

The Bulletin



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THE PRESS ASSOCIATION OF LA SOCIETE

Public Relations

Press Association of La Societe

Blue Chevaliers



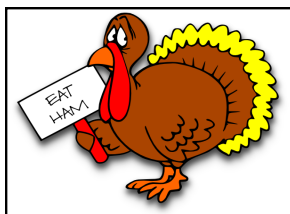
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STORYTELLING

• AMBASSADORSHIP

• PERSUASION



Always wondered why I see so many Thanksgiving pictures that say "Happy Thanksgiving" with the turkey smiling. Hope everyone enjoys their turkey day with family and friends.

Another interesting issue with a variety of topics and ideas. If you are a L'Editeur, please feel free each month to take and use in your own newsletters—one of the purposes of the Bulletin. The other to continue emphasizing the importance of public relations.

The Public Relations Committee wishes all in La Societe as we get fully into this holiday season and end of the year, safe travels, the best of health and blessings.

L'Editeur Renny

The Pilgrims made seven times more graves than huts. No Americans have been more impoverished than these who, nevertheless, set aside a day of thanksgiving.

In this issue!!

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P.A.L.S. since 1984—Past L'Editeurs

George Hartley
Don Collins
Paul Chevalier

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THE CLIPBOARD

What is Bluesky?

Bluesky is a decentralized social network created by Jack Dorsey, the former Twitter CEO who started it while still in the role. Its decentralized nature comes from the AT Protocol, developed by the Bluesky team, and provides transparency into how the app was built and works. It's now considered an alternative to "X" (Twitter).



Users select a username to use Bluesky, shown as "@username.bsky.social". You can also turn a domain name into your username, a feature "allowing users to self-verify and own their username across the network," according to the platform.

Young adults are increasingly getting their news from social media influencers.

Nearly 40% of American 18- to 29-year-olds get their news regularly from online "news influencers" who post about current events, according to a Pew Research Center study published on Monday. That compares to about 21% of all adult Americans. News influencers are mostly men (63%) and more of them explicitly identify as right-leaning compared to left-leaning (27% vs. 21%), per Pew.

Among those who get news from influencers, 65% reported that it shapes their understanding of current events and civic issues. The survey results shouldn't come as a major surprise. Influencers have become a powerful element of messaging strategies given their ability to engage with audiences over an extended period of time. Communicators should use this information as a framework for building out their influencer pool and making content decisions.

The Department of Justice plans to request that the antitrust trial judge order Google to sell its Chrome browser.

A judge recently ruled that Google's search monopoly is illegal, given Chrome's dominant position. If Google has to separate from Chrome, it could reshape the browser market, giving competitors like Safari and Firefox more of a chance.

More importantly, "(g)overnment officials are saying they want to give content-producing websites more control over whether Google's AI products can access a site's content to use it for training its AI model or get 'surfaced' as part of an AI search answer," as reported by Inc. PR and marketing professionals should closely follow this developing lawsuit, as its outcome may have a major influence on content marketing, how we use the internet.

Since President-elect Donald Trump secured his return to the White House, there've been a movement and conjecture about the future of both TikTok and X.

Congress passed a bill that could ban TikTok unless its parent company, ByteDance, sells to a non-Chinese company. President Joe Biden signed that into law, though the ByteDance is challenging it in the courts. .

Trump, who tried to ban the short-form video platform himself, has changed his view.

In March, Trump said during an interview with CNBC that he still believed TikTok posed a national security risk. However, he disagreed with the idea of banning it because "doing so would help its rival, Facebook, which he has continued to lambast over his 2020 election loss," according to the Associated Press.

Meanwhile, X is facing another user exodus after owner Elon Musk's hard turn into conservative politics, with users this time moving toward **Bluesky**, a decentralized social media site.

Since September, Bluesky has grown from 9 million users to over 14.6 million as of Tuesday, with a surge in new users over the weekend, according to TechCrunch. That includes a reported 1 million people in just the past week. · From a variety of web and Internet sources

P.A.L.S. Page—The Public Relations Manual

From time to time we discuss the PR manual. Something we are proud of and a lot of work by many has gone into it. As we approach the end of the year and focus on renewal that comes with a new one, we can use this manual to become more successful in public relations. But... How well are you familiar with the Public Relations Manual? We will be updating it in the next month or so but here are the topics discussed in detail in the manual...

