

If Tony Stevens' story were the basis of a movie plot, you might not believe it.

Stevens, a preacher's son from a small North Florida town, was a high school star in two sports who got a chance to become a professional athlete. Instead, he gave up his boyhood dream and enlisted in the military. After two tours of duty in Iraq, the Marine Corps said it appeared that Stevens holds the record for surviving the most car bombings.

Cpl. Stevens, 26, can still tick off details about all 11 roadside bombs he survived, but he would prefer not to.

"I just did my job over there," he said Sunday as he addressed the congregation at Freedom Baptist Church.

Roadside bombs are blamed for injuring one in every five Marines during their six-month deployments in the Sunni Triangle, an area that has become known as the "triangle of death."

"When you hear the explosion, that's really good because sound travels pretty slow, so if you can hear it, you have survived it," Stevens said. "And you are still in the game."

Marine Corps officials have said there are many Marines who have survived two or three attacks and a couple have even come through as many as seven or eight unscathed, but they believe Stevens is the record holder.

It was a record the newlywed Marine never mentioned to his wife, Sarah, during the 10-minute phone calls home he was sometimes able to make.

The couple met at church, married five months later, and within weeks Tony was in Iraq.

"When he called, he would tell me about other things, like what they gave kids over there," Sarah Stevens said, referring to the items from the military meals that the Marines would share with Iraqi children, such as crackers and candy.

Sarah's unawareness of her husband's close calls ended after a CNN news crew featured him in a story detailing how military officials calculated that he was the Marine who had survived more roadside bombings than any other.

Tony Stevens said the story aired the day after he had talked to a reporter and he quickly realized that it was airing in the United States where Sarah was certain to see it.

She had.

"When I called her that day, I go to say 'Hello,' and then I don't think I got another word in for the entire 10-minute phone call," Tony told the church congregation, drawing guffaws from men seated next to their wives and a blush from Sarah.

Tony and Sarah were at Freedom Baptist on Sunday because it is the church where Tony's father, Mark Stevens, had served as pastor while Tony and his brother and sister were growing up and attending Keystone Heights High School.

The family still has tight ties to the congregation even though Mark Stevens has since moved on to pastor a church in Tennessee, the place where he pointed out the pretty brown-eyed Sarah to his youngest son when Tony was home on leave. The couple began dating the day after they met and went out on a date every remaining day of that leave. Their marriage five months later was no surprise to Pastor Stevens.

Another of Tony's decisions — joining the Marines instead of the Air Force — did surprise the pastor.

"My own dad is a retired Air Force pilot who was a prisoner of war for 18 months during the Korean War," Pastor Stevens said. "And I served in the Air Force."

"I decided on the Marines because they were the best, the roughest, and because it would be a challenge," Tony said. He volunteered for infantry duty and set aside a previous dream.

After graduating in 1997, Tony Stevens became the first Keystone Heights High baseball player ever drafted by a major league baseball team. And he was such a dominating basketball player at Keystone Heights that his number 10 jersey was the first jersey ever retired by the school.

Stevens signed with the Minnesota Twins and became the starting shortstop for the New Britain (Conn.) Rock Cats, the team's Class AA affiliate.

He played two pro seasons, hitting .261 and getting raves from coaches for his quickness defensively and on the basepaths. His high school coach, Alan Mattox, was not surprised.

"In this business, coaches are supposed to inspire kids, but in Tony's case, he inspired me and he still does," Mattox said Sunday.

The Rock Cats' chance to win a league championship disappeared on Sept. 11, 2001. Following the terrorist attacks, the championship series was cancelled and the players were sent home for the winter.

"He and I watched a lot of news together back then of the troops in Afghanistan

and he said to me 'Dad, I could do that,' " Pastor Stevens said. Tony enlisted soon afterwards.

Stevens, who is now based at Camp Lejeune, N.C., and has a year remaining on his enlistment, said the Twins have told him "the option is still open for me to go back and play. I think I would be even more focused if I did."

In April, the Twins recognized Stevens by asking him to throw out the first pitch at a game in the Metrodome in Minneapolis against the Chicago White Sox that was televised on ESPN.

On Sunday morning, Mattox and Keystone High principal Dr. Susan Sailor were at Freedom Baptist with an unexpected honor for Stevens. Instead of retiring his number 12 baseball jersey, "each year we will choose a senior to wear it, a senior who demonstrates the most character, integrity and leadership" that Stevens exemplifies, Mattox said.

Stevens said that he has no regrets about his decision and is proud to be able to see Iraq "get back on its feet. I know that some people have called us heroes, but we never consider ourselves heroes. We are just doing our jobs as Marines."

Wounded Marine returns from Iraq ready to share his view on life
an ABC Action News report 05/12/05

TAMPA - A Marine who lost his sight in Iraq returned home to the bay area for a surprise visit with his family Thursday.

Despite being blind, Lance Corporal Michael Jernigan seemed to have clear vision about what's important in life.

"I'm gonna shoot across the bay here in a few minutes and go visit my family. They don't know I'm here yet; it's going to be a big surprise this evening. I'm **just** going to walk into their house." Jernigan said after landing at Vandenberg Airport, the excitement in his voice clear.

Jernigan said he enjoyed such surprises, but some might say **it's** a surprise that he's alive at all. The 26-year-old **is** making a remarkable recovery after being badly wounded in Iraq.

"I came from almost being dead to walking and talking," he continued. "I've had **24** surgeries in the past eight months. I've got an acrylic forehead, one glass eye; I'm going to get another surgery done in my left eye orbit so it can hold a glass

eye also. I took some shrapnel to my hand, some shrapnel to my knee. I've limited use of my right hand, but it's getting better by the day."

"He had the lows," his wife Rebekah conceded. "And when he had the lows, it was bad. But he has come around. It's back to the Mike I knew."

The couple would probably not have been able to afford to fly Mike down from the VA hospital in Georgia if not for private pilot Rick Wachstein, who used his own plane and fuel to help make the reunion happen.

"People say, 'Why do you do it?' How can I not do it? Look at young Mike and what he's been through," Wachstein said.

After he finishes his therapy, Jernigan said he plans to go back to college and eventually become a high school history teacher. For now, he has other lessons to share.

"Don't stop. Keep moving. And always remember to adapt and overcome," he said. "We get dealt our hand and we've got to play it out. You can only ask for so many cards to change out."

Toledo Marine Returns Home From Iraq

Toledo News Aug. 26, 2005

(Swanton Twp., OH) -- There were tears of joy at Toledo Express Airport Friday as a West Toledo Marine came home from Iraq.

Sgt. Eugene Watson, 23, kissed his wife and daughter for the first time in seven months. The 2000 Whitmer High School graduate married his high school sweetheart but left for service right after the terrorist bombings of Sept. 11, 2001.

He's been gone three out of their four years of marriage. Friday afternoon's homecoming was his first chance to see his daughter walking and talking.

"I can't believe it," says Sgt. Watson. "I've missed out on a lot. It's really good to be home."

His wife, Melanie, was relieved her days of extra work around the house are over.

"I'm so happy," Melanie tells NBC24. "I was waiting, I was counting down the days. Now he's home, happy."

Sgt. Watson, who saw action in Iraq and Afghanistan, plans to stay with his family the next month, and then re-enter for another tour of duty in the military.

Marine returns to family, changed by war in Iraq
Detroit News (June 2003)

Marine Lance Cpl. Brian Kruger's face looked a bit worn as he arrived in his home state for the first time since he started fighting for his country in the war with Iraq.

Kruger, 23, beamed a smile when he spotted his family from Battle Creek at Detroit Metropolitan Airport. Paul Kruger immediately noticed the change in his son since their last visit at Christmas.

"He looks a little older and more mature," Paul Kruger said, after he embraced his son. "I guess war does that to people."

Kruger's arrival Friday comes as many other homecoming celebrations are being held across the country for military men and women returning from the Middle East. More than 1,000 Marines have arrived at Camp Pendleton, Calif., since May, Brian Kruger said. Kruger went through Pendleton before arriving home. About 7,000 ground troops and helicopter crews were expected to have arrived at Camp Lejeune, N.C., according to the Associated Press.

