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Description of document: **American Battle Monuments Commission (ABMC) internal Talking Points and 'Q&A' documents (released 2010)**

Requested date: 26-October-2010

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Titles of documents: ABMC Mission Talking Points  
Public Affairs Guidance - Disinterments at ABMC Cemeteries  
National WWII Memorial  
National World War II Memorial - Message Points  
WWII Memorial Appropriation - Message Points  
National World War II Memorial - Arsenic Discharge Response

Date/date range of document: all items are undated

Source of document: American Battle Monuments Commission  
Attn: Martha Sell, FOIA Assistant  
2300 Clarendon Blvd., Suite 500  
Arlington, VA 22201

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## AMERICAN BATTLE MONUMENTS COMMISSION

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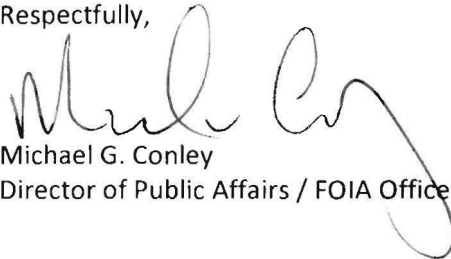
November 26, 2010

This letter responds to your Freedom of Information Act request dated October 26, 2010, which was received by this agency on October 28, 2010.

You requested a copy of "any primarily internal 'Talking Points' or 'Q&A' documents." Documents that are responsive to your request are enclosed.

No fees have been charged to fulfill this request.

Respectfully,



Michael G. Conley  
Director of Public Affairs / FOIA Officer

## **ABMC Mission Talking Points**

### **Key Points**

- Our 24 overseas cemeteries and 25 memorials honor the competence, courage and sacrifice of those who have served our nation in uniform.
- All Americans traveling overseas should make an effort to visit some of these sites. Normandy is the best known, but all have unique features and stories to tell.
- The Web site at [www.abmc.gov](http://www.abmc.gov) supports our outreach efforts to all Americans with information on the ABMC mission on behalf of the nation, and our commemorative sites.
- ABMC cemeteries and memorials represent American values and our willingness as a nation to come to the defense of others.
- Buried within these cemeteries are American service men and women whose competence, courage and sacrifice preserved freedom throughout the world, their deaths a testament that freedom is not free.
- In return, we as a nation asked for nothing but enough land to bury our dead.
- Normandy American Cemetery is probably our best known facility because of the public's awareness of the D-Day landings. It is our most visited cemetery, with more than one million visitors annually.
- A-B-M-C dedicated a new visitor center at Normandy Cemetery last June that will allow us to better tell the story of the 9,387 Americans buried there and provide a fuller array of interpretive services to put the D-Day landings and follow-on battle in Europe in perspective as one of the greatest military achievements of all time.
- Since 1923 when Congress established it, ABMC has been about honoring the service, achievements and sacrifice of those who died fighting for our own freedoms and for the freedoms of others.
- With the opening of the Normandy Visitor Center, the Commission recognizes that its responsibility goes beyond simply maintaining beautiful and inspirational commemorative sites. We have an equally important responsibility to perpetuate the stories of competence, courage and sacrifice that those we honor can no longer tell for themselves.

- We encourage all Americans to visit our overseas cemeteries, but it is not enough that future generations honor our war dead by their visits. They must understand the significance of what our fellow Americans have done for us and others around the world.
- We thus have a national responsibility to tell that story at each of our overseas cemeteries, and we have committed ourselves to do just that.

### **Additional Background Information**

#### **ABMC History**

- A-B-M-C is a small agency within the Executive Branch of the Federal Government.
- Congress established the Commission on March 4, 1923, at the initiative of General of the Armies John J. Pershing, who believed that federal control was needed over the erection of American monuments and markers on foreign soil.
- General Pershing was elected the Commission's first chairman – a position he held until his death in 1948. Since then, every Commission has had a four-star general and – tradition being more binding than law – every subsequent four-star general has been elected chairman.
- An historical tidbit involving General Pershing was his concern that there was no information on the World War I cemeteries and battlefields. He tasked the Army for a young major to write a book on the subject—that major's name was Dwight D. Eisenhower.

#### **Commission Chairmen**

- The list of former A-B-M-C chairmen includes many prominent military leaders, including Army Generals George C. Marshall, Mark Clark, and Andrew Goodpaster, and a former commandant of the Marine Corps, General P. X. Kelley.
- Our current chairman is Retired Army General Frederick Franks, who was appointed to the Commission by President Bush in August 2001 and became Chairman in January 2005.

