



# VIETNAM WAR COMMEMORATION ADVISORY COMMITTEE

*January 15, 2016*





# Agenda



## ➤ *Commemoration Update:*

- Strategy & Engagement
- Congressional Ceremony
- Commemorative Partners
- Events
- History & Legacy

## ➤ *Initial Discussion on Topics for Committee Recommendations*

- Activities 2018-2025
- Closing Event
- Future Commemorations and Federal Advisory Committee Usage
- Developing a National Voice



# VIETNAM WAR COMMEMORATION UPDATE





# STRATEGY AND ENGAGEMENTS





# Commemoration Update



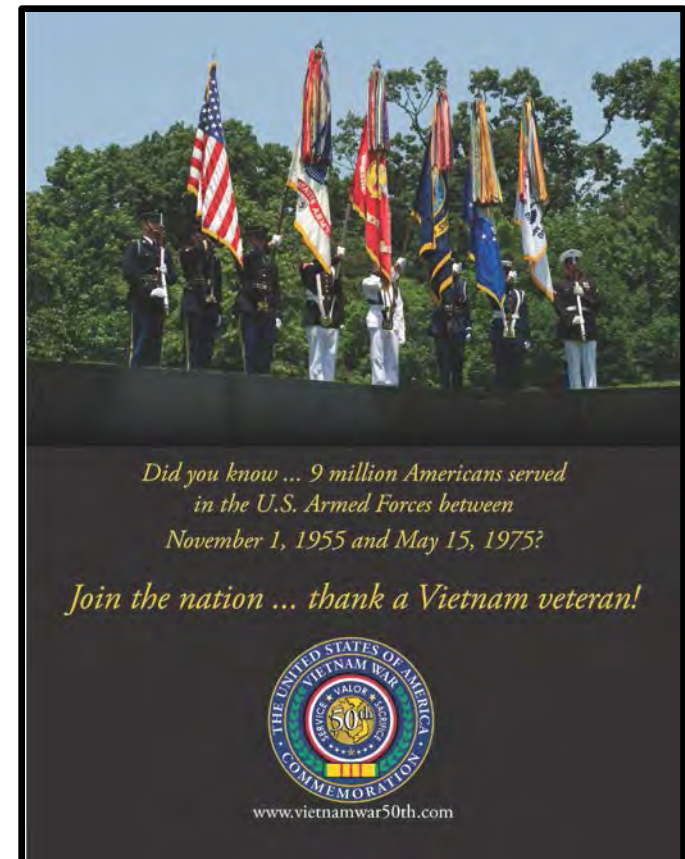
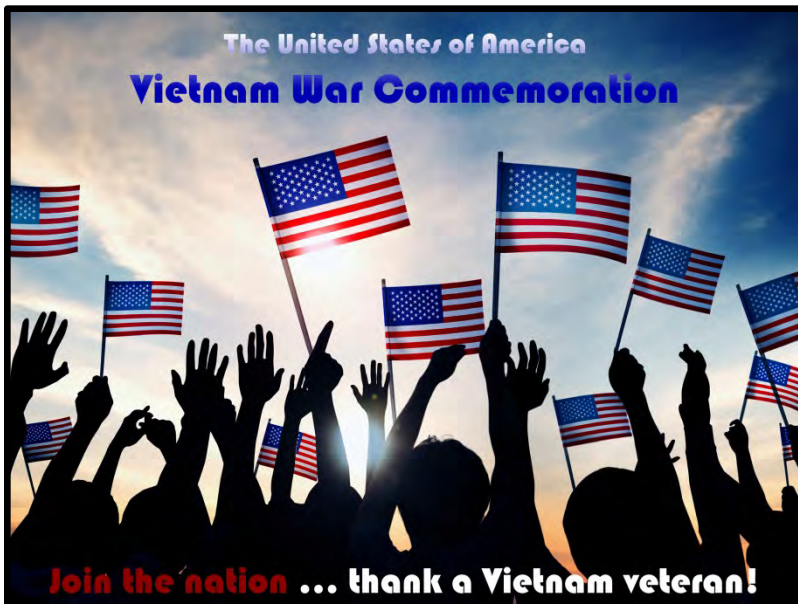
## Strategy & Engagement 2015 Highlights:

### ➤ Vision:

- *Inspiring Americans to thank and honor Vietnam veterans and their families on behalf of the nation*

### ➤ “Call to Action” / tag line added:

- *Join the nation ... thank a Vietnam veteran!*





# Commemoration Update



## Strategy & Engagement 2015 Highlights:

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### ➤ Key messages updated:

- Across the nation, Americans are uniting in communities to thank and honor Vietnam veterans and their families for their service and sacrifice.





