



VIETNAM WAR COMMEMORATION ADVISORY COMMITTEE MEETING

8 June 2015



Agenda



- Opening Remarks (Franklin / Gov Ridge)
- Program Update
 - Events Status
 - Commemorative Partner status
- History and Legacy Update
- Strategy and Engagement Update
- Communications Plan
- Advisory Committee Deliberation and Discussion
- Closing remarks (Gov Ridge)



Events Status



315%
Increase from
CY2014 to
CY2015

Jan-May	Full Support	Materials/Website Posting	% of CPs Requesting Full Support
CY2013	28	64	30%
CY2014	31	116	21%
CY2015*	58	552	10%

*Increase in independence of Commemorative Partners

Therefore, there is less reliance on the program for full staffing and speaking at events



Commemorative Partner Status



Commemorative Partners: 8,346

Including:

247	Commissary Stores
155	AAFES Exchanges
79	Navy Exchanges
62	Coast Guard exchanges
17	Marine Corps exchanges
474	FDNY
45	Universities and Colleges
38	Museums



History & Legacy Update



Oral History Interviews

- Number of conducted oral history interviews: 113
- 2015 Oral History Interview Schedule:
 - 15 – 19 June: Fort Hood Texas (III Corps PAO supporting)
 - 10 – 14 August: Atlanta (Witness to War supporting)
 - Early September: Dallas / Ft Worth (T)

Thematic Poster Series:

- “Riverine Operations in Vietnam”: **Complete**
- “Women in Vietnam”: **Complete**
- “Combat Medicine”: **Working**
- “African Americans in Service in Vietnam”: **Working**

1st Independent Review of the Revised Timeline: Complete



The United States of America Vietnam War Commemoration

“Setting Conditions for Success”

Strategy Update & Progress Measures

Prepared by Phil Waite
Chief, Strategy & Engagement



Vietnam War Commemoration

"Setting Conditions for Success"



Strategy: 5 strategic initiatives with 48 supporting near- (39), mid- (6) and long-term (3) operational initiatives and associated tactics

- S1) Concentrate main effort on primary Congressional objective**
 - Support for objectives 2-5 ongoing
- S2) DoD and DoVA "top-down" resonation of VWC mission**
 - Energize Departmental activity and support
- S3) Actively engage & empower Commemorative Partner "force multiplier"**
 - Encourage execution & reporting; continually recruit more partners
- S4) Continually analyze and adjust efforts for best effectiveness**
 - Equal reach and impact in all locations
- S5) Prepare for the final report due Congress in 2025**
 - Legal requirement



Vietnam War Commemoration

"Setting Conditions for Success"



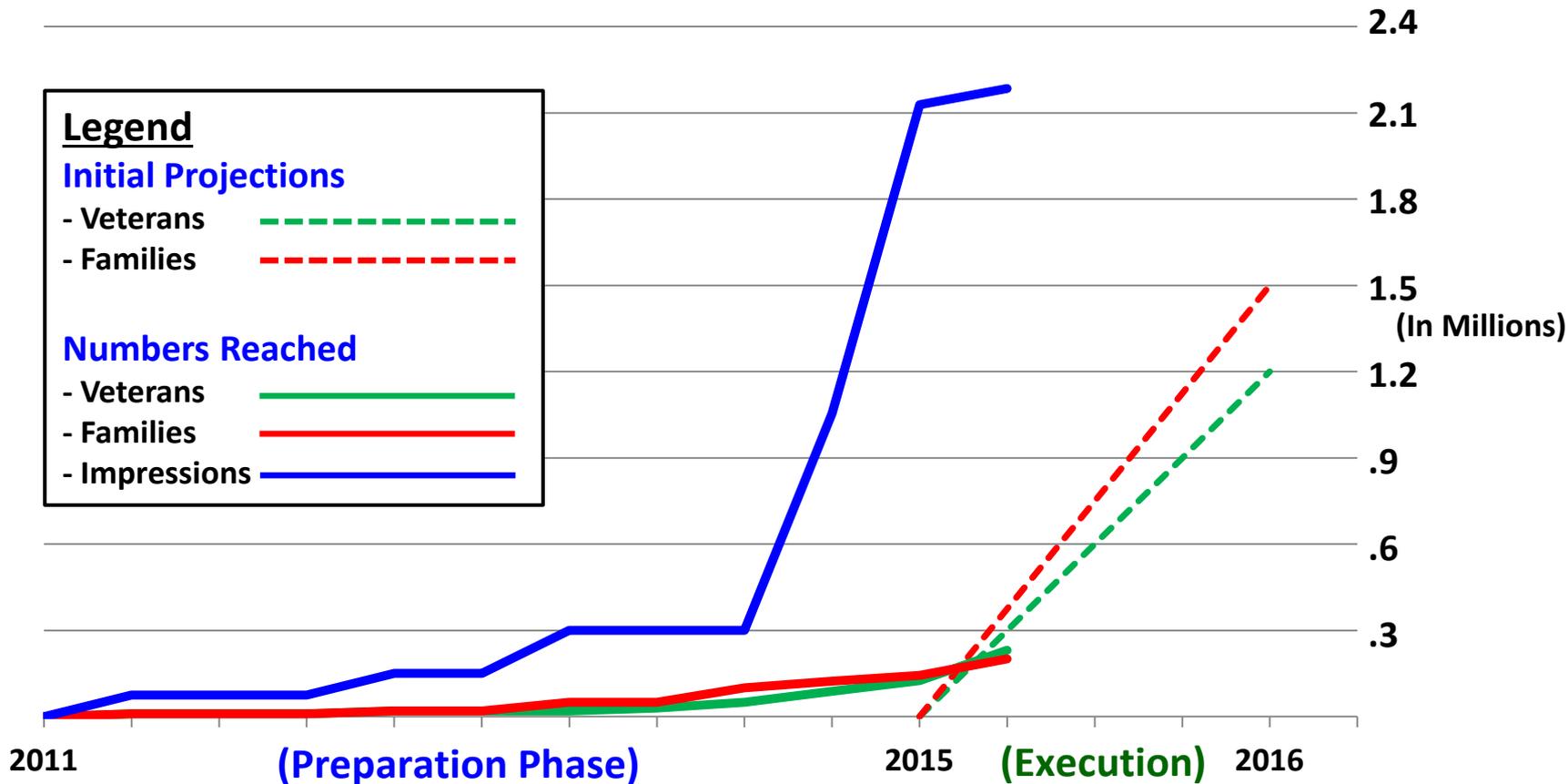
Strategy: 5 strategic initiatives with 48 supporting near- (39), mid- (6) and long-term (3) operational initiatives and associated tactics

