

# The Bulletin

L'Editeur, Renslar "Renny" Keagle, [rennykeagle@gmail.com](mailto:rennykeagle@gmail.com)

President, P.A.L.S., Robert Cearlock, [cearlock@aol.com](mailto:cearlock@aol.com)



## THE PRESS ASSOCIATION OF LA SOCIETE

### MAIL P.A.L.S. DUES TO:

Renslar R. Keagle

8714 Marble Dr., El Paso, TX 79904-1710

Ph: (915) 346-6099 [rennykeagle@gmail.com](mailto:rennykeagle@gmail.com)

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Vol. 36 No. 5 **Supporting and Encouraging La Societe Public Relations for 36 Years** January 2021



Lord knows we need a better year than the last—guess we'll see how it all plays out. Now is not the time to let your guard down on the pandemic—stay safe?

If you get the Bulletin via mail, last month you may have noticed a slight difference—your newsletter in an envelope and an extra page—seems I sent the printer the digital rather than mail issue. Rather than reprinting, they just sent in an envelope without charging us any extra—great people in San Antonio.

Decided to make our first page now called the "P.A.L.S. Page" - kinda distinctive with the logo wallpaper - please check out.

Ideas, comments, articles all welcomed! Take care going into this new year and hang in there! - L'Editeur Renny

### In this issue!!

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- Digital Page (On-line only) - Battle of the Marne

**"It's hard to beat a person  
who never gives up"**

### P.A.L.S. since 1984—Past L'Editeurs

George Hartley  
Don Collins  
Paul Chevalier



## NATIONAL PUBLIC RELATIONS COMMITTEE

Directeur—Robert Cearlock, POB 1782, Mt. Vernon, IL 62864, 618-244-5761 [cearlock@aol.com](mailto:cearlock@aol.com)

Sous/Directeur Area 1—Renslar "Renny" Keagle, [rennykeagle@gmail.com](mailto:rennykeagle@gmail.com)

Sous/Directeur Area 2—Paul Yager, [pcyager@gmail.com](mailto:pcyager@gmail.com)

Sous/Directeur Area 3—Michael G. Paul, [nykmykey@comcast.net](mailto:nykmykey@comcast.net)

Sous/Directeur Area 4—Thomas "Woody" Woodward, [408voiture622@gmail.com](mailto:408voiture622@gmail.com)

Advisor—Pat Beamer, [gpatbeamer@bellsouth.net](mailto:gpatbeamer@bellsouth.net)

## **P.A.L.S. Page—The importance of photography as PR during the pandemic!**

Taking everything into consideration with the current pandemic—could photography be more important as a public relations tool? Like many aspects of our life within La Societe—many things have taken a back-seat—like get-togethers, meetings and promenades, special events, fund raisers and more. It might be extreme but perhaps in some situations—with the virus—it may not seem safe or appropriate to take a photo.

Whatever the case, photography during the pandemic has become a challenge. So is there a “new normal” now for photography? Questions that come to mind are mask on or mask off, how far away to take the picture, group or single shots? Most photographers like to establish some type of rapport or engage their subject to help frame their pic, make it more interesting—but how do we do that now? Let’s be frank, with the virus and all the restrictions and safety precautions we are faced with—the opportunities for public relations and photography are not like they used to be.

Consider this... what is your Locale or Grand doing differently—that might be a great opportunity to showcase yourself during this virus? Think about ways to take this virus negativity and put a positive PR spin on it. Articulate, with word and pics, how your Locale or Grand are marching on despite it.

Pics are an important part of any newsletter—it’s cliché, but a picture is “worth a thousand words” - if done right. Words are powerful but don’t underestimate the power of an image. Images can be very effective in getting positive responses from your membership and community—affect fund raising and even membership. Perhaps now is the time to use images to appeal to your memberships senses.

A few newsletters out there use headshots or profile pics under each Officer/Directeur by-line. This draws attention to the message and makes it more personal to the membership—especially if you are not meeting regularly.

Photos illustrate the message, set the mood, add credence and importance.