# Commemoration Update



## Strategy & Engagement 2015 Highlights:

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### ➤ Key messages updated:

- **Our Commemorative Partners have helped America publicly thank and honor more than 637,000 Vietnam veterans and 463,000 families of those who served during 3,657 ceremonies across the nation.**

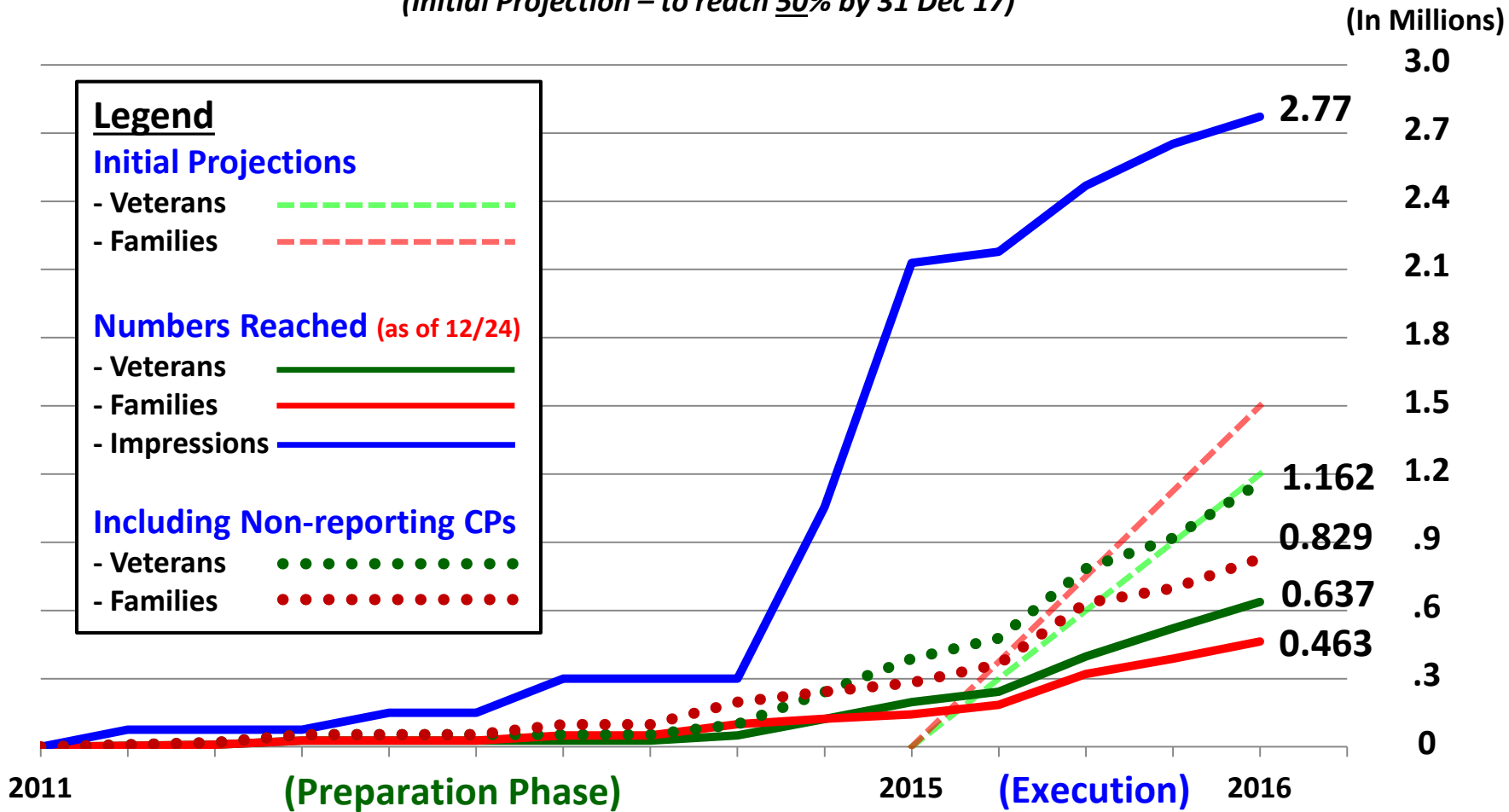


- **More than 9,000 local, state and national organizations have become Commemorative Partners, committed to assisting the nation in thanking and honoring our 7 million living Vietnam veterans and the families of all 9 million who served. Visit [vietnamwar50th.com](http://vietnamwar50th.com) to discover how you can join the nation in this noble mission.**



# Commemoration Update

*Progress toward Americans Thanking and Honoring  
7 Million Living Vietnam Veterans and the 9 Million Families of Those Who Served  
(Initial Projection – to reach 50% by 31 Dec 17)*



\*Numbers Reached: Drawn from reporting CP AARs; includes extrapolations for AARs not yet submitted (avg 41%)

\*Impressions: Messages of thanks via local & nat'l media multiplied by 2.3% (% of U.S. Vietnam veteran population)

