

**Americanism and Children & Youth**  
Weekly Report to the National Commander  
August 7, 2008  
Marty Justis, Director – (317) 630-1203

**Junior Shooting Sports Program.** The 18<sup>th</sup> annual Junior Air Rifle National Championship is being held this week at USA Shooting, Olympic Training Range, Colorado Springs, Colorado.

**Boys Nation.** The Boys Nation PR media intern indicates she has located over 40 media articles on the Internet generated by home town newspapers and TV stations from across the nation in response to media advisories released between 18-26 July 2008 during the Boys Nation program in Washington D.C.

**Boys State.** Half of the Departments have reported back regarding participation in their Boys State program this year, and preliminary results are optimistic. When participation of the same Departments is compared to their numbers last year, overall participation increased by 60 participants. It is still to be determined if that will be the prevailing trend. Follow-on discussion is scheduled in September at the Boys State Director's Conference and will include the impact of the BS/GS marketing strategy launched last November, sharing of successful practices Departments implemented that helped increase participation, lessons learned, etc.

## PUBLIC RELATIONS DIVISION

August 8, 2008

Weekly Report to National Commander

Joe March, Director

(317) 630-1253; Cellular: (317) 748-1926

### 1. Convention Prep

A/V is producing patriotic opening video segments and dubbing DVDs of videos, PSAs and other PR materials to make available to members at National Convention. News release promoting Veterans Business Seminar was transmitted to Phoenix media Wednesday. Next release will promote the Veterans Job Fair.

### 2. Tribute to Service

Thanks to departments who have submitted their short descriptions and names to be announced during the pass-in-review indoor event on Sunday afternoon in Phoenix.

### 3. Legacy Run

PR is finalizing a radio PSA copy package for radio stations in the five states that Legion Riders will pass enroute Phoenix. The spots, to be read live by local announcers, promote the Legacy Scholarship Fund and asks listeners to sign up as riders or non-rider supporters. The copy sends listeners to the website to contribute and sign up. Copy will be sent to stations by email Monday to run for two weeks. A cover letter offers information for stations to access produced spots about the fund for continual use.

### 4. Media & Military Funerals

Your letter to the editor regarding proposed legislation by Rep. Walter Jones of North Carolina to provide media access to military funerals was sent to the Fayetteville Observer on Wednesday. The editor advised that it will be published.

### Breaking Stories During the Week:

- The ***Minneapolis Star Tribune*** published a nice story on The American Legion Eagle Scout of the Year on Wednesday. "Paul Banwart represents the best in scouting, and the American Legion is proud to have selected him as its Eagle Scout of the year," said Commander Marty Conatser, the national leader of the organization.
- Numerous newspapers published stories this week on delegates to Boys Nation, based on news releases sent last week. In the Pennsylvania ***Sentinel***, one delegate – Bradford Schaufert said, **“Boys Nation was a once-in-a-lifetime experience.** It really showed me we are a nation where, if you work hard enough and believe, you can accomplish anything in life.”
- **National Guard (In Federal Status) and Reserve Mobilized as of August 6, 2008** - This week the Navy and Air Force announced an increase, while the Army, Marine Corps and Coast Guard announced a decrease. The net collective result is 256 fewer reservists activated than last week. At any given time, services may activate some units and individuals while deactivating others, making it possible for these figures to either increase or decrease. The total number currently on active duty from the Army National Guard and Army Reserve is 81,806; Navy Reserve, 5,821; Air National Guard and Air Force Reserve, 11,270; Marine Corps Reserve, 8,117; and the Coast Guard Reserve, 740. This brings the total National Guard and Reserve personnel who have been activated to 107,754, including both units and individual augmentees.