- **Strategizing and prioritizing public relations from the Forty and Eight perspective** – Overview
- **Goals and objectives of manual**—How to use it and learn from it!
- **PR Strategies** – Methods to achieve public relations goals and objectives—How to make it work!
- **Target media** – Whom must the 40 & 8 reach or influence to make the PR program work
- **Social Media**—Social media is a vital part of the modern public relations mix.
- **Press Releases**— Each week, journalists and reporters received dozens, perhaps hundreds of news pitches and press releases. Of all the releases sent, only a handful received editorial coverage. The PR Manual will help you navigate the process to get your press release noticed and successful.
- **Publicity Campaigns**—Whether short or long, the PR manual can offer advice on publicity campaigns. This can be a difficult but important area and to ensure success we offer guidelines and help.
- **Media Lists**—A top priority. Tips on who to include and how to effectively use them.
- **Public Speaking**—The PR Manual provides tips, ideas and how to get the most out of speaking to our communities or even internally with your membership.
- **“PR Toolbox”** - Detailing the “tools” needed for recruiting and renewing your membership. (My favorite part of the manual)
- **Press or Media Kits**— Not to be confused with media lists, press kits. A media kit, sometimes called a press kit, is simply an information packet about an organization. In the manual we inform you on what they are, what their content should be and how to create them.
- **Do's and Don'ts**—A general list of things to do and not do in your public relations efforts.
- **Newsletters**—Tips and lots of advice on how to make newsletters successful and actually read.
- **Additional ideas and things to do** – helping and improving your existing PR program. I consider these “out of the box” ideas.
- **Internal Public Relations**—Tips and advice on how to look inward, using PR internally to grow and retain membership.
- **Leadership in public relations**—Emphasizing the necessity for leadership and management of public relations in our Locales and Grands.
- **Additional help and information...**
 - Newsletter and Media Awards—A guide to our current awards (Being updated)
 - Sample Press Release
 - Press Association of La Société – P.A.L.S.—An overview of P.A.L.S.
 - Blue Chevaliers Project—An overview of the Blue Chevalier Project and how to submit awards.

I encourage each Locale and Grand Chef de Gare to have copy as well as Correspondants, historiens and of course publicists.—Public Relations Directeur Renny

The first McDonalds drive-through was built in 1975 in Sierra Vista Arizona near a military installation called Fort Huachuca, to serve military members who were not allowed to exit their vehicles off-post in military uniform.



P.A.L.S. Page 2—Blue Chevaliers

A bit of History...

The National Public Relations Committee was proud to announce the launch of the “Blue Chevaliers” project November 1st 2021.

The project was unanimously and enthusiastically approved by the Committee at the 2021 National Promenade in Springfield Missouri. This was the culmination of over eighteen months of research and discussion with input from Grands and Locales that supported the launch.

This Project offers a great opportunity to gain exposure for the Forty and Eight and help fight the demoralizing attempt and in some cases, successful attempt by some to defund and demoralize law enforcement. As we Voyageurs Militaire have shown great allegiance to the founding principles of America, and taken an unexpired oath to defend her from all enemies, foreign or domestic, Locales and Grands have enthusiastically supported the growth of this Project to Program.

The Blue Chevalier Project was unanimously approved by the National Public Relations Committee to become a full program for 2025 at the 2024 Promenade Nationale in Sandusky Ohio. On September 15th, on the floor of Promenade Nationale, a motion was made and approved with no nays for this Project to become a full Program.

Program Goals:

- To support La Societe in its support of Law Enforcement and Law Officer of the Year
- To support law enforcement in our communities with a grass-roots program to allow Locales and Grands to support law enforcement.
- To honor local, state and federal law enforcement [including Military Police] organizations and individuals for exceptional community relations activities and/or Projects
- To improve the morale of peace officers at all levels by showing recognition and support by the Forty and Eight.
- Assist the General’s Club in support of the Law Officer of the Year Program

Program Objective:

For Voyageurs Militaire desiring to support the program and law enforcement in La Societe – provide membership at an affordable cost. This includes membership, program pin and all the benefits of being a member.

To provide a system of local law enforcement recognition to include formal presentations, certificates and publicity.