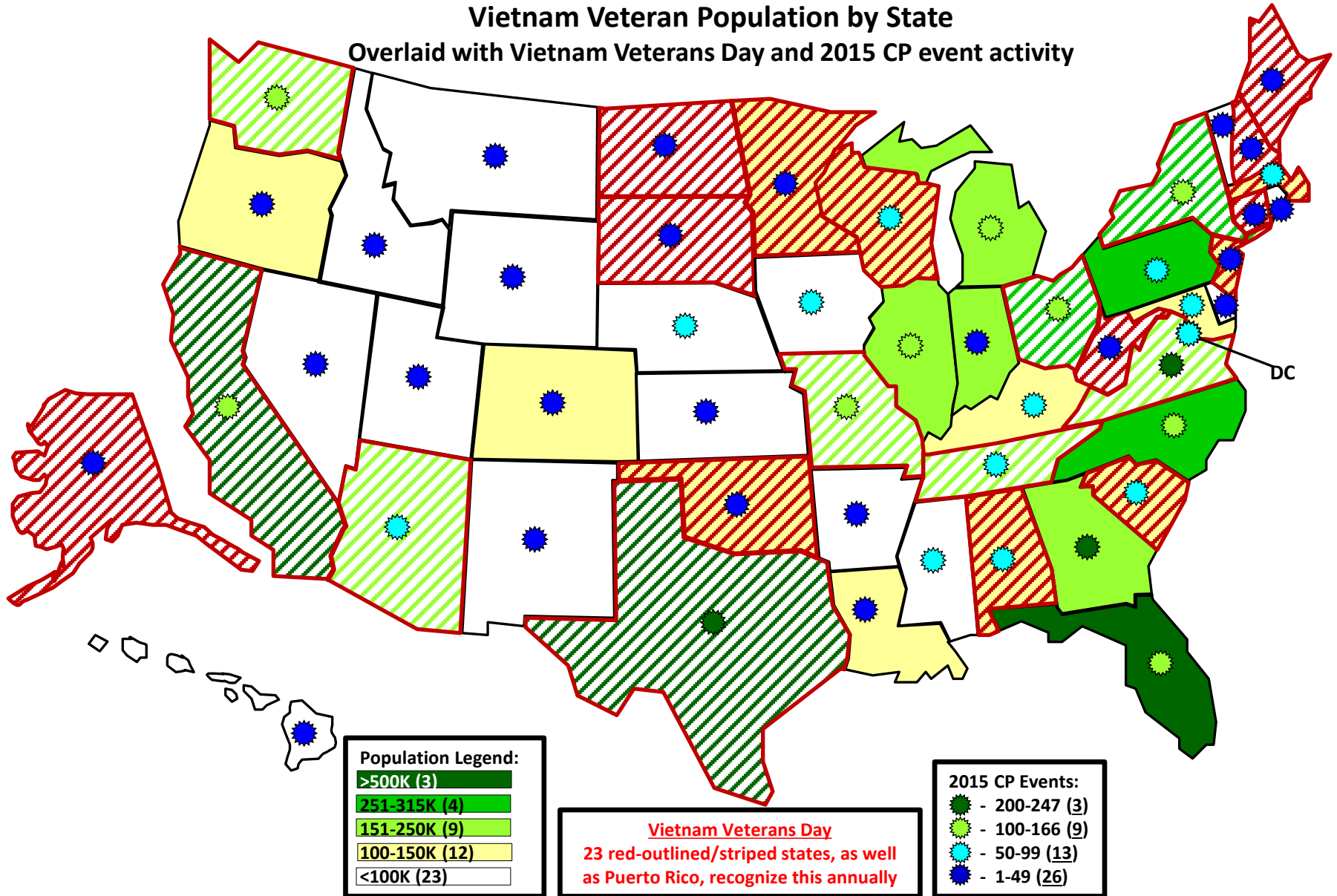






# Commemoration Update

## Vietnam Veteran Population by State Overlaid with Vietnam Veterans Day and 2015 CP event activity





# Commemoration Update



## Strategy & Engagement 2015 Highlights:

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### ➤ Strategies carried out:

- Concentrate main effort on primary objective articulated by Congress
- DoD and DoVA “top-down” resonation of VWC mission
- Actively engage and empower CP “force multiplier,” and expand reach
- Pursue a vibrant, resonant national voice
- Prepare for the final report due Congress in 2025



# Commemoration Update



## Strategy & Engagement 2015 Highlights:

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### ➤ **Communication successes:**

- Congressional Ceremony: Reached (UNK) millions via media / streaming
- Interviews: 7 TV / radio / print interviews – 12.7M viewers/listeners/readers, including NPR (*Here & Now*) and VFW radio
- Ads: 4 full-page, full-color advertisements: *Stars & Stripes*; *Vietnam Magazine*; *Salisbury Post*, NC; *American Way Magazine*
- VSOs-MSOs: Engagements / meetings with 9 national leaders
- CPs: Talking Points, Speech Templates, Media Announcements, 15 SITREPs (16 key topics) delivered to 12K+ Commemorative Partner reps
- Media: Media Kit (VWC Background, Fact Sheets, POTUS Proclamation)
