



Vietnam War Commemoration Advisory Committee



PUBLIC MEETING

241 18th St. South, Suite 101

Arlington, VA 22202

Friday, February 8, 2019

MEETING MINUTES

The Vietnam War Commemoration Advisory Committee, hereafter known as the “Committee,” is a Federal advisory committee within the Department of Defense. The Committee operates pursuant to the Federal Advisory Committee Act of 1972, the Government in the Sunshine Act of 1976, and other relevant Federal regulations. This is the eleventh and final public session for the Committee.

AGENDA

10:52	Meeting called to order	<i>Chairman</i>
	DFO Statement	<i>Marcia Moore, Designated Federal Officer</i>
	Opening Remarks	<i>James T. Jackson, Major General, U.S. Army, (Retired) Director, Vietnam War 50th Commemoration</i>
	Explanation of the tasks	<i>Marcia Moore, Designated Federal Officer</i>
	Committee Discussion	<i>Committee Members</i>
	[Lunch break]	
	Recommendations	<i>Committee Members</i>
	Closing Comments	<i>Chairman</i>
	Closing Comments	<i>Marcia Moore, Designated Federal Officer</i>
1:40	Meeting Adjourned	<i>Chairman</i>

ATTENDANCE

Vietnam War Commemoration Advisory Committee Members:

1. The Honorable Tom Ridge, Chairman
2. Commander Everett Alvarez, U.S. Navy (Ret.)
3. Mr. Paul W. Bucha, Vice Chairman
4. Lieutenant General George Christmas, U.S. Marine Corps (Ret.)
5. Mr. Morton Dean
6. Ms. Jeanette B. Early
7. General Larry Ellis, U.S. Army (Ret.)
8. Ms. Ann Mills-Griffiths
9. Vice Admiral James Hull, U.S. Coast Guard (Ret.)
10. Command Sergeant Major Andrew McFowler, U.S. Army (Ret.)
11. Lieutenant General Roger Schultz, U.S. Army National Guard (Ret.)
12. Mr. Jan Scruggs (departed at approximately 1:30 p.m.)

Absent Committee Members

1. Colonel Clarence R. Anderegg
2. Mr. Robert Bleier
3. Chief Warrant Officer Three Donald Clarke

Public attendees: None

(No public comments were received for this meeting.)

Office of the Vietnam War Commemoration:

Designated Federal Officer: Marcia Moore

General James T. Jackson	LTC Nicole Hayes	Debora Cox (Note-taker)
Larry Brom	Yvonne Schilz	Will Kaiser (Note-taker)
Mark Franklin	General Peter Aylward	Jose Ramos
Deborah Grays	General Arnold Fields	

MEETING SUMMARY

The Chairman, Governor Ridge, called the meeting to order at 10:52 a.m. and advised it would be ideal for the advisory committee to reach consensus regarding its recommendations for commemorative events which should take place during the close-out phase of the Commemoration. He asked the Designated Federal Officer to send a copy of the final Fiscal Year 2019 Report, based on this meeting, to the Committee for a review and comment period. The Report is due to the immediate Office of the Secretary no later than April 30, 2019.

Marcia Moore, Designated Federal Officer, acknowledged that members of the public were not in attendance and public comments had not been received for today's meeting. Ms. Moore introduced the two note-takers by name: Debbie Cox and Will Kaiser.

Governor Ridge reemphasized the advisory committee's tasking to recommend to the Secretary of Defense the types of Commemoration events the VWC should consider through the closeout phase of the congressionally-mandated Commemoration.

He continued that it is remarkable to see all that has been accomplished by the Vietnam War Commemoration Office (VWC) to honor the service and sacrifice of Vietnam War veterans and their families. He emphasized the committee wants to finish the Commemoration as strong as the implementation of the congressionally-mandated program has been.

Advisory Committee Deliberation:

Governor Ridge stated the Committee will discuss the closing events recommendations in response to the VWC's request for advice [Appendix A, Terms of Reference]. He emphasized the decision regarding which recommendations are feasible and adopted will be determined by the Secretary of Defense.

Vice Chair Mr. Paul Bucha stated the Committee is not recommending the implementation of each and every item in the recommendations that were submitted by individual Committee members [Appendix B, FY 2019 Draft Report] and added he would like to hear what the group thinks about the recommendations.

The Committee requested the opportunity to read Major General Jackson's slides developed in response to a preview of the Committee's individual recommendations [Appendix C, Director's Guidance National & States' Events]. Copies of the slides were distributed to the Committee.

Mr. Dean remarked that it would be important to contact the White House for coordination of the President's calendar so he/she can participate in the event at The Wall on March 29, 2023.

The Committee discussed the following "National Event" recommendations:

1. The VWC could sponsor a one-hour event taking place Wednesday, March 29, 2023, National Vietnam War Veterans Day.
2. Begin at approximately 11:00 am with speeches/remarks. Remarks by the President and Secretary of Defense.
3. Conclude the event at noon, or shortly after, with simultaneously ringing of bells 50 times, for 50 seconds, at a set time in each time zone as the bells are to be rung in Washington D.C. After the bell ringing, there should be a national moment of silence/prayer as a way to reflect on the veterans' service and sacrifice.
4. Location should be at the Vietnam Veterans Memorial (The Wall), Washington, D.C.
5. Other key invitees should include members of Congress, Secretary of the VA, Joint Chiefs, etc., especially those who are Vietnam War veterans and/or are currently in one of these key positions.
6. Important Messaging:
 - a. Thank and honor the service, sacrifice and valor of each veteran who served at any time on active duty in the U.S. Armed Forces, regardless of location, during the period Nov 1, 1955 – May 15, 1975, and their families.

- b. Include in the recognition:
 - i. Service members whose names are engraved on The Wall.
 - ii. A message that a full accounting of all service members from the Vietnam War who are missing-in-action is an ongoing effort and one the Nation is committed to accomplishing.
 - iii. There are an estimated 400 former Vietnam War Prisoners of War.
 - iv. The 51 living Vietnam War Medal of Honor recipients in the Congressional Medal of Honor Society “There are 50 [sic] living recipients who performed actions in the Vietnam War. There are 213 deceased recipients who performed actions in the Vietnam War.”
 - c. Include the recognition of wives and family members such as:
 - i. Gold Star Families
 - ii. Missing-in-Action families
7. Thank and honor our Vietnam War allies in South Korea, Australia and New Zealand, Thailand, and Philippines, as well as Vietnam War veterans from those nations.
 - a. Remember those who made the ultimate sacrifice from the armed forces of the USA and allies’ South Korea, Australia and New Zealand, Thailand, and Philippines.
 - b. Consider incorporating these ideas in the remarks given by U.S. leaders during the national event.
 8. Include a Vietnam War Era veteran from each branch of the Armed Forces and the Coast Guard.
 9. Invite the ambassador from each of our Vietnam War allies – South Korea, Australia and New Zealand, Thailand, and the Philippines. Important to include “We remember their Vietnam War veterans.”
 10. Should be televised nationally. Presidential participation in the national event will guarantee major network news coverage.
 11. Include a wreath-laying ceremony at The Wall.