-  **S1) Concentrate main effort on primary Congressional objective**
 - Support for objectives 2-5 ongoing
-  **S2) DoD and DoVA “top-down” resonation of VWC mission**
 - Energize Departmental activity and support
-  **S3) Actively engage & empower Commemorative Partner “force multiplier”**
 - Encourage execution & reporting; continually recruit more partners
-  **S4) Develop a vibrant, resonant national voice**
 - Equal reach and impact in all locations
-  **S5) Prepare for the final report due Congress in 2025**
 - Legal requirement



7.2 Million Living Vietnam Veterans and the 9 Million Families of Those Who Served Thanked and Honored by Commemorative Partners

(Initial Projection – to reach 50% by 31 Dec 17)



***Numbers Reached:** Vietnam veterans & families reached are drawn from submitted CP AARs, and combined with extrapolations based on the number of AARs not yet submitted.

***Impressions:** Messages of thanks via local & national media multiplied by % of Vietnam veterans in U.S. (2.3%).



Vietnam War Commemoration

"Setting Conditions for Success"



Commemorative Partner Communiqué - VWC SITREP

Trouble viewing this email? [Read it online](#)

The United States of America Vietnam War Commemoration

Dear Commemorative Partner,

Welcome to the first issue of the 2015 Vietnam War Commemoration "SITREP" (click link in banner on right). We've transformed our former newsletter into a one-page communiqué focusing on key Commemoration issues.

While used by our military during the Vietnam War, SITREP remains popular today. It refers to a "Situational Report" ... an update on any given situation. We believe our new VWC "SITREP" will provide an efficient, effective means of sharing important Commemoration information and updates with our Commemorative Partners (CP).

We intend to deliver this electronic product to you every other week to provide helpful tips based on your most frequently asked questions, provide updates on the number of CP events completed this year, and highlight some of your amazing accomplishments.

We also are utilizing this first issue as a test of our capability to reach each of you via email. In addition, we plan to have our staff contact each CP during the coming months to confirm your contact information and your plans for upcoming commemorative events.

Thank you for your patriotism, and dedication to the Vietnam War Commemoration. Your efforts, on behalf of the Nation, are key to thanking and honoring our 7.2 million living Vietnam veterans and the families of all 9 million who served!

Sincerely,

The United States of America Vietnam War Commemoration Staff



VWC "SITREP"
2015, Issue 1 Contents

1. Introductory email
2. VWC "SITREP".pdf

[SITREP-2015 Issue 1.pdf](#)



The United States of America Vietnam War Commemoration
1101 Wilson Blvd Ste 810
Arlington, VA 22209
1-877-387-9951
whs.vnwar50th@mail.mil
www.vietnamwar50th.com



Vietnam War Commemoration "SITREP" - 2015, Issue 1

Wednesday, May 6

Dear Commemorative Partners

On Monday, retired Army *Maj. Gen. James (Jim) T. Jackson* became the *new director of The United States of America Vietnam War Commemoration*.

