

DoD GUIDELINES

FOR



MAY 26, 2008
3 P.M.

“This Nation does not forget”
-President George W. Bush

CONTACT: THE WHITE HOUSE COMMISSION ON REMEMBRANCE
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*The White House Commission
on Remembrance*

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Promotion and observance of *The National Moment of Remembrance*
3 p.m., local time, Memorial Day, May 26, 2008

The White House Commission on Remembrance encourages all Secretaries, JCS and Service Senior Enlisted Advisors to promote and observe the *National Moment of Remembrance* on Memorial Day.

The “*Moment*” is an act of national unity to honor our fallen. All Americans, wherever they are, at 3 p.m. local time, are asked to pause for a moment of reflection honoring those who died in service to our country. A goal of the Commission is to put “Memorial” back in Memorial Day – according to Gallup, only 28 percent of Americans know the meaning of this noble American holiday.

Prior to Memorial Day- Ways to Promote From May 20-25

- ☆ **Promote the “*Moment*”:**
 - In routine announcements/memos/internal communications sent to all employees.
 - In the annual Memorial Day message from the Secretary of Defense, Service Secretaries, JCS, and Senior Enlisted Advisors.
 - At public events that the Secretary of Defense, Service Secretaries, JCS and Senior Enlisted Advisors may be participating.
- ☆ **Place the Commission logo on your website and link it to www.remember.gov.**
- ☆ **Download and use promotional items available www.remember.gov.**
- ☆ **Display *The National Moment of Remembrance* poster at building entrances and cafeterias.**
- ☆ **Encourage private sector vendors, contractors, and private-public partnerships to participate.**
- ☆ **Have your Public Affairs Office promote the “*Moment*.”**
- ☆ **Include a mention of the “*Moment*” and play “On This Day” in service band performances in May.**
- ☆ **Ask military installations and recreation centers to promote and observe.**

On Memorial Day- Suggested Mentions

- ☆ **Before 3 p.m. on Memorial Day:**
 - During traditional speeches or events, Secretary of Defense, Service Secretaries, JCS, and Senior Enlisted Advisors should remind the audience to observe the “*Moment*” later that day at 3 p.m.
- ☆ **At 3 p.m. on Memorial Day:**
 - If Secretary of Defense, Service Secretaries, JCS, and Senior Enlisted Advisors are participating in a public event, invite the audience to stand and pause for a “*Moment*” to honor those who died in service to our Nation.
 - Have public facilities announce and observe *The National Moment of Remembrance*. The Commission’s musical video, audio or “Taps” may be played or a bell may be rung three times for the observance.

www.Remember.gov

- ☆ **Visit the National Moment of Remembrance website to download:**
 - Information for routine press briefings/releases/stories/ announcements
 - Talking points for Memorial Day messages
 - Promotional materials
 - Suggested memo to employees



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Information on Promoting and Observing the **National Moment of Remembrance**
3 p.m. local time, Memorial Day, May 26, 2008

Information for routine /press briefings/releases/stories:

- On Memorial Day, Major League Baseball games will stop, train whistles around the nation will blow, trumpets will blare and Americans throughout the country, wherever they are at 3 p.m. local time, will pause for the Memorial Day **National Moment of Remembrance** in honor of those who died in service to our country.
- This is a “*Moment*” of reflection and rededication to give back to our country in memory of the fallen.
- The “*Moment*” is an act of national unity and is not intended to replace traditional Memorial Day observances. A goal is to put “Memorial” back in Memorial Day and rededicate ourselves to giving back to our country – only 28% of Americans know the meaning of this sacred holiday.

Suggested mention in speeches before Memorial Day (May 20-25):

Before I leave you, please allow me to comment on an act of unity all Americans should observe—*The National Moment of Remembrance*—on Memorial Day. Not too long ago, when a group of school children was asked what Memorial Day means, they replied, “That’s the day the pools open!”

Let’s put “memorial” back in Memorial Day. As this special day approaches, let us reflect on the freedoms we all enjoy for which many have died. To any families in the audience of our fallen heroes who gave their hearts to this country, I say thank you. We owe you and your loved ones our gratitude and more.

Unite with fellow Americans and wherever you are, pause at 3 p.m., on Monday, May 26th. It is a moment of reflection and rededication to give back to America in memory of our fallen.

For more information, visit: www.remember.gov

Suggested remarks for speeches given BEFORE the “*Moment*” on Memorial Day at traditional ceremonies or events

Today at 3 p.m. wherever you are, please pause for the Memorial Day *National Moment of Remembrance* established by Congress. This is a “*Moment*” of reflection and rededication to give back to our country in memory of America’s fallen. You will be demonstrating your gratitude for those who died for us. One Nation, One Moment—let us never forget.