12. Ring bells and a moment of silence March 29, 2023. Recommend a Presidential Proclamation encouraging churches, schools, fire stations, and public institutions to ring bells 50 times in honor of the Vietnam War 50th Anniversary, along with a moment of silence/prayer, at a set time in each time zone, as a way to reflect on the veterans' service and sacrifice.
13. Promote nationally to encourage robust participation at churches, schools, fire departments, etc., through the assistance of the VWC, Commemorative Partner organizations, etc.

The Committee paused for lunch at 12:00 pm and reconvened at 12:45 pm.

The Committee discussed the following "Regional and Local Event" recommendations:

1. Commemorative Partners could conduct events over the preceding year leading up to the national event on March 29, 2023 and culminating with the national event.
 - a. The VWC should allow the States the flexibility to implement the closing event(s) in their respective state, and give the governors the flexibility, for example, to hold events over the course of six months in 2023.
2. Recommend each State hold an event on March 29, 2023 and include elements of the National Event such the ring of bells and a moment of silence.
3. The VWC could provide a framework for these events, develop materials and build a support package for state and local closing events, but without being too prescriptive.

Examples include:

- a. Provide information such as the spirit of the closing event(s).
 - b. "Join us on March 29, 2023."
4. Facilitate a unified effort across the nation, states, governors, and Commemorative Partners, that include:
 - a. Events starting at 11:00 a.m.
 - b. A bell ringing (at same time as the National Event).
 - c. A moment of silence/prayer followed by the playing of Taps.

- d. The U.S. flag flown at full height honors for all veterans alive and deceased.
5. Invite living Vietnam War Medal of Honor recipients to local, regional, and state event(s).
6. Recognize Gold Star families and families of those still unaccounted for.

The Committee also discussed the following recommendations:

1. The VWC should develop a communication plan that includes public service announcements to inform the public about national Commemoration of the Vietnam War events and related activities.
2. National Vietnam War Veterans Day should be added to calendars to remind the nation to honor Vietnam War veterans and support our Nation's efforts to achieve the fullest possible accounting for America's unreturned Vietnam veterans.
3. Suggested the themes of the National Event could be:
 - a. "A grateful Nation thanks and honors you," which was the favored theme.
 - b. Alternatively, "Join the Nation and thank Vietnam Veterans [and their families]," was also considered.
4. Remain sensitive to and include Vietnam era veterans and families with specific reference to their contributions to the Nation.
5. Ensure our "closeout" messaging reaches the Department of Veterans Affairs as they are also a Commemorative Partner. The Committee also discussed avoiding the phrase "closeout" because it could be misinterpreted that the nation will stop honoring Vietnam veterans.

The VWC should ensure the digitization of all materials developed by the History and Legacy Branch into a packet which is free and accessible to the public, teachers, and scholars. History and Legacy Branch has created lasting Vietnam War materials such as oral histories (a copy of each interview becomes a part of the Library of Congress' Veterans Oral History Project and is free and accessible on their website), educational posters, etc.

6. The VWC should ensure the wide-spread distribution of scholarly academic work done by the VWC, distributing to places such as public libraries.
7. Emphasize to each veteran and family member of veterans who served at any time on active duty in the U.S. Armed Forces regardless of location, during the period Nov 1, 1955 – May 15, 1975 of their eligibility for the Vietnam Veteran Lapel Pin and accompanying materials.
8. The Committee unanimously recommended against separate national events for subgroups of Vietnam War veterans [organizations] such as women veterans, Medal of Honor recipients, and the Prisoners of War/Missing in Action (POW/MIA) community.
 - a. If subgroups choose to hold their own events that is fine with the Committee.
 - b. The VWC might consider adding subgroup categories to a checklist for the event planning committees so they could/can include/invite members of various Vietnam War veteran subgroups (POW/MIA, Medal of Honor, etc.).
9. On March 29, 2023, the VWC should create a generic thank you message for all Commemorative Partners and ask the five key Commemorative Partners to stand and be recognized during the national event.
 - a. Draft language recognizing the contributions of Commemorative Partners and have the generic thank you language incorporated into the national event script.
 - b. The VWC should thank all Commemorative Partners on behalf of a grateful Nation for their years of service and reminding the Commemorative Partners to continue hosting ceremonies and recognizing our Vietnam War veterans as well as their families for their service and sacrifice beyond 2023, and at least through 2025. The letter should also be signed by Secretary of Defense.

Individual Committee members will provide their input on the final Fiscal Year 2019 Report to the Designated Federal Officer. The Fiscal Year 2019 Report will be submitted to the Secretary in April.

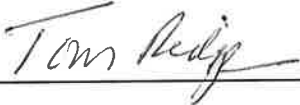
A ceremony recognizing the Committee for its service is scheduled for May 10, 2019, in the Pentagon. No Committee meetings will occur thereafter since the Committee will be officially dissolved on May 15, 2019.

After May 10th, the VWC looks forward to interfacing with former Committee members as individuals. As individuals, former Committee members may continue to collaborate with the VWC. However, the members will become ineligible to form a quorum to submit or offer recommendations after the Committee is terminated.

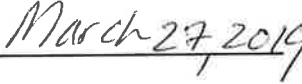
The Chairman adjourned the meeting at 1:40 p.m.

CHAIRMAN'S CERTIFICATION

As Chairman of this meeting held on February 8, 2019, I hereby certify, to the best of my knowledge, that the foregoing minutes are accurate and complete.



