

The Bulletin



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Vol. 40 No. 03 Supporting and Encouraging La Societe Public Relations for **40 Years** October 2024

STORYTELLING

• AMBASSADORSHIP

• PERSUASION



No one can deny the importance of Veterans Day. In some form or fashion, we need to honor all — living or dead.

Almost back to back issues between September and October. Tons to do when back from Nationale. At our last promenade, our members were loading up on all the program pins we brought back. Each month we will promote a program pin in our banner.

So, a ton of stuff in this issue, we did 24 pages in about 3 weeks. Now on to elections and getting to the polls for this important election. Early vote if you can! - L'Editeur

In this issue!!

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- Digital Only—Monthly POW/MIA Update

**"If you want to thank a soldier,
be the kind of American worth fighting for."**



P.A.L.S. since 1984—Past L'Editeurs

George Hartley
Don Collins
Paul Chevalier

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THE CLIPBOARD

Facebook—3.065 billion users

Instagram—2.0 billion users

YouTube—2.7 billion users

More than half (50.6%) of YouTube users are Gen Z and Millennials (born between 1981 and 2012). Only 15% of US YouTube viewers are Baby Boomers.



More social media updates...

A lot of our members use Facebook, here are latest major changes!

- A new Local tab will compile content from across Groups, Events and Marketplace to tell you what's happening in your geographic area. Two new event digests — one weekly and one for the weekend — will help surface recommendations for what to do via notification. A swipeable Feed section will also help find “the best content across Facebook” related to your neighborhood, including events, groups, people, businesses, Marketplace items and more. This is currently in testing for a handful of large American cities.
- Reels will now be incorporated into the Video tab rather than segregated. The announcement notes that most adults spend 60% of their time on the app watching videos, further cementing the importance of video content even on Facebook.
- You can now send Event invites via Instagram or SMS, making Facebook Events viable whether or not someone is a Facebook user — and important step as young audiences migrate away from the platform. *Note—SMS stands for Short Message Service, and it's the most common form of text messaging used today. A single text message is limited to 160 characters, including spaces.*
- Additional AI deployed within Groups will help surface answers to frequently asked questions.
- Messenger is getting a number of seemingly WhatsApp-inspired updates, including the ability to see memories of past content shared or to create Groups directly from within Messenger.

Will you soon be paying for your news?

Paywalls seem to be cropping up on every news site, cutting off stories that once would have been freely available to the public.

Only a slim majority of adults say they actively seek out news. But that stat is massively skewed by news-loving Baby Boomers, 69% of which proactively hunt for news — or perhaps still even receive a print product. In contrast, only 38% of Gen Z actively looks for news, while 17% go out of their way to avoid getting information about the world around them. Only 16% of Americans currently pay for a subscription to a news outlet. By way of comparison, about 22% of Americans and Canadians subscribe to Netflix.

Among those who don't subscribe, the primary reasons are that they feel they can get the information somewhere else (74%), and that news is not worth paying for (66%). While some might think bias is a primary driver, Morning Consult reported it fell right in the middle of the reasons for not subscribing.

This reveals two key problems in the news industry. The first is that news outlets mostly gave information away for free for the first several decades of the internet. In the early days, it was easier to earn money through digital ads, though the consolidation of on-site advertising to Google Ads has severely limited income in recent years. So, entire generations of consumers were trained that news wasn't something worth paying for. It's little wonder that 66% still hold that view. As for being able to get that information elsewhere, let's look at where consumers do get their news today.

From www.prdaily

P.A.L.S. Page—From the Directeur

Now that the 105th Promenade Nationale is over we begin our new year in earnest.

I would have to say at the heart of public relations as a Forty and Eight resource, is the Bulletin and the Press Association of La Societe. Voyageurs should hear routinely from myself and the area Sous Directeurs but the Bulletin is a major source of public relations information for not only our members but everyone.

The PR Bulletin is posted on many websites and is commonly shared across social media and email. Our members of course get it first, directly to their inboxes and a number receiving hard copy to their mailboxes. Members also get press credentials and those life members get a laminated card.