Even as soldiers arrive home, casualties among U.S. troops and their allies continue in Iraq. Two Americans were killed and 13 wounded in separate incidents in Iraq on Thursday. Two other U.S. soldiers who had been missing since Wednesday were found dead Saturday.

Last week, the Michigan House of Representatives voted to ease the financial worries of U.S. military personnel. The House unanimously approved three bills that prohibit the disconnection of phone and utility service for active military service men and women and prohibit income tax for members of the military in combat. The bills now go to the Senate.

Leaving the battlefield for the comforts of the living room has been a welcome, yet sometimes difficult, transition, Brian Kruger said.

During the war, Kruger and members of his 1st Marine Division, Bravo Company, went about 30 days without showers in the 130-degree Iraqi heat. At times his rations were limited to one MRE, or Meals Ready to Eat, a day. His respite was staying in one of Saddam Hussein's palaces after the Marines fought for it.

Kruger watched as three friends were injured by rocket-propelled grenades while the Marines stormed through a Baghdad street.

"That was the scariest thing I've ever done," Kruger said. "Three buddies in my platoon got medevaced (evacuated by helicopter). One lost his index finger.

Another buddy got hit in the face, and it blew his jaw off. Another one got hit in his shoulder."

He also saw the civilian casualty toll. While Kruger was patrolling a military checkpoint in Iraq, a van raced past the barricade. The van was stopped by American gunfire, which killed the driver and wounded the *two* passengers, Kruger said.

"You just have to brush everything off," Kruger said. "You've learned to just follow orders and not to ask questions."

But a picture in his wallet kept his spirits high. Kruger often would talk to the photo of him holding his baby son, Kyle, on especially difficult days. He'd wish his wife, Cindy, 20, and Kyle could hear his words in their apartment near Camp Pendleton.

Kruger's return to Metro Detroit over the weekend came with a great gift. Kyle, who was born with lung problems and a hole in his diaphragm, now is a healthy, 9-month-old boy who can say "Da-Da," thanks to Cindy's training while they watched home videos of Brian.

"I just kept thinking that each day that went by would be one more day closer to him coming home," Cindy Kruger said.

Once Brian Kruger's four-year Marine tour of duty is up in December, he will train to become a firefighter in his hometown of Battle Creek.

He joined the Marines because he wanted action, combat and excitement. But the war, he said, provided action for a lifetime.

Marine from Tonganoxie returns from **Iraq**
Lawrence, Kan. April 2005

So how does a young man from Tonganoxie, in the prime of life and gainfully employed, decide to make a career change and go to work for the First Marine Division, 2nd Battalion, 5th Marine Regiment in Ar Ramadi, Iraq?

"I don't want to sound corny," Lance Cpl. Tyler Wise said, "but the 9-11 thing really stuck in my craw. I didn't do anything right away ... went to K-State for a year ... had a good job at Federal Express....But I thought joining the Marine Corps was what a lot of red-blooded Americans might want to do."

Coming from the 22-year-old Wise, it didn't sound corny.

He talked enthusiastically about his job in Iraq. He gestured with his hands and talked with eyes wide when he described his recent adventures.

"Ar Ramadi is about the size of Kansas City ... it's huge ... paved streets ... palm trees everywhere," said Wise, who earned the Purple Heart for catching a piece of shrapnel with his face. "When we weren't on patrol or escort duty, one of our jobs was to find insurgent suspects and bring them back to headquarters."

Many times Wise's day would begin in the dark, at 2 or 3 a.m.

His job was to study a map of the area and decide which route to take to the suspect's home and to find another way to exit the area. The platoon tried never to travel the same route twice.

Wise, a 2000 Tonganoxie High graduate who won some cross country and pole vault ribbons, described a recent mission where he was the point man, leading the patrol.

"We found the house at about 4 (a.m.), kicked in the front door and stormed the rooms," Wise said calmly. "There were three adult males, all with the same last names, and one woman."

They found AK-47s, Mujahideen face covers (like ski masks) and "books and computer programs they shouldn't have had," Wise said.

He said the woman was sitting on the pavement in front of the house pounding her fists as they led the suspects away, with their computer, in the darkness.

On the day he was wounded, his platoon was setting up security for a convoy of trucks where they had a good view of the main road.

"We dismounted trucks and when we got on foot the insurgents set off a daisy chain of 155 (artillery) rounds and the first blast took out 15 (over half), of our platoon, including myself," he said.

They ran into a housing compound surrounded by low walls.

"The bad guys opened up with small-arms fire and rocket grenades, and after I was hit in the face (near his right eye) I was combat ineffective," he said.

He said his team leader, Cpl. William Godwin, looked at his face, said, "Oh _____," handed him a compression dressing and asked him if he could make it to the Humvee.

"I got in the Humvee with bullets zinging off the sides just as an RPG (grenade launcher shell) hit the ammo box on top of the vehicle causing some of the 50 caliber (rounds) to explode inside," he recounted.

The gunner broke the ammo belt to stop the chain reaction.

"He got back up, started cooking off rounds again, laying down suppressant fire and we 'didied' out of there with all of our troops," he said, looking pleased.

Wise was wounded at about 5 p.m., and by 5 a.m. the next day his plane landed in Germany and he was soon in a U.S. military hospital.

Wise is on a 30-day leave visiting his father, Scott, Tonganoxie, grandparents John and Carolyn Wise of Linwood and his mother, Kristi Nyberg, of Cary, N.C.

He'll report to Camp Pendleton, Calif., next month where he hopes to go to sniper school.

"It's something that appeals to me but if I find I'm not really good at it I won't pursue it," he said. "Being good is being Gunny Sgt. Carlos Hathcock good."

Hathcock, a legendary Marine sniper and marksman who fought in Vietnam, died in 1999.

If the Middle East remains status quo, and Wise remains in the Marine Corps, he said he expects he will eventually return to Iraq.

"It's not my favorite place to be, but if I go back I'll have some good friends who'll be there with me," he said.

Marine returns to Missouri from Iraq with tale of valor

The Kansas City Star October 8, 2004

INDEPENDENCE - Marine Cpl. Benjamin Musser saw a lot in his corner of Iraq.

Images that his family knows have changed him forever. Memories that his family hopes he will keep in the context of war.

Musser not only survived seven months in Ramadi, he thrived. Seven months in a combat outpost renowned for its bleak amenities: few showers, trucked-in water, meals prepared 30 miles down the road and shipped in twice a day, sporadic Internet connections, and exactly two satellite phones for 400-plus Marines.

A member of Echo Company, 2nd Battalion, 4th Marine Regiment, Musser was there the day 10 of his fellow Marines, his buddies, some good friends, were killed in ambushes by insurgents. The bullets and shrapnel and rockets whizzed near him but not through him. One piece of metal even pinged against his weapon.

"I didn't get a Purple Heart," the Independence man says.

"I'm glad you didn't," his mother, Bethe Beem, shoots back. She tells him that after one of his phone calls from Iraq, she wrapped herself in the Marine flag and curled into a ball on the kitchen floor, sobbing with fear for her youngest.

Her youngest, a war hero. In his white Marine hat, his starched khaki uniform shirt and a pair of blue pants with a blood-red, inch-wide stripe down each side, he looks every bit the war hero.

And he is. This 21-year-old Truman High School graduate, who flew into Kansas City on Wednesday, was awarded a medal in August for his bravery during that week of battles: the Navy and Marine Corps Achievement Medal with Valor device for distinction in combat. "It's the valor part that makes it special," Musser says.

His account of just one of his days under fire is what makes his mother weep with joy and pain.

"I'm just so grateful he came home again," she says, wiping away tears.

At a restaurant, Musser tells his mother and stepfather, Phillip Beem, about the day he shot at human beings, the day that people he didn't know wanted nothing more than to see him dead.

He uses props to tell his story. With one tattooed wrist, he pulls a salt shaker toward him. "This is a bad guy," he says. A steak knife becomes a sewage canal. A napkin, a house he and his fellow Marines stormed for cover.

Musser tells his parents about the rain of bullets streaming at him and his buddies from a nearby house. He tells how the Marines shot back at that house, round after round. About lugging an M-16 with an attached 40 mm grenade launcher. Bullets. Bombs. Bad guys.