Unless you have one of those newer iPhone 12 pro’s, most cell phone pics are limited. Smartphone cameras take wonderful pictures when the subject isn’t moving and is in bright light. Digital cameras give you manual control of settings like shutter and aperture—many do this for you automatically. This makes it easier to take great pictures when the subject is moving or in not the best of light. Be mindful that taking a pic with a smartphone in this virus environment might mean having to be closer to the subject or group than you want to. BTW—“selfies” don’t make great profile pics.

I guess it all boils down to using a little bit of wisdom and common sense in considering imagery in this pandemic. Social distancing does not mean we shut down taking photographs.

Presented a nurse with a scholarship and was wearing a mask? — great, but what’s keeping you from posting right next to it a previous picture in better times without a mask?

Not providing all of the answers here but hopefully we have generated some ideas for you to think about and consider. Embrace your photo limitations and learn from them—nothing will be the same now or after this pandemic in public relations. Perhaps we need imagery now more than ever. • L’Editeur

### **From L’Editeur**

This is a new page I’m experimenting with and it will now be known as the “P.A.L.S.” page—although the whole newsletter is obviously P.A.L.S., this page will focus on specific PR issues - not the general areas we cover each month.

On a specific note—if your card or printed newsletter shows 2020 or earlier, February will be your last issue—our dues are not set to make a profit but to cover a thin margin of expenses.

The Bulletin is at heart about PR in many ways, shapes and forms—but it’s historical intent is to help and assist L’Editeurs with newsletter help, content and ideas.

L’Editeur Renny

## THE CLIPBOARD



### Airports manage delays due to COVID-19 safety cleaning...

COVID-19 has been a nightmare for the airline industry—and the disease is creating more headaches as safety cleaning and contact tracing have affected some of the most important employees in the aerospace industry: air-traffic controllers.

Air-traffic control at the Dallas-Fort Worth Airport and Tampa International Airport were both disrupted when an employee tested positive for COVID-19 and essential work areas had to be shut down and cleaned. What you can and can't report publicly when an employee has a positive COVID-19 diagnosis is tricky because of HIPAA regulations, but the best practice is to offer as much transparency as you can. •

**Changes to Facebook...** Facebook is rolling out a redesigned layout to its business pages to make it “simpler for public figures and creators to build community and achieve their business objectives,” The biggest change is a dedicated newsfeed, offering Facebook page owners an easier way to “discover and join conversations, follow trends, interact with peers and engage with fans.” Awan also announced features that call out actionable insights and task-based admin controls, along with a smoother transition between Facebook pages and your personal profiles. Facebook page “likes” will also be removed, leaving just the number of followers each page has.



The changes should provide a more streamlined way to integrate Facebook pages into your social media strategy, but remember that much of the platform's branded content requires a “pay to play” model in order to serve your posts to Facebook users who don't follow you.

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**Amazon buys airplanes to build on delivery abilities...** The online retailer is taking advantage of airline industry losses to buy Boeing planes at a discount, increasing its capacity to deliver products to consumers across the U.S. In the past, Amazon has leased planes for its various delivery needs and estimates say its new fleet could reach 200 planes in the coming years, rivaling delivery carriers like UPS.

New investments or big business decisions can result in headlines, but a savvy PR team knows how to make the story fit with an overarching narrative about where the company is headed. For Amazon, the story isn't that the company now has planes to add to its extensive list of assets. It's a story about how the company hopes to become even better at a core part of its business: delivery.

\*\*\*\*\*

**Fiat and Peugeot tout merger...** The two car companies say that by joining forces they will be better able to survive the rising tide of change coming to the auto industry (specifically electric vehicles). The new company will employ 400,000 people and produce cars under the brands *Jeep, Ram Trucks, Alfa Romeo and Maserati*, to name a few.



The merger makes the company the world's fourth-largest carmaker after Toyota, Volkswagen and the Renault-Nissan-Mitsubishi alliance.

Many industries are facing profound changes in the coming years, and having a clear plan for how you can meet those needs and adapt will be crucial for building trust and belief among consumers and brand followers. •All the above from [www.prdaily.com](http://www.prdaily.com)

## PR Editorial— Isn't it time to be ducking into a phone booth?

Does La Societe need superheroes like Superman? Well, let's first examine what we mean by Superman or superheroes...