Next we must state that our Public Relations Manual is a significant and credible source of public relations information in Direct support of La Societe.

Link here—<https://fortyandeight.org/public-relations/> [The Forty and Eight - Public Relations](#) (Ctrl-Click)

The last update for the PR manual was 2022 and is under current review to include more on social media and current trends in public relations. The manual is also a source for Blue Chevalier information.

We must keep repeating that the Bulletin is also a great source for material for your own newsletters, Locale or Grand. All material is vetted and most either from myself or open source non-copyrighted articles or info widely spread across the Internet. I give credit where it is due or I feel required.

Newsletters that have what we call free white-space can find a ton of stuff in the Bulletin to fill in or even add a page or two to increase reader interest.

From the Public Relations Manual introduction:

“If we are to survive and grow as an organization, La Societe has to get into the public relations (PR) business or close our doors. The 40 & 8 must become well-known and respected in our communities and throughout the country as THE fraternal veteran’s organization that gets things done and cares deeply for one another.

We must realize that today in most parts of the country we are the least known veterans group. That must change and PR is the tool to use for this to happen. The challenge is there....it needs to be met – head on.

Public Relations is a term that is not clearly understood. PR by definition is any type of communication with another person, in or outside of the organization. Literally, every time we speak, we are doing either a good or a bad job at public relations in regards to La Societe.

Good PR must begin within your Voiture and Grand. Each Voiture and Grand should have a PR person who is responsible for all communications. However, it should be emphasized that PR is everyone’s responsibility. Promoting good public relations is vital to the life of the organization. This “hands on” manual was created to assist and guide you in your public relations efforts.” - **Directeur Public Relations**

“Flat screen TV are great and all, but they will never compare to the television/record player/liquor cabinet/combo/extravaganza we had as kids.” (Remember Zenith?)



P.A.L.S. Page 2—Blue Chevaliers

AWARD PROPOSAL

The following ☐ Law Officer ☐ Law Enforcement Organization
NAME:

INDIVIDUAL OFFICER OR ORGANIZATION

ADDRESS: _____
CITY: _____ St.: _____ ZIP: _____

ADDRESS OF THE ORGANIZATION FOR OFFICER OR ORGANIZATION

TYPE OF AWARD:

	OUTREACH PROGRAM		VALOR OR HEROISM		INDIVIDUAL COMMUNITY RELATIONS		OTHER (explain in narrative)
--	------------------	--	------------------	--	--------------------------------	--	---------------------------------

PROPOSAL NARRATIVE:

(explain the reason you feel this Individual Law Officer or Law Enforcement Organization should receive recognition)

[illegible]

ADD ADDITIONAL PAGES AS NECESSARY.

WHO WILL MAKE THE PRESENTATION? _____

WILL MEDIA BE PRESENT? _____

WILL YOU SEND PHOTOS TO THE PROJECT OF THE PRESENTATION?_____

MEMBER MAKING THIS PROPOSAL:

NAME:				
ADDRESS:	STREET:	CITY:	ST:	ZIP:
PHONE:		EMAIL:		

SEND PHOTOS AND/OR ARTICLES CONCERNING THE PRESENTATION TO:

Robert Cearlock, 7 Lawnwood Dr. Jackson, TN, 38305 or cearlock@aol.com

MEMBER MAKING PRESENTATION IF NOT THE SAME : *Award Certificate will be sent here*

NAME:				
ADDRESS:	STREET:	CITY:	ST:	ZIP:
PHONE:		EMAIL:		

Closely look at the above application you will see not only can a single officer be recognized but an entire group such as a SWAT Team, a Police unit, military police, local area police precinct or regional command center. Is the community Police Chief or Sheriff retiring? Consider an award.

Also note the type of awards that can be presented that shows the wide scope of our award program.

Lastly, you can see how easy it is to submit deserving individuals or groups for awards.