Suggested Announcement for the “*Moment*” at 3 p.m. on Memorial Day

On this Memorial Day, please pause now and join fellow Americans in the National Moment of Remembrance in honor of America’s fallen. One Nation, One Moment—let us never forget.

Sample Message for electronic/other signs:

The National Moment of Remembrance . . . Memorial Day—3 p.m. . . . Pause wherever you are . . . One Nation – One Moment

Suggested remarks for band performances of “On This Day” for the month of May:

The song “On This Day” was written for The White House Commission on Remembrance by award-winning composer of “Annie” and “Bye Bye Birdie”, Charles Strouse, to honor our fallen. On Memorial Day, in an act of national unity, pause wherever you are at 3 p.m., local time, for *The National Moment of Remembrance*. This *Moment* was established by Congress. “On This Day” will now be performed by: _____.



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MEMO TO: ALL SERVICE MEMBERS/DoD Employees

FROM: (Secretaries, JCS, Service Senior Enlisted Advisors)

SUBJECT: MEMORIAL DAY “**THE NATIONAL MOMENT OF REMEMBRANCE**”

GOAL: The goal of **The National Moment of Remembrance** is for Americans to pause in unity at 3 p.m., local time, wherever they are on Memorial Day, for a *Moment* of reflection honoring America’s fallen and rededicating ourselves to giving back to our country.

BACKGROUND:

Memorial Day (first called Decoration Day) began in 1868 to remember those killed in the Civil War. Since World War I, Memorial Day has been a time to honor all those who died in service to our Nation, from the Revolutionary War to the present.

A Gallup Poll revealed that only 28% of Americans know the meaning of Memorial Day and most view it as a “day off” rather than a day to connect with our Nation’s history by honoring those who gave their lives for us. Congress asked the Nation to join together to put the “Memorial” back in Memorial Day, promoting unity among Americans and reclaiming this holiday of remembrance as the noble event for which it was intended.

Congress established The White House Commission on Remembrance, an independent government agency to ensure that the *Moment* would become a new American tradition. The Federal Government has a special responsibility to educate present and future generations about the personal commitment and sacrifice made by our fallen heroes for all of us.

Each year, a President Proclamation directs all executive departments and agencies to promote **The National Moment of Remembrance** and encourage citizens to observe it on each Memorial Day.

WHAT YOU CAN DO:

Alone or with family and friends – observe the “*Moment*” at 3 p.m., local time, on Memorial Day, May 26, 2008. Stop wherever you are and pause to think about those who paid for our freedom with their lives.

Ask others to remember – members of your command unit, family, friends, church, neighborhood, or co-workers to observe the “*Moment*”.

This is a “*Moment*” of reflection and rededication to give back to America. Your participation in this shared remembrance will help to unite the country in putting the “Memorial” back in Memorial Day and demonstrate gratitude and respect for those who died so that we may live in freedom.

After-Action Report for the *National Moment of Remembrance*

Please complete and return this Report **NO LATER THAN JUNE 30, 2006.**

Your response will help us improve next year's program. Thank you!

Name: _____ Email: _____

Agency/Department: _____

1. Estimate of total number of employees who were notified of the *Moment*: _____

2. Was the *Moment* promoted within your Department/Agency before Memorial Day? YES NO

If no, please state reason(s): _____

3. Prior to Memorial Day, did head of Department/Agency include a mention of the *Moment* in:
public speeches YES NO

If yes, provide number of speeches: _____

If no, please state reason(s): _____

Annual Memorial Day Message YES NO

If yes, please e-mail copy to Commission

If no, please state reason(s): _____

4. On Memorial Day, did head of Department/Agency observe the *Moment* at a public event?
 YES NO

If yes, where was it observed: _____

5. Did your Department/Agency:
Mention the *Moment* on its website? YES NO

If no, please state reason(s): _____

Include a link to the Commission's website? YES NO

If no, please state reason(s): _____

6. Did you visit the Commission's website? YES NO

If yes, what were you looking for and did you find it? _____

7. Did your Department/Agency reach out to Private Sector organizations to promote the *Moment*?
 YES NO

If yes, how: _____

If no, please state reason(s): _____

8. Please provide suggestions on how we can improve planning and outreach regarding the *National Moment of Remembrance*:

(Use additional sheets as necessary)

Return this document by e-mail or fax to:

Fax: (202) 783-1168

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