



THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



Federal Advisory Committee Meeting

September 28, 2017

"Join the nation ... thank a Vietnam veteran!"

www.vietnamwar50th.com



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Vietnam War Veterans Recognition Act of 2017

- **The president signed S. 305 and it became Public Law 115-15 on March 28**
 - Sponsored by Senator Pat Toomey (R-PA), co-sponsored by Senator Joe Donnelly (D-IN)
 - Designates every *March 29th* as *National Vietnam War Veterans Day*.
- **Amended 4 USC § 6**
 - “The flag should be displayed on all days, especially on ... Washington’s Birthday, third Monday in February; *National Vietnam War Veterans Day, March 29*; ... Armed Forces Day, third Saturday in May; Memorial Day ... the last Monday in May; ... Independence Day, July 4; National Korean War Veterans Armistice Day, July 27; ... Veterans Day, November 11; ... and such other days as may be proclaimed by the President of the United States; ...”



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New POTUS Proclamation

- VWC submitted proposal for new Presidential Proclamation ref: Commemoration
 - The Vietnam War Veterans Recognition Act of 2017 provided follow-on **strategic opportunity** for POTUS to reaffirm importance and scope of this national initiative
 - New proclamation will resonate the Commemoration's "**national voice**" and encourage Vietnam veterans and their families
 - Submitted to White House Management Office – (T) 22 Sep

Media Monitoring Contract

- VWC partnered with VA Public Affairs to join an existing contract
 - Joined existing contract; **quick access** and **cost-savings** over stand-alone DoD effort
 - First report revealed what we hoped was occurring, but **couldn't prove ... until now**
 - July: **732** media reports (print/broadcast/social media)
 - August: **383** media reports

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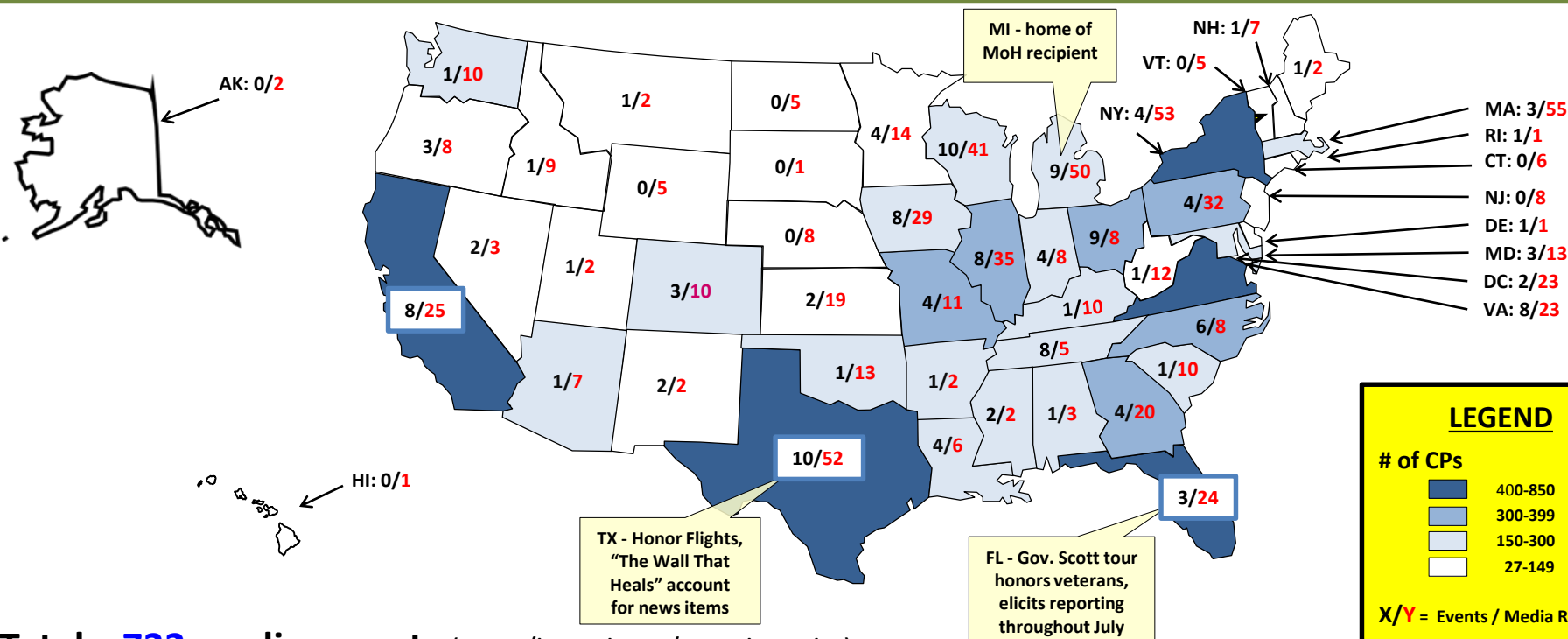


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Media Coverage by State - July 2017

MA – **55** media reports, yet only 3 events reported; driver – Home Base (CP) event, Fenway Park; MI – **50** media reports driven by MoH recipient.
NY, IA, IL, PA, WA, KS, TN, WI, WV, SC, GA, DC – significant media coverage with a low number of events.
AK, HI, WY, ND, SD, NE, VT, CT, NJ – Zero events, yet still garnered media reporting. – **41** media reports



Totals: **732** media reports (print/broadcast/social media)

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Other Initiatives

➤ Video: *CPs in Action (new)*

➤ Major League Baseball

- Home Base / Red Sox Foundation
 - Boston Red Sox vs NY Yankees – 15 Jul 2017
 - Honored 1,400 Vietnam veterans; first pitch; flyover; 35K “Welcome Home” signs
- World Series – 24 Oct 2017 (hold an event)
- Winter Meeting – 10-14 Dec 2017 (Opening Day – 29 Mar 2018)
- All-Star Game (Washington, DC – 17 Jul 2018)



➤ National Football League

- Salute to Service – weeks 8-12 (30 Oct – 26 Nov)
- 25 teams (increase from 2017)
- Each team uniquely plans / executes events
 - VWC assist

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Other Initiatives (cont)

- **Little League Baseball**
 - 5 regions & World Series – 18 Jul 2017 ... honored 12 Vietnam veterans
- **Virtual Tour (Pentagon Exhibit) update**
 - Concept ([Marine Corps Heritage Foundation](#))
 - OSD Graphics / Defense Media Activity / Pentagon Force Protection / OSD Public Affairs / Contracting – [ongoing coordination](#)
 - OSD Graphics providing 3D mock-up – [slated to review 17 Oct](#)
 - [Goal = Veterans Day 2018](#)
- **(T) USS Constitution event**
 - [Only ship with service spanning Nov 1, 1955 to May 15, 1975](#)



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Other Initiatives (cont)

➤ **March 29, 2018**

▪ **National event**

- Submitted “*Save the Date*” for SD consideration
- Concepts: Location – The Vietnam Veterans Memorial; Includes – national leader remarks, joint wreath-laying (i.e., SD, SecVA), Vietnam Veteran Lapel Pin presentation, national media engagement

▪ **Letters to Governors**

- With DA for review / signature
- Requests **3 things** ... Governors (1) conduct event(s) at local memorials / monuments / cemeteries; (2) issue proclamation; (3) create / release PSAs
- Concept briefed at recent Council of Governors meeting in Providence, RI