His mother's eyes tear up again.

He tells his parents about steadying himself, breathing deeply and aiming "the proper way I was taught to shoot." He tells about picking up an AT-4 anti-tank shoulder-fired rocket, a weapon he had never used before. He tells how he asked permission to run into the yard to get a shot. How he ran as fast as he dared, dropped to one knee and fired.

And how the rocket destroyed the house where the insurgents were. The spray of bullets stopped.

This is the third time Bethe Beem has heard the story. And the third time she cries in the telling. But for her, it sums up everything.

"Before he left for Iraq, I asked him, aside from being a Marine and ordered to go - for my mother's heart - I needed to know why he was going," she remembers. "His response was: 'I'm going to fight for the children and people of Iraq who can't fight for themselves. Freedom has to be fought for and defended.' "

Back from Iraq Marine eager for 2nd tour
Huntsville, Ala. September 2004

HUNTSVILLE — "There he is!" several family members screamed in unison as they caught the first glimpse of their favorite Marine as he walked down the concourse of Huntsville International Airport on Friday night. Cpl. Michael Bentley, dressed in a polo shirt and jeans, bearing a knapsack with a John Deere cap hooked to it, grabbed one hug, then another, while his steely eyes searched past teary-eyed but smiling faces.

"Where's Mother?" he asked, somewhat puzzled.

Michelle Dutton of Priceville, who had waited such an agonizingly long time to see her son again — "it seems like 10 years" — had stepped momentarily down a side hallway shortly before her son appeared. She ran to him, and as they embraced, tears streamed down her cheeks.

Bentley, a 2002 graduate of Brewer High School, was returning home from Iraq, where he arrived Feb. 21. He first mentioned the year of his deployment as 2003, but quickly corrected it, saying, "It's been **so** long I don't recall how long."

Other greeters included his stepfather, Chris Dutton, and 13-year-old brother, Britton Smith of Priceville; his grandmother Barbara Lindsey; uncles Jimmy, Marlon, Randy and Jeff Lindsey; an aunt, Pam Lindsey, and her children, Nikki Lindsey and Carmen Lindsey; and Michelle Dutton's best friend, Katrina Fortner, all of Decatur, and Bentley's lifelong friend, Jared Atchley of Priceville.

A crew chief aboard a CH-53 cargo helicopter, Bentley is stationed at Al-Asad, about 90 miles west of Baghdad, but his mission — delivering supplies and dropping off troops — takes him all over the country. He is accustomed *to* being in harm's way.

"We routinely take on small arms fire, but it's not a big deal," he said, casting aside the dangerous work as if it were no more than a whirlwind ride through a park.

Bentley, who played basketball at Brewer and also plays for a Marine team, returns for another tour of Iraq in March, which he doesn't appear to dread.

"I want to go," he said enthusiastically.

And about America's commitment?

"We absolutely should be there," he said. "If you could have been there, then you would know why. Don't believe everything on the news."

He said he believes President Bush is doing a good job and deserves the country's support.

Bentley said he swapped military dress for the casual look on the long ride home because he wanted to relax. He said he has carried the John Deere cap all over Japan and Iraq "to keep a little piece of home with me. It goes back to my country raising. I lived on a farm with my grandparents for two years and became quite comfortable driving a John Deere tractor."

He also recalls his grandfather, Vondell Lindsey, for another reason.

"He served in the Army and was on standby in 1961 for the Berlin Crisis," Bentley said. "He was a good soldier. He died in 1998. I flew the American flag that was on his coffin over Al-Asad and Fallujah in his honor."

When he returns to Iraq, he will also carry with him the memory of a close friend, Staff Sgt. John Howard, who died when the engine of his CH-53 helicopter failed.

After he apparently had finished answering a barrage of questions, a reporter sneaked in a last one to the young Marine, who celebrated his 21st birthday in Iraq on March 5.

"Is there anything else you'd like to share?"

With full Marine decorum, Bentley squared his shoulders and replied firmly, "I'm done."

And later, a birthday party to remember got under way in Priceville.

PUBLIC AFFAIRS PLAN

GWOT VET OUTREACH

As of 22 Sept 2005

1. BACKGROUND:

Secretary of Defense Donald Rumsfeld has underscored the importance of public support to the success of our armed forces in the Global War on Terrorism. In speeches, meetings and press interviews, he has emphasized the value of better informing the American public about the role and missions and success of our service members as part of Global War on Terrorism by giving greater visibility to what they do and why their contributions, service and sacrifice are important to our country. More importantly, our Marines need our nation's support now more than ever, and over the long haul, that support can only be sustained if the American people are regularly informed of the many heroic acts, extraordinary humanitarian efforts and reconstruction success stories that our men and woman in uniform perform almost daily in this war. Our returning O F and OEF veterans can play a vital role to help tell their story and reconnect with America.

Marines successfully "connect" with certain segments of society on a daily basis – through effective community relations programs carried out at both the national and local level. The Marine Forces Reserve is very successful at conveying the importance of our reserve Marines to our total force and our role in the Global War on Terrorism.

These efforts are essential in helping to tell the story of our many successes in Iraq and Afghanistan. Today, with less than six percent of the population under the age of 60 having served in the military, the vast majority of Americans have little basis for understanding what military men and women do and accomplish every day. Fewer reporters, teachers, business leaders and others who shape the discussion of public issues have experienced military service. This diminished interaction between the general population and its military members dramatically affects what is known and understood about those who serve in uniform, and makes recruiting in a competitive economy an even greater challenge.

To broaden the base of public understanding about Marines, their successes in Iraq and Afghanistan, and the challenges they face, Marine Corps Public Affairs shall implement a coordinated communications outreach effort to engage returning O F and OEF vets with national, regional and grassroots media. The effort will build on the work that already takes place on bases and stations all across the country.

2. PURPOSE: To focus greater attention on informing the American people about the accomplishments of Marines as part of the Global War on Terrorism and the many successes and challenges our Marines face in Iraq and Afghanistan.

3. GOALS:

Personalize the Global War on Terrorism by telling the stories of our Marines and Sailors of the **Corps** who have accomplished much in Iraq and Afghanistan and to raise awareness among the American public of the outstanding quality and considerable dedication and sacrifice of their Marines and Sailors.

- a. Publicize Marine **Corps** contributions to GWOT.
- b. Humanize the qualities and accomplishments of individual Marines returning from Iraq and Afghanistan while focusing on their connections to communities.
- c. Emphasize the military's positive role in securing peace and prosperity.
- d. Familiarize youth, and those who influence this generation, to the positive aspects of the military.

4. OBJECTIVES:

- a. To ensure greater exposure of the Marine **Corps**' essential role to both internal and external audiences through a robust outreach effort to local and national media outlets.
- b. To increase the American public's knowledge of their Marine **Corps** through outreach to groups and organizations as well as schools and non-traditional outlets.
- c. To enhance coordination and communication among the many base, station and unit public affairs officers and commanders on projects and initiatives related to public awareness and outreach.
- d. To activate current networks and create local synergies to amplify and communicate core messages.
- e. To develop common themes and messages to convey to the American public.

5. KEY COMMUNICATION POINTS

a. (OIF):

(1) Marines are helping to rebuild Iraq -- RECONSTRUCTION

(2) Marines are conducting military operations to support the Iraqi interim government – hunting and killing insurgents and terrorists.

(3) Marines and Iraqi Security Forces are working hand-in-hand to provide peace and security for the Iraqi people.

▪

(4) Service and Sacrifice – the pillars of service.

b. (OEF):

(1) Marines are helping support the government of Afghanistan and the Joint Electoral Management Body by providing a secure environment for voters and continuing to pursue the enemy.

(2) Marines continue to pursue terrorists and the enemy in Afghanistan.

(3) Security is better in Afghanistan and reconstruction has improved the country's facilities.

6. AUDIENCES: This list is not inclusive, but is provided to stimulate thoughts and ideas for base/station/unit local community outreach efforts.

a. External.

(1) The American public.

(2) Organizations – Business, Professional, Civic, Non-profit, Fraternal, Youth organizations, e.g., Boy Scouts, Girl Scouts.

