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Writing Sample #1

Professionals like me who have succeeded in executive communications in Washington, DC are a different breed. We know the great challenges and difficulties of Washington, DC—the one, unique place where professional speechwriting is a vital industry. Our experience in the world of Washington, DC speechwriting is not like anywhere else. But let me show you what I mean rather than just talking about it. Below is the full text of what I consider my best work as a Washington, DC speechwriter.

Speech: "First View"

Length/Format:

15 – 20 minutes on teleprompter before an audience of 5,000 people at a national convention.

Purpose:

Inaugural address in Denver, Colorado of the first African American woman as president of AARP in Washington, DC, Margaret Dixon.



Context:

AARP recognized the need to rebrand itself from a stodgy organization of grandparents to become relevant to the huge Baby Boom generation, which collectively does not consider itself as being "old."

Complete Speech Text:

Out on the prairie a couple of hundred miles east of here is a place called Firstview, Colorado. It sounds like an unlikely name--and it is. But the early frontier explorers gave it that name for a very good reason.

If you're traveling westward across the flatlands of the Midwest, ultimately you reach a special place here in Colorado where you first can see the Rocky

Mountains. It's an incredible experience for the eyes and for the soul--especially after so long a journey westward.

You watch the mountains jump skyward from the smooth prairie floor like a prayer on its way to the heavens. It's not surprising, then, that when early settlers caught their first view of Pikes Peak and the Front Range, it signaled for them the dawning of new possibilities for building a life here in the Rocky Mountain West.

I know how they must have felt, for, at this moment, in my first official role as President, I have a first view. My view is of thousands of AARP members and friends gathered together all in one place. And it signals for me the dawning of new possibilities at AARP for the 21st Century.

I know that, for many of you, this is your first view of an AARP convention. Others may be seasoned conventioners. To each of you, I want to extend a very special welcome. We hope you will take advantage of the informative sessions, the technology center, the exhibits, and the entertainment. Above all, we want you to share the vision of AARP.

Those courageous people who crossed the frontier were not just making a casual journey. To the contrary, they had a vision about what they would encounter. They traveled westward across the frontier to the high country here because of opportunity and the promise of creating better lives for themselves and for their families. At AARP, we, too, have a vision. We, too, want to help create better lives for people as they grow older.

Toward that goal, our Board of Directors envisions a future where "AARP excels as a dynamic presence in every community, shaping and enriching the experience of aging for each member and for society."

We--like our predecessors--are on the frontier.

*** Their frontier was geographic.**

*** Ours is more demographic.**

*** Their frontier was filled with unique opportunities for people to work together**

and to create new partnerships because of the westward expansion of a young nation.

*** Our frontier is filled with unique opportunities for AARP to create new partnerships because of the unprecedented expansion of an aging population.**

The explorers of the old west were profoundly grateful for the pathfinders who preceded them. So it is with me. As I embark on my term as President of AARP, I am profoundly grateful to Gene Lehrmann for his creative leadership as President. I am fortunate to have his continued counsel and advice during the next two years. Gene has eloquently emphasized the importance of work in achieving economic security. And work continues to be an important issue for today and for the future. Our convention theme is "Creating New Frontiers."

It reminds us of the challenges that the settlers faced as they conquered the Rocky Mountain West. Further, it tells us that AARP is facing new frontiers as we approach the turn of the century.

We have arrived at a time in which we at AARP are carefully examining ourselves--who we are, what we stand for, and where we are heading. This is AARP's opportunity for discovery--discovery of opportunities for self awareness, for growth, and for partnerships that we may never have thought possible before--especially as we welcome the first wave of the Baby Boomer generation to our membership.

We are inviting the Boomers to join us, and, as we do so, we examine ourselves. We try to see ourselves from two perspectives: First, how do the Boomers see us? And second, how do we see ourselves? Those two perspectives can be quite different, you know.

When we look in a mirror, we see a subjective view. We often see ourselves as we wish we could be, but not necessarily as others see us.

So, we ask ourselves: How do those young people who are approaching the 50-year

landmark see AARP members? Do they see in us their own futures? Do we reflect for them a future that they would like to share?

