

## **Americanism and Children & Youth**

Weekly Report to the National Commander

February 7, 2008

Marty Justis, Director – (317) 630-1203

**American Legion Legacy Scholarship.** Legionnaires looking for a great way to promote The American Legion Legacy Scholarship Fund or the programs of The American Legion need look no further than the new DVD "It's Who We Are." Michael Peterson's "It's Who We Are" DVD includes interviews with celebrities and Legionnaires, along with public service announcements about The American Legion Legacy Scholarship Fund. The DVD also contains a presentation by Michael and other celebrities describing the programs of the Legion and why someone should consider becoming a member of the world's largest veterans' organization. It is available for purchase on The American Legion's website, [www.legion.org](http://www.legion.org), and by calling 1-866-539-2509. 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. For more on Michael visit on his website: [www.michaelpetersonmusic.com](http://www.michaelpetersonmusic.com) <<http://www.michaelpetersonmusic.com>> .

**The deadline for applying for the American Legion Legacy Scholarship is April 15th.**

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. Child must be a high school senior or high school graduate to apply for the scholarship. The application is on the Legion's web site at [www.legion.org](http://www.legion.org) click on "Legion Programs" then click on "Resources." The scholarship is for undergraduate study and is renewable. In 2007, the scholarship was worth \$4,500. For more information e-mail [acy@legion.org](mailto:acy@legion.org) <<mailto:acy@legion.org>>.

**American Legion Child Welfare Foundation.** The Foundation's website ([www.cwf-inc.org](http://www.cwf-inc.org)) is being redesigned. The new look, with updated content, should be ready to go live in early March. Specific sections for Donors, Grantseekers and Children's Action Team members will remain taking on a fresh appearance. Content may also include: downloadable .pdf files and videos from grant recipients.

**INTERNAL AFFAIRS WEEKLY STATUS INPUT**  
**Jack Querfeld, Director, Internal Affairs**  
**(317) 630-1330**  
**February 7, 2008**

**MEMBERSHIP**

We are at 2,154,162 members, which is 82.8%. As compared to this time last year, we are 65.9K members behind in total renewals and 11.8K in traditional new members. These are two major concern areas

As far as 2008 DMS, we are on target to meet the 190,000 objective. We are running slightly ahead of the same time last year.

The National Commander's special initiatives by Past National Commanders, District Commanders and National Appointees are coming in slow. With the 85% target date of February 13 being the wrap-up date for these initiatives, we have only received three of the 17 Past National Commander reports, 30 district commanders that have called 100% of their posts to work renewals and no Commission/Committee reports on the recruiting at least one new member task for each National appointee. Requirement is to report to National Commander by February 20<sup>th</sup> with the results of all three

**PUBLIC RELATIONS DIVISION**  
**February 8, 2008**  
**Weekly Report to National Commander**  
**Joe March, Director**  
**(317) 630-1253; Cellular: (317) 748-1926**

1. **Birthday Speech**

The suggested American Legion 89<sup>th</sup> birthday speech is now available on the website and will be mailed to subscribers Monday for use next month.

2. **Berkeley City Council**

Issued the news release, "American Legion Commander to Berkeley City Council: 'Marines are not the enemy,'" last Friday. Picked up by nationally syndicated columnist Michelle Malkin and used extensively by syndicated radio talk show hostess Melanie Morgan and numerous blogs. Comm. Dir. John Raughter is flying to Berkeley for Tuesday's next council meeting where a major demonstration is anticipated along with the council's re-evaluation of their original vote against the Marine Corps recruiting station presence there. He will be covering story for the website and The American Legion Magazine. He will also work a story about new Post 911 in San Francisco – made up of Iraq-Afghanistan veterans.

3. **Salute Grants**

Newspapers continue to cover presentations of \$500 checks by Legionnaires to disabled Iraq/Afghanistan veterans around the country. Kudos to posts for a superb job in arranging impressive presentation venues and media coverage.

4. **Illegal Immigration Radio Campaign**

Six 60-second radio public service spots highlighting the "Strategy to Address Illegal Immigration in the United States," have been mailed to nearly 400 news-talk, country and religious talk format radio stations in Colorado, Arizona, North Carolina and Indiana as a pilot program. The spots invite listeners to The American Legion website to download or order the Americanism booklet at no charge. Anticipate first feedback cards from program/public service directors next week.

**Breaking Stories During the Week:**

- In a nationally syndicated column picked up widely headlined, "Berkeley VS. American, Again!," Michelle Malkin wrote, "The American Legion mobilized as well. National Commander Marty Conatser lambasted the votes: "The American Legion not only strongly condemns this action by the City Council but also believes that a sincere apology is in order to all Marines, past and present. ... What these recruiters do is essential to our national security. Without recruiters we have no military. And I don't think we can count on the flower children from Berkeley to protect this nation when it comes under attack. They have to remember that Marines are not the enemy; the terrorists are."
- **National Guard (In Federal Status) and Reserve Mobilized as of Feb. 6, 2008** - This week the Army and Navy announced an increase, while the Marine Corps announced a decrease. The Air Force and Coast Guard numbers did not change. The net collective result is 843 more reservists mobilized than last week. The total number currently on active duty in support of the partial mobilization of the Army National Guard and Army Reserve is 74,041; Navy Reserve, 5,025; Air National Guard and Air Force Reserve, 7,231; Marine Corps Reserve, 8,693; and the Coast Guard Reserve, 334. This brings the total National Guard and Reserve personnel who have been mobilized to 95,324, including both units and individual augmentees.