(3) Media – School and College, News, Entertainment, and Special interest print, broadcast, and web.

(4) Key Influencers – Elected officials (city, county, state, regional), Clergy, Educators, Opinion leaders, Parents, Business Leaders and Executives, Athletes and celebrities

b. Internal:

(1) U.S. Military service members (active and reserve components)

(2) Military retirees

(3) Military family members

(4) DoD civilians

(5) Military media outlets

(6) DoD Contractors

7. METHODS: Facilitate media engagement between our returning OIF and OEF veterans in order to communicate the goals, objectives and key communications points using all varieties of media (electronic/print/internet), and all methods of direct community contact. Public Affairs

professionals at all levels and in all geographic areas should continue their current efforts to facilitate communication between their audiences and their Marines, and should seek to expand their outreach with grassroots media in hometown areas of OIF and OEF vets. Creative thinking is strongly encouraged.

8. RESPONSIBILITIES:

a. HQMCPA:

- (1) **HQMC PAC:** Provide overall management and control of outreach campaign.
 - (a) Conduct inter-service PA coordination where appropriate.
 - (b) Evaluate the overall effectiveness of this initiative.
 - (c) Manage and assist in coordination of senior level speakers bureau as well as re-engineering local Speaker's bureaus.
- (2) **HQMC PAM:** Provide support and products to include.
 - (a) Talking Points and speech material to PAOs *Corps* wide.
 - (b) Assistance with National-level media engagement on those stones that warrant national-level coverage.
 - (c) Respond to media requests for information regarding this outreach campaign and its activities.
 - (d) Distribute media advisories and press releases as required.
 - (e) Distribute copies of background and/or amplifying information as required.
 - (f) Harvest and redistribute civilian media coverage in the Daily Media Report.
- (3) **HQMC PAMCN:**
 - (a) Produce video and print stones as appropriate for distribution to internal audience and post these to *MarineLink*.
 - (b) Provide content management for "internal" web site to provide easy access to information, e.g., talking points, sample speeches, etc., for Public Affairs offices' programs.
 - (c) Devise a spread-sheet based, Intranet housed reporting method for local PAOs to use in tracking engagements.

b. **MARFOR Public Affairs Offices will:**

- (1) Supervise and ensure subordinate base/station PAOs are actively engaged in this outreach campaign.
- (2) No later than 4 weeks prior to redeployment of a Marine unit, ensure base and station PAOs contact local and regional media, local community leaders and other community relations POCs and local commanders to identify engagement opportunities. These opportunities will be disseminated and coordinated via subordinate PAOs and Unit Information Officers (UIOs).
- (3) Re-energize and re-engage the Community Relations Speaker's Bureaus. PAOs will work with local commanders and UIOs to expand the pool of available speakers. PAOs and UIOs will identify and proactively seek new speaking venues for recently returned Marines and Sailors. HQMC PA will make copies of the Stump Speech (long and short versions) and other talking points available on the Public Affairs Intranet web site for use.
- (4) Expand the recruiter's assistance program. Local base and station PAOs will coordinate with their counterparts within Marine Corps Recruiting Command to identify more speaking and engagement venues for Marines on recruiter's assistance. All sides will encourage commanders to afford Marines going on annual or other leave the opportunity to extend for 24 or 48 hours to work in conjunction with local recruiting stations or recruiting substations in engaging in those venues.
- (5) Provide copies of news releases, plans, PAG, etc. to HQMC PAC as appropriate. Ensure HQMC PAM is kept informed of events with potential national-level news worthiness.
- (6) Submit reports to HQMC PAC. Progress on this initiative will be reported through the Public Affairs Intranet site that will enable Public Affairs representatives to provide basic information on press stories, activities, community outreach, other information related to the initiative and suggestions/comments. Reports, due monthly, should include information on outreach to all media outlets, community groups and target audiences. This information will be used for after-action reports and evaluation of the initiative and assessment on long-term direction.
- (7) Submit information on community relation events through an Internet site.

c. **Marine Corps Recruiting Command Public Affairs Office will:** Expand the recruiter's assistance program. Coordinate with district PAOs and MPAs to identify more speaking and engagement venues for Marines on recruiter's assistance. Coordinate with MARFOR PAOs to put Marines on recruiter's assistance in these venues.

9. **ASSESSMENT: Measuring Success.** An electronic form for receiving feedback on this initiative is available on the Public Affairs Intranet site.

10. Points of Contact.

- a. HQMC PAC: Maj C. Hughes, (b)(6) HughesCW@hqmc.usmc.mil
- b. HQMC PAM; Capt M. Delarosa, (b)(6)
- c. HQMC PAP: LtCol S. Fazekas, (b)(6) FazekasSJ@qmc.usmc.mil
- d. HQMC MCNews: LtCol G. Reeder, (b)(6) ReederGC@hqmc.usmc.mil.



DEPARTMENT OF THE NAVY
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3000 MARINE CORPS PENTAGON
WASHINGTON, DC 20350-3000

IN REPLY REFER TO:

CMC-PA

PERSONAL

GREEN LETTER NO. 04-05

From: Commandant of the Marine Corps
To: All General Officers
All Senior Executive Service Members

Subj: ENGAGING RETURNING **MARINES** WITH THE PUBLIC AND MEDIA

1. Keeping the American public fully and accurately informed is a key component to success in the Global War on Terrorism. With that in mind, I ask that you develop an aggressive effort and plan to engage returning deployed Marines with the media and the public. Seek out all available venues, formal and informal, to communicate with the public.

2. I have asked the Director of Public Affairs to develop a system to track public engagements of returning Marines with both the media and the public. Your public affairs officers will be key to the success of this initiative. I ask that they stay actively engaged.

3. Finally, I remind you that there is a wealth of information on the public affairs portion of the GO/SES Intranet site at: <http://www2.hqmc.usmc.mil/goses/gosescomm.nsf/talkpoints>. You will find talking points, public affairs guidance and a revised Stump Speech (long and short versions) and my updated Vision. Also, 21st Century Marine Corps pamphlets outlining my Vision have been sent to your public affairs offices, and should be distributed at all public engagements that you and your Marines take part in.

M. W. Hagee

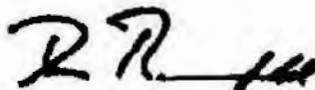
11-L-0559/OSD/52383

August 26, 2005

TO: Fran Harvey
GEN Pete Schoomaker
Gordon England
GEN Mike Hagee

CC: Gen Dick Myers
VADM Jim Stavridis

FROM Donald Rumsfeld



SUBJECT **Plan** for Engaging Returning Soldiers and **Marines**

With re-enlistment rates for deployed **units** as **high** as they are, I imagine returned deployers are excellent spokespersons for the work being done in **Iraq** and Afghanistan.

I would like to see your **plans** for how you engage those returning soldiers and Marines with the public.

It would be interesting to **learn** how you track who **has** gone where **and with** whom they have engaged.

Thanks.