#### **ABMC Mission**

- A-B-M-C is the guardian of America's overseas commemorative cemeteries and memorials that honor the service, achievements and sacrifice of United States Armed Forces. The key words are "overseas" and "commemorative."

- The Commission does not operate veterans' cemeteries in the U.S.—those are the responsibility of the National Cemetery Administration within the Department of Veterans Affairs. All of our cemeteries are overseas.
- A-B-M-C cemeteries are shrines to the War Dead interred within them and listed on the Tablets of the Missing. Our memorials are commemorative tributes to the achievements of all who served in war overseas.

### **ABMC Mission Functions**

- To perform its mission, the Commission performs three primary functions:
- The first is to commemorate the service, sacrifice and achievements of U.S. Armed Forces by establishing memorials, within the U.S. when directed by Public Law, and outside the U.S. where our forces have served since April 6, 1917, the date of our entry into World War I...
- A second function is to design, construct, operate and maintain permanent U.S. burial grounds in foreign countries. A-B-M-C hasn't built any cemeteries since the Second World War. Beginning with the Korean War, it has been national policy to bring our War Dead home.
- The third primary responsibility is to control the design and construction on foreign soil of U.S. military memorials, monuments and markers by U.S. public and private organizations and individuals, and encourage their maintenance.

### **ABMC Commissioners**

- To accomplish its mission, A-B-M-C is governed by a board of 11 commissioners appointed by the President.
- Commissioners serve without pay at the pleasure of the President, and meet twice a year to provide policy guidance to the Executive staff.
- A Secretary appointed by the President and a Senior Executive Service Executive Director manage Commission operations.

### **ABMC Organization**

- In addition to its headquarters office in Arlington, Virginia, the Commission operates two region headquarters—one in Paris and one in Rome—that together administer 21 cemeteries

- Three of our 24 cemeteries report directly to the Virginia headquarters, which is organized into 4 directorates: Personnel and Administration, Engineering and Maintenance, Finance and Accounting, and Public Affairs.

### **ABMC Personnel**

- A-B-M-C has 404 people—70 U.S. government civilians and 334 foreign nationals—at Commission locations stretching from Europe to Asia to Latin America.

### **ABMC Budget**

- Our total operating budget for Fiscal Year 2008 is \$44.6 million.
- We also received \$11.0 million for our Foreign Currency Fluctuation Account to maintain our overseas buying power.
- Combined, our total appropriation this fiscal year is \$55.6 million.

### **Cemeteries & Memorials**

- A-B-M-C cares for and administers 24 cemeteries and 25 memorials, monuments and markers in 15 countries around the world, including 3 memorials in the U.S.
- Nearly 125-thousand (124,913) U.S. War Dead are buried in our cemeteries. We also commemorate by name on Tablets of the Missing more than 94-thousand (94,135) Americans who were listed as Missing in Action or lost or buried at sea during the World Wars and the Korean and Vietnam Wars.
- Eight of our cemeteries and 15 monuments, memorials and markers commemorate World War I. Fourteen cemeteries and 10 monuments, memorials and markers honor those from World War II.
- In addition to the World War I and World War II cemeteries, A-B-M-C administers cemeteries in Mexico City and Corozal, Panama. These cemeteries contain the remains of 750 Americans killed in the 1848 Mexican War, and another 6,149 American veterans and others.

### **World War I Cemeteries**

- A-B-M-C maintains eight World War I cemeteries in France, Belgium and England. These eight cemeteries contain the remains of nearly 31-thousand (30,921) World War I dead.

- Renowned landscape and structural architects were asked to design our cemeteries pro bono. The landscape architects' imaginations were limited only by the requirement to use white marble crosses and Stars of David on a field of green, and the amount of their budgets.
- The structural architects were required to build memorial chapels featuring battle maps and Tablets of the Missing; they too had a dollar limit. As a result, our cemeteries are all different but have common elements.

### **World War II Cemeteries**

- Fourteen cemeteries contain the remains of more than 93-thousand (93,242) World War II dead. World War II cemeteries are located in Belgium, France, England, Luxembourg, Italy, the Netherlands, the Philippines and Tunisia.
- Memorialized on Tablets of the Missing you will find names like Joe Kennedy and Glen Miller at Cambridge Cemetery, and the Sullivan Brothers at Manila.

### **Next-of-Kin Decisions**

- Following the World Wars, the Army gave next of kin the option of bringing their loved ones home for burial or interring them in permanent overseas American military cemeteries, alongside their comrades-in-arms and near the battlefields where they fell.
- Next-of-kin decisions were made in writing and notarized. The Army and the American Battle Monuments Commission share a legal and moral duty to the nation to uphold the original burial decision made by the next of kin.

