



Vietnam War Commemoration “SITREP”

2020 – Issue 3



“Join the Nation ... thank a Vietnam veteran!”

Monday, April 27

Dear Commemorative Partners,

We hope this message finds you *safe and well* as our country and the world continue to grapple with the severe challenges of Coronavirus Disease 2019.

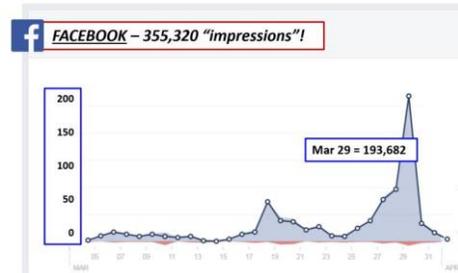
Last month, “*social distancing*” became a reality. Our staff shifted to full-time *telework* status and nearly *nine hundred* commemorative events were *postponed* in the final weeks leading up to and following [National Vietnam War Veterans Day](#). Of course, *safeguarding our Vietnam veterans and their families, as well as every American, from the spread of COVID-19 was, and*

remains, paramount. So, we changed our normal approach to thanking and honoring Vietnam veterans and their families in community gatherings by implementing a “*virtual*” observation on *March 29!*



Join the Nation ... CALL or TEXT a Vietnam veteran! has become our TAG during this time of social distancing. Utilizing our social media platforms on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), and [Instagram](#), we *reached 717,827* (via “impressions”

– the number of times content enters a person’s screen, and “views”), a *650% increase* over March 2019! Our messages also reached *6.3 million online visitors* via your online blogs, magazines and newsletters, and our [website](#).



On a special note, direct feedback from Vietnam veterans indicated key articles in two specific publications propelled the number of *individual requests* for [Vietnam Veteran Lapel Pins](#) to more than *5,200* during this time of social distancing ... VA’s informative blog, [VAntage Point](#) and the Navy Newsletter for Retirees, [Shift Colors](#). Plus, your stories reached *807,400 readers* through traditional print and online news media.

We invite you to visit our [homepage](#) to view our collected “virtual” outreach efforts, including *President Trump’s National Vietnam War Veterans Day Tweet*, video excerpts from the Commemoration’s *2012 launch at “The Wall,” Interviews* with Vietnam veterans, *Oral History “Vignettes”* featuring nine Vietnam veterans, *Video Messages* from the Secretary of Veterans Affairs and our director, March 29 “*Trailers*,” and a “*Message of Thanks*” from our Commemoration staff. Commemoration staff “*Selfies*” of thanks to Vietnam veterans, as well as all the products listed above can be seen on our social media sites, where you can “*Like*,” “*Follow*,” “*Tag*,” and “*Share*” us!

Thank you, for remaining a *Proud Partner with The U.S.A. Vietnam War Commemoration*, as we work together to keep everyone safe while *seeking out and honoring Vietnam veterans and their families!*