Superheroes promote well-intentioned messages about standing up for peers and protecting others. Also we can learn more about courage, self-sacrifice, self-control, and willpower. In the universe of superheroes, anything is possible. Of course most superheroes have flaws and weaknesses—but have strong points that make them unique.

Superman, for example, is not just a Leader, but an inspiration—remember “Truth, Justice and the American Way”? Also, the “S” on Superman's chest is the Kryptonian symbol for hope.

What, within La Societe can we model after perhaps a Superman or any superhero? Do we need more members willing to duck into that phone booth and don that cape? I truly believe there is a super hero in all of us and we just need the courage to respond to the special needs of La Societe in this moment in time. We don't need to save humanity like many superheroes do—but it seems to me that the Forty and Eight could use some help.

Perhaps we can start by protecting La Societe, it's image, it's history and it's greatness. We do that by diligently following ritual, bringing new members into the fold with a clear understanding of what and who we are about. Superheroes provide inspiration—perhaps we need more inspiration within the Forty and Eight. Some people are inspired by the Superheroes mission, purpose or creed - a great place to start.

We need more members in capes willing to demonstrate the best qualities and potential of La Societe. We don't sell capes in emblem sales—but there are caps, shirts, jackets, etc., that can be worn to inspire others to ask questions about who we are and show our pride.

More Voyageurs wearing “capcs” might inspire other members to think of a cause they might like to support or “fight” for—say nurses training or child welfare. We don't have super powers but we all have powers of our own. None of us will ever leap a tall building in a single bound, change the course of a mighty river or bend steel in our bare hands. But we all have the power to set goals and follow through on them—to actively seek new members to perpetuate our numbers and see La Societe grow.

“So many of our dreams seem impossible, they seem improbable, and then, when we summon the will they soon become inevitable.” - Superman

So, isn't it time to be ducking into that phone booth—not necessarily to re-create ourselves but to find that super source of strength and motivation to will propel La Societe into a successful 2021. - L'Editeur

### “SUPER” QUOTES

“Show them their possibilities, but never choose their path for them. They must advance on their own, find their own way, make their own mistakes, conquer their fears and hatreds, and create their own history.”- Jor-El

“You can't relate to a superhero, to a superman, but you can identify with a real man who in times of crisis draws forth some extraordinary quality from within himself and triumphs but only after a struggle.” – Timothy Dalton

“If I had to choose a superhero to be, I would pick Superman. He's everything that I'm not.” – Stephen Hawking

“You will give people an ideal to strive towards, they will race behind you they will stumble, they will fall, but in time they will join you, in time you will help them accomplish wonders.”- Jor El

**there is a**  
**SUPERHERO**  
**ALL** of  
**us**  
**We just need the**  
**COURAGE**  
**to put**  
**on the CAPE**  
-Superman

## Absolutely and Positively the Most Common Grammar Mistakes

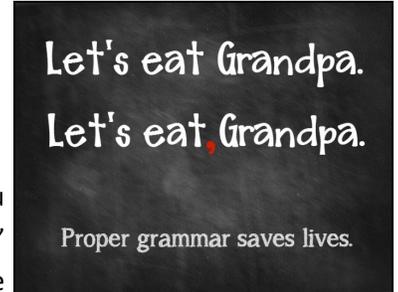
### Misuse of lie/lay

Incorrect: He was laying on the couch.

Correct: He was lying on the couch.

If you plan to place or put an object somewhere, such as a plate on a table, you should use “lay.” If you intend to stretch out on a bed for a nap, you should use “lie.” The verb “lie” is an intransitive verb, which means it does not need an object. The transitive verb “lay” requires an object.

It may take some getting used to this “lay” or “lie” business; after all, misuse of these verbs is common. But if you remember to lay down your fork before you’re full, then you won’t have to lie down later from overeating.



### Comma splices

To splice means to connect or join. When a writer joins two independent sentences with a comma instead of separating them with a period or a coordinating conjunction, that’s a comma splice.

The comma has its own jobs to do, but connecting two independent sentences isn’t one of those jobs. Besides, the period gets testy when his sister, the comma, steals his thunder. Periods have their jobs, and so do commas, but never the twain shall meet—unless it’s in the form of a semicolon. Semicolons can also take the place of a coordinating conjunction, such as “and,” “but,” or “so,” among others.