Just like the mirror, we show how things may look one day. We reflect how growing older looks, how it feels, and how people behave as they grow older. I would dare to guess that there are countless Boomers who want to be like their parents as they age, because they see in their parents:

- * individuals who care about health care and have healthy lifestyles,**
- * individuals who have had opportunities to work and have worked hard, or are still working,**
- * individuals who have planned for their own retirement,**
- * individuals who are informed consumers, and,**
- * individuals who want to help improve the lives of others.**

This is why I am saying that we AARP members are the mirror that reflects the future. We shape our future because we show how tomorrow can be. Our founder, Dr. Ethel Percy Andrus, wrote: "...whatever many may say about the future, it is ours--not only that it may happen to us, but it is in part made by us. Each generation either brings new values by bringing vitality to our ideals or allows them, through indifference, to decay."

Let me assure you that we have an awesome responsibility, as Dr. Andrus suggested to us. You and I are the mirror to tomorrow. What you and I do now--in the present--defines how other generations will deal with aging and with the many issues in society that are influenced by the experience of aging.

I'm thinking about the future of Social Security. I'm thinking about the future of Medicare. I'm thinking about the future of pensions and people's life savings. I'm thinking about the future of retirement.

We must continue working to strengthen AARP for today's members, and we must accept our responsibility to shape our future. And this means we must look carefully at the Baby Boomer generation. Specifically, we invite the Boomers, with

their new perspectives, to partner with us, and help address the issues on which a bright future depends.

To me, the future of AARP looks very different from the past--especially when you consider the impact of 76 million Boomers. We AARP members are setting the tone, setting the agenda, and setting the vision for tomorrow.

As Ethel Percy Andrus said, our future is made by each of us. We shape the future. If we are truly intent on "shaping and enriching the experience of aging," as our AARP vision says, then it must begin with you and me.

Let it begin here. Let it begin now.

In the video you've just seen, I shared with all of you a personal experience which helped me see myself in a new light--an experience that made me begin to get the idea about how I reflect the future, and how all of us can shape the future of AARP. You heard the story about my grandson's comment. He told me that he didn't perceive of me as a quote/unquote "old" person. I shared this story because I feel it can teach all of us to think about how we communicate to others about aging.

I also feel it can teach all of us to think about what choices we make in what AARP does in these last few years of the 20th Century. How we think of ourselves is the key. How we present ourselves shapes other people's perceptions about us--and about aging.

And, here's where the real significance of shaping our future begins to become apparent. From my grandson's view, I am not an "old" person. Maybe this word--"old"--has similar properties to "truth" and "beauty." Maybe it's all in the eye of the beholder.

Think about that.

I have learned one very important fact: I shape the future for my grandson, and for

other people's grandsons and granddaughters. I show my grandsons and my granddaughters the way, just like you show the way to those who look at you. Let us accept what "shaping our future" really means. It certainly means we need to be mindful of how we shape the future of AARP by who we are and what we do.

I suggest that we need to apply our wisdom and our perspective whenever AARP sets goals, takes actions, educates, and provides services.

And, we, as individuals, need to remember one thing: We are the "first view" of an enriching experience of aging--especially to those who look up to us.

Whether we're parents or grandparents or great-grandparents, we shape the future for those who look up to us. We shape the future because of how we present ourselves to them and to the world.

This is all about being a good role model and setting a good example, of course. But, there's a lot more to it than that. We need to accept the responsibility of being a metaphor that works for all generations--for our own, for the Boomers, and also for our grandchildren's generation.

We need to shape the future of Social Security and Medicare by working hard to keep these programs alive and strong, so they will be there when people need them in the 21st Century. We need to emphasize economic security for people as they grow older, and ensure that older people can continue working if they so choose, regardless of their age.

We must re-examine the entire idea of retirement. We need to shape our future as consumers--aware of our importance as a growing consumer group of older Americans. We can shape the future of our communities by dedicating ourselves to making them stronger. And we can make AARP's presence in our communities dynamic and dependable for every member. This is our vision.

You know, a vision is a wonderful thing. If we have a clear vision, we always know

where we're going. But having that vision--no matter how clear or how well defined it is--is never enough to get us there. We have to take action.

What's the proverb say? Even a journey of a thousand miles begins with one step. And we can all take that step together, today. Whether we realize it or not, we are shaping our future by who we are and what we stand for. And we will go on shaping our future, each in our own ways.

I think Dr. Andrus offered some pretty sound advice on how to do that. She wrote: "Do what you can, with what you have, where you are today." The eloquence of her words lies in their simplicity. But the power of her words lives within each of us. My fervent desire as President of AARP is to bring these perspectives to the attention of Americans of all ages. As I stand before you now and catch my first view of our future, I invite you to experience it with me and join me.