DHR:aj
082605-21

.....
Please Respond By 09/22/05

SECFILES FULL RECORD DETAIL

Print Date: 9/26/2005

09/26/05
JC

DOCUMENT TYPE: **RESPONSE**

ATTACHMENT:

OSD CONTROL **OSD 19214-05**

DOC **9/26/2005**

DOR **9/26/2005**

SIGNATURE CASE:

FROM SN (USMC) HAGEE

TO **SECDEF**

SUBJECT **PLAN FOR ENGAGING RETURNING SOLDIERS AND MARINES**

KEYWORDS

COMMENTS

FN **3Y0**

SEC U OCN

REFERENCE DOCUMENTS

STATUS CODE

DECISION

DECISION DATE

PRIORITY ACTION REPORT:

AGENCY

ACTION ASSIGNED

DOC SUSPENSE:

SUSPENSE

SUSPENSE COMPLETE

ACD

COORDINATION

PAGES 2

ENCLOSURES 1

SUSPENSE STATUS

PACKAGE VIEW:

FRONT OFFICE DOC

RESPONSE

CREATED BY: **hawleye**

DISTRIBUTION: OFFICE COPIES

ADC **RWI**

DSD **RWI**

ES **OWI**



SECRETARY OF THE ARMY
WASHINGTON

205 SEP 27 PM 1:39

2005-09-27 10:08:02

INFO MEMO

FOR: SECRETARY OF DEFENSE

FROM: Francis J. Harvey, Secretary of the Army
General Peter J. Schoomaker, Chief of Staff, Army

SUBJECT: Plan for Engaging Returning Soldiers

- This responds to Secretary of Defense's Snowflake dated August 26, 2005, Subject: Plan for Engaging Returning Soldiers and Marines (TAB A).
- The Office of Chief Public Affairs (OCA)-Army Outreach Division (AOD) is proactively engaging Soldiers who are returning from Iraq and Afghanistan through its Operation Tribute to Freedom (OTF) program. OTF, originally created as a Department of Defense program, proactively identifies media, speaking, and recognition opportunities for Soldiers.
- Upon deactivation of the original DoD program in November 2003, OCA-AOD continued public recognition efforts as Soldiers returned home. At the request of the Director of the Army Staff and Vice Chief of Staff, in October 2004 OCA developed a public affairs campaign plan to continue long-term efforts to recognize our Soldiers upon their return from Iraq and Afghanistan.
- OTF has four services that proactively engage OIF/OEF Soldiers in speaking, recognition, or media opportunities. The four programs are:
 - **Soldiers Homecoming Support** OTF assists units and family readiness groups in amplifying their homecoming events through media relations or Army assets.
 - **Soldiers News Service:** Stories are collected from Soldiers returning from deployment, their units, and their families. OTF repurposes those stories and pitches them to various media outlets.
 - **Speakers Service:** Through the OTF Web site, Soldiers register online to speak at events nationwide. In turn, event coordinators can use the Web site to request speakers for events throughout the country.
 - **Soldier Recognition Events:** OTF provides assistance in identifying Soldiers to participate in local and national recognition events such as parades and festivals, Super Bowl games, and televised sporting events. This service allows the general public to salute Soldiers for their service and provides OTF with opportunities to tell the Soldier's story through the media.

340

27 Sep 05

26 Aug 05

SUBJECT: Plan for Engaging Returning Soldiers

- **OTF tracks and monitors Soldier participation and media coverage using two separate Web-based administrative and media monitoring systems. These systems provide insight into types of events, the amount of media coverage, and advertising equivalency of the coverage.**

COORDINATION: NONE

Attachments:

TAB A – Secretary of Defense’s Snowflake dated August 26,2005

TAB B – Operation Tribute to Freedom, Key Highlights, January - August 2005

TAB C – Spreadsheet detailing type of recognition event and event locations, January 2005 - January 2006

Prepared By: BG Vincent K. Brooks, Army Chief of Public Affairs

1
~~FOUO~~

CPA lead.

August 26, 2005

TO: **Fran** Harvey
GEN Pete Schoomaker
Gordon England
GEN Mike Hagee

CC: Gen Dick Myers
VADM Jim Stavridis

FROM: Donald Rumsfeld



SUBJECT: Plan for Engaging Returning Soldiers and Marines

With re-enlistment rates for deployed units as high as they are, I imagine returned deployers are excellent spokespersons for the work being done in Iraq and Afghanistan.

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Thanks.

DHR:ss
082605-21

.....
Please Respond By 09/22/05

~~FOUO~~

11-L-0559/OSD/52388



Welcome Home

**Operation Tribute to Freedom
Soldiers in the Community and in the News
Key Highlights January 2005 thru August 2005**

Soldiers in the News

- Over **422 million** media impressions, generated from local and national events including the Medal of Honor, Army Birthday, the Combat Action Badge, and July 4th events.
- **3,633** positive Soldier stories
- **786** stories generated by OTF

Media Event	Media Impressions	Ad Value
Medal of Honor	315 million	\$7.5 million
Army Birthday	59 million	\$21 million
Combat Action Badge	5.6 million	\$56,000
July 4 th events	1.2 million	\$79,377

Homecoming Events

- OTF supported **15** homecoming ceremonies and events that welcomed home **28,500** Soldiers

Speaking Events

- **307** Soldiers in Speaker Service database
- **33** Soldiers spoke to 5,500 Americans at **23** events
- **8** speeches written (Army Birthday, Memorial Day, Call to Duty)

Recognition Events

- **63** Soldiers were honored by more than **1 million** Americans at **31** events
- The "**Welcome Back to School!**" initiative will honor Soldiers at approximately **20** schools during homecoming and military appreciation days; expected attendance **1.28 million**

Marketing

Products	Printed/Produced	Distributed
Brochures & Information Papers	30,000	15,000
Postcards	20,000	2,300
Booth	1	Upon request
Parade banners	9	4
Large banners	50	22
Podium banners	50	Upon request
<i>In the News</i> summaries	6	Internally
MOH Media Summary- SFC Smith	5	Internally

In addition, OTF promoted its services at the following events:

- Army World Wide Public Affairs Symposium, McLean, Virginia
- Army Reserve Senior Leader Warfighter Conference, Fort Dix, New Jersey
- "Tribute to Our Heroes" OIF II homecoming celebration, Fort Hood, Texas
- FORSCOM Public Affairs Conference, Fort McPherson, Georgia
- Joint Service Open House, Andrews Air Force Base, Maryland
- National Guard National Volunteer and Youth Symposium

Operation Tribute to Freedom
Schedule of Events

Event Date	Event/Activity	City	State	Event Organ. Name	Event Description/Notes
1/1/2006	Capitol Area Chapter, MOAA	Lansing	MI	MOAA	Speaker requested for the Capitol Area Chapter of the Military Officers Association of America, Lansing, Michigan. Speaker requested for March, April or May of 2006. Chapter meets on the 2nd Thursday of the month at 1800 hours in Lansing, Michigan.
11/13/2005	Martin Luther King Jr. Observance	Fort Riley	KS		Approximately 300 Soldiers and family members will gather at Riley's Conference Center from 1145-1245 to honor and pay tribute to Martin Luther King, Jr.
11/13/2005	Veterans Day Service	Newnan	GA	New Life Church	Local church is requesting a military speaker for church appreciation event for honoring Veteran's Day Remembrance.
11/12/2005	University of Georgia vs. Auburn University Football Game	Athens	GA		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
11/12/2005	University of Southern California vs. California Football Game	Berkeley	CA		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
11/12/2005	University of Tennessee vs. Memphis Football Game	Knoxville	TN		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School?" initiative.
11/12/2005	University of Oklahoma vs. Texas A&M Football Game	Norman	OK		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
11/10/2005	Veterans Day Luncheon	Gaithersburg	MD	Gaithersburg Upcounty Senior Center	We will honor veterans of the Gaithersburg Upcounty Senior Center with a luncheon, speaker, and patriotic musical presentation.
10/25/2005	PRSSA National Conference	Miami Beach	FL	PRSSA	Public/Govt Affairs Breakout Session! 1000 students expected at conference, approx 1250-300 at breakout session; also have career fair.
10/24/2005	Public Relations Society of America Conference	Miami Beach	FL		Conduct a speech on Operation Tribute to Freedom to public relations professionals worldwide.
10/22/2005	Georgia Southern University vs. The Citadel Football Game	Statesboro	GA		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
10/22/2005	Stanford University vs. Arizona State Football Game	Stanford	CA		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
10/10/2005	Eastside Vet Center's Veteran's Day Program	Cleveland Heights	OH	Vet Center	Eastside Vet Center hosts a Veteran's Day event each year at the Cleveland Heights City Hall. We generally have speakers from the city, Vet Center program, possibly USO. We, however, always have a veteran as a main speaker. We have been focusing on OIF, OEF veterans and would like to have one as our main speaker.
10/8/2005	Valdosta State University vs. Henderson State Football Game	Valdosta	GA		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
10/8/2005	University of Alabama at Birmingham vs. SMU Football Game	Birmingham	AL		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
10/5/2005	Homecoming w a Hero	Fairacres	NM	Homecoming for a Hero	SPC. Joey Banegas lost his right leg and has received 2 purple hearts his wife (b)(6) has asked that I help with a welcome home event for him. She mentioned that when he was at Walter Reed he thought that no one would care that he was coming home. I will take any kind of help that you will offer, any suggestions anything would be very much appreciated. My e-mail is (b)(6) and my phone is (b)(6) I'm also a member of the organization "Soldiers Angels" and that's how I met the Banegas Family we all just happen to be from Las Cruces New Mexico. (b)(6)