Jackson, who retired from his distinguished 32-year Army career in 2003, has served as a senior advisor to the Commemoration since 2012. His command tours include the 1st Battalion 505th Parachute Infantry, the 3rd Ranger Battalion, the 75th Ranger Regiment, and the Military District of Washington.



Maj. Gen. James T. Jackson, U.S. Army (Retired)

"I am privileged to be entrusted with leading the noble mission of thanking and honoring our 7.2 million living Vietnam veterans and the families of the 9 million who served on behalf of the nation, and am humbled to follow Gen. Kicklighter," said Jackson. "I am excited to build upon the significant foundation laid under his leadership, and I look forward to teaming with the talented men and women of the Commemoration as we continue this honorable endeavor."

The previous director, retired Army Lt. Gen. Claude "Mick" Kicklighter, retired after leading the Commemoration effort for nearly four years and almost 60 years of service to our country, including 34 years in uniform.

Above & Beyond!

Operation Welcome Home

*John Stewart, Chairman
Inverness, FL*



Nearly 20 organizations in Inverness, FL, including the City Council, gathered to support Operation Welcome Home in thanking & honoring more than 1,000 Vietnam veterans and their families. Commemoration activities in Liberty Park & Wallace Brooks Park began May 1, spanned two and one-half days, and featured The Vietnam Traveling Memorial Wall from Brevard County, FL. Thank you, Commemorative Partners and citizens of the city of Inverness and Citrus County ... you made a difference!

"We are forever thankful for General Kicklighter and his tremendous work leading the Commemoration effort. His tenure saw the maturation of the Department's plans for the Commemoration, the presentation of the Inaugural Event with the President and thousands of veterans at the Vietnam Veterans Memorial on Memorial Day 2012, and the foundational efforts that will resonate throughout this three-year main phase of the Commemoration," said Michael Rhodes, the Director of Administration in the office of the Deputy Chief Management Officer, Department of Defense.

For more information about Maj. Gen. Jackson and his notable career, we invite everyone to visit http://www.vietnamwar50th.com/about/major_gen_eral_james_t_jackson/.

Sincerely, *The United States of America Vietnam War Commemoration Staff*

[Update your preferences](#) or [Unsubscribe](#)



The United States of America Vietnam War Commemoration

Communication Plan

“Developing a Vibrant, Resonant National Voice”

Prepared by Barry Willey
Strategy & Engagement



Executive Summary

- **With Whom?** Primary audience: Vietnam veterans and their families, with American public resonance. Key stakeholders: Congressional partners, two advisory committees, Commemorative Partners (CP).
- **What?** Primary mission: “to thank and honor Vietnam veterans and their families for their service and sacrifice on behalf of the Nation;” while fulfilling our four other congressionally mandated objectives.
- **When?** Proactive, regular communication with our primary audience, key stakeholders and the American public is essential. Timely response to media inquiries also is expected.
- **Where?** Outlets that best connect with Vietnam veterans and their families; outlets that best connect with CPs; outlets that CPs are utilizing.
- **How?** VWC leadership media engagements, speeches; national spokesperson; VWC Federal Advisory Committee members; oral history interviews and “vignettes;” CP media efforts; “VWC SITREP” emails & “reachback” calls to CPs; VWC Media / Information Kit; PSAs; media ads and articles; traditional and online media outlets; social media presence; and CP events.
- **Why?** Pivotal to national awareness of the Commemoration, engaging existing and potential CPs, and success in fulfilling our five objectives outlined in law.



With Whom?



➤ **Oversight**

- ✓ Members of Congress
- ✓ SD, DSD and Mr. Michael Rhodes, VWC Executive Agent & Director of Admin
- ✓ Advisory Committees (VWC Federal Adv. Committee, Interagency Adv. Group)

➤ **Internal**

- ✓ OASD(Public Affairs)
- ✓ Armed Forces' Headquarters (e.g., Service Secretaries & Chiefs)
- ✓ Military Installations

➤ **External**

- ✓ 7.2M living Vietnam veterans and the 9M families of those who served, with distinct recognition of former POWs and families of those still considered MIA
- ✓ All people / organizations within the congressionally mandated objectives
- ✓ Department of Veterans Affairs
- ✓ Commemorative Partners
- ✓ Media Outlets

“Developing a vibrant, resonant national voice”



What?