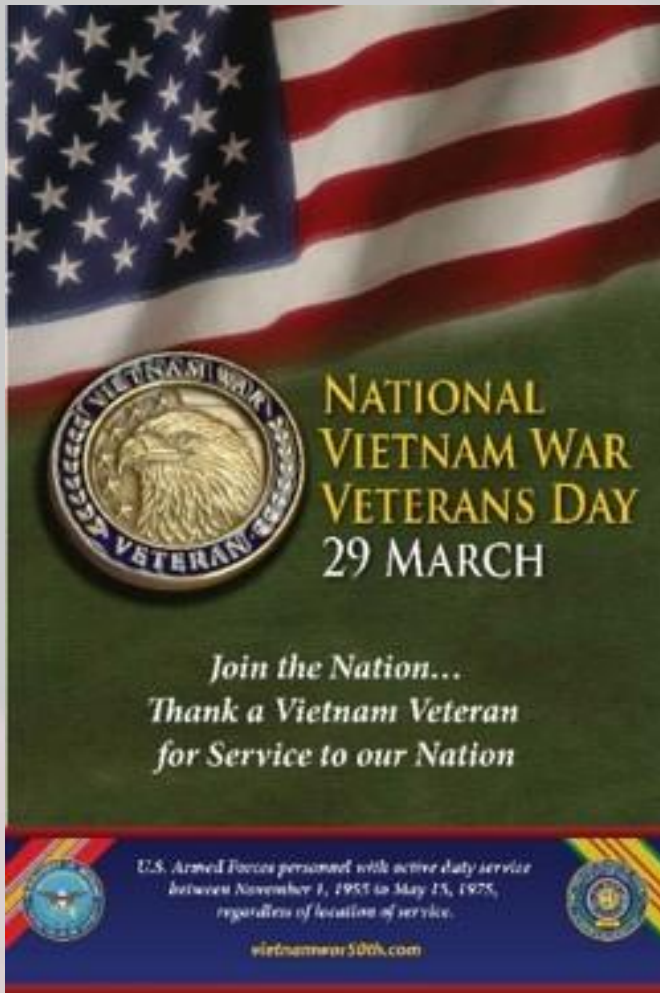
The Honorable Tom Ridge



Date



THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



Vietnam War Commemoration

***Federal Advisory Committee
Friday, February 8, 2019***



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THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



COL(R) Larry Brom
Assistant Director for Plans
and Operations

February 8, 2019



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THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



- Success Criteria
 - Quantitative
 - Qualitative
- 5 Congressional Objectives
 - (see encl 1)
- Primary Mission – thank/honor Vietnam Veterans and families where they live and work
- Mission Success - # VWC pins distributed and # Certificate of Honor provided

Personnel

Concept for Events in 2023 – 2025

- VWC selects themes; pushes to key CPs in each state/region
- States develop/conduct local plans/dates for events
 - Request VWC support & provide feedback

- Paris Peace Accords
- POWs Return

U.S. Elections

U.S. Elections

2017 2018 2019 2020 2021 2022 2023 2024 2025

Continue to Support Commemorative Partner Events Requests

Operational Plan 2017 – 2025

- DOD/DVA/Major VSOs- emphasize strong partnerships (Obj 1-3)
- Natl Voice Campaign- (Obj 1-5)
- Ensure aggressive outreach/reach-back programs w/ CPs (Obj 1-3)
- Support Vietnam War Veterans Day, Memorial Day and Veterans Day (Obj 1-4)
- Shape large city/regional events via active local CPs (Obj 1-4)
- Execute a viable communication plan that incorporates multiple forums at all levels (Obj 1-5)
- Continue history and legacy programs (Obj 1-5)

- Publish DOD Operations plan for final events in 2023/2025
- Alert states/cities of final events (Obj 1-4)

- 29 March-VN Vets Day at VN Memorial. MC, SECDEF/VA, VSOs/5 Allies/CPs (Obj 1-5)
- Reduced Commemoration team members; continuity for future events after 2023

- 26 May-Memorial Day wreath laying/speech by POTUS/SECDEF/Service Secretaries/CJCS/Service Chiefs/Veterans/Families. National Concert on Capitol Hill. Special mention of Vietnam Veterans/Families. (Obj 1-5)
- 11 Nov—POTUS @ANC; formal end of VWC. Special mention of Vietnam Veterans/Families. (Obj 1-5)
- 15 Dec-Final Report to DOD/Congress (Obj 1-5)



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**LTC Nicole Hayes
Events**

**Vietnam War
Commemoration**



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EVENTS



TOTAL EVENT SUPPORT AND VVLP DISTRIBUTION SINCE 2011:

Calendar Year	Staffed Events	Materials and/or Advertising Support	Total
2011-14	149	1,162	1,311
2015	129	2,460	2,589
2016	107	4,391	4,498
2017	123	3,165	3,288
2018	102	3,325	3,427
Total (since FY 2011)	610	14,493	15,113

Calendar Year	VVLP Distro
2011-14	480,310
2015	145,942
2016	822,800
2017	365,100
2018	429,241

- *Total Vietnam Veteran Lapel Pins "Distributed" to Date: 2,243,393 **
- *Deceased Surviving Spouse Lapel Pins Distributed to Date: 50,796 **

* Number distributed to Commemorative Partners

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EVENTS



Top 10 Active Commemorative Partners for 2018:

Rank	# Events Held	VVLP Distributed	Commemorative Partner
1	223	31,310	Department of Veterans Affairs
2	142	30,346	Army and Air Force Exchange Service
3	85	5,828	Defense Commissary Agency (DeCA)
4	52	1,701	Vet to Vet Tennessee
5	37	3,540	Prince William Resolves, NSDAR (VA)
6	36	2,932	Noble-Straubel Veterans of Foreign Wars Post 2037
7	30	3,050	Vietnam Veterans Memorial Fund
8	29	5,120	Ralph Humphreys Chapter of the Daughters of the American Revolution
9	27	3,550	Georgia Department of Veterans Service
10	24	1,654	Humana Marketpoint, Inc



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Events



29 March 2018 Overview

Military Exchanges/DeCA (233 locations)

AAFES
Navy Military Exchange
Marine Corps Military
Exchange
Coast Guard Exchange

Vietnam Veteran Lapel Pins
Distributed:
43,743

Transportation Security Administration (TSA) (13 locations)

Vietnam Veteran Lapel Pins
Distributed:
150

All other Commemorative Partner Activity (256 events)

Vietnam Veteran Lapel Pins
Distributed:
34,813

Veterans Affairs (724 locations)

Vietnam Veteran Lapel
Pins Distributed:
103,850

Quick Facts:

VVLP Distribution – March 2018:
182,406*
(largest distribution month to date)

Total Events - March 2018:
1,361

Materials distributed – March 2018:
891,134

FedEx Shipments – March 2018:
1500+

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EVENTS



Top 10 Active States for 2018 by Number of Events Held and VVLP Distribution:

Rank	# of Events	State
1	330	Virginia
2	282	California
3	240	Florida
4	212	Texas
5	173	Pennsylvania
6	156	Tennessee
7	148	North Carolina
8	129	Georgia
9	126	Wisconsin
10	120	Ohio

Rank	VVLPs Distributed	State
1	29,816	Florida
2	28,089	Virginia
3	25,553	California
4	23,886	Texas
5	19,130	Pennsylvania
6	18,268	Ohio
7	15,537	North Carolina
8	13,641	Missouri
9	12,589	Georgia
10	11,865	Michigan

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EVENTS



Individual Vietnam Veteran Lapel Pin Distribution:

2016: 197 VVLPs

2017: 240 VVLPs

2018: 670 VVLPs

Vietnam veterans from 56 States, Territories and the District of Columbia requested individual VVLPs.