Through membership, donations and merchandise sales, to bestow to the National Law Officer of the Year a \$2,000.00 donation from the Blue Chevaliers.

Through membership, donations and merchandise sales, provide financial support to the General’s Club. This support to be determined by available funds and the needs of the General’s Club.

**Today's generation will never experience the proud moment
of handing your parents an ashtray sculpted out of clay that you made in art class.**

Military and Special Observances

December 1, 2024 - Sunday—**Civil Air Patrol (USAF Auxiliary) Birthday**—The agency served as the official volunteer civilian auxiliary of the Air Force. Formed during World War Two on Dec. 1st 1941.

December 7, 2024—Saturday— - **Pear Harbor Remembrance Day**—In 1994, the United States Congress, by Pub. L. 103–308, 108 Stat. 1169, designated December 7 of each year as National Pearl Harbor Remembrance Day. The joint resolution was signed by President Bill Clinton on August 23, 1994. It became 36 U.S.C. § 129 (Patriotic and National Observances and Ceremonies) of the United States Code.

December 13, 2024— Friday - **National Guard Birthday**—We recognize December 13th as the birthday of the National Guard. On this date in 1636, the first militia regiments in North America were organized in Massachusetts. Based upon an order of the Massachusetts Bay Colony's General Court, the colony's militia was organized into three permanent regiments to better defend the colony. Today, the descendants of these first regiments - the 181st Infantry, the 182nd Infantry, the 101st Field Artillery, and the 101st Engineer Battalion of the Massachusetts Army National Guard – share the distinction of being the oldest units in the U.S. military. December 13, 1636, thus marks the beginning of the organized militia, and the birth of the National Guard's oldest organized units is symbolic of the founding of all the state, territory, and District of Columbia militias that collectively make up today's National Guard.

December 14, 2024—Saturday— **National Wreaths Across America**. An annual laying of wreaths at veterans cemeteries across the nation. The Worcester family of Harrington, Maine, owns their own tree farm. In 1992, they had a surplus of wreaths during the holiday season, so the family patriarch, Morrill – who had long felt indebted to our fallen veterans – got help from a Maine politician to have those spare wreaths placed beside graves in Arlington National Cemetery in areas that received fewer visitors each year.



Several volunteers stepped up to help, including veterans from American Legion and Veterans of Foreign Wars posts and a truck company owner who transported the wreaths to Arlington, Virginia, where a small ceremony was held at the cemetery's Tomb of the Unknown Soldier. This remained a small yearly tradition for nearly 15 years until a photo taken at the 2005 ceremony went viral. Almost immediately, thousands of people wanted to know how to help or how they could begin a similar tradition in their states. **See the photo above...**

December 15, 2024—Sunday—**Bill of Rights Day**—It's an important day to celebrate America's Constitution and the framework of society that ascribes rights and freedoms to society. Bill of Rights Day commemorates the ratification of the first 10 amendments to the U.S. Constitution, with the National Archives documenting its many celebrations of the day.

December 20, 2024—Friday— **Space Force Birthday**

December 28, 2024—Saturday— **Anniversary of the Army Chaplain Assistant/Religious Affairs Specialist**

Quick look at January

January 1, 2025—Wednesday— New Year's Day Federal Holiday

January 8, 2025—Wednesday—Battle of New Orleans—State Legal Holiday in Louisiana

January 19, 2025—Sunday—Robert E. Lee's Birthday— State Legal Holiday in Florida

January 19, 2025—Sunday—Confederate Heroes' Day—State Holiday in Texas

January 20, 2025—Monday—Martin Luther King Jr. Day Federal Holiday

January 20, 2025—Monday—Robert E. Lee's Birthday—State Holiday Alabama, Mississippi

January 20, 2025—Monday—Inauguration Day—Federal Holiday DC, Maryland, Virginia

We live in a society where people use a \$1000.00 phone to check their food stamp balance.