### **Corozal Cemetery**

- Corozal Cemetery is the only A-B-M-C cemetery still open to burials. The history of the cemetery traces back through the Isthmian Canal Commission, which became the Panama Canal Company, and the U.S. Army. The Army signed Corozal Cemetery over to A-B-M-C in 1982.
- Buried in this cemetery are government employees who built, maintained and ran the Panama Canal, their dependents, and veterans.

### **Mexico City Cemetery**

- A monument at the Mexico City cemetery marks 750 unknown lives that were lost in the Mexican-American War. Established in 1851, Mexico City is our oldest cemetery.

- One of our World War I cemeteries—Suresnes, which is just outside Paris—was dedicated in 1919. The other seven were dedicated in 1937.
- Of the 14 World War II cemeteries, six were dedicated in 1956 and eight were dedicated in 1960.

### **Manila Cemetery**

- Manila is our largest cemetery and the only one we maintain in the Pacific.
- More than 17,000 are buried there, and over 36,000 names are engraved on the Tablets of the Missing, honoring the thousands of men and women who went down with ships and airplanes in the Pacific.

### **Monuments**

- In addition to the 24 cemeteries, A-B-M-C maintains 25 stand-alone memorials, monuments and markers, including three in the U.S.
- Most of the memorials commemorate those who served in the World Wars. The Honolulu Memorial in the Punchbowl in Hawaii contains names of the missing and lost or buried at sea from the Korean and Vietnam Wars, in addition to World War II names.

### **World War II Memorial**

- The World War II Memorial was dedicated on the National Mall in May 2004.
- It is an example of memorials built by A-B-M-C in Washington, D.C., at the direction of Congress that are now administered by the National Park Service. The others are the World War I American Expeditionary Forces Memorial near the White House on Pennsylvania Avenue and the Korean War Veterans Memorial on the Mall.

### **Conclusion**

- That is a quick look at the mission, organization and operations of the American Battle Monuments Commission.
- Since World War I, hundreds of thousands of Americans have given their lives so that others, here and abroad, might enjoy peace and freedom. It is to them that the American Battle Monuments Commission pays tribute through its worldwide commemorative program.
- Our people work daily to fulfill General Pershing's promise that "Time Will Not Dim the Glory of Their Deeds."



## **ABMC Mission**

- Established in 1923, ABMC is the guardian of America's overseas commemorative cemeteries and memorials that honor the service, achievements and sacrifice of United States Armed Forces.
- ABMC cemeteries are shrines to the war dead interred within them and listed on the Tablets of the Missing.
- Our memorials are commemorative tributes to the achievements of all who served in war overseas.

## **Cemeteries & Memorials**

- ABMC cares for and administers 24 cemeteries and 25 memorials, monuments and markers in 15 countries around the world, including 3 memorials in the U.S.
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- Eight of our cemeteries and 15 monuments, memorials and markers commemorate World War I. Fourteen cemeteries and 10 monuments, memorials and markers honor those from World War II.
- In addition to the World War I and World War II cemeteries, A-B-M-C administers cemeteries in Mexico City and Corozal, Panama. These cemeteries contain the remains of 750 Americans killed in the 1848 Mexican War, and another 6,220 American veterans and others.

## **World War I Cemeteries**

- ABMC maintains eight World War I cemeteries in France, Belgium and England. These cemeteries contain the remains of nearly 31-thousand (30,921) World War I dead.
  - Aisne-Marne American Cemetery, France
  - Brookwood American Cemetery, England
  - Flanders Field American Cemetery, Belgium
  - Meuse-Argonne American Cemetery, France
    - Largest ABMC cemetery in Europe (14,246 buried)
  - Oise-Aisne American Cemetery, France
  - Saint-Mihiel American Cemetery, France
  - Somme American Cemetery, France
  - Suresnes American Cemetery, France