63 request received from these additional locations:

AE*, AP*, Australia, Canada, France, Germany, Guam, Israel, Italy, Latvia, the Netherlands, Panama, Philippines, Spain and Thailand

DVVSS Lapel Pin Distribution:

2018: 5 DVVSS



*AE: Armed Forces Europe
*AP: Armed Forces Pacific

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EVENTS



Noteworthy Facts For 2018:

- **3,413** events ↑ from 2017 by **124** events from **3,289** events in 2017
 - **101 Full support events with Speaker**
 - **22 Full support events without a Speaker**
 - **2,557 were either materials only or website posting only**
- Vietnam Veteran Lapel Pin distribution **429,241** ↑ by **64,141** from **361,100** in 2017.
- Deceased Vietnam Veteran Surviving Spouse Lapel Pin distribution **32,820** ↑ from **16,829** in 2017.
- In 2018, **523** Vietnam Veterans passed on a daily basis. We lost approximately **190,899** Vietnam veterans, ending with approximately 6.607.465 Vietnam veterans remaining.
- In 2018, **392** Commemorative Partners joined with the Vietnam War Commemoration, to host over **448** events.

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EVENTS



Noteworthy Facts For 2019 and beyond:

- *Vietnam veteran projected loss by year, for the next 5 years:*

- 2019: **541** per day for 190,899 (Approx. #: 6,261,943)
- 2020: **559** per day for 197,587
- 2021: **579** per day for 204,431
- 2022: **598** per day for 218,102
- 2023: **615** per day for 224,616

=

1,035,635
Vietnam veterans
are projected to
pass in the next 5
years

By 2023 approximately, 5,403,479 Vietnam veterans



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EVENTS



Where we're headed (2019)

BLUF: Successful implementation of 2019 events planned, coupled with a focused regional plan (cities) in Florida, Texas, and eventually California will allow the Vietnam War Commemoration to potentially reach 1.2 million Vietnam veterans in 2019

-Ongoing

- Rolling Thunder (Memorial Day)
- Sporting Events
- Reunions
- Hospice
- Funeral Homes
- Congressional Support

29 March (Nationwide)

- Vietnam Veterans Memorial (Washington D.C.)
- Veteran Affairs
- Military Exchanges & DECA
- Commemorative Partners

**VSO Activity:
379,741*
Vietnam
veteran pins
distributed**

**Congressional
Activity:
27,427*
Vietnam
veteran pins
distributed**

**96,183*
Vietnam
veterans pins
distributed
thru Reunions**

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**Col(R) Yvonne Schilz
Commemorative
Partner Program**

**Vietnam War
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Commemorative Partner Program



As of 28 January 2019

Current Approved: 11,432
Civilian Partners: 10,287
Military Partners: 1,145
Pending Apps: 20
Pending Vetting: 4
Incomplete Apps: 6
Missing SOUs: 10

State-Level Government Partners:

56/56 States/Territories/Commonwealths
56/56 State VA Offices
54/54 TAG Offices

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Commemorative Partner Program



- Ongoing Reachback and Outreach efforts continue to maintain and replenish commemorative partner organizations and increase the Commemoration's national voice
 - ✓ Reachback efforts are ongoing for DeCA, Exchanges, VA and those organizations whose email is kicked back from monthly SITREP mail outs or other email send outs
 - ✓ Recognition of partner organizations who have completed their initial commitment to conducting six events
 - Commemoration is recognizing 145 organizations for Statement of Understanding completion in December 2018 to inspire them to continue in the program
 - Plans for tiered recognition of partner organizations that go above and beyond their six events
- Outreach efforts are now more targeted in nature
 - ✓ Veteran-focused and service-oriented organizations that include service to veterans
 - ✓ Increase national and State voice
 - Professional sports; Masons; Rotary; Lions; State Veterans Affairs Directors and County Veterans Service Officers
- Outreach efforts also targeted to developing more partners in areas where we are executing the Regional Concept Plan in Texas (and down the road in California) while encouraging collaboration with existing partner organizations
 - ✓ In particular, expanding Veteran Service Organizations partnerships like the VVA and VFW in these areas
- New key group engagement efforts: Funeral Directors; Hospice Care facilities and affiliated organizations including VA facilities; Reunions to include individual units and associations and through the annual Military Academies reunion program
 - Continuation of partnership with the Daughters of the American Revolution to encourage them to support the Certificate of Honor Program particularly in recognizing Unaccounted For and In Memory Of families



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Commemorative Partner Program



➤ Recent Events:

- ✓ 26 January — Support to DPAA for Birmingham, Alabama Family Member Update— Presentation of Lapel Pins to the Missing and Unaccounted For family members (12 family members)

➤ Upcoming Events:

- ✓ February — Support to DPAA for San Jose, California Family Member Update— Presentation of Lapel Pins to the Missing and Unaccounted For family members
- ✓ February — National Association of State Directors of Veterans Affairs
- ✓ March — Support to Commemorative Partner Events
- ✓ April — Gold Star Wives South East Regional Conference
- ✓ June — National Association of County Veteran Service Officers
- ✓ June — Gold Star Mothers national conference
- ✓ June — National League of POW/MIA Families Annual Meeting
- ✓ June — DAR Continental Congress
- ✓ July — Gold Star Wives national conference
- ✓ September — Society of Military Widows



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Certificates of Honor and Lapel Pins




DEPARTMENT OF DEFENSE
VIETNAM WAR COMMEMORATION

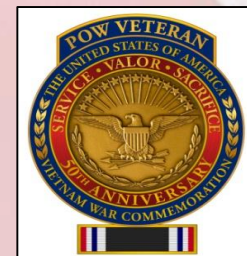


Certificate of Honor
to
RECIPIENT'S NAME

On behalf of a grateful Nation and the Department of Defense, we honor you for the significant sacrifice you and your family continue to make in the name of freedom and democracy over these many years. Thank you for your courage and for being an inspiration to the people of the United States of America. We renew our commitment to the fullest possible accounting for our patriots who have not returned. Our Nation is forever indebted to you and extends its deepest respect and admiration. Done this 27 day of JANUARY 2016 .