### Using “could of” instead of “could have”

“Could have” is always correct; “could of” never is. Writers probably make this grammar gaffe because, when we speak, the contraction “could’ve” sounds an awful lot like “could of.”

### Tautologies

Incorrect: Jack made a water pail with his own hands for Jill.

Correct: Jack made a water pail for Jill.

Tautologies express the same thing twice with different words. In our example, the word “made” implies that Jack used his own two hands to create the pail. The prepositional phrase “with his own hands” creates a redundancy. Once you know what they are, it’s fun to discover tautologies: dilapidated ruins, close proximity, added bonus, large crowd .

### Wordiness (inflated sentences)

Incorrect: It has come to our attention that your tax returns are overdue and we urge you to file them at your earliest convenience.

Correct: Your tax returns are overdue. Please file them now.

If you have something to say to readers, spit it out (figuratively, not literally). Inflating sentences with unnecessary words or pointless filler only muddles what you mean to say. Wordy sentences also frustrate readers, so get to the point. Streamline your sentences by using strong verbs and nouns instead of trite adjectives and adverbs.

William Shakespeare once wrote that brevity is the soul of wit. Follow the Bard’s lead by never using ten sentences when two will suffice. Don’t overuse words such as “that,” “just,” and “very.” Proofread your work to keep your prose tightened and toned! • *Above are a few in my humble opinion—many others we might address in the future.*

## A Snapshot Look at the Air Defense Artillery Branch

**The Air Defense Artillery branch is the branch of the United States Army that specializes in anti-aircraft weapons (such as surface to air missiles).**

In the U.S. Army, these groups are composed of mainly air defense systems such as the Patriot Missile System, Terminal High Altitude Area Defense (THAAD), and the Avenger Air Defense system which fires the FIM-92 Stinger missile.

The Air Defense Artillery branch descended from Anti-Aircraft Artillery (part of the U.S. Army Coast Artillery Corps until 1950, then part of the Artillery Branch) into a separate branch on 20 June 1968. On 1 December 1968, the ADA branch was authorized to wear modified Artillery insignia, crossed field guns with missile.

The Branch Motto, "First To Fire", was adopted in 1986 by the attendees of the ADA Commanders' Conference at Fort Bliss. The motto refers to a speech given by General Jonathan Wainwright to veterans of the 200th Coast Artillery (Antiaircraft) stating they were the 'First to Fire' in World War II against the Empire of Japan.

According to the Army's Field Manual 3-01, the mission of Air Defense Artillery is "to protect the force and selected geopolitical assets from aerial attack, missile attack, and surveillance.

On 9 March 1942 Antiaircraft Command was established in Washington D.C. and 1944 the AAA school was moved to Fort Bliss.

In 1991 the Patriot missile was heavily utilized during the Gulf War. After this short skirmish ended Air Defense has not been involved in any significant combat actions due to lack of enemy air assets and/or missile technology.

In 2010 the United States Army Air Defense Artillery School was moved from Fort Bliss to Fort Sill.

Type—Combat Arms

Role—Air and Missile Defense

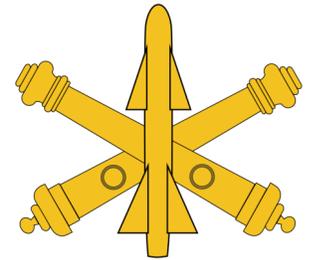
Patron—Saint Barbara

Motto(s) - "First to Fire"

Branch Color—Scarlet

March—ADA March

Mascot - Oozlefinch



The Oozlefinch is the unofficial historic mascot of the Air Defense Artillery – and formerly of the U.S. Army Coast Artillery Corps. The Oozlefinch is portrayed as a featherless bird that flies backwards (at supersonic speeds) and carries weapons of the Air Defense and Coast Artillery, most often a Nike-Hercules Missile. Oozlefinch has been portrayed in many different forms and artistic interpretations through its history.

