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To: All Members of the Department of Florida (DoF), Marine Corps League (MCL)

Re: **PUBLIC RELATIONS RESOURCES (PRR)**

Date: 19 May 2013

On behalf of Commandant Luis Calleja of the DoF, MCL, please permit me this opportunity to respectfully thank you for expressing interest in the invaluable subject of proactive public relations by virtue of your opening and reading this document. No doubt, you too will ascertain how positive public relations pertain directly to MCL recruitment and retention. Your interest in learning more by personally accessing this material can, when utilized properly, afford you the opportunity to engage in some new and productive programs you can exercise in your own Detachment.

Your Department's PRO adheres to the thesis that a Detachment's Junior Vice Commandant is equivalent in executive responsibility to the 'human resources officer' in the private sector's corporations/organizations, etc. As such, the JVC should oversee all recruitment and retention campaigns, practices and programs, including overseeing those who may 'chair' any committees involved in any and all recruitment and retention efforts.

Beginning with the 'Index' page of this section's materials and exhibits, you may find resources which supplement those outstanding public relations resources and guide points clearly explained and enumerated in the foundation document of our MCL; our 'Guidebook For Detachment Officers,' of the MCO, that should comprehensively aid Detachments in accomplishing ongoing positive public relations within their geographical areas, while also enhancing realized levels of retention of members, and also recruiting new members into the League.

Please be advised that there will be several 'exhibit' pages in both 'pdf' and 'doc' formats, which are intentional to enable various uses, including custom editing for 'generic' forms/letters per a Detachment's needs, etc.

Should you have any questions, suggestions, constructive criticisms, etc., you are invited to communicate these in writing please. Indeed, these exhibit pages may be edited from time to time as improvements are sought; and also as new subject matter may be included. As such, you are encouraged to check back from time to time to ascertain if such changes or additions may include materials that you have a definitive need for. Also, you can ascertain new public relations resources by viewing the PRO's quarterly report which is posted on the DoF's web site. Please do feel free to call upon the PRO at any time to seek assistance and/or to help correct that which apparently requires same.

We do hope you find these materials of assistance in your quest to serve and perform your tasks 'for the good of the League.' On behalf of the Department of Florida, Marine Corps League, we wish to again thank you for your interest in finding ways to improve your capabilities by seeking advanced knowledge and abilities to further serve our League and help in our collective mission to succeed in accomplishing all of our positive League programs.

Semper Fidelis,

D. Robin Barker,
Public Relations Officer,
Department of Florida, Marine Corps League

INDEX OF RESOURCES & EXHIBITS

Page 4. **Public Relations Support** - Multiple resources to enable members of Detachments to enhance their ability to produce effective and news worthy press releases; thus enhancing public relations, recruitment and retention.

- a. Press Release Guidelines – Page 4.
- b. Press Release example – Page. 7.
- c. Listing of media sources within the DoF – Page 9.

Page 15. **Recruitment Support** - Multiple resources specific to enhancing recruitment efforts begins with the acknowledgement that nearly everything the public sees or learns about the MCL may lead to the recruitment of new members and associate members. With this in mind, each Detachment may decide upon various methods to recruit new members; which may include:

- a. A policy Detachments can adopt independently to encourage the recruitment of active duty Marines by publicly offering to pay for their first (1st) year's membership application fees and dues. This certainly goes a long way to express the League's membership's desire to bring on board the many young men and women Marines and FMF Corpsmen who would certainly benefit from being members of the Marine Corps League;
- b. Generic recruitment 'letter' generation to recently graduated U.S. Marine and his/her family per local newspaper announcement(s) of completion of boot camp training; – Page 15.
- c. Generic 'Funeral Salutation Tribute' which can be posted via the Internet on funeral home 'guest books' listing obituaries of departed U.S. Marines and Navy FMF Corpsmen ascertained by systematically checking listings of local obituary columns. – Page 17.

Page 19. **Retention Support** – Consists of multiple resources specific to enhancing membership retention efforts. Always of concern to League commands; this aspect should receive due diligence to examine any potential methods for enhancement. Certainly, the pride in one's own Detachment's internal activities, programs, and in its membership's external public activities (ceremonial participation, etc.), group involvement in Detachment activities, committees, and programs; and appearance, and/or the appearance of the 'group' may all be potential key factors on determining an individual's desire to remain in the MCL. To address these elements, the following have been provided:

- a. Promulgation of a 'Membership Profile Survey Form' designed to ascertain the special talents, abilities, accomplishment, training, educations, hobbies, scouting experience, and other important and germane attributes of a positive and potentially active MCL member. – 20.
- b. Promulgation of an 'Associate Membership Profile Survey Form' designed to ascertain the special talents, abilities, accomplishment, training, educations, hobbies, scouting experience, and other important and germane attributes of a positive and potentially active associate MCL member. – 21.
- c. Sample MCL 'draft' of a Detachment Retention Survey – Exit Interview. – Page 22.
- d. The "10 Worst Meeting Offences." – Page 24.

Page 26. **Marine Rose Program Solicitation Support** – The DoF has produced resources to enable members of Detachments to more effectively and professionally seek cooperation from major retail/store sites to enable the implementation of this vital program to raise funds 'dedicated' to help our veterans, etc.

- a. Generic Detachment letter explaining the MCL and the Marine Rose Program, which should be delivered to any site where a Detachment seeks permission to perform the invaluable fund raising efforts the Marine Rose Program entails. This 'letter' lists 'enclosures' which the submitting Detachment officer(s) or member(s) should also include with the letter. These 'enclosures' can be acquired from the MCL's web site. – Page 28.
- b. A listing of the 'Programs of the Marine Corps League' used as but one (1) enclosure to help educate the management of a major retail/store site as to what the MCL actually does. – Page 30.

Page 32. **Ceremonial Rifles Acquisition** – The MCL has established the process, forms and links for the proper official acquisition by Detachments of Ceremonial M-1 Garand Rifles and/or military hardware for 'static display' purposes. The required forms are available on a link on the MCL National web site and those forms must be properly completed by a Detachment's Commandant.

Page 35. **Uniform Trouser Acquisition** – The DoF has arranged a Marine Corps authorized procurement method which has been established with the Mail Order Department, Military Clothing Sales Store, Marine Corps Exchange, for individual MCL members to be able to acquire special measurement Dress Blue Trousers (DBT). This will afford all MCL Detachment members to be able to wear the League's undress uniform with DBT instead of the optional black trousers. As such, all Detachments shall have the ability to field a 'completely like uniformed' formation, etc., and this will certainly add to a Detachment's positive public image thus fostering potential enhanced levels of membership retention and participation in ongoing public ceremonies, parades, and other events.

- a. Form to be printed, and used by competent tailor to measure applicant to make certain that the special measurement (extra large sized) trousers will be produced correctly and thus fit properly.

Page 36.

Page 37. **Public Educational Programs (PEP)** – Detachments can initiate free public forums where a military documentary is shown to the public and one (1) or more veterans of the 'subject' historic Marine Corps battle will tell their personal eyewitness stories, etc. One (1) DoF Detachment has successfully promulgated multiple 'model' free Public Educational Programs (PEP) which, if used as 'models' for other DoF Detachments and produced and employed professionally, will enable a Detachment to garner widespread local public recognition of their existence and of that Detachment's apparent desire to provide the public with free educational programs to enhance a greater appreciation of history and the sacrifices made by the men and women of America's Armed Forces.

- a. The Department of Florida (DoF), Marine Corps League (MCL), is providing a 'Sequence Outline' to assist Detachments in the successful and professional production of free public relations programs and events. – Page 40.

PRESS RELEASES & PUBLIC RELATIONS RESOURCES FOR MEDIA CONTACTS

Recently the PRO of the DoF became aware of an organization called the Florida Public Relations Association (FPRA) after reading a newspaper announcement of a local conference they were hosting to persons involved in public relations. The PRO attended the event and gleaned information which may enhance others' abilities to produce and submit positive press releases. The DoF is bringing this to your attention so that those of you who are likewise tasked with performing public relations duties for your Detachments can also benefit. You may wish to also visit their web site at: www.fpра.org

For a listing of their chapters throughout Florida please see: <http://www.fpра.org/Chapters.aspx>

During the conference the PRO made note of several points which may assist you in the submission and acceptance process of your individual press releases. No doubt that the information the conference's panel provided will be germane to most of the newspapers throughout Florida. Here are some of the primary tips to help you get your press releases accepted:

1. Email is the best way to contact newspaper staff.
2. A press release's first two (2) paragraphs are the most important.
3. Fewer reporters on a paper's staff, due to budget issues, makes for more opportunities for outside public relations operatives to have their work accepted.
4. A press release should convince the 'reader' that it has a 'reason' why the press release should be acted on; how important the cause or issue is? Etc.
5. Before submitting a press release, ask yourself: "*Will it catch the readers' attention?*"
6. If you desire to do a follow-up on your submission, only submit one (1) email; and one (1) phone call.
7. News personnel and editors don't have time to talk; so if you decide to phone one, make certain of what you will ask and keep it brief and concise.
8. A press release being submitted by email should have two (2) or three (3) important / interesting issues / facts.
9. Try to always begin a 'story' focusing on an individual. To 'personalize' a story makes it much more interesting and news worthy to editors, etc.
10. Remember that most news publications have a trained 'clerk' to receive all emails; and this news clerk is referred to as a 'gatekeeper.' It is a good practice to try to politely find out who your gatekeeper is and develop a professional relationship with them.
11. If reporting on an event, make your event FIRST / BEST/ DIFFERENT.
12. NEVER submit an email with an empty subject line.

