.

Fort Lee Virtual Choir Program News Links

Progress-Index

[Fort Lee invites public to join virtual sing-a-long](#)

April 8, 2014 | The Progress-Index

Fort Lee is inviting the entire military community and the American public to join in the singing of "The Army Goes Rolling Along" as part of a virtual choir project that will be shared with soldiers around the world. Submissions will be accepted through May 15.

[Fort Lee invites public to 239th Army birthday celebration](#)

June 15, 2014 | The Progress-Index

The public is invited to attend a patriotic celebration of the U.S. Army's 239th birthday Tuesday.

[Fort Lee celebrates Army's 239th birthday at Lee Playhouse on Tuesday](#)

June 18, 2014 | The Progress-Index

Fort Lee celebrated the Army's 239th birthday with events throughout the day Tuesday.

WWBT Channel 12 News

[Lend your voice to a virtual choir for Fort Lee](#) (VIDEO)

April 4, 2014 | WWBT NBC 12

Fort Lee is asking the public to help put together a tribute for the Army's birthday. You can lend your voice to a virtual chorus singing the official song of the Army, "The Army Goes Rolling Along."

[Fort Lee debuts virtual choir for Army birthday](#)

June 18, 2014 | WWBT NBC 12

Fort Lee debuted a video Tuesday of around 300 people from the base and surrounding community singing the official Army song. Officials at Fort Lee asked the public to lend their voices to the special tribute, then took all the voices singing "The Army Goes Rolling Along" and created a virtual chorus.

Fort Lee Traveller

[Fort Lee invites public to join virtual sing-a-long](#)

April 10 | Fort Lee Traveller

[Fort Lee Celebrates the Army's 239th Birthday](#)

June 12 | Fort Lee Traveller

[News Briefs for April 17, 2014](#)

[News Briefs for May 1, 2014](#)

[News Briefs for May 8, 2014](#)