The Return of Military and Special Observances

We omitted this page for a year, but I've gotten requests to bring it back. So we will provide one month out, most or all of the special observances we should be looking at, and then two months out for significant ones. How to use this information. Many are very important and are actually national holidays. But many are useful in a lot of different ways internally in our locales and also in our communities. Is it the Navy's birthday?—a good time to recognize those voyageurs that served in the navy. Could there be a special holiday or observance that you can take a special proclamation to your city council?



November—Military Family Month. A month to honor and celebrate the contributions and sacrifices of the families of the U.S. Armed Forces.

November—Warrior Care Month. Each November, the Army commemorates Warrior Care Month. This is a time where the military community reaffirms their commitment to the best recovery and reintegration for the nation's wounded, ill and injured service members, their families and the professionals who support them. The theme for this year's joint observance is "Show of Strength."

Caring for and supporting wounded, ill and injured Soldiers and their families is an enduring mission and sacred obligation. Clearly, there is no greater or higher calling than helping the wounded, ill and injured Soldiers heal and transition successfully back to the force or into private sector jobs and careers. In 2007, the Army established Warrior Transition Units (WTUs), which have supported more than 62,000 Soldiers throughout the recovery and transition process. Nearly 50 percent of these Soldiers have returned to the force.

November 3, 2024 - Daylight Saving Time ends

November 9, 2024 - Gold Star Father's Day (Georgia). A day set aside to honor the fathers of our nation's fallen service members.

November 10, 2024 - Marine Corps Birthday

November 11, 2024 - Armistice Day (France) A day set aside to remember those who died or were injured in World War I and other wars.

November 11, 2024 - Remembrance Day (Britain) A day set aside to remember all those men and women who were killed during the two World Wars and other conflicts.

November 11, 2024 - Remembrance Day (Canada) A day set aside to commemorates the sacrifices of people in all armed conflicts.

November 11, 2024 - Veterans Day (US) The anniversary date of the signing of the armistice which ended the World War I. A special day to honor the sacrifice of all veterans.

December

December 1, 2024 - Civil Air Patrol (USAF Auxiliary) Birthday

December 7, 2024 - Pearl Harbor Day. Called "A day which will live in infamy" by Franklin D. Roosevelt

December 13, 2024 - National Guard Birthday

December 14, 2024- National Wreaths Across America. An annual laying of wreaths at veterans cemeteries across the nation.

December 20, 2024 - Space Force Birthday

December 28, 2024 - Anniversary of the Army Chaplain Assistant/Religious Affairs Specialist

**"In the case of 248 year old America,
Christopher Columbus, you are NOT the father."**

Great Speeches—Complete FDR “Day of Infamy” Speech

One day before the 74th anniversary of President Roosevelt’s historic address to Congress in response to the Japanese attack on Pearl Harbor it is important to examine the true meaning of the speech, and how it came to be. It is rare when a presidential speech transcends the political moment to become an iconic statement for the ages. The key phrases of the great orators resonate years, even decades later. “Four score and seven years ago...” “Ask not what your country...” “...tear down this wall.”

FDR’s Pearl Harbor speech one of the most important speeches of the 20th century because it is an extraordinary example of true leadership, vision and clarity. It also represents the tipping point, the actual moment when the United States was transformed from an isolationist nation to a global superpower and leader of the free world. Its message of resolve and determination in the face of a devastating attack is as relevant today as it was then.

This address was not written by a committee of speechwriters and consultants. It was not crafted from polling data and political objectives. It was dictated by FDR without notes to his assistant Grace Tully just three hours after he learned of the attack.

Mr. Vice President, Mr. Speaker, members of the Senate and the House of Representatives: Yesterday, December 7th, 1941 — a date which will live in infamy — the United States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan.

The United States was at peace with that nation, and, at the solicitation of Japan, was still in conversation with its Government and its Emperor looking toward the maintenance of peace in the Pacific. Indeed, one hour after Japanese air squadrons had commenced bombing in the American island of Oahu, the Japanese Ambassador to the United States and his colleague delivered to our Secretary of State a formal reply to a recent American message. And while this reply stated that it seemed useless to continue the existing diplomatic negotiations, it contained no threat or hint of war or of armed attack.