Also, consider placing a 'footer' at the bottom of all correspondence particularly to new media outlets to stress the IRS status and historic significance of our League's formation. Here is an example of what a footer located at the bottom of a page should look like:

Lance Corporal Justin J. Wilson Detachment 1045, Marine Corps League, P.O. Box 1322, Port Salerno, Florida 34992-1322
Phone: 772.919.8800 * Email: jjwilsonmcl1045@gmail.com * Web Site: www.mclf.org/LCPL-Justin-J-Wilson-Det-1045
Detachment 1045 is a non-profit veteran's organization per IRS Code 501(c) (3) - EIN: 90-00906665
Marine Corps League Chartered & Incorporated by Congress on August 4, 1937 - Non-profit organization per IRS Code 501(c)

Here below is the DoF's footer; please note the different IRS Code designation:

Department of Florida, Marine Corps League - Chartered & Incorporated by Act of Congress on August 4, 1937
Web Address: www.mclf.org * Not-for-profit National Veterans' Organization per IRS Code 501(c) (4)

It is a good idea to personally visit the main office of your local newspaper(s). You may learn a lot about the paper and its staff while there. Also, consider making contact with local AM / FM Radio and Television

stations in your area. Their community services and news divisions will often times welcome public service announcements; and some of these can even be faxed to their news rooms.

Here below are some generic ‘press release format guidelines’ gleaned from the Internet:

- A. A press release is a written communication that purports to report on an event, circumstance or occurrence by a third party, and is provided to the news media for the purpose of promotion.
- B. Business, organizational or personal press releases are different from a news article in that a news article is a compilation of facts developed by journalists and then published as news content within a given media outlet.
- C. A press release, on the other hand, is designed to be sent to journalists and or media outlets (newspapers, magazines, broadcasters, etc.) in order to encourage them (the reporter or actual media outlet) to develop news articles on the subject. A press release is generally biased toward the objectives of the press release’s author and is most often viewed as raw materials by the media when creating news content.
- D. Since the advent of the Internet the lines between “news” as compared to a press release are getting blurred, but the purpose of a press release, within its related format, is to reach out to the media to get them to report on your particular message, with secondary “direct to readership” benefits associated with overall Internet based publicity.

The Press Release Format:

- A. You must report in the “third person”. Just like a news release, a press release purports to report on an event, circumstance or occurrence by a third party. When writing a news release, be a reporter and report on yourself or your business.
- B. Third Person Example: “According to John Doe, the next version of Webster’s Dictionary will include two new slang terms that were identified in his research as being part of ...”.
- C. Inappropriate Example: “I, John Doe, was informed that the next version of Webster’s Dictionary will include two new slang terms that I identified in my research as being part of ...”
- D. Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear and attention grabbing headline.
- E. Remember, this content is intended to be used by the media, so be accurate and reasonably detailed.
(Begin with the text immediately below)

FOR IMMEDIATE RELEASE

Headline - Be creative and keep it to one sentence. Capitalize the first letter of all words but do not use all upper case letters. Exclamation marks (“!”) conveys that your release is advertising, not news, and it’s the credibility of news that generates the good publicity.

Paragraph 1

Physical location (country, state, city), Month, Day, Year - Begin with a strong introductory paragraph that captures the reader’s attention and contains the information most relevant to your message such as the “Five W’s” of (W)ho, (W)hat, (W)hen, (W)here, and (W)hy, when applicable. This paragraph should summarize the News Release such that if it was the only part seen by a reader, it would tell your entire message, and it should include a hook to get your audience interested in reading more.

Paragraph 2, 3, 4, ...

These paragraphs should contain more detailed important information, and make up the body of the release. Pick up with the information provided in your first paragraph, including quotes from key staff, customers or subject matter experts. Make sure you use correct grammar so as not to affect your credibility negatively. As for content, make sure to keep in mind that you are writing a press release to grab the attention of the media. It is very important to maintain factual accuracy, make sure you are cleared to use quotes or information about businesses, and most importantly have an angle that will appeal to journalists (often by connecting your release

to current events or issues). Effective releases usually utilize a strategy known as the inverted pyramid, which is written with the most important information and quotes first.

Try to keep the press release to fewer than 500 words total. Remember, succinct and to the point works best.

The body of your release should be more than one paragraph. The final paragraph should restate and summarize the key points of your release.

Additional 1 - Provide avenues for the reader to obtain additional information, demos, samples, etc., and it is important to Internet links. WebWire® provides special data submission fields for company/agency name, contact, telephone, email address, website location, etc. and other online connections (links).

Additional 2 - Include trademark acknowledgments, product or event timelines, availability, logistics, etc. in paragraph form.

Additional 3 - Background information about the company featured in the release, if appropriate, as well as any applicable safe harbor statement or disclaimers.

Additional 4 - With a WebWire submission, include contact information about the release (name, title, email, telephone, etc.) within the appropriate online form. Make sure it is the person who can answer questions about the release.

(End with these characters immediately below; and centered on the page)

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Here is a *sample* DoF ‘press release’ as an example to be utilized:

Press Release for Immediate Publication

Orlando, Florida – U.S. MARINES AND NAVY F.M.F. CORPSMEN INSTALL NEW COMMANDANT FOR THE DEPARTMENT OF FLORIDA, MARINE CORPS LEAGUE

As he stood at attention before scores of U.S. Marines and Navy Fleet Marine Force Corpsmen, who wear or who have worn the eagle, globe and anchor, Lou Calleja prepared himself for the solemn task of leading the Marines and Corpsmen for the next year as soon as he recited the oath for the office of Commandant of the Department of Florida, Marine Corps League, at their annual Convention. No doubt as he prepared for this new honor, he was reflecting upon his many years of public service, which began in 1961 as a junior in high school when he joined the U.S. Naval reserves, and attended Navy boot camp at Floyd Bennett Field, in Brooklyn, New York. In 1962, one month before he was to graduate high school Lou celebrated his 18th birthday by visiting his local U.S. Marine Corps Recruiter. On June 26, 1962 he left home for Parris Island, SC, where he completed basic training and was later assigned to the 6th Marines, at Camp Lejeune. He separated from the Marine Corps during October 1966 as a Sergeant. In 1970 Lou Calleja began an exemplary career as one of New York City’s Bravest, by joining the New York City Fire Department, and serving in four of the city’s five boroughs. In 1980 Lou earned the coveted promotion of Lieutenant, and in a career that can be easily described as exemplary he received multiple commendations, taught at the Fire Academy, and worked at NYFD’s Division Headquarters until retirement in 1995. Since 1997 Lou has been a dedicated member of the Marine Corps League and from the time he joined he immersed himself in any way he could help other Marines and veterans. He has volunteered at VA Medical Centers, giving more than 1,800 hours of service to hospitalized veterans. He has managed multiple events to raise funds for wounded veterans, and has held many League offices.

U.S. Marines and F.M.F. Corpsmen from the _____ Detachment (#)_____, of _____, Florida, joined with others from all over the State of Florida by deploying to the Wyndham Orlando Resort, to attend the Marine Corps League’s 2012 Convention for the Department of Florida on Thursday, June 14, 2012. Hosting this year’s State Convention were the Department of Florida Officers, Staff, Members, Marine Corps League Auxiliary and the Florida Pack of the ‘Military Order of the Devil Dogs’ under the command of Department Commandant William “Bill” Backes. Within the Department of Florida (state-wide) alone, there are 52 Detachments, which are comprised of more than 4,600 members. Also attending the Convention was Marine Corps League National Commandant Vic Voltaggio, and Senior Vice Commandant James J. “Jim” Tuohy.

During the course of the three-day Convention, Marines and F.M.F. Corpsmen attended meetings, where they discussed their multiple fund raising efforts to assist wounded military personnel, and planned future events. Also, members of the League’s elite ‘Military Order of the Devil Dogs,’ the ‘fun and honor society,’ held their Florida Pack’s Growl. The Marine Corps League Auxiliary also held meetings where the ladies presented the Marines and Corpsmen with funds they raised to help with the multiple charitable causes which League members support.

The traditional evening banquet was held on Saturday, June 16, 2012, where National Commandant Voltaggio presided over the administration of the oath of office for incoming Department of Florida Commandant Lou Calleja. Following this oath, Sergeant-At-Arms Bruce Marshall presented the Department’s flag to outgoing Department Commandant Bill Backes, who then turned to present it to Commandant Calleja, who then returned it to his Sergeant-At-Arms for posting.

Following this traditional transfer of the Department’s flag, newly installed Commandant Calleja called all of his newly elected and appointed officers to the dais, where he administered their individual oaths of office. As

Commandant Calleja marked the conclusion of the Department's 2012 Convention he gave special thanks to others, including his wife and family who looked on with joyous pride.