SIGNATURE _____ SIGNATURE _____
SECRETARY OF DEFENSE CHAIRMAN OF THE JOINT CHIEFS OF STAFF

*A Grateful Nation Thanks and Honors
Our Vietnam War Families for Their
Service & Sacrifice*



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Certificate of Honor Program



- National online launch of Certificate of Honor Program in late October 2016—Since 2012 it was limited to certain organizations (National League of POW/MIA Families, Gold Star Mothers, Gold Star Wives, NAMPOWs) and a few others
 - ✓ Since 2012, **4611** family members and former POWs have been honored with a certificate of honor (does not include Surviving Spouse certificates)
 - ✓ Since May 2017, we have been executing an 18-month strategy to honor all known and willing-to-be-contacted family members of those still listed as Missing and Unaccounted For from the Vietnam War
 - By early January 2018, the four Service Casualty Offices completed 100% outreach to eligible and willing-to-be-contacted Vietnam MIA family members regarding Commemoration and Certificate of Honor program via letter (estimated **2389 eligible based on databases at the time**)
 - ✓ Staff traveled to Jacksonville and Philadelphia last year to attend a Defense POW/MIA Accounting Agency (DPAA) Family Member Update (FMU) to present certificates of honor to immediate family members
 - Staff supported all 2017 and 2018 DPAA FMU events and most recently the January 2019 Birmingham, Alabama FMU and will attend the National League of POW/MIA Families annual meeting in June for the 9th year in a row



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Certificate of Honor Program



- Only commemorative partner organizations may order certificates of honor
- Three certificates are processed by Commemoration Staff
 - ✓ Living, former, American military POW—**444** of **662** returned alive during and after the war (**67% recognized**)
 - As of August 2018, of the 453 known living former POWs, the Commemoration has honored 404 (**89% recognized**)
 - ✓ Immediate family members (parents, spouse, siblings and children) of American military personnel listed by the DoD as missing and unaccounted for from the Vietnam War—981 of 2,389 of those eligible and willing-to-be-contacted (**41% recognized**)
 - ✓ Immediate family members (parents, spouse, siblings and children) of a veteran who is listed on the Vietnam Veterans Memorial in Washington, D.C. and whose remains have been returned (**3152 recognized**)
- As of October 2016, the Deceased Vietnam Veteran's Surviving Spouse Certificate can be downloaded online by commemorative partner organizations
 - ✓ **1167** were completed by Commemoration staff before certificate went online
 - ✓ Today, just under **50,800** surviving spouse lapel pins have been distributed
 - ✓ This certificate is the only one which will increase through 2025



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Commemorative Partner Program



Final Comments

- Production of certificates for new Commemoration Partner organizations and Certificates of Honor are on hold pending confirmation of new Secretary of Defense
- Lapel Pins are still being presented at ceremonies

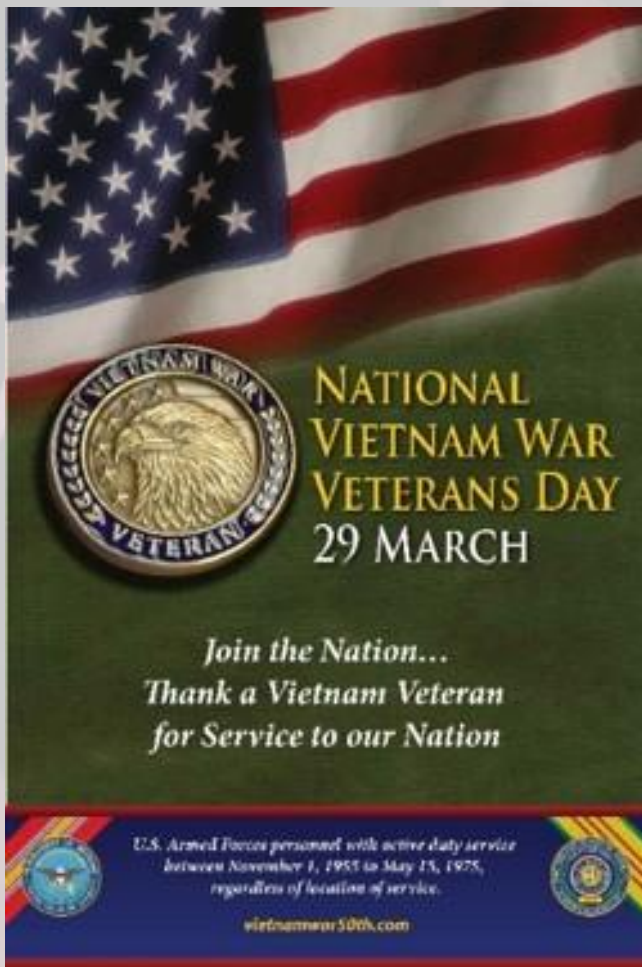


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THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



COL(R) Mark Franklin History and Legacy

Vietnam War Commemoration

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HISTORY AND LEGACY



▪ Oral History Interviews: 607

Transcripts completed: 153

U.S. Army: 402 (38 women veterans)

U.S. Navy: 62 (4 women veterans)

USAF: 55 (7 women veterans)

USMC: 75 (2 women veterans)

USCG: 3

Gold Star Family: 7

Vietnamese-Am Refugees: 3

▪ Proposed Oral History Schedule 2019:

- March 25 – 30: Hospice of Oceanside, CA (POC: Ms. Shelly Dew)
- April 15 – 19: Local Interviews in VWC Office
- May: Watkins Glen, NY (POC: Ms. Tamre Waite, Schuyler County Office for the Aging)
- June: Lyons, NJ “Lyons Combat Vets United” (POC: Mike Haviland, LCVU)
- August: Beaumont, TX “Veterans Fest” (POC: Dr. Margot Gage)
- September 22 – 27: San Antonio, TX “Air Force Security Forces Assoc.” (POC: Col(R) John Probst)

▪ Pentagon Exhibit Virtual Tour – OSD Graphics will do in-house

▪ Pentagon Exhibit Interactive Display – **Installed**

▪ National Council for History Education Annual Meeting – March 14 – 16, 2019

- Panel discussion: *A Soldiers Tale: Oral Histories in the Digital Classroom*
- Exhibit Display