**Operation Tribute to Freedom
Summary of Events**

Event Date	Event Name	City	State	Event Organizers	Event Description
10/4/2005	372nd Transportation Company Welcome Home Ceremony	Fort Campbell	KY	372nd Transportation Company	The 372nd Transportation Company is returning from one year in Iraq.
10/1/2005	Lock Haven University of Penn vs. Mansfield University Football Game	Lock Haven	PA		Soldier appreciation for the "Welcome Back to School!" initiative, during the Lock Haven University of Pennsylvania/Mansfield University football game.
10/1/2005	American Forces Network Reunion	San Antonio	TX	Army Outreach	Present a briefing on the current state of Army Broadcasting to an audience of former members of the American Forces Network Europe and the American Forces Vietnam Network.
9/24/2005	University of Central Florida vs. Marshall Football Game	Orlando	FL		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/22/2005	HQ, 106th Transportation Battalion Welcome Home Ceremony	Fort Campbell	KY	106th Transportation BN	Return ceremony for the 106th Transportation Battalion from a one-year deployment in support of Operation IRAQI FREEDOM.
9/17/2005	University of Southern California vs. Arkansas Football Game	Los Angeles	CA		Public Announcement recognizing OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/17/2005	University of Minnesota vs. Florida Atlantic Football Game	Minneapolis	MN		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/10/2005	Indiana University vs. Nichols State Football Game	Bloomington	IN		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative. Also Freedom Team Salute ceremony honoring Soldiers of local unit preparing to deploy to Iraq.
9/10/2005	Oregon State University vs. Boise State Football Game	Corvallis	OR		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/10/2005	Florida State vs. The Citadel Football Game	Tallahassee	FL		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/3/2005	Clemson University vs. Texas A&M Football Game	Clemson	SC		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
9/1/2005	University of Cincinnati vs. Eastern Michigan Football Game	Cincinnati	OH		Recognition of OIF/OEF Soldiers during football game as part of "Welcome Back to School!" initiative.
8/13/2005	Honoring Veterans & Troops-Family Celeb of Freedom	Buffalo	NY	VA Western NY Healthcare System	"Honoring Our Veterans & Troops - A Family Celebration of Freedom" In support of former Secretary Principi's charge that every VA employee ensure that the men and women returning from Operation Enduring Freedom/Operation Iraqi Freedom experience a seamless transition from the military to the VA Health Care System. VA Western New York Healthcare System, in partnership with Buffalo VA
7/9/2005	Welcome Home Warrior Citizen Ceremony	Mesa	AZ		Approximately 150 Soldiers from the Phoenix area will be honored during a Welcome Home Warrior Citizen Ceremony in Mesa, AZ.
7/9/2005	350th Civil Affairs Command	Pensacola	FL	350th Civil Affairs Command	350th Civil Affairs Command will be presented with the "Warrior Citizen" award. This award is designed to recognize Army Reserve Citizen Soldiers for exemplary service while deployed in Operation Enduring Freedom and Iraqi Freedom.
7/8/2005	Welcome Home Warrior Citizen Ceremony	Fort McPherson	GA	Hqtrs., U.S. Army Reserve Command	Welcome Home Warrior Citizen at Ft. McPherson. Approximately 40 Soldiers will be honored at event.
7/4/2005	Pier 39 July 4th Celebration	San Francisco	CA		Annual July 4th Celebration.
7/4/2005	Salute 13 Colonies- Colonial Williamsburg	Williamsburg	VA		Recognize Soldiers during cannon salute for the 13 colonies at Market square in Colonial Williamsburg.

Operation Tribute to Freedom
Summary of Events

Event Date	Event Name	City	State	Event Category	Event Description
7/4/2005	O'Fallon Heritage & Freedom Festival	O'Fallon	MO		Soldiers are being scheduled to participate in the parade, leading the procession with OIF/OEF vets with OTF banners. A Soldier is being sought to perform the National Anthem, as is a color guard for the presentation of the colors.
7/4/2005	Philadelphia "Welcome America" Parade	Philadelphia	PA		Kerry Sullivan, OCPA-AOD coordinated the U.S. Army Parachute Team Golden Knights, The Old Guard Fife and Drum Corps, and a Continental Color Guard. OTF identified Soldiers to participate in the parade and conducted media outreach. OTF worked on-site to secure live interviews for the Soldiers with several national radio stations, various local TV broadcast affiliates and two local print publications.
7/1/2005	America's Freedom Festival Awards Gala	Provo	UT		Presenting award in honor of SFC Paul Smith. Mrs. Birgit Smith cannot attend. Soldier will accept award on her behalf.
7/1/2005	Light Up the Sky	Phoenix	AZ		Soldiers will be recognized on-stage and then introduce the local high school band before they perform during the fireworks display.
6/26/2005	We Do Care - Freedom Festival	Barrington	IL	We Do Care	The day promises to be a festive and family oriented occasion for the community to come together in the park to enthusiastically support and thank our men and women in uniform, their families and veterans.
6/14/2005	Army B-Day 1st Pitch--Baltimore	Baltimore	MD		OIF/OEF Vet from 99th to throw 1st pitch.
6/14/2005	Army B-Day 1st Pitch--Kansas City	Kansas City	KS		OIF/OEF Vet from Ft. Riley to throw 1st pitch.
6/14/2005	Army B-Day 1st Pitch--Oakland	Oakland	CA		OIF/OEF Vet from 63rd RRC to throw 1st pitch.
6/14/2005	Army B-Day 1st Pitch--Seattle	Seattle	WA		OIF/OEF Vet from Ft. Lewis to throw out 1st pitch.
6/14/2005	Army B-Day 1st Pitch--Dallas	Dallas	TX		OIF Vet from Ft. Hood to throw out 1st pitch.
6/14/2005	Army B-Day 1st Pitch--Boston	Boston	MA		OIF/OEF Vet to throw out 1st pitch.
6/11/2005	350th Civil Affairs Warrior Ceremony	Pensacola	FL	350th Civil Affairs Command	Warrior award ceremony held at University of West Florida in Pensacola, FL for Soldiers and their spouses of the 350th Civil Affairs command who recently returned from fighting in Iraq and Afghanistan, requesting state and national press due to high level VIP list, an army band and color guard if possible.
6/10/2005	Schofield Barracks Homecoming Celebration	Schofield Barracks	HI		Installation wide event for all OIF/OEF Veterans.
6/1/2005	MOAA First Flight Chapter	Southern Shores	NC	MOAA	Luncheon--Request OIF/OEF.
5/30/2005	Women's Memorial Day Observance	Arlington	VA		Presentation of Colors 5 Speakers (one from each service) 3-5 min Keynote Speaker (Ms. Arnette Polan, creator of Faces of the Fallen) 10 min Wreath-laying Rose Petal Ceremony (Speaker takes handful of rose petals when leaving podium and drops in reflecting pool). Audience Size: 250+
5/30/2005	Gaithersburg MD Memorial Day Observance	Gaithersburg	MD		Gaithersburg Parks observance with Mayor and city officials. Wreath-laying, Mayor will introduce. Audience: 250
5/29/2005	Buffalo Soldiers Memorial Day Ride	Washington	DC		Request OIF/OEF Veteran to speak for 10 min--100 people.
5/28/2005	Buffalo Soldiers Jazz	Upper Marlboro	MD		Partner with BET Jazz; invited recovering Vets, but will need to look for all OIF OEF Vets; also requested Jazz Ambassadors.
5/23/2005	GMU ROTC Commissioning Ceremony	Arlington	VA		ROTC Commissioning Ceremony...want "star" power MG Anderson, CDR HRC spoke for last 3.