The Marines and FMF Corpsmen who attended the Marine Corps League's Department of Florida Convention joined together in camaraderie and fellowship for the purpose of preserving the traditions and promoting the interests of the United States Marine Corps. Marine Corps League members proudly work to recruit new members, banding together those who are now serving in the United States Marine Corps and those who have been honorably discharged from that service that they may effectively promote the ideals of American freedom and democracy, voluntarily aiding and rendering assistance to all Marines, and Navy FMF Corpsmen, and to their widows and orphans; and to perpetuate the history of the United States Marine Corps and by fitting acts to observe the anniversaries of historical occasions of particular interest to Marines.

Since the League was founded in 1923 by WW I Marine Lieutenant General John Archer Lejeune, and later chartered by the U.S. Congress in 1937, the Marine Corps League has grown consistently, and is comprised of veterans and active duty personnel from conflicts preceding World War II to the present. The current Commandant of the U.S. Marine Corps, General James F. Amos, is also a proud member of the Marine Corps League.

The members of the _____ Detachment (#) _____, of _____, Florida, meet on the _____ day of the month, at _____ hours, at _____. For further information on membership or meetings please call: _____.

As the Marine's Convention concluded, Department of Florida's Commandant Lou Calleja expressed the Marine Corps League's open invitation to all Marines and FMF Corpsmen to attend the Department of Florida's upcoming Fall Conference from 18 to 21 October 2012, which will be held at the Hilton Garden Inn, located in Riverview, Florida. Commandant Calleja further stated: Once a Marine, always a Marine - U.S. Marines and Navy FMF Corpsmen are encouraged to join the Marine Corps League, and may acquire information on local Detachments and the Department of Florida, Marine Corps League, by visiting their web site: www.mclf.org - or- for those residing outside of Florida, visiting the National MCL web site: www.mcleague.com

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For additional 'public relations' resources, one may visit the following: www.mistermediatraining.com

If you have any questions, please feel free to contact the DoF's PRO. Thank you.

PRESS & MEDIA CONTACT SOURCES IN FLORIDA

Bonita Springs:

Bonita Daily News

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Bonita Springs, FL 34135
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Marine & Military Publications:

LEATHERNECK - Magazine of the Marines
Published for the Marine Corps Association - The Professional Association for All Marines
Editorial Offices:
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Quantico, VA 22134
www.mca-marines.org/leatherneck
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**GENERIC RECRUITMENT LETTER FORMAT FOR NEW MARINES
ASCERTAINED FROM LISTINGS IN LOCAL NEWSPAPERS**

To: U.S. Marine _____ & Family
_____, Florida _____
Phone: _____

From: _____, Junior Vice Commandant
_____, Detachment ___, Marine Corps League
_____, Florida

Subject: **INVITATION FOR MARINE _____; REQUEST
CONTACT FOR MEMBERSHIP OFFERING**

Date: _____, 2013

Dear Marine _____ and Family:

On behalf of the officers, members, associate members and Auxiliary of the _____ Detachment _____, Marine Corps League, it is my personal pleasure to write to you to express our sincere congratulations on successfully completing basic training and becoming a new United States Marine! We share the pride you and your family must be experiencing at this historic time in your life. Indeed, you have chosen to be one of the mere 1% of young Americans who volunteer to serve in our armed forces; but you went even further by joining our nation's elite Marine Corps! Well done indeed!!

As you may not yet know, the Marine Corps League perpetuates the traditions and spirit of all U.S. Marines and Navy FMF Corpsmen, who proudly wear or who have worn the eagle, globe and anchor of the Corps. Members of the League volunteer to work hard to assist active duty Marines, Corpsmen and other armed forces personnel, especially those wounded, as well as their families in many different ways, via multiple well established programs. The Marine Corps League takes great pride in crediting its founding in 1923 to World War I hero, then Major General Commandant John A. Lejeune, and its Federal Charter approved by an Act of the Seventy-Fifth Congress of the United States of America and signed by President Franklin D. Roosevelt on August 4, 1937, making the League the only Federally Chartered Marine Corps related veterans organization in the country. And, since its earliest days, the Marine Corps League has enjoyed the support and encouragement of the active duty and Reserve establishments of the U. S. Marine Corps. The Marine Corps League, comprised of hundreds of Detachments, is a not-for-profit organization within the provisions of the Internal Revenue Service Code 501(c) (4).

Within the Department of Florida, MCL, there are 53 active Detachments, with ours being one of the smallest, yet we are in a County where the Veteran's Service Supervisor stated there are more than _____ U.S. military veterans residing in _____ County at the present time. Of these, estimates are that somewhere between 10% and 15% are United States Marines. The VSS stated that from this information one can reasonably conclude that there is anywhere from _____ to _____ U.S. Marines who call _____ County their home.

You should know that members of the Marine Corps League join together in camaraderie and fellowship for the purpose of preserving the traditions and promoting the interests of the United States Marine Corps, so that they may effectively promote the ideals of American freedom and democracy, voluntarily aiding and rendering assistance to all Marines and to their widows and orphans; and to perpetuate the history of the United

States Marine Corps and by fitting acts to observe the anniversaries of historical occasions of particular interest to Marines.

On many occasions young Marines must seek personal assistance from their local Marine Corps League Detachments', but League members receive the most support. As such, by this letter we are inviting you to join our Detachment; and we would like to let you know that our Detachment's own policy provides that new members who are active duty enlisted Marines are invited to join for free for the first (1st) year! We have enclosed a list of some of the various programs of the League, as well as an Application for Membership. We respectfully ask that you do take the time to consider joining your home town's Detachment so you will be assured you have brothers and sisters here waiting to greet you and support you in many ways.

The _____ Detachment _____ holds monthly meetings on the (first, ?) _____ of every month at _____ p.m. at the _____, located at _____

_____, Florida. For information on the Detachment, please contact Commandant _____ at: _____; or email to:

_____. For information on the Marine Corps League, its missions, and the legitimate charities it supports to help veterans and their families please visit the League's Department of Florida web site at: www.mclf.org

On behalf of the officers and members of our Detachment I wish to thank you in advance for your anticipated kind attention to our invitation. We shall remain ever grateful of your decision to join our beloved Corps.

Semper Fidelis,

_____,
Junior Vice Commandant, Det. _____, MCL

DETACHMENT FUNERAL REGISTRY SALUTATION

The public exposure of a Detachment lends itself to positive publicity and potential recruitment opportunities. Even when a Detachment renders respects for a departed Marine or other notable person, this is viewed in a positive way. As such, a Detachment's JVC, or an appointee, can scan local news media for obituary listings of Marines or Navy FMF Corpsmen who have recently died; to then post the following funeral tribute on the on-line 'guest book' for same. For posting a photo with the guest book entry, it is suggested the 'Official Seal of the Marine Corps League' should be 'up loaded' to appear with the Detachment's posted tribute below:

For deceased U.S. Marine:

The U.S. Marines and Navy Fleet Marine Force Corpsmen, Associate Members, and Auxiliary of the _____ County, Florida, based

Detachment #_____, of the Marine Corps

League, hereby salute and recognize your efforts put forth during a portion of your lifetime by sacrificing to become a United States Marine. We salute you and honor your memory and valiant service to our Corps, and our Nation. Please accept our heartfelt sentiments as a token of our esteem and admiration of your L'Esprit du Corps. Semper Fidelis!

For deceased U.S. Navy FMF Corpsman:

The U.S. Marines and Navy Fleet Marine Force Corpsmen, Associate Members, and Auxiliary of the _____ County, Florida, based

Detachment #_____, of the Marine Corps

League, hereby salute and recognize your efforts put forth during a portion of your lifetime by sacrificing to become a United States Navy Fleet Marine Force Corpsman. We salute you and honor your memory and valiant service to our Corps, and our Nation. Please accept our heartfelt sentiments as a token of our esteem and admiration of your L'Esprit du Corps. Semper Fidelis!

For deceased Detachment Associate Member:

The U.S. Marines and Navy Fleet Marine Force Corpsmen, Associate Members, and Auxiliary of the _____ County, Florida, based

Detachment #_____, of the Marine Corps

League, hereby salute and recognize your efforts put forth during a portion of your lifetime by sacrificing to become a dedicated Detachment member. We salute you and honor your memory and service to our League, and our Nation. Please accept our heartfelt sentiments as a token of our esteem and admiration of your L'Esprit du Corps. Semper Fidelis!

For deceased Auxiliary Member:

The U.S. Marines and Navy Fleet Marine Force Corpsmen, Associate Members, and Auxiliary of the _____ County, Florida, based

Detachment #_____, of the Marine Corps League, hereby salute and recognize your efforts put forth during a portion of your lifetime by sacrificing to serve this Detachment and the Marine Corps League. We salute you and honor your memory and service to our League, and our Nation. Please accept our heartfelt sentiments as a token of our esteem and admiration of your L'Esprit du Corps. Semper Fidelis!