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HISTORY AND LEGACY (continued)



Educational Posters Status

Completed

1. Service Patch Posters
2. Road to War
3. Women in Service
4. African-Americans in Service
5. Nurses in the Vietnam War
6. Medical Advancements
7. Combat Medicine
8. Air Mobility

Working

1. Allies in Vietnam
2. Indigenous Tribes
3. Sensor Technology
4. POWs in Vietnam
5. Hispanic Americans
6. Native Americans
7. Air Base Security
8. Coast Guard Operations

Planned

1. National League of POW/MIA Families
2. Rotary Wing Operations
3. Early Advisors in Vietnam
4. Air Power
5. USO-Red Cross-Catholic Charities
6. State Department, USAID, CIA
7. Patriotic America
8. Memorials and Commemoration

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THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



COL(R) Deb Grays Strategy and Engagement

Vietnam War Commemoration



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STRATEGY AND ENGAGEMENT



■ VWC “National Voice”

➤ Key Messages

- Honored over **2.3** million of the **6.4** million living Vietnam veterans
- Over **11,400 CPs**, have inspired millions from the Republic of Korea, Saudi Arabia, Honduras to Quebec
- Each of our **56** states, commonwealths, territories and District of Columbia– are engaged, produced **37** state-level proclamations
- Over **15,113 events** since inception (Ships, Professional Sports Venues, Churches, Hospice Facilities, Honor Flights, VA Facilities, Military Installations, VSO/MSO, local DAR Chapter I etc.)
- **1,871** news outlets (hometown/local)
- **607** Total Oral History Interviews
- **2019 Theme:** *Reaching Vietnam veterans in private or public senior care facilities, specifically those challenged to attend a public event, and honoring the sacrifices of their families*



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STRATEGY AND ENGAGEMENT



■ VWC “National Voice” – Amplification

➤ OASD(PA)

- Working potential PSA w/Acting SD
- Will craft **VWC press release** Pentagon Press Corps consideration
- **Showcasing on “KnowYourMilitary” – March 2019**
- OSD Social Media will highlight Mar 29 activities on their platforms

➤ National Vietnam War Veterans Day Posters

- On Website for CP Utilization
- INFONET presence – running in Pentagon kiosks; posters and column wraps throughout NCR

➤ Army G4 *Bugle Call* (March edition) – ongoing coordinating

- Included VWC messages
- Will be distributed to ALL Army installation PAOs
- Posted on G4 website (TBD)

➤ Media & Public Info Kit published on VWC Homepage

- Extended (full) version
- 1- / 2-page versions with links to all material embedded

➤ Working with White House Military Office (Public Liaison Office) for potential meeting



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STRATEGY AND ENGAGEMENT



- **VWC “National Voice” – Media Amplification (cont)**
 - **Awareness increases during our Major Initiatives (2012 The Wall; 2015 Congressional Ceremony; 2016/2017/2018 Wreath-Laying)**
 - **Media Platforms – Radio, TV and Social Media (Facebook, Twitter, YouTube)**
 - Traditional Media – 8 TV/Video Cameras, including CNN, FOX and DMA (“local” channels)
 - FB – streamed events live; (i.e. 2018 video viewed 42,000 times and shared 1,038 times with 884 “likes”)
 - Twitter – **#VietnamVeteransDay 2nd most popular "trending topic" on Mar 29** [MLB #OpeningDay was #1]
 - AMVID has posted our videos on DVIDS
 - Podcast – This Week in History (Tested)
 - TV Interview - Defense Weekly News Channel
 - Radio Interviews
 - 2018 POTUS Tweet (22.7M followers)
 - 2018 VPOTUS Tweet (6.06M followers); and Retweets (i.e., SecArmy, IRS, NRA)
 - Focused approach to increase awareness
 - Over 10,339 FB “Likes”; increased Twitter followers to 1,761



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STRATEGY AND ENGAGEMENT



■ VWC “National Voice” – Amplification (cont)

➤ Continued Support from Sightline Media (CP)

- Defense Weekly **57-sec** TV segment with Director – **1.2M viewers**
- Military Times – Director’s **1^{1/3}-pg** OpEd online and in print **Early Bird bounce**
 - **7M monthly visitors** (AD, retirees, Military families); **1.5M SM followers; 6M readers**
- AAFES - Ongoing coordination for Army Times **full back page ad** supporting March 29 activities

➤ Radio: ConnectingVets/MorningBrief (WJFK-AM)

- ConnectingVets/MorningBrief (WJFK-AM) (28-min live) CBS Radio and Fox by WJFK-AM
- Provided “script” to **National Association of Black Broadcasters (NABOB) (CP)**

➤ AAFES

- AAFES new truck wrap design which they plan to use on **four** trucks week of March 25 to March 29, delivering items to exchanges serving military members stationed in the U.S.
- AAFES created a powerful new “How To” video for store distribution



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STRATEGY AND ENGAGEMENT



■ VWC “National Voice” – Amplification (cont)

➤ *Published Articles (Magazines/Newsletters)*

- National Funeral Directors & Morticians Association’s quarterly magazine THE SCOPE (January Issue) – Guest Speaker at October BoD Meeting in Atlanta, GA
- National Funeral Directors Association’s (NFDA) monthly publication THE DIRECTOR (Nov Issue). NFDA serves 20,000 members from 11,000 funeral homes globally
- International Cemetery & Cremation Funeral Association’s (ICCFA) quarterly magazine (Awaiting Publication Date)
- American Legion Magazine Full-page VWC article highlighted (Result – numerous calls, emails to VA and VWC requesting / asking about Vietnam Veteran Lapel Pins)



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STRATEGY AND ENGAGEMENT



■ VWC “National Voice” – Amplification (cont)

➤ **Creating 29 March PSA** – GOOD NEWS STORY!

- **Goal is to utilize** as outreach to organizations hosting events
- Post on Website and Social Media Platforms
- Launch to media outlets for consideration

➤ **Continue to re-fine Videos** – Enhances public relations

Latest includes pics of CPs and interviews from “active” CPs on their perspective “what it means to be a partner?”