It will be recorded that the distance of Hawaii from Japan makes it obvious that the attack was deliberately planned many days or even weeks ago. During the intervening time the Japanese Government has deliberately sought to deceive the United States by false statements and expressions of hope for continued peace.

The attack yesterday on the Hawaiian Islands has caused



severe damage to American naval and military forces. I regret to tell you that very many American lives have been lost. In addition American ships have been reported torpedoed on the high seas between San Francisco and Honolulu.

Yesterday the Japanese Government also launched an attack against Malaya. Last night Japanese forces attacked Hong Kong. Last night Japanese forces attacked Guam. Last night Japanese forces attacked the Philippine Islands. Last night the Japanese attacked Wake Island. And this morning the Japanese attacked Midway Island.

Japan has, therefore, undertaken a surprise offensive extending throughout the Pacific area. The facts of yesterday and today speak for themselves. The people of the United States have already formed their opinions and well understand the implications to the very life and safety of our nation. As Commander-in-Chief of the Army and Navy, I have directed that all measures be taken for our defense.

But always will our whole nation remember the character of the onslaught against us. No matter how long it may take us to overcome this premeditated invasion, the American people in their righteous might will win through to absolute victory.

I believe that I interpret the will of the Congress and of the people when I assert that we will not only defend ourselves to the uttermost but will make it very certain that this form of treachery shall never again endanger us. Hostilities exist. There is no blinking at the fact that our people, our territory and our interests are in grave danger.

With confidence in our armed forces—with the unbounding determination of our people—we will gain the inevitable triumph—so help us God.

I ask that the Congress declare that since the unprovoked and dastardly attack by Japan on Sunday, December 7th, 1941, a state of war has existed between the United States and the Japanese Empire.—FDR

From a variety of web sources

PR Editorial—Can you be a Forty and Eight Influencer?

Those who cruise social media and like me spend hours a day on my computer and the Internet—have come to know and understand the impact of influencers. So who or what is an influencer?

“An influencer is someone who has the power to affect the decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.” - Justin Welsh



Influencers are usually active on social media platforms like Facebook, YouTube, X, TikTok, and Instagram. Typically, each influencer is known for a specific niche—be it fashion, travel, gaming, beauty, cooking, fitness, or any other interest area. They create content around their niche, and people who follow them are interested in that particular topic.

Influencers do just what their name suggests; they influence people. So how do we create Forty and Eight influencers? Some already exist if we refer to social media. I have an Instagram account where I post our locales Flags for First Graders program events. It gets a fairly serious response. Many have Facebook (Meta) and websites that also use social media to influence members and those in our communities who we link to and are followed by.

So the social media platforms that we use are a form of “influence”. Does that mean we need to follow the Millennials (1980—2000) or Generation Z (2000 to Present) and become Tic Tokers or social media icons? Obviously no. But, if we understand how we can use not only social media but ourselves as storytellers and ambassadors—great influencers we can become!

First of all you do not have to be a celebrity to become an influencer. To our grass roots membership, you do not have to wear a gold chapeau to be an influencer. It is an individual thing and each of us can choose the best path. But what path do we need to follow to become a great influencer for La Societe?

Leaving social media aside, first you need to know as much about the Forty and Eight as possible. Media influencers are generally experts in their niche area. Being competent in your knowledge about our history, ritual and programs allows you to competently affect others.

We must also consider how wide of an influence you have. If you access social media, you expand your influence through postings and interaction with followers—for the most part via Facebook and websites. Add links to these to expand the ability of followers to learn more about the Forty and Eight. You can increase your influence by increasing your sharing of websites, social media accounts, newsletters, etc.

Great influencers are known, liked and trusted. Your content and persona should reflect and inspire that.