DETACHMENT MEMBERSHIP PROFILE SURVEY FORMS

Promulgation of a ‘**Membership Profile Survey Form**’ designed to ascertain the special talents, abilities, accomplishment, military experience, training, education, hobbies, scouting experience, and other important and germane attributes of a positive and potentially active MCL member is an invaluable resource for a Detachment. No doubt every Detachment has members currently who are modest and perhaps even humble about some of their special skills, education, talents, etc. For this reason, the MCL Guidebook For Detachment Officers calls for Detachments to acquire “*A biographical sheet/questionnaire that includes application information, questions, on interests, jobs, or other skills and other information that might assist the Detachment in utilizing this member. Information on where to return the form should be included.*” (See page 34)

Essentially, the more the Detachment knows about its members the better, insofar as when the memberships’ special talents and abilities are known, the many programs, tasks, missions, etc. that Detachments may find necessary to complete to meet their League mission(s), can be more efficiently dealt with by utilizing those members who have what it takes. With this in mind the DoF has produced the following forms for Detachments to consider adopting:

Marine Corps League Detachment Membership Profile

Full Name _____ Phone () _____

Street Address _____

City _____ State _____ Zip Code _____ + _____

Date of Birth: ____ / ____ / ____ Email Address: _____

Location of Basic Training: _____ Date of Graduation: _____

Name of Senior Drill Instructor: _____

Date of Enlistment/Commissioning: ____ / ____ / ____ Platoon/Class Number: _____

Date of Discharge/Retirement/Separation: ____ / ____ / ____ Type of Certificate: _____

Primary MOS: _____ Secondary MOS: _____ Additional MOS: _____

Prior / Post USMC Military Service Branch(es): _____

USMC/Military Schools Attended:

Special Military Training / Qualifications:

Decorations, Medals, Badges, Commendations, Citations and Campaign Ribbons Awarded or Authorized:

Marine Corps League Offices / Appointments / Committee Chairs Held:

Skills & Abilities to offer Marine Corps League Detachment:

Typist @ WPM: _____ Other Languages Spoken: _____ BSA/GSA Scouting Experience: _____

Title(s) of Civilian Occupations Involved In: _____

(Det. _____ Profile Form 013113)

Marine Corps League Detachment Associate Membership Profile

Full Name _____ Phone () _____

Street Address _____

City _____ State _____ Zip Code _____ + _____

Date of Birth: _____ / _____ / _____ E-Mail _____

Address: _____

Schools Attended:

Special Training / Qualifications:

Community and/or Institution/Business Commendations, Citations and Awards:

Marine Corps League Offices / Appointments / Committee Chairs Held:

Skills & Abilities to offer Marine Corps League Detachment:

Typist @ WPM: _____ Other Languages Spoken: _____ BSA/GSA Scouting Experience: _____

Title(s) of Civilian Occupations Involved In:

(Det. _____ Profile Form 013113)

DETACHMENT RETENTION SURVEY – EXIT INTERVIEW

The following information may be considered by a Detachment as a potential tool to help leadership learn why individual members of the League have decided to change their membership status:

Sample Marine Corps League Detachment Retention Survey – Exit Interview

by: D. Robin Barker

Postcard - Initial Survey Questions – Yes & No Answer Format:

Is your decision to not renew your MCL membership due to:

- a. Health?
- b. Financial?
- c. Family?
- d. Other hardship?
- e. A problem within your Detachment; Detachment Officer(s); Detachment Member(s)?

Since your decision to not renew your MCL membership is apparently due to a Detachment/MCL issue, we are interested in addressing your concerns. To that end we require additional information, so would you be willing to:

- a. Accept a detailed Survey Questionnaire Form from the Detachment; and
- b. Complete the Survey Questionnaire Form with check-off and fill in answers; and
- c. And, return the completed Form to the Detachment/MCL in a provided return envelope?

If the problem(s) you cite were corrected, would you be interested in renewing your MCL membership?

Secondary Mailing - Categories of Survey Questions:

- 1. Personal
- 2. Geographical
- 3. Detachment
- 4. MCL

Directions for completion of survey:

Please check-off your reason(s) for not continuing your MCL membership, or fill-in your comments accordingly.

Reasons for Delinquency:

Personal:

- 1. Health
- 2. Financial
- 3. Family Obligation(s)
- 4. Transportation Difficulties
- 5. Other:

Geographical:

- 1. Detachment location too far from residence.
- 2. Recently moved to another area.
- 3. Unable to travel to meetings, etc.
- 4. Other:

Detachment:

- 1. Incumbent Leadership is not performing to perceived MCL –or- USMC leadership standards.
- 2. Membership body of Detachment is not performing to perceived MCL –or- USMC standards.
- 3. Participation in Detachment functions does not meet my expectations.
- 4. Other:

Marine Corps League:

Specific questions to address members' concerns and observations, relevant to determining remedial action by the Detachment/MCL:

Why are you leaving the Marine Corps League organization?

Who or what, if anything, triggered your decision to leave the Marine Corps League?

What was the most satisfying thing about your Detachment?

What is the least satisfying thing about your Detachment?

What would you want to see changed in your Detachment?

What would you want to see changed in the Marine Corps League?

Did your time in the Marine Corps League satisfy what you expected?

Did you receive support by your Detachment's Officers?

What would you do to improve the Detachment you were a member of?

Before deciding to leave your Detachment, did you investigate transferring to another Detachment, or, becoming a Member-At-Large?

If you have any other comments or suggestions, please print them below: In your own words, please indicate what you believe can be done to make your experiences in the MCL better and more fulfilling:

Signature

Date

THE TEN (10) WORST MEETING OFFENSES

1. **Being Unprepared:**

- A. Includes Staff Officers or anyone designated to report.
- B. Make sure that all technical aides being used are operational.
- C. Always provide an agenda and support material in advance.

2. **Starting on Time:**

- A. Insist on starting the meeting at the scheduled time.
- B. Whether your meetings are attended by 12 members or 200 members showing up late or starting late will damage the image that you should be trying to project.
- C. A Meeting Hog is a person that talks just to hear himself or herself talk. You should encourage your Officers and Staff to have a written Report to present to the membership...there is nothing worse than an Elected or Appointed Officer standing and saying "Nothing to report sir." What have you done for the Detachment during the time between the monthly meetings? If you have nothing to report, it's self-explanatory...

3. **Take Part in the Meeting:**

- A. Don't just sit there if you have something to offer...Many times a member will not rise to address the body but wait until the meeting is over and then approach the Commandant or one of the Staff and offer something that is beneficial to the Detachment.

4. **Sitting Silently during the Meeting:**

- A. The extreme opposite of not taking part is the member that has nothing to offer during the meeting except idle chatter. You should refrain from private meetings because it is not only rude, but you may also miss something important being said.

5. **Expressing Rude Body Language:**

- A. Avoid making facial gestures and rude comments during presentation because you disagree with what is being said...You will get your chance to address the body if you so desire. Never get up and leave the room in disagreement. If you show the speaker the lack of respect to at least listen, then you have lost the battle.
- B. It is the duty of the Commandant to manage those being disrespectful in a tactful way and do not ever put a member down by trying to humiliate him.

6. **Sidebar conversations are a NO-NO:**

- A. Sidebar conversations are possibly the rudest thing that can happen during the Meeting...This should be stopped immediately and refocus on the subject at hand.

7. **Arguing, disrespecting or putting others down:**

- A. Disagreements are Healthy and Fine, but never get into personal attacks. Don't make others look bad for the sake of making you look good! Never be condescending or avoid the opinions of the membership. Always be professional in your choice to disagree.

8. **Cells Phones:**

- A. When the Commandant orders the Sgt-at-Arms to open the meeting, he (Sgt at Arms) will open the meeting according to the ritual and the following "The smoking lamp is out and please turn off all Cell Phones". Additionally, there should be NO ALCOHOLIC BEVERAGES IN THE MEETING ROOM.

This is a common sense ruling because we all know that alcohol changes your perspective.

9. **Chewing Gum or Eating:**

- A. While chairing a meeting, the membership does not want to hear you chewing gum...A bottle of water is permissible.
- B. The staff or Board of Trustees should not be indulging either.

10. **Shutting Down the Meeting:**

- A. We all know that if a meeting runs too long, you are probably going to have some disgruntled members...If you are in the process of conducting some important business and it needs to be settled then and there, you should ask for a motion to extend the meeting an

additional fifteen minutes... This shows the membership that you care about them and are trying to be as expeditious as possible.

(Author unknown at present)

MARINE ROSE PROGRAM SOLICITATION SUPPORT

To: All Detachments

From: Lou Calleja, Commandant, Department of Florida, Marine Corps League

Subject: **SOLICITATION PROTOCOL GUIDELINES FOR DETACHMENTS**

Date: May 9, 2013

In the interests of assisting all Detachments within the Department of Florida (DoF), Marine Corps League (MCL), the following protocol guidelines have been promulgated. The genesis of this has evolved from a lengthy effort to acquire official vetting of the DoF by a major retail store chain throughout Florida, by means of requesting a 'letter' indicating that that store chain's headquarters has evaluated all of the credentials of the DoF and MCL and found it to be a reputable not-for-profit organization that engages in fundraising activities, with similar standing with the American Legion, Boy Scouts of America, Salvation Army, Girl Scouts of America, Veterans of Foreign Wars, et al. Receipt of this 'letter' by the DoF would have enabled the DoF to post it on our web site for use by any Detachment that sought to perform the Marine Rose Program at any of that store chain's many locations, thus assuring each store's management team that their company has vetted the MCL as a legitimate not-for-profit, etc., without having to repeatedly produce all of the documentation contained in the below listed 'Enclosures.' However, that company has declined to produce such a letter.