There are many legends about the origins of the Oozlefinch. Most agree that the legend began in 1905 at Ft. Monroe, Virginia, then home of the Coast Artillery Corps. A Captain H. M. Merriam, no doubt under the effects of alcohol, first reported seeing a large-eyed, flight-challenged bird outside the officers' club. Soon more people would report seeing this bird, and even sketches were made. Eventually, the legend of this bird would become so great that even a statue was erected at the club in its honor.

The Oozlefinch's eyes are very large, allowing it to see very distant and very clearly in the sky. Its vision is unobstructed by eyelids or eyebrows, and the eyes are said to be able to turn 180 degrees so the Oozlefinch can look inward, symbolizing the need of a good leader for inward reflection.



if it flies...  
it dies



THE OOZLEFINCH

## Speeches— These words from Winston Churchill are giving hope during the pandemic

Article by McKenzie Dawson—The New York Post

Churchill became prime minister in May 1940 — just eight months after Britain declared war on Germany — and immediately appointed himself minister of defense. This meant he had full control of the war.

Days after becoming prime minister, Churchill took a walk from 10 Downing to Admiralty House. Along the way, he was met with cries of “Good luck, Winnie. God bless you” by people in the street.

“Churchill was deeply moved,” writes Larson. “Upon entering the building, Churchill, never afraid to express emotion, began to weep. ‘Poor people, poor people,’ he said. ‘They trust me, and I can give them nothing but disaster for quite a long time.’”

But that wasn’t true. He would give them hope.

...When The Blitz began in September after a tense summer, night after night bombs destroyed lives, buildings and neighborhoods with terrifying randomness. The fires still burning, Churchill would address the nation on the radio, rallying their spirits while urging them to stay strong. He would do the same with his speeches to the House of Commons.

As he gave his defiant radio speeches, Adolf Hitler and his deputies were also listening, with increasing disbelief. They had expected the British to surrender after a few weeks. Stirring speeches from Churchill’s first year as PM, may have been written 80 years ago, but their message carries through today.



Photo from the New York Post Article

“We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be. We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and on the streets, we shall fight in the hills, we shall never surrender.”

— BBC speech, June 4, 1940, last day of the Dunkirk Evacuation

“If we can stand up to him, all Europe may be free, and the life of the world may move forward into broad, sunlit uplands; but if we fail then the whole world, including the United States, and all that we have known and cared for, will sink into the abyss of a new dark age made more sinister, and perhaps more prolonged, by the lights of a perverted science. Let us therefore brace ourselves to our duty and so bear ourselves that if the British Commonwealth and Empire lasts for a thousand years, men will still say, ‘This was their finest hour.’”

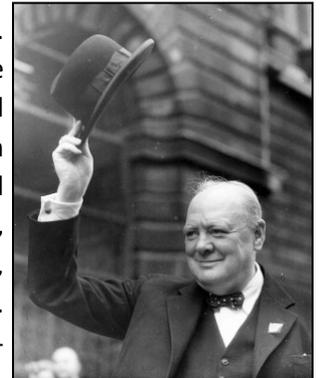
— Speech to the House of Commons, June 18, 1940

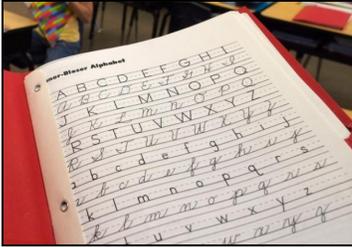
“I see the damage done by the enemy attacks, but I also see side by side with the devastation and the ruins quiet, confident, bright and smiling eyes, beaming with a consciousness of being associated with a cause far higher than any human or personal issue. I see the spirit of an unconquerable people.”

— Speech at Bristol University, April 7, 1941

“When I look back on the perils that have been overcome, upon the great mountain waves in which the gallant ship has driven, when I remember all that has gone wrong, and remember also all that has gone right, I feel sure we have no need to fear the tempest. Let it roar, and let it rage. We shall come through.”

— Speech to Parliament, May 7, 1941, almost a year to the day he became prime minister •





*Is cursive writing still relevant?* A survey in the US in found that the decision to teach cursive in elementary schools was “based mainly on tradition and wide usage, not on research findings.” One school director said that public expectancy and teachers’ training were the main reasons, and that “we doubt that there is any significant advantage in cursive writing.” According to Wallace, nothing has changed: “The reasons to reject cursive handwriting as a formal part of the curriculum far outweigh the reasons to keep it.”