- PSAs: POTUS & SecState text, INSP – *Not Forgotten* (“Moment of Truth”)
- Speechwriters: VWC TPs & Background Info to SD, SecState, SecVA
- VWC: Vietnam Veteran Lapel Pin Fact Sheet and Press Release, VWC Fact Sheet rewrite, Speech Templates, Biographies
- Website: Banner repurposing; 4 new pages – Director, FAC, SITREPs, FAQs; *This Week in History*, *12 Days in December*



# Commemoration Update



## Strategy & Engagement 2015 Highlights:

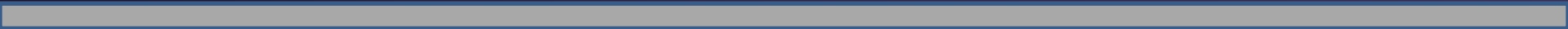
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### ➤ 2016 CommPlan Highlights:

- **Jan:** Initiate magazine and Facebook ad strategies; Tri-fold remake
- **Feb:** Initiate newspaper, radio and TV ad strategies; Stars & Stripes interview; initiate media monitoring
- **Mar:** 29 Mar VA Outreach; Vietnam Veterans Day media engagements; DoD Band Tours – Vietnam vignette
- **Apr:** Website relaunch; nat'l radio Interview; VWC rebranding release
- **May:** Active push of press releases
- **June:** LZ Maryland support / media coverage
- **July:** PSA dissemination
- **Aug:** Professional sports outreach
- **Sep:** College / university outreach
- **Oct:** National radio interview
- **Nov:** Pent Corridor Opening; BSA – Eagle Scout projects: national focus on Vietnam veterans; PSA dissemination
- **Dec:** International Council of Air Shows outreach; 2017 CommPlan