Great Speeches—Lincoln Inauguration Speech March 4, 1861

This speech had its origins in the back room of a store in Springfield, Illinois. Abraham Lincoln, who lived in Springfield for nearly 25 years, wrote the speech shortly after his election as America's sixteenth President. Before leaving town in January 1861, he sometimes eluded hordes of office seekers by taking refuge in his brother-in-law's store. There he used just four references in his writing: Henry Clay's 1850 Speech on compromise, Webster's reply to Hayne, Andrew Jackson's proclamation against nullification, and the U.S. Constitution. The desk Lincoln used has been preserved by the State of Illinois. *What impressed me is his firm belief in States rights—that is until they started to secede.* Read excerpts below...

"In compliance with a custom as old as the Government itself, I appear before you to address you briefly and to take in your presence the oath prescribed by the Constitution of the United States to be taken by the President before he enters on the execution of this office.

Apprehension seems to exist among the people of the Southern States that by the accession of a Republican Administration their property and their peace and personal security are to be endangered. There has never been any reasonable cause for such apprehension. Indeed, the most ample evidence to the contrary has all the while existed and been open to their inspection. It is found in nearly all the published speeches of him who now addresses you. I do but quote from one of those speeches when I declare that--

I have no purpose, directly or indirectly, to interfere with the institution of slavery in the States where it exists. I believe I have no lawful right to do so, and I have no inclination to do so.

Those who nominated and elected me did so with full knowledge that I had made this and many similar declarations and had never recanted them; and more than this, they placed in the platform for my acceptance, and as a law to themselves and to me, the clear and emphatic resolution which I now read:

Resolved, That the maintenance inviolate of the rights of the States, and especially the right of each State to order and control its own domestic institutions according to its own judgment exclusively, is essential to that balance of power on which the perfection and endurance of our political fabric depend; and we denounce the lawless invasion by armed force of the soil of any State or Territory, no matter what pretext, as among the gravest of crimes...

...I take the official oath to-day with no mental reservations and with no purpose to construe the Constitution or laws by any hypercritical rules; and while I do not choose now to specify particular acts of Congress as proper to be enforced, I do suggest that it will be much safer for all, both in official and private stations, to conform to and abide by all those acts which stand

unrepealed than to violate any of them trusting to find impunity in having them held to be unconstitutional...

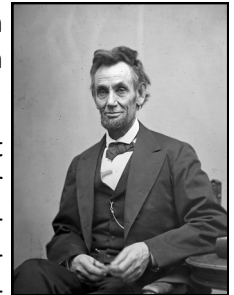
...It is seventy-two years since the first inauguration of a President under our National Constitution. During that period fifteen different and greatly distinguished citizens have in succession administered the executive branch of the Government. They have conducted it through many perils, and generally with great success. Yet, with all this scope of precedent, I now enter upon the same task for the brief constitutional term of four years under great and peculiar difficulty. A disruption of the Federal Union, heretofore only menaced, is now formidably attempted...

...We find the proposition that in legal contemplation the Union is perpetual confirmed by the history of the Union itself. The Union is much older than the Constitution. It was formed, in fact, by the Articles of Association in 1774. It was matured and continued by the Declaration of Independence in 1776. It was further matured, and the faith of all the then thirteen States expressly plighted and engaged that it should be perpetual, by the Articles of Confederation in 1778. And finally, in 1787, one of the declared objects for ordaining and establishing the Constitution was "to form a more perfect Union."

In closing—In your hands, my dissatisfied fellow-countrymen, and not in mine, is the momentous issue of civil war. The Government will not assail you. You can have no conflict without being yourselves the aggressors. You have no oath registered in heaven to destroy the Government, while I shall have the most solemn one to "preserve, protect, and defend it."

I am loath to close. We are not enemies, but friends. We must not be enemies. Though passion may have strained it must not break our bonds of affection. The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart and hearthstone all over this broad land, will yet swell the chorus of the Union, when again touched, as surely they will be, by the better angels of our nature.

From <https://battlefields.org>



PR Editorial— “A Great Ship Needs Deep Waters”

Ever hear of the above proverb? Not one you might hear frequently but I’m sure familiar to many. The original quote by George Herbert is “a great ship asks deep waters.”

"A great ship asks deep waters" means that great accomplishments require great effort and risk. Just like a large ship needs deep water to sail safely, achieving great success often requires taking bold and daring steps. This proverb encourages people to take calculated risks and pursue their ambitions with determination. It conveys a tone of encouragement and motivation.