As such, the DoF is hereby affording all Detachments with the tools necessary to enable them to make a proper and professional introduction to any and all businesses in Florida for the described fund raising activity.

If the following guidelines are followed correctly, there is every chance that the interested Detachment will meet with success if their targeted business, or institution, does afford like organizations to perform not-for-profit fundraising on/at their premises.

First, the interested Detachment will complete the DoF's 'Detachment Solicitation Request Form' letter to 'personalize' it for the targeted premises. By that, we mean do research first to ascertain the correct full name and title of the manager, owner, etc., and have that placed on the completed form letter.

The Detachment will download and/or print out the four (4) important 'Enclosures' named on the solicitation request form letter:

Enclosures: Copy of Congressional Act of Incorporation of MCL, 080437
Copy of IRS letter as evidence of MCL's 'group' status as a Not-For-Profit
per Section 501 (c) (4)
Copy of MCL's National group insurance policy (four (4) pages)
Copy of MCL's National Programs listing

Once done, the Commandant, or his/her designee, of a Detachment shall be in a proper MCL uniform and after verifying that the business principal named in the letter is present at the premises, approach and introduce him/herself.

At that time the Detachment official should very politely and succinctly address the principal with a concise overview of the Marine Rose Program and the Detachment's intent which is enumerated in the letter and enclosures; and at this approximate time these should be handed to the subject.

The Detachment official should invite the principal to take their time to read over the materials that are being left with them, as they may be very busy, etc., and then politely asked to please contact / phone with their response to the request when they have made a determination.

The DoF believes that by following these guidelines its Detachments should meet with success when they request permission to perform the Marine Rose Program, which is an invaluable fund raising program for our veterans programs, etc. We do wish to remind Detachments that some businesses must follow an internal protocol to enable them to have their own corporate permission to permit a Detachment to perform this program on their premises; so be prepared for a delayed response.

Please note: If at any time the MCL member meets with any degree of apparent unfavorable response at any time, a polite withdrawal is highly recommended. The very last thing the League will tolerate is conduct that will injure its reputation, etc.

The Public Relations Officer of the DoF will be available to address any questions or concerns you may have with these guidelines, etc. I wish you every success in your efforts to continue to help the League meet its obligations to support and serve our veterans and others in need.

Semper Fidelis,

Lou Calleja,
Commandant

To:

From: _____, Junior Vice Commandant, _____ Detachment _____,
Marine Corps League

Subject: **AUTHORIZATION FOR NATIONAL NOT-FOR-PROFIT VETERANS'
ORGANIZATION TO PERFORM FUND RAISING PROGRAM EFFORTS;
REQUEST FOR**

Date:

Dear _____:

Thank you for this opportunity to contact you. I am an officer in the Marine Corps League (MCL), and I have been assigned to respectfully seek authorization from your company to enable members of our MCL Detachment to perform a very import fund raising effort. To that end I am respectfully submitting this correspondence, and its multiple attachments, to you for your personal review and consideration.

Americans are well aware of the American Legion's "Poppy" program; as the Poppy has been used as a symbol since 1921 to aide that venerable veterans organization in acquiring donations for its many fine programs to assist veterans. However, the U.S. Marine Corps has its own program that uses a symbolic flower as well. In 1778, during the War of Independence, the **Marine Corps Rose** was dedicated to those Marines who made the Ultimate Sacrifice for their country. This tradition was continued by the French during World War One when the Marines attacked the Germans in the trenches at Belleau Wood, where they earned the name '*Devil Dogs*' given them by the vanquished German forces they faced. Roses were planted by the grateful French people at the graves of the Fallen U.S. Marines.

The Marine Corps League perpetuates the traditions and spirit of ALL Marines and Navy FMF Corpsmen, who proudly wears or who have worn the eagle, globe and anchor of the Corps. It takes great pride in crediting its founding in 1923 to World War I hero, then Major General Commandant John A. Lejeune. It takes equal pride in its Federal Charter, approved by An Act of the Seventy-Fifth Congress of the United States of America and signed and approved by President Franklin D. Roosevelt on August 4, 1937. The League is the only Federally Chartered Marine Corps related veterans organization in the country. Since its earliest days, the Marine Corps League has enjoyed the support and encouragement of the active duty and Reserve establishments of the U. S. Marine Corps.

The Marine Corps League is a not-for-profit organization within the provisions of the Internal Revenue Service Code 501(c) (4), with a special group exemption letter which allows for contributions to the Marine Corps League, its Auxiliary and subsidiary units, to be tax deductible by the donor. The Marine Corps League, and its Detachments, is fully insured up to \$2,000,000.00 General Aggregate, under a Travelers Insurance Company Commercial General Liability Insurance Policy, No. 660918X5830. Please see the following enclosures.

THE MARINE ROSE PROGRAM: Started by U.S. Marine Eddie Gallagher from New York, designed to parallel the VFW "Poppy" program to provide funds for MCL Detachments to assist veterans and youth and provide other services to the community, including: Health and comfort items for hospitalized veterans at local VA Hospitals; Support programs such as bingo or holiday parties for hospitalized or retired veterans in Retirement Homes; Scholarships; Assist youth programs including the Boy Scouts of America's Eagle Scout Courts of Honor; Young Marines Program; Wounded Warriors Program; And, provide Humanitarian Aid. Marine Corps League Detachments proudly volunteer to make the Marine Rose Program a success. When and where ever you see Marine Corps Leaguers or Young Marines distributing these remembrances people take and wear them proudly.

HOW THE MARINE ROSE PROGRAM WORKS: Uniformed members of the MCL purchase small pin-like 'Roses' from MCL National Headquarters. Then they coordinate with local businesses or organizations to set-up a table or booth at their location(s); and in no way obstruct any entrances or exits, as tables/chairs are off to side areas. While there a container is used for collecting donations as a 'Rose' is picked-up by passersby; and no verbal solicitations are made. Prior to such events, MCL Detachments typically advertise what the Marine Rose Program is for and what the donations will be used for. Please note that 100% of the donations received are used for the purposes stated above! The donated funds received through the Marine Rose Program are not used for MCL Detachments' "general fund", or to fund Detachment parties, cook-outs, U.S.M.C. Birthday Balls, etc.

HOW YOU CAN HELP THE MARINE ROSE PROGRAM BE SUCCESSFUL IN ITS MISSION:

Granting permission for our MCL Detachment's members to position themselves outside, and near to the entrance(s) of your business, after first coordinating with your store management, which will enable MCL members to offer a Marine Corps Rose for a much needed donation to be used for very worthy causes.

For information on our League, please see the following web site for the National Marine Corps League Headquarters: <http://www.mcleague.com/>

On behalf of the Officers and Members of the _____ Detachment ___, DoF, MCL, I wish to thank you in advance for your anticipated kind attention to our request to receive your company's permission to operate a Marine Corps Rose program tables. Should you have any questions please feel free to contact me at phone: _____.

Sincerely yours,

_____,
JVC, Det. ___, MCL

Enclosures: Copy of Congressional Act of Incorporation of MCL, 080437
Copy of IRS letter as evidence of MCL's status as a Not-For-Profit per Section 501 (c) (4)
Copy of MCL's National group insurance policy
Copy of Detachment ___, MCL, profile document
Copy of MCL's National Programs

PROGRAMS OF THE MARINE CORPS LEAGUE

MARINES HELPING MARINES - WOUNDED MARINES PROGRAM - The program was created to support injured Marine Corps personnel located at the National Naval Medical Center in Bethesda, Maryland, Walter Reed Army Medical Center in Washington, DC, Brooke Army hospital in San Antonio, as well as the Naval Hospitals at Balboa, Camp Pendleton and elsewhere. The scope of support encompasses; financial, visits from Marine Corps League members, off site day trips to include family outings, dinners, short trips in support of the individual Marines' needs and professional sporting events as tickets and opportunities present themselves.

MARINE-4-LIFE/INJURED MARINE SUPPORT PROGRAM - The League works very closely with the Marine Corps' M-4-L program, providing mentors nationwide. In areas of the country where there are no Marine Corps "point of contact", the League works directly with M-4-L Headquarters to provide services to transitioning Marines.

VETERANS AFFAIRS VOLUNTARY SERVICE PROGRAM (VAVS) - Marine Corps League members contribute thousands of man-hours each year supplementing staffs at VA Hospitals and facilities in providing morale, comfort and assistance to institutionalized veterans. The VAVS committee of the West Palm Beach Medical Center is comprised of Veterans Organizations and other interested personal. Our Detachment provides a volunteer who represents the Marine Corps League in this area. These representatives sit in on the VAVS committee meetings at that hospital and report back to the Detachment at our membership meetings. Our members also volunteer at the VA Hospital's Community Living Center visiting patients, helping with cookouts, or as needed.