## **World War II Cemeteries**

- Fourteen cemeteries contain the remains of more than 93-thousand (93,242) World War II dead. World War II cemeteries are located in Belgium, France, England, Luxembourg, Italy, the Netherlands, the Philippines and Tunisia.
  - Ardennes American Cemetery, Belgium
  - Brittany American Cemetery, France
  - **Cambridge American Cemetery, England**
    - 3,812 buried / 5,127 on Walls of the Missing
    - Joe Kennedy and Glen Miller included on Walls of the Missing
    - Two war dead also served in World War I (stories provided)
      - LtCol Thomas Hitchcock      Plot A / Row 6 / Grave 21
      - Maj John Seerley              Plot C / Row 3 / Grave 13
  - Epinal American Cemetery, France
  - Florence American Cemetery, Italy
  - Henri-Chapelle American Cemetery, Belgium
  - Lorraine American Cemetery, France
  - Luxembourg American Cemetery, Luxembourg
  - Manila American Cemetery, Philippines
    - Largest ABMC cemetery : 17,202 buried / 36,285 on Walls of Missing
  - Netherlands American Cemetery, Netherlands
  - Normandy American Cemetery, France
  - North Africa American Cemetery, Tunisia
  - Rhone American Cemetery, France
  - Sicily-Rome American Cemetery, Italy

## **Commemorative Program**

- Since World War I, hundreds of thousands of Americans have given their lives so that others, here and abroad, might enjoy peace and freedom.
- It is to them that the American Battle Monuments Commission pays tribute through its worldwide commemorative program.
- Our people work daily to fulfill the promise of our first Chairman, General of the Armies John J. Pershing, that “Time Will Not Dim the Glory of Their Deeds.”

## **Public Affairs Guidance Disinterments at ABMC Cemeteries**

### **1. Background:**

In support of analysis conducted on WWII MIA cases at the Defense POW/Missing Personnel Office (DPMO) and at the Joint POW/MIA Accounting Command (JPAC), scientists of the latter organization must disinter remains from burial sites around the world. Such disinterments may lead to identification of the remains, and closure for WWII MIA families who have patiently waited for answers for often more than 60 years.

These remains are often found in undisturbed jungle locations (such as in Papua New Guinea); in battlefield burial sites (such as in central Europe); in host nation cemeteries; and in cemeteries of the American Battle Monuments Commission (ABMC).

### **2. Assumptions:**

- a. The disinterments from ABMC cemeteries are required to account for missing Americans.
- b. The disinterments are conducted only after extensive research points with a high degree of certainty to a specific grave site.
- c. The disinterments are not THE final step in the forensic identification process; however, they are required if scientists are to apply the latest in scientific techniques to make a positive identification.
- d. The disinterments will be conducted in a solemn, respectful manner, befitting the honor due the serviceman who made the ultimate sacrifice for his country.

### **3. Procedures:**

- a. In keeping with the solemnity of the disinterment procedure, Public Affairs activity associated with disinterments in ABMC cemeteries shall be passive. No pre- or post-publicity will be generated.
- b. **DPMO, JPAC and ABMC Public Affairs Offices** may respond to query using the responses below as a guideline.
  - i. Policy questions on accounting for MIAs that are not answered below should be referred to DPMO/PA at (703) 699-1169.
  - ii. Technical or scientific questions should be referred to JPAC/PAO at (808) 448-1937.
  - iii. ABMC questions should be referred to ABMC/PA in Virginia at (703) 696-6778 or ABMC-ER Operations in Europe at 0033 (0)1 47 01 37 47.

c. **ABMC Cemetery Superintendents and Staffs** should limit responses to:

- i. Acknowledgement that a JPAC disinterment is scheduled
- ii. Confirmation of the disinterment schedule
- iii. General information about ABMC and the cemetery
- iv. Explanation of the photo policy specified in Q6 below

Questions beyond this scope should be referred to the appropriate office listed in paragraph 3b above.

d. Direct liaison among and between public affairs offices of DPMO, JPAC and ABMC is encouraged.

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**Responses to Query**  
**JPAC Disinterment in ABMC Cemeteries**

**Q1.** I understand that JPAC will soon be disinterring remains from the \_\_\_\_\_ American Cemetery in \_\_\_\_\_ in the near future. Why?

**A1.** JPAC is carrying out the national policy of seeking the fullest possible accounting of service members who are missing in action from all conflicts. Through extensive research, we have determined that the remains of a service member buried as “Unknown” may be found in a plot in this cemetery. This disinterment could lead to the identification of these remains. If identified, the remains will be returned to the family thereafter, and may be buried with full military honors in a location of the family’s choice, including being returned to \_\_\_\_\_ for reburial at \_\_\_\_\_ American Cemetery.

**Q2.** What is the name of the person whose remains you’re disinterring?

**A2.** Since the forensic identification process has not been completed, it would be speculative at this point to associate a name with these remains.