Operation Tribute to Freedom
Summary of Events

Event Date	Event Name	City	State	Event Organizers	Event Description
5/21/2005	Arkansas Statewide Homecoming Celebration	Little Rock	AR		The Arkansas Army National Guard and Army Reserve will be honoring all troops (Army, Air and Navy) who have deployed since 9-11. Four thousand to six thousand troops will be honored in War Memorial Stadium in a ceremony the Governor, state officials and the Secretary of the Army is scheduled to attend. After the ceremony Soldiers and their families are invited to enjoy a BBQ lunch and the organizers are working on bringing a big name entertainer in for an afternoon show.
5/21/2005	John Conlee Concert—Live Oak, FL	Live Oak	FL		John Conlee Concert—recognition opportunity for Mrs. Smith.
5/21/2005	Blue Star Salute	Sioux City	IA		Celebration being held on Armed Forces Day encompassing the Army Reserve, Army National Guard, Naval Reserve and local American Legion Posts.
5/15/2005	Ladies Professional Golf Assn	Stockbridge	GA		Recognized at 18th Hole for service..request is for Bronze/Silver Star winners
5/13/2005	Ft. Hood OIF-II Celebration	Ft. Hood	TX		Atlanta Area
5/6/2005	TRADOC Band Concert	Norfolk	VA		Installation wide Homecoming event for all OIF Veterans. Will rename Spirit of Victory Concert the Tribute to Freedom Concert.
5/1/2005	Welcome Home Event	Greendale	WI	Family Readiness Group	We have only approximate dates of return for the 367th -- We anticipate their return near the end of the month and their return to home stations in the very early part of next month. We would like to do a great welcome home from Afghanistan for these heroes.
4/29/2005	American Samoan Homecoming	Honolulu	HI		Two day homecoming event honoring the 9th Regional Support Command Soldiers returning from deployment. Festivities include plane side arrival celebration, cultural celebration and dinner gal.
4/28/2005	Sampson WWII Navy Veterans	Freehold	NJ	Sampson WWII Navy Veterans	Luncheon; request OIF/OEF Vet. Probably around 100.
4/16/2005	AMVETS Annual Silver Helmet Awards Banquet	Alexandria	VA	AMVETS	48th annual AMVET event. Request 2 Soldiers who are recovering from injuries at Walter Reed (they are also requesting 2 from each service). Spouses are also welcome to attend. There will probably be two banquet tables set aside, and they will be recognized. Appx. 650 senior members will attend.
4/2/2005	US Army Field Band Concert	Chippewa Falls	WI	US Army Field Band	OIF/OEF vet recognized during concert.
4/1/2005	DOD Journalism Program	Washington	DC		Request Army Photojournalists speak to appx. 50 journalism students as part of overall PA program OSD Conference Center.
3/31/2005	ESGR Luncheon	Athens	TN		ESGR Luncheon; 250 chamber of commerce members, county and city/town officials.
3/28/2005	Through the Eyes of a Soldier	Chapel Hill	NC		Request young (early to mid 20s) OIF Soldier.
3/21/2005	US Army Field Band Concert	Bryan	OH	US Army Field Band	OIF/OEF vet honored during concert.
3/19/2005	S. Central FL MOAA	Sebring	FL	MOAA	MOAA Dinner, request one of the best speakers.
3/19/2005	San Francisco MOAA Luncheon	San Francisco	CA	MOAA	MOAA Luncheon--would like to hear a presentation about the recent and current Situation in Afghanistan: Military, economic, and/or Political/20-30 min; they would really like to hear about the "Big Picture," not just personal experiences.
3/18/2005	US Army Field Band Concert	Indianapolis	IN	US Army Field Band	Recognize OIF/OEF vet during concert.
3/10/2005	MOAA Luke Chapter	Phoenix	AZ	MOAA	Dinner--request OIF/OEF.
3/10/2005	Garroll County Chapter	Carrollton	MD	Natl Assn of Fed Ret	Luncheon--Request OIF/OEF.

**Operation Tribute to Freedom
Summary of Events**

Event Date	Event Name	City	State	Event Organizers	Event Description
3/8/2005	Junior National Young Leader's Conference	Washington	DC	Defense Public Affairs	Update on Global War or Terror...Dallas Lawrence will start at 13:30, speak for 15-20, then MAJ/LTC Speak for 15-20 min, question and answer...30 6th and 7th graders...DOD has asked for Army Support.
3/1/2005	Lewis and Clark	Philadelphia	PA		2 days, recognized in speech, pref NCO, one from PA Guard, one from NJ Guard. We're looking for a fairly young NCO, because the Lewis and Clark expedition is often seen as the birthplace of the modern NCO. The Corps of Engineers will have a display with a discovery box for children, the National Guard Bureau will have a display with reenactors and Army Field Band Volunteers will perform both days.
2/26/2005	MOAA Western NC Chapter	Hendersonville	NC	MOAA	Luncheon--requested OIF/OEF.
2/24/2005	MOAA Flagler County Chapter	Palm Coast	FL	MOAA	Luncheon--OIF/OEF vet.
2/21/2005	George Washington's Birthday/President's Day Celebration	Philadelphia	PA	National Museum of American Jewish History	Honors our Presidents by celebrating Religious freedom--honor servicemen and women who make that freedom possible. Prefers Officer.
2/15/2005	Nisqually Widows Monthly Meeting	Lacey	WA	Nisqually Widows	Luncheon Meeting--request OIF/DEF Vet.
2/14/2005	Amarillo VA Health Care System	Amarillo	TX	National Salute Program	Annual program to support Soldiers/Veterans sponsored by Amarillo VA--possible Satellite hook-up to Amarillo unit of TX NG in Iraq.
1/25/2005	Howard University Black History Month Panel	Washington	DC	Accessions Command	Panel sponsored by Accessions Command in support of Black History Month.
1/15/2005	Army All American Bowl	San Antonio	TX	Accessions Cmd	Army All American Bowl - H.S. football game featuring 76 of the top players.

Tab D

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THE SPECIAL ASSISTANT

OFFICE OF THE SECRETARY OF DEFENSE
1000 DEFENSE PENTAGON
WASHINGTON, DC 20301-1000

SEP 30 2005

413.51

Mr. John F. Wood
Chief of Staff
Mail Stop 3250
Department of Homeland Security
Washington, D.C. 20528

Dear Mr. Wood:

Secretary Rumsfeld asked that I forward the attached letter with the request that it receive proper consideration and a response by the appropriate Department of Homeland Security official.

I would appreciate your assistance on this matter. Please let me know if you have any questions or if otherwise I can be of service.

Sincerely,

Robert S. Rangel
The Special Assistant to the
Secretary of Defense

30 Sep 05

Enclosure

7 Sep 05

OSD 19216-05



9/27 06 07

~~FOUO~~

SEP 27 2005

413.51

TO: Robert Rangel
FROM: Donald Rumsfeld *DIR*
SUBJECT: Forward Reisweg Letter to Homeland Security

Please forward the attached letter from Susan Reisweg to the proper person at the Department of Homeland Security, and ask them if they would respond to this woman in an appropriate way.

Thanks.

Attach 9/7/05 Letter from Susan Reisweg to SecDef; SecDef response to Susan Reisweg

DHR.ss
092605-19

.....
Please Respond By October 04, 2005

27 Sep 05

7 Sep 05

OSD 19216-05

~~FOUO~~

11-L-0559/OSD/52397

September 7, 2005

The Honorable Donald Rumsfeld
Secretary of Defense
Washington, D.C. 20301

Dear Mr. Secretary:

Thank you for your time in consideration of this proposal regarding the activation of a secure Internet-based information and training system to support the many professionals dealing with the psychological results of Hurricane Katrina.

The Israeli International School for Community Emergency Management and its experts are one of the sources of information about the identification and response to the psychological effects of a disaster along with other experts in the United States. In May, I was part of a consortium that met in the office of Congressman Pence (R-IN) with 7 high-level representatives of the Homeland Security Administration and FEMA. At that time, we proposed a training project (live and online) for emergency responders, school and hospital administrators, teachers, social workers, etc. so they would be better prepared to deal with the emotional impact of a disastrous event probably caused by a terrorist incident. After an initial positive response, it was lost in the shuffle at FEMA.

