

ISSUES-PROGRAMS

A. Narrative describing the issue:

The National Guard continues to need assistance in sharing information about career opportunities they have to offer to young men and women. The current campaign, "Reflection of Honor" features parents and soldiers talking about the education and discipline soldiers receive from their military training and experience.

Source: Name of Individual & Position:

Address & Phone:

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B. Narrative describing the program:

"Reflection of Honor" spots, in both English and Spanish, feature soldiers talking about the positive experiences and the positive impact their National Guard career has had on their lives. In addition, they speak of the satisfaction they receive in protecting the country's freedom and being there for their neighbors on the home front in times of crisis. They talk about "Country, Community and Family" and how being in the Guard gave them a new outlook on life. It not only offers money for college and helps put them on a career path but also develops character and brings about discipline in their lives. There are six separate spots in the campaign and they are all offered in Spanish language versions, as well.

C. Program Information: (list date/time/duration or attach affidavits)

TITLE OF PROGRAM	DATE	TIME	DURATION

TOTAL