Hawaii, Indiana, and Illinois have all replaced cursive instruction with “keyboard proficiency” and 44 other states are currently weighing similar measures. Alabama passed a law requiring cursive in 2016. That same year, Louisiana passed its own cursive law. Others like Arkansas, Virginia, California, Florida and North Carolina, have similar laws. Texas is the latest state in which educators are pushing to bring back cursive writing in elementary schools. The changes in the Lone Star State, which were adopted in 2017, are set to go into effect during the 2019-20 school year.

According to statistics from the National Insurance Crime Bureau, vehicles are stolen on New Year’s Day more than any other holiday. Don’t think your old car is safe, either. In 2011, the 1994 Honda Accord was the most stolen car.

*Got or had Covid?—My sister did and the worse symptom she had was loss of taste and smell...* The taste cells on a human tongue respond to at least 5 basic qualities: salty, sweet, sour, bitter, umami (savory) . Before your tongue's taste receptors can taste, saliva needs to moisten the food. In Tibet, sticking out your tongue is a form of greeting. Tongues can get fat. In fact, tongue weight is correlated with degrees of obesity.

*Is it winter where you are at yet?* Winter cold kills more than twice as many Americans as summer heat does. One inch of snow will produce just less than 1/10 of an inch of water when melted. Ten inches of snow will melt down to only 1 inch of water. The definition of a blizzard is when visibility is reduced to ¼ of a mile and the winds are 35 mph or more. The storm also must last at least 3 hours. If any of these specific conditions is not met, then it is a snowstorm instead. Thanks to hydrogen bonding, all snowflakes have six sides.



While they are hibernating, bears do not urinate. Their bodies convert waste into protein.

Shoes that were specific to left and right were not made until the Civil War.

The # symbol isn’t officially called a hashtag or a pound. It’s technically called an "octothorpe." The “octo-” means “eight” to refer to its points .

Moons can have moons, and they are called "moonmoons." *Duh!*

The word "good-bye" is a contraction of "God be with ye."

The chess term “checkmate” is from a 14th-century Arabic phrase, “shah mat," meaning “the king is helpless.”

According to legend, cats were created when a lion on Noah’s ark sneezed and two kittens came out.



Rocky Road ice cream was originally marketed during the Great Depression as a metaphor for coping with the economic crash.

One of the most modern-day dangerous jobs? Refuse and recyclable materials collectors! People throw surprising items in the trash, such as used medical needles, human ashes, bodily fluids, biomedical wastes, unwanted animals, and sometimes even dead bodies. •



## *Spotlight on Public Relations*



### **Video conferencing and public speaking!**

We have addressed public speaking here in the Bulletin quite a bit. With the virus and all of the Covid restrictions, public speaking opportunities have dwindled or even non-existent. That being said, I recently was asked to be a guest speaker at an award presentation via a video conference. It turned out great! Believe me when I say most of the same rules apply whether speaking in front of a live group or via a remote video conference. Currently, these platforms aren't just one way to communicate, they're the way.

So, if we are doing a Zoom presentation or speech or promenade—do we do exactly the same as if we were doing it in person? In some respects yes, but let's consider some additional things...

More than likely you will be at home, so are you sitting or standing?—seems to me sitting is the most popular option. For my presentation I was sitting at my computer desk in my office with the door closed. I had envisioned sitting at my dining room table with a phone ringing, dogs barking, interruptions from all parts of the house—so an isolated place was the best choice. Remember viewers can not only see you but what is behind you. Nobody wants to see your unmade bed, pizza boxes or dirty dishes. Your background needs to be appropriate for the occasion.

Video conferencing works best with an economy of language and time. There still has to be some order whether it be Robert's Rules, ritual, a strict agenda or some up-front rules explained prior to the beginning of your video conference.

Dress—My suggestion is to dress in the same appropriate fashion as if you were present. We've laughed at the commercial where a guy is wearing a dress shirt and tie—but gets caught with polka dot boxers beneath.

If you are making an actual speech, the same rules apply as if you were in person. Be prepared, rehearse, have a copy on-hand, etc. In other words...Like all public speeches, an online speech should be well-prepared, organized, well-reasoned, and well-rehearsed.