The program applies to the present Katrina situation. We can package and deliver guidance and support information to fire and police supervisors and personnel, hospital administrators, social workers, counselors, school administrators, teachers, government employment personnel, even the volunteers who will be working the shelters in states like Utah and West Virginia.

This Internet-based training system is used by law enforcement officers nationwide to augment their training. Online for more than three years, the delivery system and its training/support personnel are ready and available, part of my company, eTraining Services, Inc.

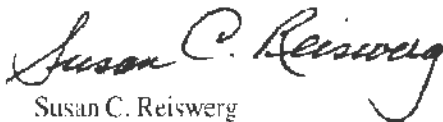
As unaffected states become involved, the need for information and training to augment the basic crisis/grief response grows. We can package the specialized material and *Lessons Learned* into an interactive format and load it on the delivery system that is working online now. Within 36 hours, the system can be focused for specific groups and professional organizations, etc. contacted to get the word out.

As a corporate crisis and risk communications consultant and a volunteer emergency amateur radio operator, I understand the importance and value of this effort and will oversee this program.

I reached out to (b)(6) against my normal respect for privacy because of the enormity of the need to support the professionals, the benefits of the experts's guidance and the lack of attention from FEMA.

Thank you for your attention. My contact information is below.

Respectfully yours,



Susan C. Reissberg
President
eTraining Services, Inc.
800.394.1025

OSD 19216-05

11-L-0559/OSD/52398

41351

7 Sep 05



THE SECRETARY OF DEFENSE
WASHINGTON

SEP 26 2005

Ms. Susan C. Reisweg
President
eTraining Services, Inc.
260 South First Street
Suite One
Zionsville, IN 46077

Dear Ms. Reisweg,

Our mutual friend, (b)(6) delivered your letter, and I do thank you so much for writing.

I have passed your letter along to the Department of Homeland Security for their consideration.

Sincerely,

413,51

26 Sep 05

7 Sep 05


OSD 19216-05

11-L-0559/OSD/52399

FOUO

September 08, 2005

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W
F

TO: Mike Wynne
CC: Pete Geren
FROM: Donald Rumsfeld 
SUBJECT: BRAC and Cannon AFB

Senator Domenici called me and said that the BRAC Commission had addressed the Cannon AFB issue, and directed us to look for an alternative mission.

Please come to me with a proposal as to how we can proceed to do that, in the event it goes through the President and the Congress successfully.

Thanks.

DHR:m
090805-02

.....

Please Respond By 09/22/05

85ep05

FOUO

OSD 19244-05

11-L-0559/OSD/52400



PRINCIPAL DEPUTY UNDER SECRETARY OF DEFENSE
3015 DEFENSE PENTAGON
WASHINGTON, DC 20301-3015

OFFICE OF THE
SECRETARY OF THE
DEFENSE

2005 SEP 26 PM 6:24

ACQUISITION,
TECHNOLOGY AND
LOGISTICS

INFO MEMO

September 26, 2005

TO: SECRETARY OF DEFENSE
ACTING DEPUTY SECRETARY OF DEFENSE

FROM: MR. MICHAEL W. *[Signature]*

SUBJECT: BRAC Recommendation Meeting - Air Guard and Cannon AFB, NM

- The briefing slides at TAB A deal with issues concerning the BRAC Commission's recommendations impacting the Air National Guard and Cannon.
- Also attached for your reference (at TAB B), is a copy of the reverse snowflake I forwarded to you earlier regarding how we could proceed to address the BRAC Commission's direction to seek a new mission for Cannon.
- These are provided for our meeting with you tomorrow morning, Sep 27".

Attachments:
As Stated

cc: USD (AT&L)

303.3 AF

26Sep05

8Sep05

OSD 19244-05



BRAC 2005

Selected Implementation Issues

September 27, 2005

11-L-0559/OSD/52402



Air Guard and Air Reserve Recommendation Status

- DoD submitted 30 Air Guard/Reserve recommendations: 1 impacted Navy's Joint Reserve Base (JRB) Willow Grove, PA, and 29 impacted Air Force Guard/Reserve stations

- Commission action:

Navy:

- JRB Willow Grove, PA: Allowed Navy/USMC and Air Force Reserve aircraft, units, and personnel to relocate. Relocated the Air Guard aircraft elsewhere, but retained their units and personnel on site without a mission

Air Force:

- Approved 2: closure of Kulis AGS, AK, with a minor caveat regarding funding and closure of General Mitchell ARS, WI, without change
- Rejected 1: realignment of Birmingham AGS, AL
- Revised 26: Agreed to realign locations recommended by DoD, but changed the numbers of aircraft, unit missions, or receiving locations



Air Guard and Air Reserve Recommendation Issues

- Commission relocates aircraft from 16 sites without moving associated personnel
 - Placed aircraft in a “bucket” to meet specified Primary Aircraft Authorizations (PAA)
 - Established location-specific PAA for each type of aircraft
 - Maintained existing authorized end-strength of units even when aircraft relocated, stranding personnel – burdens the gaining installations and leaves personnel at the losing locations without a mission

Example: 111th Fighter Wing remains at JRB Willow Grove, PA, but its planes relocate to Boise, ID, Martin State, MD, and Selfridge, MI.

 - Commission recommendation: “ ... the 111th Fighter Wing (ANG), including the unit’s Expeditionary Combat Support (ECS) elements, will remain in place and assume a mission relevant to the security interests of the Commonwealth of Pennsylvania and consistent with the integration of the unit into the Future Total Force, ...”
- Added Guard Force Structure: Commission actions stationed more Guard aircraft than are available, forcing the transition of Backup Aircraft Inventory to the Primary Aircraft Authorized (PAA) fleet or the transition of Active PAA to the Guard

Commission Moved Planes But Not Pilots



Cannon Air Force Base, NM

- DoD recommended closure: \$90M one-time costs, \$200M annual savings, \$2.7B 20-year NPV
- Commission recommended a contingent closure.
 - Base stays open as an enclave until December 31, 2009 while SecDef looks for other missions.
 - Closure can proceed if no such mission is found.
- Timing for completing new mission review



Implementation Challenges

- Ensuring pilots in place at locations receiving aircraft.
- Finding missions for stranded units.
- Finding aircraft to meet the specified PAA.
- Finding new missions for Cannon AFB



PRINCIPAL DEPUTY UNDER SECRETARY OF DEFENSE
3015 DEFENSE PENTAGON
WASHINGTON, DC 20301-3015

ACQUISITION,
TECHNOLOGY AND
LOGISTICS

INFO MEMO

September 22, 2005

TO: SECRETARY OF DEFENSE
ACTING DEPUTY SECRETARY OF DEFENSE

FROM: MR. MICHAEL W. WYNNE *MW*


SUBJECT: BRAC and Cannon AFB (Clovis, New Mexico)

- DoD BRAC recommendation was to close Cannon AFB, NM.
- BRAC Commission directed DoD to "seek other newly-identified missions" by December 31, 2009, or Cannon AFB would close.
- In the event the recommendation goes **through** Congress successfully, the AF will lead a flag level DoD team to determine potential future utilization, to include single service, joint service, and possible inter-agency missions for Cannon AFB. Estimate recommendations by Jun '06.

cc: Acting SECAF
USD (AT&L)

~~FOUO~~

September 08, 2005

TO: Mike Wynne
CC: Pete Geren
FROM: Donald Rumsfeld 
SUBJECT: BRAC and Cannon AFB

Senator Domenici called me and said that the BRAC Commission had addressed the Cannon AFB issue, and directed us to look for an alternative mission.

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Thanks.

DHR:ss
090805-02

.....
Please Respond By 09/22/05

~~FOUO~~

11-L-0559/OSD/52408

TAB A

DJS

~~FOUO~~

September 06, 2005

000.92

TO: Gen Dick Myers

CC: Paul McHale

FROM: Donald Rumsfeld

DR

SUBJECT: Drying Out New Orleans

Please have someone look at this Newt Gingrich issue on drying things out. I think it is a good point.

Please get back to me as soon as you can.

Thanks.

Attach.

9/4/05 Gingrich e-mail

DELA
090605-23

.....
Please Respond By 09/15/05

6 SEP 05

Tab A

~~FOUO~~
11-L-0559/OSD/52409

OSD 19317-05