- ✓ *Witness to War – Atlanta, GA*
- ✓ *Maryland Public Television – Owings Mills, MD*
- ✓ *Army G-4 – Pentagon*
- ✓ *Hospice of Frederick County – Frederick, MD*

➤ **Created “How to” video** to assist CPs with presentation of the VVLP during pinning ceremonies



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STRATEGY AND ENGAGEMENT



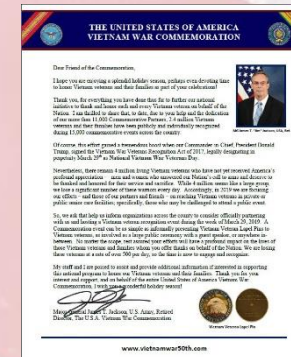
VWC “National Voice”

➤ **Social Media New Initiative - Recorded Director’s 1st Holiday Message to Partners** – Video pinned on Website and posted to FB and Twitter. Opportunity to “thank our partners” for support. *Yielded Positive Comments!*



➤ **Electronic Mailing (21 December) - “Friends of the Commemoration” Letter**

- Mailed 296 letters to business leaders who have expressed interest in the nations program
- Goal is to increase national awareness; focus was 2018 Accomplishments and Upcoming Events (29 March)



➤ **Reunions – Yielding Positive Results**

- 2018 – supported over 152 reunions
- Partnered with the Military Reunion Network (Potential outreach 20K Reunions)
- Engaged Military Academy Association of Graduates (USMA/3; USAF/9; USN/15) to date

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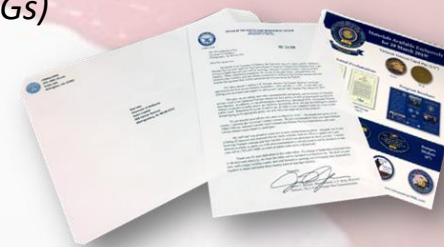


STRATEGY AND ENGAGEMENT



■ VWC “National Voice” – Amplification (cont)

- *Submitted Google “Doodle” for consideration – 29 March 2019*
- *Continue Engagements with VSOs* – reviewing article submissions/letters from leadership/sharing media kit/talking points
- *Re-Engaged Assistant Manager, External Affairs & Operations | The Ad Council still gathering information - potential interest (Ongoing research)*
- *Preparing for 29 March 2019* – Capitalizing on Success of 2018
 - ✓ *Letters to New Governors*
 - ✓ *Seeking Proclamations from remainder of States (Engaging TAGs)*
 - ✓ *Engaging State VA Directors*
 - ✓ *Engaging News Stations (Potential)*
 - ✓ *Focus on Regional Media Outlets (Social/Print/Radio)*
 - ✓ *VA, AAFES, TSA, Military Installations*



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STRATEGY AND ENGAGEMENT



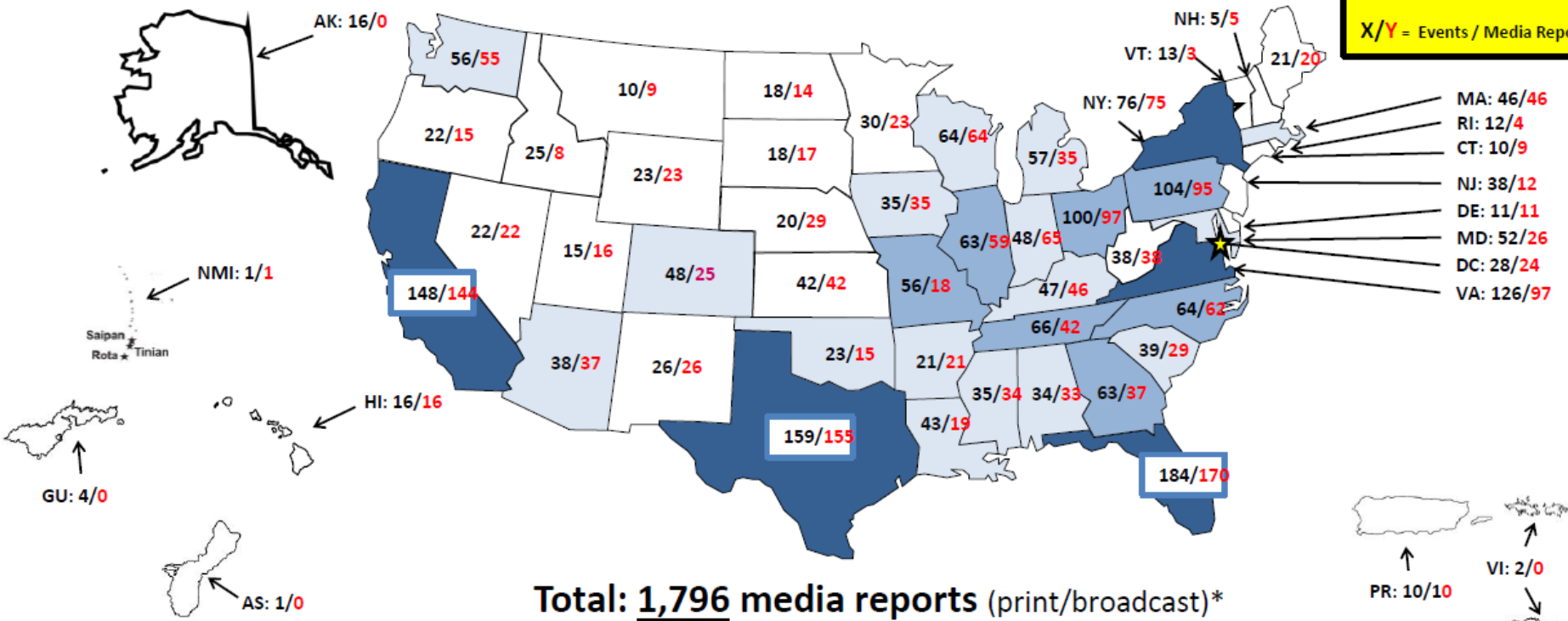
VWC "National Voice" Media Coverage by State

LEGEND

of CPs

- 450-850
- 300-449
- 150-299
- 1-149

X/Y = Events / Media Reports



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STRATEGY AND ENGAGEMENT



Media Analysis Monthly Report

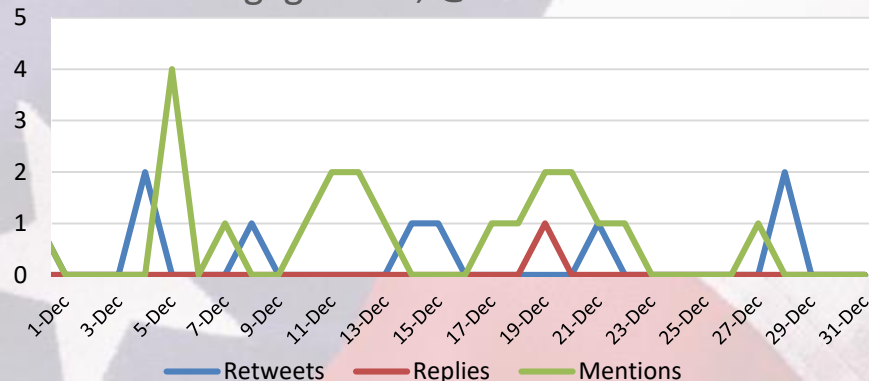
Social Media - Twitter

Summary:

December saw more than 82,000 social media posts focused on Vietnam Veterans. Less than 1% mentioned @VietnamWar50th, VVC or the term Commemoration, however. These numbers are consistent with previous periods in social media. Key themes in December related to a *New York Times* report on President Trump's lack of service in Vietnam due to bone spurs and policy around Agent Orange benefits.