Ok, so you're at home and of course more relaxed in your casual setting—this isn't the time to be eating your Dagwood sandwich or be drinking a glass of wine or having a beer during your conference, meeting or promenade.

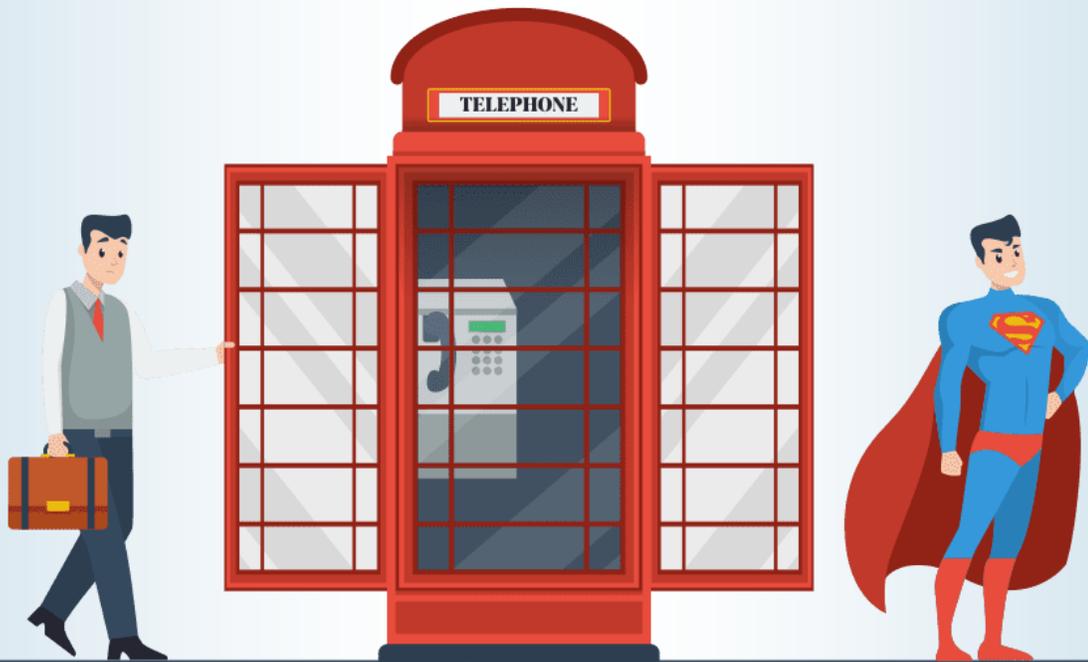
Consider a dress rehearsal for the first time you are video conferencing—just a log in event to get people on board and test log-in, video and audio issues.

It is possible to video conference using a phone or a tablet—I'm suggesting you use a stationary laptop, PC, etc. Believe me when I says it will work out better for you.

In a video speech or talk—Verbal enunciation, punctuation, rate, and pauses become key to maintaining your audiences' attention. "Energy" becomes a key word – an energetic voice has variety and interest to it. Whether a speech or a video conference—eye contact, facial expressions are all important.

Digital public speaking and video conferencing is becoming almost the norm now—planning and thinking ahead is the key—considering the above could help avoid a disaster or embarrassment. • L'Editeur

# POSTER OF THE MONTH



## ABILITY

*Is what you are capable of doing*

## MOTIVATION

*Determines what you do*

## ATTITUDE

*Determines how well you do it*

 <b>PRESS CREDENTIALS—P.A.L.S.</b> PRESS ASSOCIATION OF LA SOCIETE	<b>2022</b>	<b>PRESS</b> 
Voiture _____ Grande _____ <i>Renslar R. Keagle, Secretary/Treasurer</i>		

 <b>P.A.L.S.</b> PRESS ASSOCIATION OF LA SOCIETE		<b>PUFL</b> <b>PRESS CREDENTIALS</b>
Voiture _____ Grande _____ <i>Renslar R. Keagle, Secretary/Treasurer</i>		

## Things to celebrate or think about in February

**G.I. Joe Day - February 1**—Joe Day is February 1st. Joes were introduced on the market by Hasbro in February, 1964. ... Hasbro was hoping to recreate the success of their Barbie dolls with a similar toy for boys.