# CONGRESSIONAL CEREMONY





# Commemoration Update



## CONGRESSIONAL UPDATE:

### ■ **Congressional Ceremony hosted by Speaker Boehner on 8 July 2015**

- ❑ **Total attendance:** Approximately 500-700 people attended; we presented more than 400 Vietnam veteran lapel pins
- ❑ **Invited guests:** Vietnam veterans and family; Members of Congress; Service Chiefs and Senior Enlisted Advisors; DoD Leadership; Secretary of Defense (keynote)
- ❑ **Media:** The Associated Press story was picked up by Fox News, Houston Chronicle, San Francisco Chronicle, Stars and Stripes, ABC News, New York Times, Washington Post, and Air Force Public Affairs. MSNBC and C-SPAN live streamed the event; and C-SPAN re-aired it on 11 July



### ■ **Post-Ceremony Activities:**

- ❑ We continue to receive positive responses from veterans and their families. (see third-party quotes)
- ❑ Significant increase in Members of Congress interested in partnering and requesting pins; continue to work with Legislative Affairs, as we receive requests
- ❑ **To Date:** 18 Member Partners and 14 Members contacted us for lapel pins for their constituents



# Commemoration Update



## CONGRESSIONAL UPDATE (Cont.) Third-Party Quotes

- ❑ “Thank you for this note, and for taking the time to thank each person on our team. So indicative of the special touch your team placed on every aspect of the ceremony and what we see for the larger Commemoration concept. Despite the challenges presented even up to the last minutes before the Ceremony, we too think it was a success. That is in large part due to your team's collaborative approach, and to your detail and extra background you provided along the journey to the 8th of July. THANK YOU. Happy customers and Veterans are our greatest gift...**VERY RESPECTFULLY, Director of Public Liaison, Speaker's Office**
- ❑ “And, sincere thanks to all on the Team -- certainly for the tremendous event on Capitol Hill, but I know that is just one of many. My thanks to all on the Team, for all they do, every day.” **Regards, Pentagon Official to Director of the Commemoration**
- ❑ “I have had a number of medals pinned on me in my day and this is certainly the highest ranking and the most honors I have received for any pinning ceremony...Even though it might just be a lapel pin to a lot of people, this is like a medal to the Vietnam veterans.” **Vietnam veteran in an interview**
- ❑ “Just wanted to take a minute to tell you both what a great ceremony this was. Thanks again for inviting me and thanks for all the help getting there etc. Everything came off so very well and the entire event was very much appreciated by all in attendance.” **Vietnam Veteran**
- ❑ “My husband and I were very excited being at the ceremony yesterday. Especially my husband, he enjoyed very much. He said "we are finally get the Thank you" and his tear drop. You all made my husband a happy old Soldier again. Thank you.” **Vietnam Veteran Family Member**
- ❑ “Just a quick note to say thank you for your help, information, etc. with getting us into your city for the ceremony on Wednesday! This was a wonderful service, which my husband enjoyed so very much! Thanks again.” **Family Member**
- ❑ “Thanks for the Congressional Ceremony, it encouraged me to join and thank and honor my constituents ... we are proud to have the Commemoration team with us today”...**Congressman**





# COMMEMORATIVE PARTNER PROGRAM





# Commemoration Update



## COMMEMORATIVE PARTNER (CP) UPDATE:

### ■ Current Approved CPs: 9,122

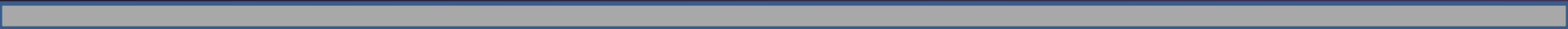
- Civilian: 8,056
- Military: 1,066

### ■ Pending Applications: 79

- In-Process App: 56
- Incomplete App: 2
- Missing SOU App: 21



# EVENTS





# Commemoration Update



## TOTAL EVENT SUPPORT:

Calendar Year	Staffed Events	Materials and/or Advertising Support	Staff Events with Speaking Role	# of CPS	Total
2012 (late Oct)	35	84	19	3810	119
2013	79	391	57	5209	470
2014	104	571	72	6994	675
2015	158	2240	115	9121	2398
<b>Total</b>	<b>376</b>	<b>3286</b>	<b>263</b>		<b>3662</b>