So, influencing can mean many things to us depending on our generation. To many of us it is just being a knowledgeable and proud member of La Societe, displaying it and being good ambassadors. To others, those who emphatically embrace social media, the world is at your fingertips. - L'Editeur

“Nothing influences more than a recommendation from a trusted friend.” - Mark Zuckerberg

“If you share good stuff, people will re-share it, and you will get more interaction and followers.” - Guy Kawasaki

“Influencers influence people and the people they influence.” - Johnny Hunt

“Influence is our inner ability to lift people up to our perspective.—Joseph Wong

**“Never odd or even”, spelled backwards is
“Never odd or even”.**



Spotlight on Public Relations



Revisiting Robert's Rules of Order and Minutes

For the most part, Correspondants prepare the minutes for most of our Cheminots and Promenades. But others may review and provide additional input to make them more accurate. Minutes are also routinely amended to make corrections. We have chatted here before about minutes and their role in public relations. For the most part, minutes get widely distributed and can have an impact based on their content. I've seen Grand minutes a single page and I've seen them four pages long.

Please note that our ritual manual has an Order of Business to follow that is well in sync with Roberts Rules. Robert's Rules of Order explains that minutes are a record of what was done at the meeting, not what was said. At a minimum, minutes should include:

Name and kind of meeting. Is it a Promenade, Cheminot or Special Meeting?

Date, place, and time opened and closed.

Names of the meeting chair and who took the minutes. Usually the Chef de Gare and the Correspondant, but sometimes other step in.

Names or a count of voting officers attending (roll call) and whether a quorum was present. Roll call and attendance sheets may be attached to the minutes. Names of guests and their reason for attending.

Minutes from the previous meeting need to be approved or corrected by a formal vote, that makes them official. Referred to in our ritual as "reading of the minutes", we have a tendency to gloss over the reading of previous minutes to save time, but there may be times when they need to be read. They should be read by the Correspondant at the next regular meeting.

Members may agree to skip reading the minutes aloud if members have had enough advance time to read them. Send a draft or copy of the minutes in some form to members before the meeting. This is a good way to save time, while also helping members prepare for the Promenade or Cheminot..

Notions made. You must record: the exact wording of the notion, who made the notion and the result of the vote.

Discussion: A summary of a discussion for a notion can give a more complete picture. This can be helpful to voyageurs who could not attend the meeting and to those looking back for details or clarification. Summaries (discussion), if included in the minutes, should be balanced and include major opposing viewpoints, even if they are not adopted.

Reports. Record the name of the report, the name of the member presenting it, and any action taken on the report. If the report was in writing, attach it, or tell where it may be found. An oral report may be summarized briefly.

Other actions such as Unfinished or New Business and Good of the Voiture.

What to Leave Out—The minutes are a factual record of business. Do not include:

Opinions or judgments. Hearsay or gossip. Criticism or accolades: Criticism of members, good or bad, should not be included unless it takes the form of an official motion. Thanks or expressions of appreciation obviously may be included. If the organization has opted to include discussion summaries, do not personalize it by recording the views of individuals. Limit the extended rehashing of reports: Just hit the highlights or key facts, particularly if a written report is attached and approved by a notion. Detailed financials may be read and approved, but may not be appropriate for the minutes. Financial reports can be added as an addendum to the minutes. · *Section 3.2 Meeting Minutes—Robert's Rules of Order and other web sources.*

Halloween stuff! The first Jack O'Lanterns were actually made from turnips. The owl is a popular Halloween image. In Medieval Europe, owls were thought to be witches, and to hear an owl's call meant someone was about to die. Black and orange are typically associated with Halloween. Orange is a symbol of strength and endurance and, along with brown and gold, stands for the harvest and autumn. Black is typically a symbol of death and darkness and acts as a reminder that Halloween once was a festival that marked the boundaries between life and death. Candy Corn was originally called "Chicken Feed." The original creator of Milk Duds wanted to make the candies into perfect circles. When that proved impossible, he called them "duds." He added the word "milk" to refer to the large amount of milk used to make the candy.

Some military trivia...