Twitter engagement in December saw a peak of @VietnamWar50th mentions on 5 December, where user @kinghistorycchs posted several tweets tagging the VVC handle. Her posts centered on guests she had in her classroom, which focused on service in the Vietnam War.

Twitter Engagement, @vietnamwar50th



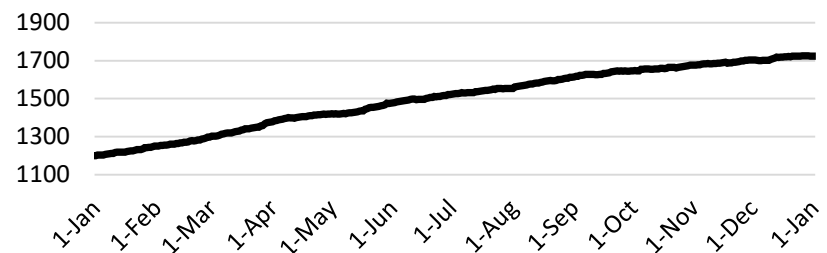
Amy King @kinghistorycchs

One of most touching days of the semester. . .hearing the testimony of the life of Kenneth Scott by his brother @shakypop @ChathamCentral .Kenneth was in the @USArmyOnTheGo KIA in the Tet Offensive 2/22/1968. Letters and medals shared with us. @vietnamwar50th @VVMF

Amy King @kinghistorycchs

Reading letter from Kenneth, written on his 21st birthday. "I am finally of age and eligible to vote even tho I've been old enough to kill and be shot at for some time." 14 days later Kenneth David Scott, @ChathamCentral c/o 1965, would be KIA in Vietnam @vietnamwar50th @VVMF

@vietnamwar50th Twitter Followers

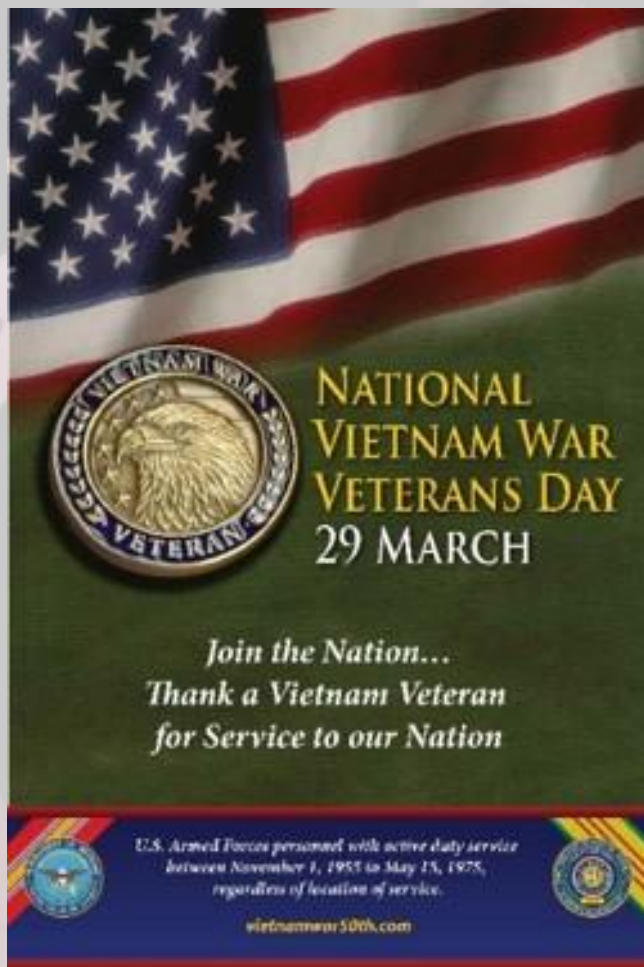


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THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



Vietnam War Commemoration

Federal Advisory Committee

February 8, 2019



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National and State's Events 2023

- Neither event should imply that recognition is now complete...should be an ongoing activity.
- National
 - Event should be on or near the Mall
 - Televisе a Moment of Silence
 - Include key members of the US government, State Governors, Congress, Military, other Agencies/Departments, key CPs, and allies
 - Entertainment should be period specific
 - Theme possible: "Don't Forget a Veteran Ever"
 - Possible date 29 Mar 2023 Wednesday.
 - Could have other events during the week.
 - Leverage key CPs/VSOs
 - Use of all elements of the media
- States
 - Events need to take place across the country
 - VWC outlines the framework...theme but should not be too prescriptive, allow flexibility
 - Select a specific period of time (i.e 6 months April-September)
 - Will need input from States to properly support event/events
 - Think about unique materials

Specific Possible Items

- Televised moment of silence across the country at a specific time per time zone.
- Highlight our former POWs and Medal of Honor recipients.
- Continue to support existing CPs who want to do things on their own.
- Support the Nixon Library event.
- Can we fly flags at half mast?
- Neither of these events are Commemoration ending events. Plans should include carrying our message out beyond 2025.
- Continue to leverage critical active CPs and assist States to build their team.
- Build a PSA plan. Seek key figures and offer messages (Fred Smith, FedEx, leaders (current and past), entertainment with VN connection, Congress, Governors, etc). Plan on how to combine messages.
- All media focus and plan to engage early.
- Continue to focus on the veteran and families as primary. Specifically their contribution to the nation.
- Develop a secondary focus on the other 4 objectives.
- Possible Presidential Proclamation.
- Connect with Smithsonian, National Achieves, Armed Forces Museums.

Special Events

- Ringing the Bell at the Stock Exchange. Over a week.
- Add National Vietnam War Veterans Day to calanders.
- Focus on Schools and small Museums. Develop a plan to engage.
- Recognition of special CPs?
- Possible Museum Tool Kit. Send posters to small Museums.