Over centuries we have seen how ships have changed to overcome the challenges of venturing into deep waters. Larger ships, better designs, more technology, and innovation has solved the issue of venturing into strange seas. So what are our challenges in La Societe? I think it goes without saying that membership is perhaps our greatest deep water challenge.



I would say that we exhibit a lot of effort, time and energy on membership. Last month I counted 12 motivational emails to me in that regard with reminders and suggestions from all levels of Forty and Eight leadership. Those are extremely important but it all boils down to a grass roots issue within our locales who I guess we could also call our “ship-builders.” No ship sails without proper rigging, an experienced well trained crew and officers guiding the ship safely to its destination.

So lets ask a few questions... What bold and daring steps have we not yet taken in regards to membership? Are we giving it enough effort? Why were some ship captains more successful than others? Why were some ships in better shape to travel longer and farther than others? Concepts to consider as we chart a course in La Societe for our membership efforts.

Is one hour, once a year at nationale long enough for the membership committee to really pursue the right course? Perhaps a workshop might work better. Perhaps a membership survey to our locales seeking answers on how to engage the rough sea of membership. When we meet at our Regional Promenades or Grand Promenades, what better time to get our leadership together for a one hour round table discussion on membership.

Long gone are the days of “press ganging” to fill ships with adequate crews. Our current membership crews will get us out of port but to reach our destination and goals we need new members. We have to extend and communicate our history, ideals and programs out into our communities. I still maintain that storytelling and ambassadorship will provide the persuasion to help fill our ranks. We must maintain contact with the media, continue press releases, increase our social media presence and push public relations to the forefront.

So is clear water ahead or stormy seas? Our effort forward will lead to that discovery.—L’Editeur

Press ganging was the practice of forcibly recruiting men into the Royal Navy that was common in Britain from the 16th to 19th centuries, reaching its horrific peak in the 1700s and early 1800s. As the navy expanded to become the largest in the world, it faced a chronic manpower shortage. Volunteers simply could not keep up with the demand for sailors, which reached over 140,000 men at the height of the Napoleonic Wars in 1805.

To fill its ranks, the navy resorted to forced conscription on a mass scale. It employed armed "press gangs" that would roam the streets and docks of port towns, on the hunt for able-bodied men to capture and impress into service. Historian Denver Brunsman describes it as "the largest example of forced labor in the 18th-century British Atlantic world, far exceeding the number of Africans brought to British colonies as slaves."



Spotlight on Public Relations



Are newspapers still relevant to public relations?

I cancelled my newspaper subscription years ago because it was getting smaller, fewer pages, less content, etc. And a year or so of arguing with my carrier and struggling to get my paper from under the car or out of bushes. Like most, I turned to social media and streaming to get my daily dose of news. But, I kind of cheat a bit and occasionally access my daily paper through the web—and for a small price can actually download the entire paper. The key here, is our local newspaper worth the effort of our Forty and Eight public relations efforts? So I spent an hour or so digging into the relevancy of today's print media...

From Public Relations Today... *"Despite the major changes in the media landscape, it's still a core part of PR and there are still newspaper reporters, editors and producers we have to reach out to. So although there have been major changes in the media landscape, the fundamentals of media relations are still the same."*

So what I take from the above is although there is a major move towards social media in our PR efforts we should not abandon our local newspapers. Larger cities with bigger newspapers might be harder to influence or for us to get noticed while smaller communities with local papers have a better opportunity.

A new term surfacing in public relations is "news deserts". "News deserts," or counties that lack a locally based source of local news, grew in number this year as 127 newspapers shut down, the latest "Medill State of Local News Report" from Northwestern University finds. Since 2005, the nation has lost more than one-third of its newspapers, some 3,300 in all during the past 12 months, U.S.

So is your local newspaper still important?

Most News Still Comes From Newspapers, Study Finds. From thoughtco.com... *"Most original reporting — the old-school, shoe leather kind of work that involves getting out from behind a computer and hitting the streets to interview real people — is done by newspaper reporters. Not bloggers, not TV anchors — newspaper reporters."*

I found this particularly interesting from (mediamaxnetwork.com)... Changing Perceptions Among Younger Generations:

"While print media has traditionally been associated with older audiences, recent trends indicate a significant shift. Millennials and Gen Z are turning towards print media for various reasons, including a desire for credible, well-researched content in an era of digital misinformation. The tactile experience of print, combined with a sense of nostalgia and a break from screen fatigue, contributes to its appeal among these younger demographics."

