

# *The* FOCUS



**PARTNERSHIP MEDIA MESSAGES P.5**



April Observances

Month of the Military Child  
Sexual Assault Awareness  
Stress Awareness Month  
Autism Awareness Month  
National Child Abuse Prevention Month

1 April Fools Day  
Air Force Academy Day  
SAAM Day of Action (Wear teal)

2 World Autism Awareness Day

4 NATO Birthday

5-9 National Wildlife Week

5 Gold Star Spouses Day

7 World Health Day

7-13 National Public Health Week

9-17 Bataan Death March

9 National Former POW Recognition Day

11 National Pet Day 11

12-20 Passover

14 Air Force Reserve Birthday

15 National Tax Day

20 Easter

20-26 National Volunteer Week

22 National Earth Day

23 Army Reserve Birthday

25 Arbor Day

27 Holocaust Remembrance Day

30 Military Brats Day

April - Family

Media Team Themes

The Defense Department celebrates military children during the month of April. There are more than 1.6 million military children who face many challenges and unique experiences as a result of their parents’ service.

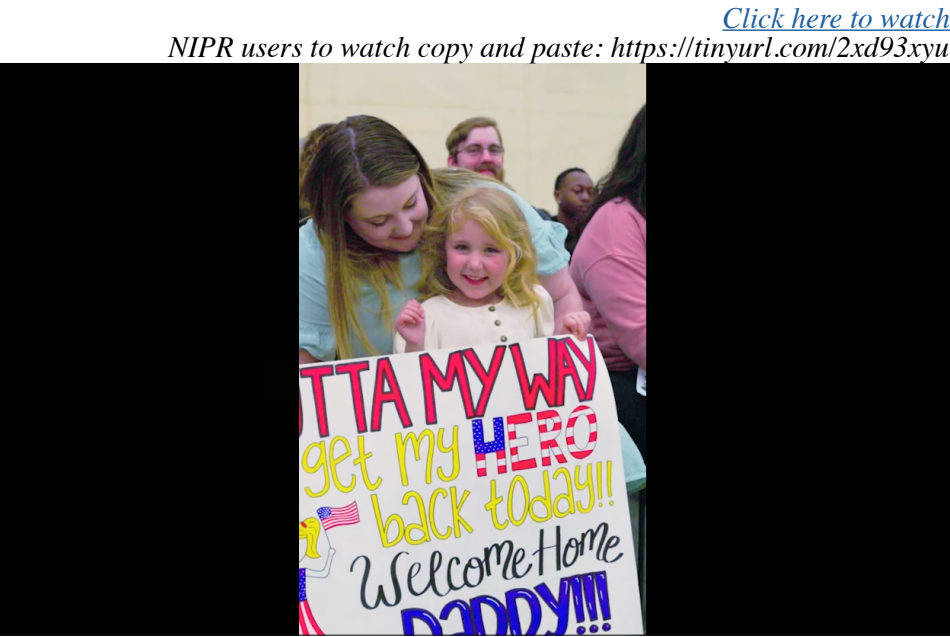
The Defense Department recognizes the strength and contributions of our nearly 1 million military spouses and offers extra support and activities focused on real-world needs year-round.

Community Engagement

Please send Army National Guard flyover requests with six weeks lead time to allow for staffing at National Guard Bureau and the Office of the Chief of Public Affairs. Be sure to check the DD Form 2535 for Federal Aviation Administration review and signature, as this is often a cause for delay in completing packets in-state. Air National Guard flyover requests are processed through the Secretary of

the Air Force for Public Affairs Aerial Events website. Send ANG Civic Leader Flight requests with at least four weeks’ lead time. ARNG CLFs require TAG-level approval and must be staffed in accordance with regulations. You may email us for flyover and CLF packet instructions. All requests should be submitted to our org. box: [ng.ncr.ngb-arng.mbx.ngb-community-engagement@army.mil](mailto:ng.ncr.ngb-arng.mbx.ngb-community-engagement@army.mil)

NGB Month of the Military Child video



*The National Guard recognizes the Month of the Military Child.  
(Video by: U.S. Air Force Master Sgt. Amber Monio)*

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Leadership News and Notes

Public Affairs Training Workshop postponed

Due to the current environment we have decided to postpone the upcoming Public Affairs Training Workshop, originally scheduled for April 8-10. This decision comes after much deliberation.

We are unsure if this event is consistent with the spirit of the recently issued executive order titled “Implementing the President’s Department of Government Efficiency Cost Efficiency Initiative.” While uniformed service members might be exempt from the EO our valuable civilian teammates would not be able to participate.

In the absence of specific guidance from both Services relative to the EO, we have made this decision now to avoid any contractual obligations.

We are hopeful that expanded guidance these next few months will allow us to reschedule this summer.

We have tentatively we’ve rescheduled our PA Training Workshop for **Aug. 5-7**, at the same venue. There will be more information to follow from our NGB PA PATW Planning Team.

Socially speaking: a note from the social media team



Thank you all for your hard work and communication through the Digital Content Refresh memo implementation process. The monumental lift involved in complying with the memo highlighted a few common social media issues. Below are a few best practices that our team recommends to maintain your social media archives and access to your accounts:

- Set up a quarterly or biannual time to request a complete archive of your various social media accounts. The request only takes a few minutes, but it can take several days to receive the files from the platform and download them. Creating a consistent schedule will ensure your records are always up to date.
- Do not use email addresses associated with one person to set up your social media accounts. Use group mailboxes and review if the inbox is correct and accessible while you request archives for your accounts.
- Avoid using a shared profile on Facebook to admin your various pages and groups. If you’re uncomfortable using your own Facebook account, create individual professional profiles instead of a shared profile. Meta regularly flags shared profiles as potentially hacked or spam accounts and won’t allow us to reclaim access to a profile for a shared profile.
- If you need help regaining access to an account, contact Ms. Jillian Adams at [jillian.b.adams.ctr@army.mil](mailto:jillian.b.adams.ctr@army.mil).