Total of 3662 events have occurred since FY 2012  
Of the 376 staffed events, 263 had speaking roles



# Commemoration Update



## EVENTS UPDATE:

### Statistics Comparison (2014 – 2015) For October and November

Lapel Pins Presented:  
Month of October  
19,587

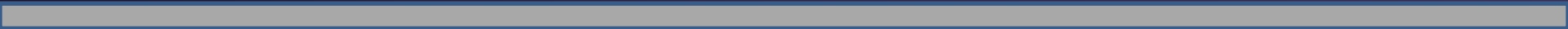
Lapel Pins Presented:  
Month of November  
51,442

Month	*Events Supported CY2014	*Events Supported CY2015	*CY2014 to CY 2015 % Change
October	53	226	326%
November	229	**682	198%

*\*- Number includes full support, materials only & web postings to as of date*  
*\*\* 682 includes 30 full support events 586 materials and web posting events*



# HISTORY AND LEGACY





# Commemoration Update



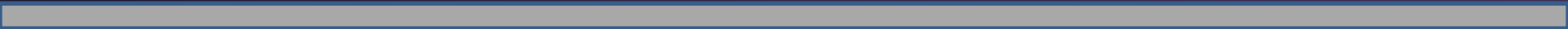
## HISTORY & LEGACY TEAM UPDATE:

- **Oral History Interviews**
  - Number of conducted oral history interviews: **206**
    - U.S. Army: **143** (10 women veterans)      USAF: **16** (1 woman veteran)
    - U.S. Navy: **19** (1 woman veteran)      USMC: **25**
    - Gold Star Family: **3**
  - Number of completed verbatim transcriptions: **50**
  - 2016 Oral History Interview Schedule:**

January 18-21	D.C. (Internal Support)
February (TBD)	New Orleans (WGNO TV Station supporting)
June / July (TBD)	Ft Bragg, NC.
- **Thematic Poster Series:**
  - “Combat Medicine”: Working
  - “War Dogs”: Revising
  - “African Americans in Service”: (Est Completion February 2016)
- **Teacher’s Tool Kit**
- **American Historical Association Annual Meeting – History and Legacy Session**
- **Independent review of Timeline:**
  - Second review by Dr. Ed Miller, Dartmouth College (ongoing)



**BREAK**







# FEDERAL ADVISORY COMMITTEE DISCUSSION TOPICS





# Advisory Committee Discussion



## Topics for Future Discussion:

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### ➤ *Activities 2018–2025:*

- Preparing for transition from Phase II to Phase III
- Anticipate change in participation in events and organization structure
- More focus on specific events and critical dates
- Preparation for possible closing event and products due at conclusion of Commemoration
- What activities should the Commemoration focus on during Phase III?

### ➤ *Closing Event:*

- Beginning long range planning for conclusion of Commemoration
- Should there be a closing event? Single event in DC? Or multiple events across country?
- Suggestions for the event(s) keeping decentralized, hometown approach?



# Advisory Committee Discussion



## Topics for Future Discussion (cont):

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### ➤ *Future Commemorations and Federal Advisory Committee Usage:*

- Assume Nation will continue honoring those who served in conflicts on 50<sup>th</sup> anniversaries and DoD will be tasked by Congress to lead effort
- Ideas on how DoD might improve execution of commemorations?
- Commemoration for full period of conflict or only for significant dates (e.g., start or end of conflict)
- VWC recommends continued use of FACs in development and execution of commemorations; FAC recommendation on how DoD “employs” FACs for future commemorations?

### ➤ *Other Recommendations regarding Commemorations:*

- What other recommendations would the FAC like to propose to the Department and the Secretary of Defense regarding the Vietnam War Commemoration or future commemorative activities?



# Advisory Committee Discussion



## Topic for Discussion:

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### ➤ *Developing a National Voice:*

- 2016 Communication Plan:
  - 5-prong advertising annex (TV, Newspaper, Radio, Magazines, Social Media)
  - Director interview with Vietnam Magazine; 1 full-page story in April 2016 edition
  - Public Service Announcements
- What are other methods of getting message out to country to facilitate nationwide effort to thank and honor Vietnam veterans and their families?



# CONCLUDING COMMENTS