**Q3.** But your research indicated who it MIGHT be, correct?

**A3.** Yes, but the identification has yet to be made. The outcome could well be different than we expected.

- Q4.** Have you ever disinterred remains from U.S. cemeteries in order to identify Missing in Action service members?
- A4.** Yes. We disinterred the remains of the "Vietnam Unknown" from the Tomb of the Unknowns in Arlington Cemetery. Through advanced scientific techniques, including the use of mitochondrial DNA, we were able to identify those remains and return them to the family. Additionally, we have disinterred "unknown" remains from other U.S. cemeteries, and have been able to identify several of them and return them to their families.
- Q5.** Have you contacted living family members that you plan to disinter the remains of their loved one?
- A5.** In most cases, we are able to establish contact with the affected families, but we do not delay these disinterments awaiting family contact. Our obligation is to the fallen service members to account for them as soon as possible.
- Q6.** May we photograph the JPAC work at the cemetery?
- A6. (DPMO/JPAC)** We prefer that no photography be permitted, as this event is somber and emotional, especially to affected family members. We defer, however, to the guidance in place at each of the ABMC cemeteries regarding photography.
- A6. (ABMC)** The disinterment operation will be conducted within a tented area. You may take photographs from outside of the tented area as long as you do not intrude on the operation. However, you may not take photographs within the tented area.
- Q7.** May we interview any of the JPAC team members who are conducting the disinterment?
- A7.** No, JPAC team members are not available for interviews. As a matter of policy, JPAC does not discuss these procedures until after the identification of the remains is made.

### **Why isn't the date of birth inscribed on headstones in ABMC cemeteries?**

ABMC headstones are inscribed with an individual's name, rank, unit, home state, date of death and, if appropriate, the words "Medal of Honor." We do not know why the date of birth was not included on the headstones when the overseas cemeteries were established following the World Wars. It may have been a practical issue related to the limited space available for inscription on the Latin Crosses and Stars of David, or perhaps there was a feeling that an individual's age did not make their sacrifice more or less noble or tragic. Any explanation is simply conjecture, however, for we have found no documentation of the rationale for what was or wasn't inscribed on the headstones.

## **National WWII Memorial**

### **PURPOSE**

- WWII is recognized as the most significant event of the 20<sup>th</sup> century.
- No event so dramatically changed the course of history as WWII.
- Without the sacrifice of America's WWII generation, we would not enjoy the freedoms and opportunities we have today.
- The WWII Memorial honors Americans who, at a critical time in world history, united in defense of freedom and democracy.
- The memorial:
  - Honors the 16 million who served in uniform, the more than 400,000 who died, and the millions who supported the war effort from home.
  - Commemorates the participation of the entire nation in that war.
  - Is a lasting tribute to the spirit, sacrifice and commitment of the American people to the common defense of the nation and to the broader cause of peace and freedom.

### **HISTORY**

- At a fish fry in Ohio, Roger Durbin, a WWII veteran, suggested the need for a National WWII Memorial to his congressional representative, Marcy Kaptur (D-OH).
  - She introduced legislation for the memorial in 1987.
- President Clinton signed Public Law 103-32 on May 25, 1993, authorizing the American Battle Monuments Commission to establish a World War II Memorial in Washington D.C.

### **SITE**

- The memorial is located on a 7.4-acre site on the National Mall, between the Lincoln Memorial and Washington Monument.
- Eight sites were considered. The approved Rainbow Pool site was judged the most appropriate to commemorate America's participation in World War II, the most significant event of the 20<sup>th</sup> century.
- The site required approval of the National Capital Planning Commission, the Commission of Fine Arts, and the Secretary of the Interior
  - All agreed that there is not a more appropriate place to recognize the triumph of democracy over tyranny.

- President Bill Clinton dedicated the site on Veterans Day 1995, and participated in the ceremonial groundbreaking on Veterans Day 2000.

### **DESIGN PROCESS**

- The Commemorative Works Act of 1986 outlines the steps required for site and design approval. We adhered to that process.
- A national design competition drew 400 submissions and resulted in the selection of Friedrich St. Florian, an architect from Providence, R.I.
- Once approved by ABMC, the design also had to be approved by the Secretary of Interior, represented throughout the design process by the National Park Service, the Commission of Fine Arts and the National Capital Planning Commission.
- All approved the memorial “design concept” in 1998; the “preliminary design” in 1999; the “final architectural design” and several ancillary elements (information pavilion, comfort station, contemplative area, access road) in 2000; granite selections in 2001; and sculpture elements and inscriptions in 2002 and 2003.
- It is a long and sometimes contentious process, but necessary to ensure that memorials placed in the nation’s capital stand the test of time.