VETERANS SERVICE OFFICER PROGRAM - The National Headquarters retains a full-time staff member who assists veterans in adjudicating claims against the government as a result of active duty service. Claims are processed through the Department of Veterans Affairs or other appropriate agencies of the federal government.

YOUNG MARINES OF THE MARINE CORPS LEAGUE - A youth program emphasizing honesty, courage, respect, industry, loyalty, dependability, and a sense of devotion to God, country, community and family. The Young Marines program receives funding from Congress and the United States Marine Corps primarily because of their drug interdiction focus on drug education and prevention.

TOYS-FOR-TOTS - Marine Corps League Detachments in nearly every community take part annually in the United States Marine Corps Reserve Toys-For-Tots campaign to raise funds and collect and distribute toys to needy children. In communities where there is an existing Marine Corps Reserve Unit, the League works hand in hand supporting their campaign. In other communities, the Marine Corps League takes the lead, ensuring a successful campaign.

U. S. MARINES YOUTH PHYSICAL FITNESS PROGRAM - The League developed and administers a program that provides a physical fitness regimen that promotes a healthy, drug free life style for elementary and high school students.

BOY SCOUTS OF AMERICA - The Marine Corps League has long regarded the program of the Boy Scouts of America as in support of the Preamble of the Constitution of the League. The League supports the Boy Scouts of America as they promote traditional family values to America's youth. The Marine Corps League participates in Scouting through assistance with units, districts, and councils, in community projects, merit badge programs, and special recognition of Eagle Scouts.

SCHOLARSHIP PROGRAM - Members of the Marine Corps League fund scholarships through donations from individual members and subordinate units of the Marine Corps League and Auxiliary. Children and Marines are eligible for academic scholarships for attendance at accredited colleges and universities.

LEGISLATIVE PROGRAM - The Marine Corps League is a member of The Military Coalition and participates in National and State legislative issues that affect military readiness, benefits and entitlements of active duty personnel as well as Veterans Benefits programs effecting former and retired Marines.

THE MARINE ROSE PROGRAM – The Marine Corps Rose - In 1778, during the War of Independence, the Marine Corps Rose was dedicated to those Marines who made the Ultimate Sacrifice for their country. This tradition was continued by the French during World War One; when the Marines attacked the Germans in the trenches at Belleau Wood, Roses were planted by the grateful French people at the graves of the Fallen Marines. When and wherever you see Leaguers or Young Marines distributing these remembrances take and wear one proudly. The Rose Program was started by Marine Eddie Gallagher from New York, designed to parallel the VFW "Poppy" program to provide funds for detachments to assist veterans and youth and provide other services to the community: Health and comfort items for hospitalized veterans; Support programs such as bingo or holiday parties for hospitalized or retired veterans in Retirement homes; Scholarships; Assist youth programs; Provide Humanitarian Aid. How the Rose Program works: Purchase roses from MCL National Headquarters, Ships Store; Coordinate with local businesses or organizations to set-up a table or booth at their location; Use a coffee or other type container as a collections can; Advertise what the Marine Rose Program is for and what the donations will be used for; Conduct each year in conjunction with the Marine Corps Birthday, or whenever you feel it will be most effective; Funds should not be used for the detachment's "general fund", to fund Detachment parties, cook-outs, Birthday Balls, etc. They should be used for the purposes stated above.

MILITARY ORDER OF DEVIL DOGS (MODD) - Following the establishment of the Marine Corps League, the leadership of the League decided that the delegates assembling in convention needed some time during their deliberations to "blow off steam." As a result, the Military Order of the Devil Dogs was organized and created in 1939, in Boston, MA, and granted a charter as a subsidiary organization of the Marine Corps League on 19 March 1940. The Order, the *FUN* and *HONOR SOCIETY* of the Marine Corps League, is comprised of regular League members who've been recommended by two (2) MODD members.

MARINE CORPS LEAGUE AUXILIARY - The Marine Corps League Auxiliary was chartered on September 4, 1937 as a subsidiary organization of the Marine Corps League. On August 25, 1950, the Auxiliary was incorporated under the laws of the District of Columbia as an affiliate of the Marine Corps League. The Auxiliary was formed for the purposes of promoting the interests of the U. S. Marine Corps, the Marine Corps League and to protect and advance the welfare of Marines and their dependents. Auxiliary members participate in a wide variety of programs that benefit and preserve the fundamental rights and freedoms of every person of this Nation, young and old.

MILITARY ORDER OF DEVIL DOGS FLEAS – The Fleas are the Auxiliary version of the MODD Their purpose is to promote a better bond of companionship and comradeship between the members of the Marine Corps League and the Marine Corps League Auxiliary, to render assistance wherever and whenever possible to Marines living or deceased and to their survivors and to at all times, look for ways to promote more fun, devilment, and pestering of the Devil Dogs and to make life more pleasant for all.

ANNUAL CONVENTIONS - Members find the State and National Conventions of the League ideal vacation venues for themselves and family members. Held in a different city each year, many families attend year after year and particularly enjoy the many planned activities and tours related to these get-togethers.

The Marine Corps League is a charter member of The Military Coalition, The National Marine Corps Council, Ad Hoc Committee, Navy and Marine Corps Council, the National Veterans Day Committee, and is represented on countless committees and programs serving the military and veteran community. The League participates in patriotic functions such as the National Memorial Day Parade and the National 4th of July Parade in Washington as well as countless statewide and community parades around the country. We provide representation to the U.S. Congress in legislative matters affecting the United States Marine Corps, national security and veteran's benefits through our National Legislative Committee. Most importantly, Marine Corps League Detachments are actively involved in Community based programs throughout the country.

CEREMONIAL RIFLE ACQUISITION

The complete process, forms and links for the proper official acquisition by Detachments of Ceremonial M-1 Garand Rifles can be found at the Marine Corps League's National Web Site:

<http://www.mcleague.com/mdp/index.php?module=ContentExpress&func=display&ceid=74>

It should be noted that only the Detachment Commandant can complete the multiple forms necessary to acquire the ceremonial rifles from the U.S. Army; to wit:

“The ceremonial rifle program is conducted by the US Army TACOM Life Cycle Management Command’s Static Display and Ceremonial Rifle Team located in Warren, Michigan. The Secretary of the Army may conditionally lend or donate not more than 15 excess M1 Garand rifles to eligible organizations. The Marine Corps League qualifies as a “Veterans Association”. Any Detachment in good standing can request ceremonial rifles and blank ammunition through the Marine Corps League’s National Headquarters, for use with color guards, parades, burial details, etc. A letter, requesting approval from National Headquarters, signed by the Detachment Commandant must be sent to this Headquarters, Attn: Executive Director. All application forms are in Adobe PDF format, while they cannot be edited via computer, you are encouraged to print these forms for your use (they are to be filled in by hand). You must submit all forms in hard copy format by US mail. All documents must have an original signature and appropriate notary public endorsement. To begin the application process, complete the questionnaire and submit the documentation outlined on the checklist.

Qualification Checklist

Certificate of Arms Storage

Certificate of Compliance with 10 USC §4683

Ceremonial Rifle Inventory (if applicable)

Triennial Inventory Certificate

All required forms should be filled out and sent directly to U.S. ARMY TACOM at:

U.S. Army TACOM Life Cycle Management Command
ATTN: AMSTA-LC-LEAD, M/S: 419
6501 East 11 Mile Road
Warren, MI 48397-5000

Your letter to the Executive Director must state that all of the required forms have been sent to U. S. ARMY TACOM. Ceremonial rifles available are M1 Garands (equipped with blank firing adapters) which are issued on a conditional basis. These rifles remain the property of the United States government. The rifles cannot be loaned, sold, transferred or given to anyone else. Once the weapons are issued the following documentation is required and must be maintained:

Conditional Deed of Gift. The Army will forward two sets of a Conditional Deed of Gift. This Deed outlines your responsibilities for the retention, the maintenance, and the conditions to retain the weapons. Sign both documents, have them notarized, and return one original to them within 30 days. The other is for your file. This document is proof that your organization is an authorized custodian of these United States Army owned ceremonial rifles. Please protect it as such.

Ceremonial Rifle Inventory List. You are required to complete this form by recording the model, manufacturer, and serial number of each weapon received within 30 days of receipt of the weapons. Retain a copy for your file. This allows you and the Army to accurately record and catalog the weapons in your possession. In the unlikely event of a theft or loss of your weapons, it also aids you in accurately reporting the

missing weapons to the police for investigation. You are required to report the loss of any weapon to the appropriate local authorities and to TACOM within 24 hours of discovery.

Triennial Certification of Ceremonial Rifles. Complete every three years from the agreement date on the Conditional Deed of Gift for your weapons. For example, with a date of Agreement of July 2008 for this organization, this document is due on July 2011, July 2014, July 2017, etc. This certificate confirms that you have the weapons, you wish to retain them, and you are properly caring for them. If at any time you wish to return your rifles, you can use this form for that purpose.