Join me in accepting and embracing the responsibility we have to shape our future.

Join me in facing any challenge that stands in our way.

Join me in portraying a new vision of what it means to grow older in America today.

And together we will channel the power and the spirit that live within all of us to build a brighter tomorrow. But, we must not wait for the future--we must shape it.

Speech written by Woody Goulart. Given by Margaret Dixon, Denver, Colorado, May 22, 1996.

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Writing Sample #2

I have significant experience in the Washington, DC media market conceiving, writing, and producing communication products for US government agencies to promote their unique missions of social change. When the US Army wanted to improve its domestic image during the early years of the wars in Iraq and Afghanistan, I played a central leadership role in crafting advocacy journalism for them to use in print and online.

I wrote all of the items contained in this writing sample except for page five for which I outsourced the commentary to a military veteran. I took all the photographs in Washington, DC that are published on page one. I conducted original interviews for the story on page four entitled "They Were Soldiers Once and Forever." As the editor, I produced that story positioning plan and the page-by-page layout for the print version shown here. Note that the online version is no longer available because the US Army ended this outreach program in First Quarter 2010.

Advocacy Journalism: "US Army Freedom Team Salute"

Length/Format:

Print and online outreach to a worldwide audience.

Client Feedback:

The following feedback was provided by Robert Duffy, Colonel (retired), US Army:

"Woody has exceptional insight and vision to see areas needing improvement and makes those improvements without being tasked. His understanding of the communications field combined with his web development skills, makes him uniquely suited for any strategic communications or marketing company. He is very intelligent, well read and stays informed. He is not pretentious nor self-serving. He has a keen sense of humor and is a strong team member. His work was always on time and at levels higher than expected. He is well suited to lead a team of web developer, writers or editors. He provides the service equal to two professional; as an editor for an Army publication with over 1 millions copies and developing a simple web site into a professional strategic communications platform." *July 24, 2008*

THE SALUTE



U.S. ARMY

I WAS A SOLDIER • I AM A SOLDIER • I WILL ALWAYS BE A SOLDIER

ARMY CHIEF OF STAFF PRESENTS FREEDOM TEAM SALUTE COMMENDATION

As members of the Army Family, we all share an appreciation for those who support the work of our Soldiers — especially our husbands and wives. These Army spouses keep our hearts beating not just strong, but Army Strong!



Army Chief of Staff General George W. Casey, Jr. and Holly Petraeus at Washington, DC Freedom Team Salute Commendation ceremony.

As a spouse who was there for her husband spanning decades in the Army, Mrs. Petraeus expressed both honor and humility as she received this recognition. She accepted her Commendation with the same flushed smile and grace we've seen on the faces of hundreds of Army spouses who have previously received Commendations.

That appreciation extends all the way to the top. In an October ceremony at the Association of the United States Army (AUSA) convention, Army Chief of Staff General George W. Casey Jr. presented a U.S. Army Freedom Team Salute Commendation to Holly Petraeus, wife of General David H. Petraeus, commander of the Multi-National Force — Iraq (MNF-I).

Simple, profound moments of gratitude, that's the heart of Freedom Team Salute. To date, over one million moments like this have been shared across our country and around the world. Spouses, parents, employers and Veterans alike have been thanked. Do you know a deserving recipient? Go to FreedomTeamSalute.com to be sure all those who support our Soldiers are included in this special recognition.

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HONOR A U.S. ARMY VETERAN

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WORLD WAR II VETERANS & FAMILIES HONORED IN DOCUMENTARY FILM

"We are losing over a thousand World War II Veterans every day, here in the United States," lamented Ken Burns in an interview about his new film, *THE WAR*. "This loss of tangible memory moved me as a historical filmmaker, and was an overwhelming factor in my decision to create *THE WAR*."

Compelled by this desire to preserve what he called "our nation's historical compass," Burns set out to make powerful emotional connections. He wanted viewers "to feel something, to be awakened by the experience of the so-called ordinary people who in extraordinary times did amazing things." He says that World War II provided the best example in American history of shared sacrifice and collective purpose toward preserving freedom.

In the film, we see WWII Veterans telling their stories in deeply personal — and often painfully emotional — recollections of what it was like to be in the war. Representatives of this "unusually reticent generation" as Burns says, will live forever in his film. As a counterpoint, viewers also get to see and hear people who tell their stories about what it was like to wait and worry for someone to come home from the war.