On the Cover:

*A District of Columbia Army National Guard Soldier works with a member of the Jamaica Defence Force during an annual planning meeting in Washington, D.C., outlining mutual training exchnages as part of the U.S. Department of Defense National Guard State Partnership Progam, Feb. 25. (U.S. Air National Guard photo by Master Sgt. Arthur M. Wright)*

May Observances

Asian Pacific American Heritage Month  
National Mental Health Awareness Month  
National Military Appreciation Month  
Armed Forces Week  
National Bike Month  
National Foster Care Month

3 Kentucky Derby Day

4 May the 4th be with you  
#NationalStarWarsDay

5 Astronaut Day  
National Space Day

4-10 National Pet Week  
Small Business Week

6-12 National Nurses Week

6 National Teacher Appreciation Day  
#TeacherAppreciationDay

8 V-E Day (1945)

9 Military Spouse Appreciation Day

11 Mother’s Day

13 Children of Fallen Patriots Day

13 National Apple Pie Day  
#NationalApplePieDay

16 National Defense Transportation Day  
NASCAR Day #NASCARDay  
National Bike to Work Day

17 Armed Forces Day  
Preakness, Baltimore

26 Memorial Day  
#MemorialDay

May - Readiness



Texas Army National Guard Soldiers with the 72nd Infantry Brigade Combat Team and 71st Troop Command exit a Texas Air National Guard C-130J Super Hercules in McAllen, Texas Jan. 27. Aircrews with the 136th Airlift Wing, TXANG, transported nearly 200 troops down to the southern border in support of Operation Lone Star. (Air National Guard photo by Airman 1st Class Connor Dunne)

Guard supports southern border mission

The secretary of defense has directed the National Guard Bureau to provide immediate support for presidential executive orders on protecting the territorial integrity of the United States. In support of U.S. Northern Command, the Department of Defense’s operational lead, the National Guard is “Always Ready, Always There” and is urgently working to fully accomplish the objectives of the presidential executive orders.

Currently, the National Guard is increasing its support and closely coordinating emergent requirements with USNORTHCOM and U.S. Transportation Command for additional personnel, military airlift, barrier construction and other capabilities to meet presidential and secretary of defense directives. The National Guard efforts will remain closely coordinated

and aligned with our partners at USNORTHCOM, other DOD organizations and partner agencies. The National Guard has designated a senior National Guard officer to lead NGB coordination with USNORTHCOM’s Task Force operations.

“The National Guard currently has over 1,600 Guardsmen supporting the federal border security mission,” said Gen. Steven S. Nordhaus, chief of the National Guard Bureau. “In conjunction with our joint service partners, we are developing additional support options to meet USNORTHCOM, USTRANSCOM and Department of Homeland Security force requirements as this critical mission evolves.” Additionally, more than 4,100 Texas National Guard personnel remain on duty at the border, supporting ongoing Operation Lone Star efforts.

June - Partnerships

Media Team Themes

The National Guard’s partnerships are built on the foundation that security cooperation supports the secretary of defense’s call for “peace through strength.” Not only does this relate to the Defense Department’s National Guard State Partnership Program, but the global partnership that exist through other venues. Partnerships also play a role in domestic operations, helping to ensure that a well-trained, fighting force remains the proven choice in protecting life and property while preserving peace, order and public safety.

Media operations plays a critical role in supporting that effort by highlighting global partnerships with relevant and accurate communication with the consuming media. This function is also crucial in emphasizing the duel-nature of Guard partnerships. A robust media operations effort not only informs but also protects the Guard’s reputation by countering

“*The shared challenges that we face will test every element of our friendship and our partnership, from diplomacy to intelligence to our militaries, to our economies.*”

U.S. Air Force Lt. Gen. Dan Caine,  
nominee, Chairman of the Joint Chiefs of Staff

[Click here to watch](https://tinyurl.com/3fuypeju)  
NIPR users to watch copy and paste: <https://tinyurl.com/3fuypeju>

The logo for the State Partnership Program is circular. It features a globe in the center with the words "STATE PARTNERSHIP PROGRAM" overlaid. The outer ring of the logo contains the text "UNITED STATES NATIONAL GUARD" at the top and "MUTUALLY BENEFICIAL - ENDURING RELATIONSHIPS" at the bottom. There are four stars above the word "STATE".

The Department of Defense National Guard State Partnership Program has forged lasting partnerships with nations across the globe for 30 years while helping to build U.S. and partner capabilities to meet 21st-century security challenges. (U.S. Air National Guard video by Master Sgt. Amber Monio)

June Observances

Congressional Gold Medal  
(awarded every June)  
National Safety Month  
PTSD Awareness Month

1 National Heimlich Maneuver Day

6 D-Day and the Battle of Normandy  
(78th anniversary)

12 Anniversary of the Women’s Armed  
Services Integration Act (1948)

12 Battle of Bunker Hill  
(247th anniversary)

14 U.S. Army Birthday (1775)

14 Flag Day

15 Father’s Day

19 Juneteenth

20 American Eagle Day

20 Summer Solstice

22 National HVAC Tech Day

26 74th Anniversary of the Berlin Airlift

27 PTSD Awareness Day

30 Army Medical Service Corps Anniversary

30 Social Media Day