

Patriotism & Radio

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Happy Armed Forces Day!

Not a phrase most of us in this country are used to hearing. But I assure you that those serving in this time of war know what that phrase means.

It just happens that this year, next weekend is a holiday weekend most Americans celebrate with a day-off. Memorial Day...the more famous of the two days, mostly because it is a federal holiday, commemorates those who have lost their lives defending our country.

Armed Forces Day was created in 1949 when command of all five services (Army, Navy, Air Force, Marines & Coast Guard) was combined under the Department of Defense and replaced a day of celebration for each individual branch of service.

These two days, along with Independence Day and Veterans Day give you a chance to show your station's support of the military. No matter what your political stance on our two wars, I think we can all agree, those brave men and women fighting need our support.

I assure you the majority of your listeners do too.

If you are in a market next to a military base, you are probably on top of saluting the troops and showing your support often on-the-air and on-the-street.

Those of you not as close to a military compound may not see the importance of "banging the drum" of patriotism as often. Out of sight, out of mind.

I assure you, to the majority of your listeners, our military men and women are not out of sight or out of mind.

My 78 year-old mother thanks EVERY service person she comes into contact with. I have personally witnessed ovations at airports across the country for our soldiers. Too bad a few national TV ad campaigns documented events like these and commercialized them. Our service people are putting their lives on the line for us, so a little appreciation expressed on the behalf of our listeners is warranted.

Country formats do this best. It's an easy fit within the lifestyle of the music. Talk radio also has an easy time supporting our troops. It just makes sense.

But how do the less "political formats" do this. CHR, Rock, Urban, any format can, and should, at least during those four times a year, salute our troops. There's really no wrong way. If you were around for Vietnam, right or wrong, it was different. The mood of the country was different. But in 2008, this is a chance to reflect what your listeners are thinking...that however we can support our troops, we should.

Sweepers, artist drops, jock liners saluting the troops...better yet a charity drive for one of these military charities...

Toys For Tots
CinCHouse.com
Injured Marine Semper Fi Fund
AnySoldier.com
Fisher House
Thanks USA
Soldiers Angels

Operation Homefront

Salute Our Services
National Military Family Association
Tragedy Assistance Program for Survivors (TAPS)

...would be a great showing of support and it would allow your listeners to be involved in the process with donations.

This year with Armed Forces Day and Memorial Day a week apart, it's an opportunity to do a week-long effort to raise money and awareness for these charities that expressly support our military families. Its not too late to do something.

After-all, they are supporting us by defending our freedom.

Bob Quick has worked with military and non-military markets and can help you with your selection of a charity to support...Call him TODAY at 706.358.9103.