### **DESIGN ELEMENTS**

- The design features a lowered plaza surrounding the Rainbow Pool.
- Within two 43’ granite pavilions at the north and south entrances, bronze eagles hold laurels memorializing the victory of the WWII generation.
- 56 stone pillars embracing the plaza represent the 48 states, 7 territories and District of Columbia that comprised the U.S. during WWII. Collectively, the pillars symbolize the unity and strength of the nation.
- A Field of 4,000 Gold Stars on a Freedom Wall honors the more than 400,000 Americans who gave their lives.
- Water elements – waterfalls flanking the Freedom Wall and fountains at the base of the pavilions – complement the Rainbow Pool and contribute to the celebratory nature of the memorial.
- The ceremonial entrance on 17<sup>th</sup> Street is flanked by two American flags; the sculpted flag pole bases contain the service seals of the Army, Navy, Marine Corps, Army Air Forces, Coast Guard and Merchant Marine.
- Inscriptions and bronze sculpture panels depicting battlefront and home front scenes convey the sacrifice and achievement of the generation.



## **WORLD WAR II REGISTRY**

- The memorial includes an electronically displayed World War II Registry comprised of those:
  - Buried in ABMC overseas American cemeteries
  - Listed on ABMC Walls of the Missing
  - Listed on official War and Navy Department killed in service rosters
  - Enrolled in the World War II Registry of Remembrances
- Registry of Remembrances listings are in three categories, recognizing differences among those who served in combat or on the home front:
  - (1) those who gave their lives;
  - (2) those who served in uniform;
  - (3) those who supported the war effort from the home front.
- There is no charge to enroll in the Registry.

## **CONSTRUCTION**

- Our goal was to complete the memorial as soon as possible.
- The urgency was the loss of WWII vets at the rate of 1,100 a day. Of the 16 million who served in uniform, fewer than 4 million are alive today.
- Construction began in September 2001. The memorial was opened to the public on April 29, 2004 and dedicated by President George W. Bush on May 29, 2004.

## **FUND RAISING**

- When Congress authorized the National World War II Memorial, it directed ABMC to raise the funds to construct it from private sources.
- This is typical. The Korean War Veterans Memorial, the Vietnam Veterans Memorial, the Women in Military Service for America Memorial, and the U.S. Navy Memorial, among others, were privately funded, as will be the U.S. Air Force Memorial.

## **CAMPAIGN STATUS**

- Thanks to widespread support across America, we received more than \$197 million in cash and pledges.
- Fund-raising highlights:
  - \$ 14.8 million raised in Wal-Mart stores; single largest donor
  - \$ 48.9 million from other corporations and foundations
  - \$ 58.8 million from more than 600,000 individual donors
  - \$ 16.7 million from the states and Puerto Rico

- \$ 13.9 million from more than 450 veterans groups
- \$ 860,000 collected in schools across the country
- Total project costs were \$182 million. Funds remaining are being held in perpetuity in the National WWII Memorial Fund.
  - These funds will remain on deposit with the U.S. Treasury and administered by the American Battle Monuments Commission solely for the benefit of the WWII Memorial.

## **EDUCATION**

- The History Channel:
  - Produced a one-hour documentary on the memorial, and a WWII Teachers' Guide that is available through the memorial web site ([www.wwiimemorial.com](http://www.wwiimemorial.com)).
- National History Day:
  - We collaborated on a national WWII history competition for junior and senior high students; winners received Savings Bonds
- And students became involved in fund-raising efforts across the country

## **PSAs**

- Most of our original support came from the WWII generation itself. We wanted to expand the support to other generations.
- Steven Spielberg's movie *Saving Private Ryan* and Tom Brokaw's book *The Greatest Generation* helped generate an awareness of the sacrifices made by the WWII generation.
- TV, radio and print Public Service Ads featuring Tom Hanks appeared across the country from April 1999 through 2000.
  - Hanks volunteered his time and talent to help us take a simple message to the American people: It's Time to Say Thank You.
  - His endorsement had a dramatic impact on national awareness of the memorial and our fund-raising campaign.

## **WRAP UP**

- The WWII generation was not motivated by self-interest or ego, but a desire that there be a permanent reminder for future generations of the sacrifice necessary to preserve freedom.
- That is the enduring message of the National World War II Memorial.

