



Vietnam War 50th Commemoration Gift MISSISSIPPI EXECUTIVE SUMMARY

In cooperation with the Vietnam Veterans Memorial Fund, the Naval Historical Foundation, Veterans of Foreign Wars and the Library of Congress Veterans History Project, Remember My Service Productions invites the state of Mississippi to participate in the nationwide Vietnam War 50th Commemorative Gift presentation to each Vietnam Veteran in your state. This national Commemorative Gift package will be customized by state to include your Governor's message (written and/or video) about Mississippi's tradition of recognition and tribute to their service. This will also include photos and narrative of how your sponsors interact with, and show support for, all veterans in Mississippi. (See mockup on the next page.)

Commemorative Gift information:

- An unprecedented Commemorative Gift of a 160 page hardbound book, feature documentary, and interactive eBook will be presented to all 7+ million Vietnam Veterans (based on all states participating) during the 50th Commemorative peak years of 2015-2017 in recognition of their service and sacrifice, funded by public and/or private means. A first-edition Commemorative Gift will also be presented to all members of the U.S. Congress, White House, Department of Defense senior leadership, Department of Veterans Affairs senior leadership, governors of every state, and selected media outlets. Mississippi is invited to be part of the First Edition printing.
- This Vietnam 50th Gift is based on the overwhelming success of the Korean War 60th Commemoration Gift which Remember My Service (RMS) Productions completed, in collaboration with the Department of Defense and the Republic of Korea, on Veterans Day 2013; 250,000 copies were presented to Korean War veterans in all 50 states, fully funded by Korean companies and individuals, and distributed in cooperation with State Veterans agencies, National Guards, and VSOs. All elements of this initiative were fully coordinated, produced, and delivered by RMS Productions.
- The Commemorative Gift will be produced and coordinated by Vietnam 50th Commemorative Partner RMS Productions, in partnership with VFW, Naval Historical Foundation, Army Historical Foundation, VVMF and in collaboration with the Library of Congress Veterans History Project. This will provide a national and state-specific strategic communications platform to express gratitude and respect to Vietnam Veterans, in a format they can easily share with children and grandchildren, and display in their homes. This is considered an heirloom gift that will likely be preserved and cherished by the families—a “memorial” that will fit in their home.
- This unprecedented gift will honor the duty, service and sacrifice of Vietnam Veterans with minimal attention to the divisive historical policies of war. It will include veterans' stories from every state and Branch of Service, all ethnic and gender representation, both combat and support roles. The gift package consists of:
 - A hardbound, 160-page book *A Time to Honor: Stories of Duty, Service and Sacrifice*
 - A 60-minute feature documentary *A Time to Heal: Still “Coming Home” After 50 Years*
 - An interactive eBook with no sharing restrictions, and many more state-specific stories
 - Digitized archives with online access of all Vietnam-era Division magazines

- The Foreword section of the book/eBook includes:
 - Founding Partners message (these are the people who fully funded the production)
 - White House message
 - 10 page State messaging, including the governor's statement, and Executive Director of Mississippi Veterans Affairs messaging
 - Resolution of Gratitude signed by patriotic celebrities from entertainment, sports, and business
- Each participating state will take a leadership role for their own funding strategy for the state-customized gift (total of \$10 per veteran) whether all private (as Illinois and Kentucky have selected) or a public/private partnership (as Utah has completed). RMS will provide full support to explain the project to potential funders and supporters, in addition to managing full production and delivery.
- In partnership with the Library of Congress Veterans History Project, RMS invites Vietnam Veterans nationwide to submit their personal stories to be archived in the Library of Congress searchable database and considered for inclusion in the book and documentary. Each veteran will receive an official Library of Congress certificate stating his or her story is archived in the LOC.. For the interactive eBook, we will also work with one or more of Mississippi's Universities' Communications Departments as we write up "reader's digest" style stories to include specifically for Mississippi.
- Abbreviated example of 10 page state-specific messaging:



State pages: Utah example



Sponsor pages