➤ Key Messages

- ✓ As authorized by Congress and on behalf of the Nation, we are doing what should have been done 50 years ago: thank and honor our Vietnam veterans and their families for their service and sacrifice ... just as America did for the veterans of World War II and Korea.
- ✓ More than 8,000 local, state and federal organizations have become Commemorative Partners, committed to assisting the Nation in thanking and honoring our 7.2 million living Vietnam veterans and the families of all 9 million who served.
- ✓ Our Commemorative Partners have thanked and honored more than 230,000 Vietnam veterans and 201,000 families of those who served. Visit vietnamwar50th.com to learn more about the Commemoration and how you can join the Nation in this noble mission.

“Developing a vibrant, resonant national voice”



When?



- **Phase I:** CY2012 – CY2014 – **Preparation** (complete)
- **Phase IIa:** CY2015 – **Execution** (underway)
- **Phase IIb:** CY2016 – Execution (future planning)
- **Phase IIc:** CY2017 – Execution (future planning)
- **Phase III:** CY2018-CY2025 – Sustainment (future planning)

“Developing a vibrant, resonant national voice”



Where?

➤ **Outlets that best connect with Vietnam veterans and their families**

- ✓ Greatest impact and best return on investment (ROI) of VWC time and resources
 - EX: VFW Magazine ads – 1.2M total readers; 700K of 2.8M in-country Vietnam veterans are VFW members and receive magazine
 - EX: Tribune Media – 33 affiliates covering 44% of the country; use of their studios and personnel for oral history taping; post-production and airing of Vietnam veteran vignettes
- ✓ Large metropolitan areas (e.g., 4-6M viewers of *Today* on NBC; 1.2M VFW Radio listeners in 45 states, plus via 400+ American Forces Network radio stations reaching 20M military retirees and 12M additional worldwide listeners)
- ✓ Department of Veterans Affairs – close coordination and support

➤ **Outlets that best connect with CPs / that CPs are using**

- ✓ Locales with the fewest Vietnam veterans per CP for greatest message saturation and resonance
- ✓ Locales with the most Vietnam veterans per CP for greatest outreach to new potential CPs where they are needed
- ✓ VWC “reach-back” to CPs – telephone and email (VWC SITREP)

“Developing a vibrant, resonant national voice”



How?

- **Provide key messages to stakeholders using VWC communication products**
- **ID and utilize spokesperson to build national voice and resonate key messages**
- **Provide VWC staff media training and speech template / talking points**
- **Provide VWC Federal Advisory Committee speech template / talking points**
- **Project key messages and PSAs via media outlets across the Nation**
- **Utilize, capture and amplify local and national communication efforts of our CPs**

- **Examples –**
 - ✓ **Communication Products:** VWC SITREP, televised & online oral history vignettes, information & media Kits, VWC website and social media posts, magazine articles, advertisements, public service announcements (PSA).
 - ✓ **Media & Public Engagements:** 1-on-1 print interviews; radio, television and streaming interviews (in-person, phone, VTC); reporter round tables, editorial boards, speeches, YouTube channel (oral history vignettes, PSAs), interviews.
 - ✓ **Analytics:** Google Alerts; VWC SITREP; capture and evaluate all VWC media presence and CP event coverage; survey our “publics” via new website CP portal, social media, email, postal mail and phone calls.

“Developing a vibrant, resonant national voice”



Why?

- **Key to success in fulfilling our five objectives outlined in law**
- **Crucial to gaining national awareness of the Commemoration**
 - Gaining the attention of all our Vietnam veterans and their families regarding this Commemoration is imperative. Informing Americans as to the mission and focus of this Commemoration also is essential.
 - Anecdotal evidence clearly suggests that the America is largely unaware of this Commemoration.
- **Essential to resonating pivotal efforts of existing CPs and gaining the attention of potential CPs**
 - 7.2M living Vietnam veterans and 9M families of those who served cannot be personally reached, thanked and honored from the Pentagon; ***the efforts of our CPs will ultimately be our measure of success.***

“Developing a vibrant, resonant national voice”



2015 CommPlan Timeline Highlights

- **April:** CP reachback launch (i.e., telephonic; VWC SITREP)
- **May:** SD follow-up letters; VWC media training
- **June:** Oral history vignettes; radio interview; speechwriter mission briefs; VSO-MSO outreach
- **July:** National Capital Region event with stand-up media engagements
- **Aug:** Print interviews; VWC “branding”
- **Sep:** Pentagon Courtyard event; NCR-based TV interview
- **Oct:** VSO magazine articles & advertisements
- **Nov:** New York-based TV interview; website re-launch
- **Dec:** Public Service Announcements; airshow convention

“Developing a vibrant, resonant national voice”