## **National World War II Memorial Message Points**

- More than 50 years after the end of World War II, Americans of all ages are reliving the courage and sacrifice of a special generation. It is a generation that came out of the depression, fought and won the largest and most devastating war in history, and returned home to create the economic, scientific and education infrastructure that continues to fuel our national prosperity.
- The National World War II Memorial, to be built on the Mall in Washington, D.C., will permanently honor those patriotic Americans who served and sacrificed. It will also pay tribute to the miracle of wartime production performed by those who served on the home front and the many sacrifices of the civilian population.
- More than 16 million Americans served in uniform during the war; more than 400,000 gave their lives. Millions more sacrificed in other ways supporting the war effort from the home front. Unfortunately, the World War II generation is too quickly passing into the history they helped to write. Of the 16 million in uniform, fewer than seven million are alive today, and we lose another 1,000 each day.
- Senator Bob Dole, national chairman of the memorial campaign, said, "In World War II the spirit of America, in home front factories and on distant battlefields, saved the world. It is a spirit our soldiers, sailors, airmen and marines carried to victory, and sometimes carried into eternity. We owe them a debt. We repay it with a pledge: to preserve their memory against the tide of time."
- Sons and daughters, grandchildren and great-grandchildren, owe the freedoms and opportunities we enjoy – and too often take for granted – to the sacrifice and achievement of what has been called our greatest generation. In a series of public service ads distributed by The Advertising Council, two-time Oscar winner Tom Hanks tells us that "It's Time to Say Thank You."
- When Congress authorized the memorial, it directed the American Battle Monuments Commission to fund construction with private contributions. More than \$68 million has been raised from individuals, veterans and civic groups, corporations and foundations, but there is still a long way to go to hit the \$100 million needed to complete the memorial.
- National co-chairman Frederick W. Smith, chairman, president and CEO of FDX Corporation (founder of FedEx), wrote that "The World War II Memorial, joining the other cherished icons of our American heritage on the National Mall, will preserve the memory of a generation of Americans who thrust our nation into the role of world leader and laid the foundation for the economic prosperity we enjoy today."

- Information about the World War II Memorial can be obtained by visiting the memorial web site at **wwiimemorial.com** or by calling the national customer service line at **1-800-639-4ww2**. Tax deductible donations may also be sent to: **World War II Memorial Fund, P.O. Box 96766, Washington, D.C. 20090-6766**.

**Point of Contact:    Mike Conley            703-696-6780**

## **WWII Memorial Appropriation Message Points**

- PL 103-32 states that ABMC will raise funds through private contributions to defray the cost of construction of the WWII Memorial. The Korean War Veterans Memorial, the Vietnam Veterans Memorial, the Women in Military Service for America Memorial, the U.S. Navy Memorial, and the Air Force Memorial all have been or will be built with private funds.
  - Clinton Administration provided \$9.8M for campaign start up and administrative costs.
- Recently passed and signed Borrowing Authority legislation guarantees the funds necessary to obtain a building permit to break ground by Veterans Day 2000. Allows us to:
  - Keep faith with the WWII generation for year 2000 groundbreaking.
  - Keep faith with Congressional direction that it be privately funded.
  - Keep faith with veterans who depend on tax dollar support of programs and benefits.
- Now is not the time to seek an appropriation.
  - Coming so soon after Borrowing Authority legislation, would contradict Congressional testimony of the previous year, and call into question the integrity of our stated commitment to fund the memorial privately.
  - Of the \$73.5 million raised privately to date, more than \$23 million is in promises to give. An appropriation could have a negative impact on ability to collect this money.
  - Appropriation could be viewed as a government bailout, causing resentment among corporations, foundations, fraternal groups, veterans and states that stepped forward at urging of Senator Dole and Fred Smith to contribute gifts.
  - No memorial fund-raising effort has been more successful than this campaign.
    - Appropriated "bailout" could be viewed by public as failure of the campaign.
- The campaign has been predicated on the belief that people (organizations) will step forward to privately fund the memorial. This belief has been substantiated.
  - Approximately 350,000 individuals have contributed more than \$22M.
  - Corporate America, \$28M.
  - Foundations, \$7M.
  - Veterans groups, \$4.5M.
  - States, \$7.1M; another \$6M expected next year.
  - Civic, fraternal, professional, grassroots organizations, \$1.6M.
  - Philanthropic/wealthy individuals, more than \$1M.
  - Cause marketing, \$1.2M
    - Wal-Mart generated nearly \$7M in donations and matching funds since November.
    - Super8 Motels, Waffle House, Value America promotions also in progress.
    - Possible Philips Lighting promotion could guarantee minimum \$500,000.
  - PSAs with Tom Hanks have generated \$33M in donated media exposure.