Before World War II, the Army's 45th Infantry Division wore a swastika patch on their left shoulders in honor of Native Americans. They changed it to a thunderbird in the late 1930s.

Though tattoos are discouraged in today's Navy, they weren't always. For hundreds of years, sailors tattooed themselves as souvenirs to communicate their travels and their trials. Find a short (and non-comprehensive) list below of imagery you may encounter among saltier sailors, including the meaning of each tattoo:

Swallows: Home (each denotes 5,000 miles at sea)

Compass/Nautical Star: Never losing one's way (each denotes 10,000 miles at sea)

Trident: Special warfare

Rose: A significant other left at home

Twin screws or props on one's backside: Propels one forward through life

Rope: Deckhand

Octopus: Navy diver

Dolphin: Wards off sharks

Sharks: Rescue swimmer

Polar bear: Sailed the Arctic Circle

Dragon: Sailed the Pacific

Fouled anchor: Sailed the Atlantic

Turtle: Crossed the equator

Gold dragon: Crossed the International Dateline

Gold turtle: Crossed the International Dateline and the Equator where they intersect

Emerald fouled anchor: Crossed the Prime Meridian

Emerald turtle: Crossed the Prime Meridian and the Equator where they intersect

Full-rigged ship: Sailed around Cape Horn

Helm: Quartermaster

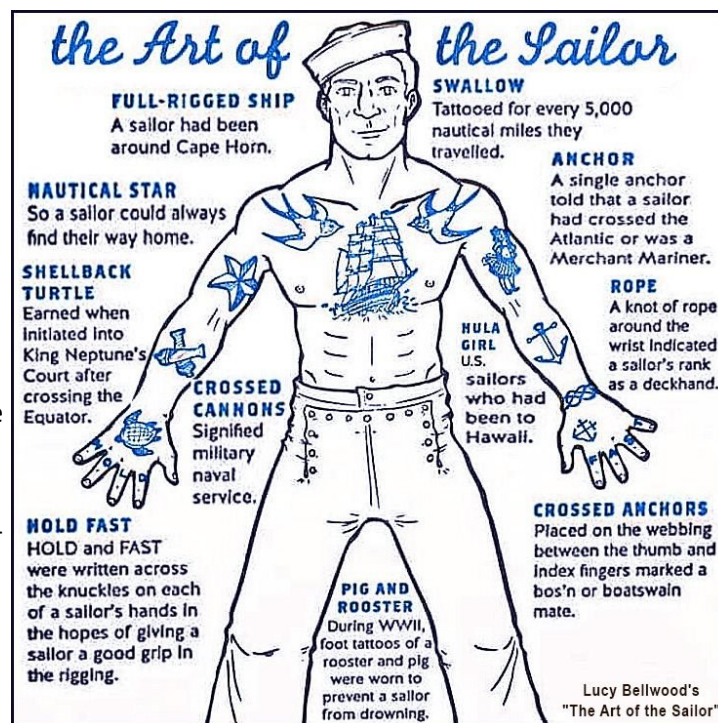
Pin-up girls: Company at sea/port call

Hula girls: Sailed to or ported in Hawaii

Dagger through a swallow: Signifies a lost comrade

Pig and chicken: Superstition to keep from drowning

The words "HOLD FAST": Signifies a deckhand's tight grip on the lines



POSTER OF THE MONTH



**“Our flag does not fly
because the wind moves it.
It flies with the last breath of
each soldier who died protecting it.”**

L'Editeurs Back Page

1919—In November 1919, President Wilson proclaimed November 11 as the first commemoration of Armistice Day with the following words: “To us in America, the reflections of Armistice Day will be filled with solemn pride in the heroism of those who died in the country’s service and with gratitude for the victory, both because of the thing from which it has freed us and because of the opportunity it has given America to show her sympathy with peace and justice in the councils of the nations...”