**National Freedom Day - February 1**—National Freedom Day is a United States observance on February 1 honoring the signing by Abraham Lincoln of a joint House and Senate resolution that later became the 13th Amendment to the U.S. Constitution. President Lincoln signed the Amendment outlawing slavery on February 1, 1865.



**USO Day - February 4**

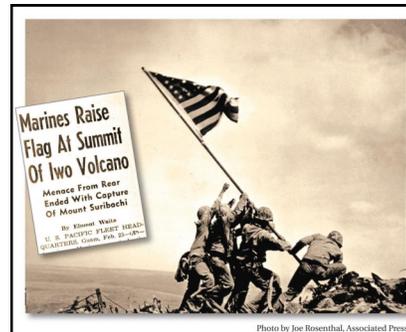
**International Day Against the Use of Child Soldiers - February 12**

**President's Day - February 15, 2021 (Third Monday in February)**

**Remember the Maine Day (U.S.S. Maine) - February 15**

**Coast Guard Reserves Birthday - February 19**

**Iwo Jima Day - February 19 (76th Anniversary)**



**February is last issue if your card says 2020 or earlier!**

### P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER

Full Name \_\_\_\_\_

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## The Battle of the Marne, September 5 to September 13, 1914 Is the most important battle in world history.



The selection of the first, rather than the last, battle of history's greatest war lies in the implications of the occasion. Neither the duration nor the casualties are historic by themselves.

To appreciate this, we must go back somewhat to 1870, the Franco-Prussian War. An upstart Prussia, led by Otto von Bismarck, maneuvered France, led by Napoleon's nephew Charles Louis Bonaparte, into a short but disastrous war that subsequently replaced France with Germany as Europe's foremost military power. This conflict was settled almost immediately when the Prussian Army routed the French at Sedan, September 2, 1870 and after a long siege of Paris the French surrendered and *the modern German nation-state was formed.*

In 1914, the two were again at war, with both prepared for another "Sedan" to decide the end. By early September, German Commander Helmut von Moltke had his armies poised to invade Paris again, but another counterattack, led by the Military Governor of Paris, General Joseph Gallieni, opened up a gap in the German line. French and BEF troops began entering that gap on September 6, creating a wide divide in the German lines, and thus ending any threat to the French Capitol. The possibility of another "Sedan" had disappeared.

As the Battle of the Marne (the 314-mile-long river east and southeast of Paris) progressed, German armies began a retreat west and northwest of Paris. With both French and British armies in pursuit, the Germans headed toward the North Sea, a retreat that saw them trying to affect an envelopment of the Allied armies toward a possible encirclement of Paris. Each effort was repulsed, a march that came known as "the race to the sea."

By the time both sides had reached the Sea, they had nowhere else to go and began replacing their rifles with shovels. As they dug deeper and longer, outlines of what soon would be called the "Western Front" began to emerge, a stretch of trench-lines that would eventually encompass the 500 miles between the North Sea and the Swiss border.

In his effort to strengthen his armies, General Gallieni initially "commandeered" the Paris taxi fleet, which he charged to transport the Paris Garrison to the front lines. With their meters still running, over 6,000 men were sent to the front, a fairly insignificant number, but a maneuver that became enshrined in French history as symbolic of national resolve (taxi companies were duly compensated for their service).



### Why the Marne

By September 13, General von Moltke (who suffered a breakdown and was relieved) is said to have told the Kaiser, "Your Majesty. We have lost the war." *But Moltke was only half-right.* The Battle of the Marne guaranteed that neither army could either win or lose. "Home by Christmas" had now been replaced by a four-year-long strategic stalemate of defensive, barbed wire and trench warfare, where millions of men would die in mud for a mile of territory. Where neither Paris nor Berlin would face occupation, but where a generation of Europe's elite young men would disappear for a contest without a clear winner, only to do it all over again, with a new generation and newer, even more terrible weapons....**The Twentieth Century is the significance of the Battle of the Marne.** •

An article by John J. Tierney Jr., from *The Institute of World Politics* - a graduate school of national security and international affairs. ([iwp.edu](http://iwp.edu))