<ul style="list-style-type: none"> <li>Other promising initiatives: <ul style="list-style-type: none"> <li>Knights of Columbus – Committed to campaign over next two years using same program used for Statue of Liberty (\$2 million). They expect to raise a minimum of \$500K.</li> <li>The National Funeral Directors Association – Passed resolution to conduct a “major fund raising campaign” for the memorial. They recently decided on a goal of \$4 million.</li> <li>The Professional Rodeo Cowboy Association – Agreed to conduct a one-year campaign in all 750 of their rodeos, concluding at the 42<sup>nd</sup> Annual Rodeo Championships in December 2000. They have not yet announced a financial goal.</li> <li>The National League of Cities – Although they have not made a national commitment, the National League of Cities-Florida will be raising funds throughout 2000. It is hoped this will encourage action by the national organization.</li> <li>BPO Elks is conducting a one-year campaign to raise their pledge of \$1.1 million.</li> <li>Numerous smaller accounts with civic, fraternal, professional and veteran’s organizations programmed over the next two years. The Community Action Councils program is just getting underway with 30 established and growing. Special fund-aising events are currently planned through December 2000</li> </ul> </li> </ul>			
<ul style="list-style-type: none"> <li>To date, we’ve received \$85.5M (59%) of \$145M total project requirement. <ul style="list-style-type: none"> <li>We believe our current fund-raising strategy is sound and should be continued.</li> <li>Financially prudent, publicly advisable.</li> </ul> </li> </ul>			
<ul style="list-style-type: none"> <li><b>Estimated Project Cost:</b> <ul style="list-style-type: none"> <li>Design, construction, maintenance</li> <li>Groundbreaking, dedication ceremonies</li> <li>Campaign costs (administration, construction mgmt, fund raising)</li> <li>Interest on estimated requirement to borrow \$12 million in 2002</li> </ul> </li> </ul>	<b>\$144,958,000</b> 88,535,000 5,750,000 49,028,000 1,645,000		
<ul style="list-style-type: none"> <li><b>Total funds received to date from all sources</b> <ul style="list-style-type: none"> <li>Government grants, coin sales, investment income</li> <li>Unconditional cash and pledges</li> </ul> </li> </ul>	<b>\$85,590,000</b> 12,086,000 73,504,000		
<ul style="list-style-type: none"> <li><b>Still to be raised</b> <ul style="list-style-type: none"> <li>Wal-Mart (est.)</li> <li>All other sources</li> </ul> </li> </ul>	<b>\$59,368,000</b> 35,000,000 24,368,000		
<table border="1"> <tr> <td><b>Net raised against \$100M net requirement</b></td> <td><b>\$58,198,000</b></td> </tr> </table>		<b>Net raised against \$100M net requirement</b>	<b>\$58,198,000</b>
<b>Net raised against \$100M net requirement</b>	<b>\$58,198,000</b>		

## **National World War II Memorial**

### ***Arsenic Discharge Response***

**Contrary to misleading opposition claims, the memorial project will improve, not degrade, water discharges from the site of the National WWII Memorial.**

We regret that the opposition has resorted to unfounded scare tactics by painting a grossly misleading picture regarding site discharges. We want to take the opportunity to set the record straight with the following facts:

- Through a Corps of Engineers study published in June 1997, the ABMC learned that contamination was present on the site.
- This report was referenced in the May 1998 Environmental Assessment of the memorial, which stated that additional sampling of soil and groundwater would be undertaken to determine the extent and nature of contamination so appropriate mitigation measures could be incorporated into the project. Groundwater at the site was sampled and tested on three occasions: March 2000, September 2000 and February 2001.
- A supplemental study published by TAMS, the project's primary civil engineering consultant, more clearly defined the contaminants present at the site and their levels of concentration, including arsenic. The construction documents clearly address contaminant treatment in accordance with DC/EPA surface water quality standards.
- During construction, groundwater collected from de-watering activities will be tested by the general contractor. If the groundwater does not meet water quality standards it will not be disposed of until it is treated and meets such standards. There is a provision in the contract for on-site treatment capability during construction.
- The project is engineered to comply with appropriate water quality standards. We have been talking with the EPA about this project since November 1999. We will continue working with the EPA to ensure that water quality standards are not compromised during or after construction.
- It's also important to note that two large storm water drainage pipes currently pass through the memorial site. Television inspections of these pipes by TAMS revealed that groundwater is leaking into these old pipes, and this untreated groundwater is now flowing directly into the Tidal Basin. These old pipes will be replaced during memorial construction.

When completed, the memorial project will have reduced existing groundwater flows into the Tidal Basin, and the groundwater that is discharged from the memorial project will meet DC/EPA standards – a net improvement over existing conditions.