A bit more... *"In the current media landscape, characterized by the rapid spread of misinformation, traditional print media such as newspapers and magazines have retained a high level of trust among readers. This stands in stark contrast to the often scrutinized credibility of online and social media platforms."*

Readers consistently turn to print for reliable, in-depth information on critical areas such as healthcare, automotive, finance, and food. This preference stems not just from the accuracy of print media but also from its depth and quality. Perhaps an understated part of why it's so trusted lies in its straightforward approach to informing."

So, what is our conclusion. As we move more toward social media let us not forget the influence and importance of our treasured newspaper media—it cannot be underestimated.—L'Éditeur

**The oldest computer was owned by Adam and Eve. It was an Apple with very limited memory.
Just one byte and everything crashed.**

Baseball legend Jackie Robinson had an older brother, Matthew MacKenzie "Mack" Robinson (July 18, 1914 – March 12, 2000), who was also a star athlete in his own right. He won a silver medal in the 200-yard dash in the 1936 Olympics — coming in second to Jesse Owens, by 0.4 seconds.

In ancient Rome, instead of toilet paper, people used a tool called a tersorium—a sponge attached to a stick. These were communal items typically found in public latrines. After use, the sponge was rinsed in water, often mixed with vinegar or salt, and then reused by others. Public latrines were designed to be shared spaces, so the tersorium was passed around among those using the facilities. Sanitation practices were different from modern standards, but the tersorium was a common solution for personal hygiene in that period.



When building the Golden State Bridge, the lead structural engineer insisted on the installation of a safety net even though its \$130,000 cost was deemed exorbitant. Over four years the net saved 19 men.

Christopher Lee was the only person involved with the Lord of the Rings films who had actually met Tolkien. He met him by chance at a bar in Oxford.



Herbert Hoover, who would become president in 1929, was appointed U.S. Food Administrator. His job was to provide food to the U.S. army and its allies. He encouraged people to plant "Victory Gardens," or personal gardens. More than 20 million Americans planted their own gardens, and food consumption in the U.S decreased by 15%.

American presidents have a limousine nicknamed "The Beast." Inside is a fridge containing a supply of the president's blood type, just in case. After Bayer realized they had HIV and Hepatitis C contaminated blood supplies in the 1980s, they pulled it from the American market and sold it to Asia and Latin America.

Donald Trump ran for president in 2000 under the Reform Party. He wanted Oprah Winfrey as his running mate. As a child, Donald asked to borrow his brother's blocks to build an extra tall skyscraper. After Donald finished with his construction, Donald glued the pieces together so he would never have to give them back. Donald Trump is terrified of going bald and considers it a sign of weakness. He once commented that "the worst thing a man can do is go bald." Trump's hair has gained its own iconic status. To achieve this look, Trump blow dries his hair forward and then combs it backward.



According to The Weather Channel, pumpkin by far was the most craved-for food in autumn. People who live on the equator or central area of the planet never experience autumn. The word "harvest" comes from the Old Norse word haust, which means "to gather or pluck." As people moved to the cities, "harvest" fell out of use and city dwellers began to use "fall of the leaf," which was shortened to "fall" to describe the change in season. The word "November" is from the Latin, novem, meaning "nine." November was originally the 9th month of the Roman calendar, which began in March.

Scientists predict that in approximately seven billion years, the Andromeda and Milky Way galaxies will fuse to form one super galaxy that will be the largest galaxy by far in this part of the universe. (So can we stop worrying about global warming?)