1926—Whereas the legislatures of twenty-seven of our States have already declared November 11 to be a legal holiday: Therefore be it Resolved by the Senate (the House of Representatives concurring), that the President of the United States is requested to issue a proclamation calling upon the officials to display the flag of the United States on all Government buildings on November 11 and inviting the people of the United States to observe the day in schools and churches, or other suitable places, with appropriate ceremonies of friendly relations with all other peoples.



APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS				INITIAL MEMBERSHIP		
NAME:				40ET8 MEMBER	LA FEMMES MEMBER	NON MEMBER SUPPORTER
ADDRESS:	STREET:	CITY:	ST:	ZIP:		
PHONE:			EMAIL:			

NEW MEMBERS—\$20.00 ANNUAL RENEWAL—\$5.00 TEN YEAR RENEWAL—\$45.00 PUFL—\$75.00

Checks payable to P.A.L.S. - Remit to:
Renslar R. Keagle, 8714 Marble Drive, El Paso, TX 79904



P.A.L.S./Blue Chevalier dues are annual from January to December

P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER			
Full Name _____			
Address: _____			
City _____	State _____	Zip _____	New Member ☐ Renewal ☐
Email _____			PUFL \$100.00 ☐
Voiture Locale _____			
ANNUAL DUES MAIL ONLY: \$20.00 MAIL AND DIGITAL: \$20.00 DIGITAL ONLY: \$10.00 PUFL down payment (minimum \$25)	<input style="width: 30px; height: 30px; margin-right: 10px;" type="checkbox"/> <input style="width: 30px; height: 30px; margin-right: 10px;" type="checkbox"/> <input style="width: 30px; height: 30px; margin-right: 10px;" type="checkbox"/> <input style="width: 30px; height: 30px;" type="checkbox"/>		
Checks made out to P.A.L.S. Remit to: Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com			



POW/MIA Monthly Update

Due to the Bulletin going out later than usual for September, we included Septembers numbers of returned and closed out the fiscal year. The below is so far this October for FY 2025, next month we will have the total for October.

Current Identifications by Conflict for FY 2025

Unaccounted for DoD personnel are those who went missing during a designated conflict and who have not yet been accounted for.



WORLD
WAR II

2



KOREAN
WAR

1



COLD
WAR

0



VIETNAM
WAR

0

FY 2025 runs from October 1, 2024 – September 30, 2025

WORLD WAR II FACTS & FIGURES

Dates

Dec. 7, 1941 – Dec. 31, 1946

Location

Global

Missing as of 1973*

73677

Accounted For**

1677

Unaccounted For

72000

KOREAN WAR FACTS & FIGURES

Dates

June 27, 1950 – July 27, 1953

Location

Korean Peninsula

Missing as of 1973*

8157

Accounted For**

705

Unaccounted For

7452

VIETNAM WAR FACTS & FIGURES

Dates

July 8, 1959 – May 15, 1975

Location

North and South Vietnam, Laos,
Cambodia

Missing as of 1973*

2641

Accounted For**

1067

Unaccounted For

1574

Austin Says Finding the Missing is the Nation's 'Ironclad Commitment' - By David Vergun, DOD News

Locating and identifying the remains of service members killed in conflicts remains the Defense Department and the nation's "ironclad commitment," said **Secretary of Defense Lloyd J. Austin III**. Austin spoke at a National Prisoner of War/Missing in Action Recognition Day ceremony at the Pentagon.

During the secretary's 41 years of Army service, he said the soldier's creed has been to never leave a fallen comrade behind. "We lived that value, and we still do. We bring our troops home no matter what."

"From my office, I look out into this parade ground, and every day I see the American flag and the POW/MIA flag. And that flag's motto is a rallying cry, not only for everyone who works in the Pentagon, but also wherever it flies across the country, and it says, 'you were not forgotten,'" the secretary said.

The families of those still missing suffer and mourn and wait. "You have endured terrible uncertainty, lived with terrible absence and suffered terrible grief. We are humbled by your strength, and we're inspired by your resilience. We are proud to stand with you and we are proud to work with you. Because we will never give up. We will never lose hope, and we will always honor the sacrifice and service of your loved ones," he said.