Once your request for a letter of endorsement has been received here, we will endorse it and forward it to TACOM indicating you are a Detachment in good standing and what your strength was at the end of the most recent quarter. Once TACOM receives your request and our endorsement, they will correspond directly with you. Allow 4-6 weeks before your request starts the cycle at TACOM and 6-9 months before you receive the rifles.

Send requests for ammunition and clips to:

Commander
US Army Joint Munitions Command
ATTN: AMSJM-CDS (Dawn Folland)
One Rock Island Arsenal
Rock Island, IL 61299-6000

Slings are not provided through the Donations Program Group. The slings are available through commercial sources. PLEASE REMEMBER THAT AT NO TIME IS LIVE AMMUNITION TO BE FIRED BY WEAPONS RECEIVED THROUGH THIS PROGRAM. “

ACQUISITION OF MILITARY HARDWARE FOR STATIC DISPLAY

The complete process, forms and links for the proper official acquisition by Detachments of Military hardware for 'Static Display' purposes is required to go through National Headquarters. Headquarters will then forward the request to this office, ensuring the request will reach the correct Donations Specialist.

In addition, each detachment should contact National Headquarters with their request, and the request will be forwarded to our office.

Below are Points of Contact for the Marine Corps, Navy and Air Force Donation Programs.

MARINE CORPS

Jennifer Castro
Marine Corps Base Quantico, VA
(703) 784-2608

NAVY

Mark J. Wertheimer
Naval Historical Center
805 Kidder Breese Street SE
Washington, Navy Yard
mark.wertheimer@navy.mil
(202) 433-2318

AIR FORCE

Patricia Ochs
NMUSAF/MU
1100 Spaatz Street
Wright Patterson Air Force Base, OH 45433-7102
(937) 255-4770

Ms. Katie Navalta, is the Donations Specialist for Florida.

Respectfully,

Vernessa Patrick
US Army Donations Specialist
Commercial #: (586)467-6305
DSN #: 330-6305
Email: vernessa.y.patrick.civ@mail.mil

UNIFORM TROUSER ACQUISITION

Uniform Trouser Acquisition – The procurement method has been established with the Mail Order Department, Military Clothing Sales Store, Marine Corps Exchange, for individual MCL members to be able to acquire special measurement Dress Blue Trousers (DBT). This will afford all MCL Detachment members to be able to wear the League's undress uniform with DBT instead of the optional black trousers. As such, all Detachments shall have the ability to field a 'completely like uniformed' formation, etc., and this will certainly add to a Detachment's positive public image thus fostering potential enhanced levels of membership retention and participation in ongoing public ceremonies and other events.

The DoF has facilitated an edited mail order form for the specific acquisition of DBT in large sizes that are designated as 'Special Measurement' items. Once a League member independently submits their completed form they will be contacted to complete the ordering process. Ms. Christy Morrison of the Military Clothing Sales Store indicated it can take up to six (6) months for the DBT to be delivered.

The following page is the form that should be utilized for each League member to independently order their custom dress blue trousers.

Note:

Members desiring the NCO red stripe should request same when ordering the trousers. Upon receipt of trousers and NCO red stripe, you will need to make arrangements to have the stripe sewn on.

Unclassified / For Official Use Only

My Account | Help Desk | Logout

1st Choice Support for the Warfighter

(Federal Buyers Welcome Too!)

Shop Carts In Checkout Quotes Orders Tools Reports

| Catalog Search | Power Search | Product Comparisons | Specialty Stores |

*** SOME CREDIT CARD ORDERS FAILING ***



» Home » Special Measurements » Add To Cart

As LAURSEN3, you will be logged in for 45:00

Region/Special Codes: Country: UNITED STATES Postal Code: 28542 DODAAC: M99A04

Cart Summary: Line Count: 2 Sum Total: \$185.15

Special Measurements Item



TROUSERS, MEN'S

PGC: 02044
 TROUSERS, MEN'S, POLY AND WOOL MAIN BODY GABARDINE MAIN
 BODY, BLUE, USMC, 2319
 NSN: 8405000TRSS507
 Price: \$ 33.30 →



Uniform
Mail Order Department
 Military Clothing Sales Store

mccslejeune.com/mcx

Main Exchange
 Attn: Mail Order
 1231 Birch Street
 Camp Lejeune, NC 28547
 tel 910.451.2802 ext 1090
 toll free 1.888.267.3559
 fax 910.451.2907
 Hours: Mon-Fri 0730-1600

Retail Division, an integral part of
 Marine Corps Community Services, Camp Lejeune

Special Measurements Type

For Stock For Individual

Special Measurements Recipient

-- Select Recipient --

Special Measurements - Trousers

Name of Marine Corps League Member (print):

Phone Number(s) for order verification, payment, etc:

Height*:	inches
Weight*:	pounds
Abdomen*:	inches
Waist*:	inches
Hips*:	inches
Seat*:	inches
Thigh*:	inches
Leg Outseam*:	inches
Leg Inseam*:	inches

[Get Help Measuring](#)

Profiles and Subgarments

Profiles:

Back: -- Select Profile --

Posture: -- Select Profile --

Subgarments Worn:

Seat*: -- Select Profile --



Shoulders: -- Select Profile --

PUBLIC EDUCATIONAL PROGRAMS (PEP)
LOGISTICS & SUPPORT
DEPARTMENT OF FLORIDA

The Department of Florida (DoF), Marine Corps League (MCL), is proud to be recognized nationally as a proactive Departmental force insofar as it's ever continuing efforts to initiate and sustain programs to enhance its Detachments' abilities to grow and fulfill the mission of the League in professional and meaningful ways. In keeping with this, the DoF has developed a Department-wide Public Relations Support Program designed specifically to assist Detachments in the successful and professional production of public relations programs and events.

Purpose:

Assist Detachments within the DoF with tangible resources and direct guidance to enable them to independently produce and execute free public educational events designed to enhance positive Detachment and MCL public notoriety and aide in potential recruitment of members, associate members, and Auxiliary members.

Program:

The DoF program shall enable any Detachment within the DoF to successfully organize and produce a free 'Public Educational Program' (PEP) featuring actual military/combat documentary film material on a specific famous battle in U.S. Marine Corps History, from WW II to current times, with at least one (1) veteran of the subject battle qualified to speak to the assembly either before or after the showing of the documentary/film. The speaker(s) then engage in a question and answer (Q&A) session with the audience, thus affording the host producing Detachment the opportunity to received positive community recognition and also recruit potential members and associate members thereat and thereby.

Features:

The DoF has received by donation from the LCPL. Justin J. Wilson Detachment 1045, the 'state-wide license' for the DoF to possess and publicly show, at no cost/fee, the 2010 Award winning Military Documentary 'Chosin' which was directed by U.S. Marine Major Brian Iglesias, and produced by Maj. Iglesias and Mr. Anton Sattler. This 86 minute documentary is awesome; for additional information on this amazing documentary please visit: www.frozenchosin.com

Programs:

Detachment 1045 has also provided the DoF with files containing their administrative resources from two (2) free PEP programs, featuring military documentaries, which their Detachment successfully produced within Martin County, Florida, during 2012, that enabled them to recruit new members and achieve noteworthy community and public recognition, etc.

That Detachment's first (1st) PEP program featured a Detachment 1045 Marine who was a 'first-wave survivor' of the World War II invasion of Tarawa. That program was a success on all counts because the Detachment had acquired the cooperation of the Martin County Public Library System, and its meeting room; a large theater like facility. Further, the 'Battle of Tarawa' program the Detachment sought to produce featured the 1945 Academy Award Winning Documentary 'With The Marines At Tarawa.' That outstanding documentary, filmed by U.S. Marine Combat Photographers, was selected after it was ascertained that showing it as the feature would not violate any copyright restrictions, etc., so it could be shown at the public library without cost.

The Detachment's second (2nd) PEP program featured another Detachment 1045 Marine who was a survivor of the Korean War's infamous battle at the 'Frozen Chosin' Reservoir. For this program the aforementioned documentary 'Chosin' was the documentary shown; after license to do so was paid for specifying future use by the entire DoF. As such, the purchased 'license' to engage in only free showings of the documentary 'Chosin' is now afforded to all Detachments within the DoF.

