

**PUBLIC RELATIONS DIVISION**  
**November 2, 2007**  
**Weekly Report to National Commander**  
**Joe March, Director**  
**(317) 630-1253; Cellular: (317) 748-1926**

1. **Vice President Visit**

PR worked with E.D and advance team, coordinated media with VP staff, provided off-camera announcing and fielded three post-visit media queries. All Indianapolis, national AP and Fox covered the event. PR staff is making copies of entire presentation to include with "thank you" letters to those who participated and assisted with the effort.

2. **Veterans Day**

Anticipate good pickup of your guest editorial on/around Veterans Day that was sent last week to daily and weekly newspapers. PR is working broadcast bookings for Legacy Fund spokesman Michael Peterson next week.

3. **Operation Landstuhl**

The American Legion family has now raised a total of \$308,000 for Operation Landstuhl. An array of items including portable DVD players, large television sets for common areas, plasma TVs, home theaters, pool tables, ping pong tables, Sony play stations, iTune cards, Sony Playstations, Commissary certificates for needy military families during Christmas are in transit.

4. **Four Pillars Ad**

The second of three print ads on the Four Pillars of The American Legion hits the streets Monday (Nov. 5) in the Nov. 12<sup>th</sup> edition of the Army, Navy, Air Force and Marine Corps Times. This ad focuses on leadership and invites active duty servicemembers and veterans to use their military-taught leadership skills as Legionnaires. Sends readers to web site to join.

5. **Veterans Cemetery Ceremony Flap**

Vice President Cheney sent the definitive message during his speech in Indianapolis when he said, "As most of you know, our nation has 125 national cemeteries operated by the VA. Burials conducted in those cemeteries should honor the wishes of the families, including those that relate to religious observances. And despite the confusing order that recently came out of the federal bureaucracy, I want you to know that honor guards at military funerals will give the 13-fold recitation at any service where the family requests it." Ollie North credited The American Legion several times with being the sole voice for the ceremony and the force behind getting the VA to rescind the order during his appearance this morning on the national cable television show ***Fox and Friends***.

**National Guard (In Federal Status) and Reserve Mobilized as of Oct. 31, 2007** -- This week, the Army, Navy, Marine Corps and Coast Guard announced an increase, while Air Force announced a decrease. The net collective result is 927 more reservists mobilized than last week. At any given time, services may mobilize some units and individuals while demobilizing others, making it possible for these figures to either increase or decrease. The total number currently on active duty in support of the partial mobilization of the Army National Guard and Army Reserve is 73,034; Navy Reserve, 5,895; Air National Guard and Air Force Reserve, 7,033; Marine Corps Reserve, 7,589; and the Coast Guard Reserve, 347. This brings the total National Guard and Reserve personnel who have been mobilized to 93,898, including both units and individual augmentees.

**INTERNAL AFFAIRS WEEKLY STATUS INPUT**  
**Jack Querfeld, Director, Internal Affairs**  
(317) 630-1330  
**November 1, 2007**

**Membership**

Current 2008 membership is 1,711,877 without DMS. The current DMS total is 164,714. Current membership total including DMS is 1,876,591.

**Americanism and Children & Youth**

Weekly Report to the National Commander  
November 1, 2007  
Marty Justis, Director – (317) 630-1203

**American Legion Legacy Scholarship.** Please help inform those within your Department of the availability of this scholarship. The scholarship is for undergraduate studies at an institution of higher education and is renewable. The amount of the scholarship varies based upon the number of applicants and the amount of funds available. **ELIGIBILITY:** Child/children or legally adopted child/children or a child of a spouse by a prior marriage or dependent child as defined by the United States Armed Services for active duty personnel of the United States military and National Guard, and military reservists who were federalized and die on active duty on or after September 11, 2001. Must be a high school senior or high school graduate to apply for the scholarship. Applicants can obtain an application by sending a request to: American Legion Legacy Scholarship, The American Legion, PO Box 1055, Indianapolis, IN 4606. The application is also available on the Legion's web site at [www.legion.org](http://www.legion.org).

**Country Tribute to The American Legion.** Country music singer Michael Peterson's DVD collaboration with The American Legion - featuring the song "It's Who We Are," a tribute to The American Legion - was released at the 2007 National Convention in Reno, Nevada. The "It's Who We Are" DVD includes interviews with celebrities and Legionnaires, along with public service announcements about The American Legion Legacy Scholarship Fund. It is available for purchase on The American Legion's website, [www.legion.org](http://www.legion.org), and by calling 866-539-2509. They can also be purchased by sending a check for \$12.00 each, which includes shipping and handling, to: Michael Peterson DVD, The American Legion, PO Box 1055, Indianapolis, Indiana, 46206.

**Halloween Safety.** The "Make Halloween a Fun and Safe Night" continues to be the most popular publication of the National Commission on Children & Youth. During the 2006-2007 program year, more than 158,000 brochures were distributed to Posts, Squadrons and individuals across this nation. The objective of this unique brochure is to educate those children and parents choosing to participate in Halloween "trick-or-treating" about potential safety hazards and inform them how to avoid them.

**Flag Education/Etiquette.** To ensure burial services at the 125 national cemeteries operated by the Department of Veterans Affairs (VA) reflect the wishes of veterans and their families, VA officials have clarified the Department's policy about recitations made while the U.S. flag is folded at the gravesite of a veteran according to a press release issued October 30. "Honoring the burial wishes of veterans is one of the highest commitments for the men and women of VA," said William F. Tuerk, VA's Under Secretary for Memorial Affairs. "A family may request the recitation of words to accompany the meaningful presentation of the American flag as we honor the dedication and sacrifice of their loved ones." Traditional gravesite military funeral honors include the silent folding and presentation of an American flag, a 21-gun rifle salute, and the playing of "Taps."

The clarification includes the following: Volunteer honor guards are authorized to read the so-

called "13-fold" flag recitation or any comparable script; survivors of the deceased need to provide material and request it be read by the volunteer honor guards; and volunteer honor guards will accept requests for recitations that reflect any or no religious traditions, on an equal basis. Veterans with a discharge other than dishonorable, their spouses and eligible dependent children can be buried in a national cemetery. Other burial benefits available for all eligible veterans, regardless of whether they are buried in a national cemetery or a private cemetery, include a burial flag, a Presidential Memorial Certificate and a government headstone or marker.