POSTER OF THE MONTH



"I fear all we have done is to awaken a sleeping giant and fill him with a terrible resolve." –
Japanese Admiral Isoroku Yamamoto

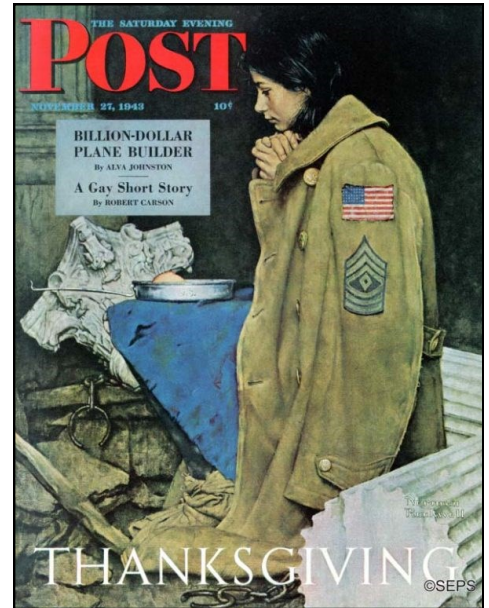
L'Editeurs Back Page

This is one of the most somber Norman Rockwell paintings. This painting (cover) is not amusing. It is, in fact, thought provoking. As for the painting itself, the scene is war-ravaged Italy. We can see broken stone columns lying on the ground, surrounding the girl. A broken chain, perhaps meant as a symbol, is pictured, with half of it lying on the ground and half on a nearby wall.

The girl is saying grace over a serving of a generous soldier's field rations. We cannot see what the dish is, but is certainly tastier and more substantial than her usual meal. The war affected everybody and everything in those countries where the fighting was located.

The girl also wears an American GI's olive drab field jacket draped over her shoulders. She has not buttoned it against the cold, so the soldier may have just given it to her a moment earlier.

Her "shoes" are merely rags wrapped around her feet. And yet she is thankful. This Thanksgiving is better than her previous one. Rockwell has reminded the American people of the devastation they missed. **He is reminding us today that a full belly and warm body is a lot to be appreciative of.**



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 - please note new renewal fees!!!!

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	☐ ☐ ☐ ☐		
Checks made out to P.A.L.S. Remit to: Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com			
PUFL down payment (minimum \$25)			



POW/MIA Monthly Update

Reminder the Dept. of Defense accounting starts Oct 1st our fiscal year.

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

Name	Rank	Conflict	Service	Unit	Location	Accounted for Date
CARRINO, FREDERICK	Cpl	KOREAN WAR	UNITED STATES ARMY	B Battery, 57th Field Ar...	KOREA, NORTH	10/10/2024
ULRICH, ERNEST H	Cpl	WORLD WAR II	UNITED STATES ARMY	200 COAST ARTILLERY ...	PHILIPPINES	10/09/2024
GARELICK, SIMON	Sgt	WORLD WAR II	UNITED STATES ARMY	HEADQUARTERS COM...	PHILIPPINES	10/07/2024

Defense POW/MIA Accounting Agency Makes 100th Cabanatuan Identification

By Sgt. Ashleigh Maxwell Defense POW/MIA Accounting Agency Public Affairs

The Defense POW/MIA Accounting Agency (DPAA) marked a significant milestone with the 100th identification from the World War II Cabanatuan prison camp in the Philippines.

In April 1942, after the surrender of Bataan, thousands of Filipino and U.S. troops were forced to march over 60 miles in route to Camp O'Donnell, Tarlac Province. The soldiers, already weakened from starvation, illness and fatigue, faced unimaginable abuse. Many were subjected to beatings and gunfire or abandoned and left to die along the way. Throughout the march, the prisoners of war (POWs) suffered extreme heat and were often denied opportunities to rest, resulting in numerous deaths. Those who survived the march were confined to prison camps, forced to live in inhumane conditions.



The primary detention center for American POWs was Camp Cabanatuan, located in Nueva Ecija Province, which originally consisted of three separate prison camps. The number of POWs at Cabanatuan reached approximately 10,000. When the camp was liberated on Jan. 30, 1942, more than 2,700 POWs had already been buried in the Camp #1 cemetery. Following a postwar identification attempt, over one-third of these servicemembers remained unidentified.

Scientists collected DNA samples from multiple skeletal elements for analysis by the Armed Forces DNA Identification Laboratory (AFDIL). Anthropological evaluation and DNA testing revealed that the unknowns were significantly commingled, making the identification process more difficult and time consuming. In addition to the commingling, the degradation of the unknown remains along with the lack of DNA Family Reference Samples made the identification all the more challenging. DPAA continues working to recover and identify the more than 900 remaining unknowns from Camp Cabanatuan, using advanced technology and historical research to ensure that those who gave their lives for their country are not forgotten.