Logistics:

The office of the DoF's Public Relations Officer (PRO) shall maintain, and make available to/for participating Detachments the following materials:

1. The primary 'generic' administrative material resources to be utilized in the execution of the program; to include generic examples (for guidance) such as:
 - a. Outline of the suggested program 'sequence of events' to be followed for structuring your Detachment's presentation(s).
 - b. Pre-event 'generic' press releases to facilitate the cost-free public notification(s) of upcoming PEP documentary programs.
 - c. Subject historic battle/mission/event veteran(s) narrative notes based upon personal interview(s), including exemplars for coordinated audio visual projection of germane photographs/maps/orders, etc., on the speaker(s)/veteran(s) personal involvement in the subject historic conflict, etc.
 - d. Photographs of example 'event display boards' used to advertise the programs produced by Det. 1045.
 - e. Pre-event 'flyers' to be printed and distributed to venues where high veterans traffic is anticipated (VA facilities; veterans organizations' meeting locations; convenience stores; pharmacies; libraries; local government buildings public announcement bulletin boards; etc.) to facilitate widespread notification(s) of upcoming PEP documentary programs.
2. Licensed DVD of the 2010 Award Winning Military Documentary 'Chosin.'
3. Licensed 11" by 16" full color movie posters for the documentary 'Chosin.'
4. Licensed 6" by 4" double-sided post cards featuring on the obverse the movie 'poster' image; and on the reverse crucial facts about the battle at the 'Frozen Chosin' and results; plus links to enable recipients to learn about hosting a 'Forgotten Victory' screening of the documentary; and notice that "A portion of the proceeds (from the sales of the DVD) support: The Wounded Warrior Project & The Injured Marine Semper Fi Fund.

Fiscal Impact:

Since the primary expenditure for the successful production of such 'public educational' programs is time, MCL's participating members of Detachments will be expending same. Detachment PRO's, et al., will be generating pre-event press releases; veterans will be interviewed and their 'notes' or 'narratives' will be typed, enlarged to assist them if/when required during public addresses during program(s).

The actual printing of same will incur some expense by Detachments.

The production of an 'event display board' will incur some expense as the boards, battle photographs, etc. must be acquired, reproduced, enlarged, etc.

The potential and anticipated positive public relations garnered by a Detachment's successful execution of a program are incalculable.

The potential for any increase in new members, associate members and Detachment Auxiliary members is likewise incalculable, but certainly of primary importance in the end.

Support:

The PRO of the DoF will afford all participating Detachments with requested assistance and consultation.

Implementation:

On a first come, first served basis, Detachments may request the available program resources from the PRO, DoF, who will ensure they are sent to same when not in use.

As members of Detachments within the DoF, MCL, I wish to encourage you all to consider undertaking the production of this type of public education and public relations program effort. It may certainly lead to many positive results not the least of which is enabling our Department's Detachments and their members to achieve the very admirable goals of the mission of the League. Please do consider utilizing this new program resource provided for you and your Detachment.

Semper Fidelis,

Lou Calleja,
Commandant,
Department of Florida
Marine Corps League

PRODUCTION SEQUENCE OUTLINE FOR PUBLIC EDUCATIONAL PROGRAM(S) (PEP)

The Department of Florida (DoF), Marine Corps League (MCL), is providing this ‘Sequence Outline’ to assist Detachments in the successful and professional production of public relations programs and events.

Purpose:

To assist Detachments within the DoF with understanding the dynamics, logistics, planning, and resources necessary to independently produce and execute free public educational events designed to enhance positive Detachment and MCL public notoriety and aide in potential recruitment of members, associate members, and Auxiliary members.

Program Management:

Per the MCL’s ‘Guidebook For Detachment Officers’ and contemporary practices and procedures, the Detachments’ Junior Vice Commandants (JVC) are primarily responsible for ‘recruitment and retention’ to such a degree that they can be equated to a ‘human resources manager’ in the private sector, etc. As such, the JVC would reasonably be considered to be the ideal manager to ultimately oversee, or ‘chair’ any program campaign dealing with the positive results of enhancing ‘recruitment and retention.’ This is not to mean that a designated ‘Detachment Committee’ not be engaged to perform the direct operations of a program.

This type of DoF program shall enable any Detachment within the DoF to successfully organize and produce a free public educational event featuring actual military/combat documentary film material on a specific famous battle in U.S. Marine Corps History, from WW II to current times, with at least one (1) veteran of the subject battle qualified to speak to the assembly either before or after the showing of the documentary/film. The speaker(s) then engage in a question and answer (Q&A) session with the audience, thus affording the host producing Detachment the opportunity to receive positive community recognition and also recruit potential members thereby.

Programs:

Detachment 1045, MCL, has provided the DoF with files containing their administrative resources from two (2) free public educational military documentary programs which their Detachment successfully produced within Martin County, Florida, during 2012, which enabled them to recruit new members and achieve noteworthy community and public recognition, etc.

That Detachment’s first (1st) public educational event program featured a Detachment 1045 Marine who was a ‘first-wave survivor’ of the World War II invasion of Tarawa. That program was a success on all counts because the Detachment had acquired the cooperation of the Martin County Public Library System, and its meeting room; a large theater like facility. Further, the ‘Battle of Tarawa’ program the Detachment sought to produce featured the 1945 Academy Award Winning Documentary ‘With The Marines At Tarawa.’ That outstanding documentary, filmed by U.S. Marine Combat Photographers, was selected after it was ascertained that showing it as the feature would not violate any copyright restrictions, etc., so it could be shown at the public library without cost.

The Detachment’s second (2nd) public educational event program featured another Detachment 1045 Marine who was a survivor of the Korean War’s infamous battle at the ‘Frozen Chosin’ Reservoir. For this program a member of Detachment 1045 purchased in the name of the DoF, MCL, the ‘license, rights and permission to show for free’ the 2010 Award winning Military Documentary ‘Chosin’ which was directed by U.S. Marine Major Brian Iglesias, and produced by Maj. Iglesias and Mr. Anton Sattler. This 86 minute documentary is awesome; for additional information on this amazing documentary please visit:

www.frozenchosin.com

As such, the purchased ‘license’ to engage in only free showings of the documentary ‘Chosin’ is now afforded to all Detachments within the DoF since the DoF has received by donation from the LCPL. Justin J. Wilson Detachment 1045, the ‘state-wide license’ for the DoF’s Detachments to possess and publicly show it for free.

Resources:

The office of the DoF's Public Relations Officer (PRO) shall maintain, and make available to/for participating Detachments multiple resources and materials as listed within the DoF's file titled:

PUBLIC RELATIONS

Procedural Outline for Program Implementation:

1. Decide upon battle/event to be subject of planned Public Educational Program (PEP). This should to a major degree be dependent upon the availability of a viable veteran participant who is able to make public addresses on his/her involvement in the subject battle/event.
2. Candidly pre-screen the veteran(s) to ascertain their ability and willingness to become engaged in the PEP.
3. Locate and acquire (borrow or purchase) a professional and quality DVD / VHS documentary film or films on the subject battle/event; but careful consideration of copyrights must be observed. This can be determined by consulting with your local library's staff that may have experience in determining public access to such material by checking the medium's ISBN number, etc.
4. Seek and secure a public venue with suitable logistics available to enable an audience to comfortably participate in the PEP. Community/County public library systems are anticipated to be the most viable venues to seek out.
5. Establish a day, date and time for the PEP that suits the venue where the event will be shown and where/when the speakers can appear.
6. Acquire numbered 'tickets' to utilize if there are concerns about seating, as some venues have occupancy codes to follow, etc. The public should be given advance opportunity to acquire the free numbered tickets to assure seating on a first come, first served basis.
7. Interview the speaker(s); take copious notes and then type them in outline form. This will serve as the 'narrative script' which the speaker(s) can later utilize at a lectern when addressing their audience to aide them in speaking in proper sequence, etc. The font size of a finished narrative can be enlarged to assist the speaker(s).
8. Ascertain public domain photographs of the battle/event and consider having them printed in 4x6 or 8x10 size to place on a publicity board. These images can also be placed on a DVD or PowerPoint format for projection on a screen while the speaker(s) addresses the audience to give emphasis to particular parts of their individual presentation on the battle/event. The images can be numbered and such numbers can be placed in the corresponding place in the narrative so an assistant can project the photo at the appropriate time per the speaker's narrative.
9. Produce a complete program 'outline' or 'script' for the Detachment's participating officers and members to follow. Each part, from the introductions at the commencement of the PEP, including the Pledge of Allegiance, to the introduction of all participants, and concluding remarks, and final recognition of any and all veterans in the audience, etc. should be listed in the production's 'outline'.
10. Produce 'flyers' and 'press release' documents to advertise the event for free. Also, utilize the Internet to list for free the up-coming event in local news publications. Send 'flyers' to all patriotic and veterans organizations in the Detachment's area. Also, consider posting in high traffic business locations such as convenience stores and gas stations, VA clinic lobbies, libraries, and other such venues.
11. Provide all participants with copies of the production outline and narrative(s) as changes may be required. Keep communications open.
12. Refer to the multiple 'files' available through the DoF which acquired them from Detachment 1045 for their past successful PEPs. These will serve as models which can be used and improved upon for your Detachment's own program(s).

13. Ensure that all Detachment members participating in any aspect of the PEP are dressed to impress. Follow MCL uniform codes, and take photographs and video of the PEP. A DVD of a successful program becomes a very valuable public relations tool and is also a jewel to be passed down within a Detachment's archives for future members to enjoy and be proud of.

As members of Detachments within the DoF, MCL, I wish to encourage all of you to consider undertaking the production of this type of public educational and public relations program effort. It may certainly lead to many positive results not the least of which is enabling our Department's Detachments and their members the pride in succeeding to achieve the admirable goals of the mission of the League.

Semper Fidelis,

Lou Calleja,
Commandant,
Department of Florida
Marine Corps League