Filmmaker Ken Burns poses with the American Flag on the National Mall in Washington, DC during a late September 2007 public event to honor WWII Veterans.

Continued on page 4.

SALUTING THE SERVICE OF HISPANIC VETERANS OF WWII

Puerto Rican World War II Veterans Carmen Contreras Bozak (left) and José L. Medina Negrón (right) were visibly delighted to receive Freedom Team Salute Commendations at a Hispanic Heritage Month reception held on September 19 at the Historical Museum of Southern Florida in Miami.



Post Headquarters Company, the first WAAC unit to serve overseas. Tech 4 Bozak served as a teletype operator in the Signal Corps at the Allied Forces Headquarters in Algeria, North Africa, under General Dwight D. Eisenhower.

Medina Negrón was drafted in 1943 in Fort Buchanan, Puerto Rico. He served in the Panama Canal area from 1943-

Miami Hispanic community leaders and local Battalion representatives were in attendance to lend their support in honoring these Veterans, who shared stories of their service with everyone who had gathered — and with each other!

1945 and with the Occupational Forces in Germany from 1945-1956.

Bozak is the first Latina to join the Women's Army Auxiliary Corps (WAAC). She was part of the 149th WAAC

Other Freedom Team Salute events to honor Hispanic World War II Veterans included ceremonies in San Antonio (26 September) and Los Angeles (25 October).

**THE SALUTE
ONLINE**

Sign up to receive *The Salute* online edition.

Expanded content and bonus features not available in the print edition are available exclusively online.

*See complete details at
FreedomTeamSalute.com*

CEREMONY LIFTS SECRECY

Just south of Washington, DC along the Potomac River on the Virginia side, there once stood a U.S. Army installation where enemy prisoners of WWII were interrogated. Formerly called "P.O. Box 1142," it is now part of the National Park Service and no longer shrouded in military secrecy.

P.O. BOX 1142

THIS FLAGPOLE IS DEDICATED TO THE VETERANS OF P.O. BOX 1142 WHO SERVED THIS COUNTRY AS MEMBERS OF TWO MILITARY INTELLIGENCE SERVICE (MIS) PROGRAMS DURING WORLD WAR II. THEIR TOP SECRET WORK HERE AT FORT HUNT NOT ONLY CONTRIBUTED TO THE ALLIED VICTORY, BUT ALSO LED TO STRATEGIC ADVANCES IN MILITARY INTELLIGENCE AND SCIENTIFIC TECHNOLOGY THAT DIRECTLY INFLUENCED THE COLD WAR AND SPACE RACE. THE MIS-X PROGRAM COMMUNICATED WITH AMERICAN MILITARY PERSONNEL HELD CAPTIVE BY THE ENEMY AXIS FORCES AND ATTEMPTED TO COORDINATE THEIR ESCAPE. THE LARGER MIS-Y PROGRAM CARRIED OUT THE INTERROGATION OF NEARLY 4,000 ENEMY PRISONERS OF WAR AND SCIENTISTS WHO WERE PROCESSED AT THIS CAMP.

If you visit the site of this coastal battery today, now called Fort Hunt, look for a slab of granite at a flagpole with an explanation of its significance.

One of the Soldiers who served there was SGT George Frenkel (below). He and 28 other Army Veterans received the U.S. Army Freedom Team Salute Commendation in October 2007 for wartime service at Fort Hunt. COL David Griffith (right), Director of the U.S. Army Freedom Team Salute program, presented the Commendation while employees of the National Park Service stood to honor all the recipients.

When the recipients were given an opportunity to speak about their service, many of them expressed a sense of connection with Soldiers now serving, empathy for the difficult choices wartime can bring and hope for a safe return home.

While the place is never more significant than the people, the combination of these Veterans and this historic place made for a very special Freedom Team Salute ceremony.

Interested in more information? Discover more about this declassified WWII facility by going to NPS.gov and search using keyword "Box 1142."

And, for more information about how you can honor someone with a Freedom Team Salute Commendation, please visit FreedomTeamSalute.com.



Correction: In the Summer 2007 issue of *The Salute*, our page one article about Vietnam War Veteran Bill Beck should have reported that he was a Bronze Star recipient.

AMBASSADOR SPOTLIGHT

As 2007 ends, we are thrilled as we look ahead to 2008 and the U.S. Army Freedom Team Salute Volunteer Ambassador program. If we had to choose only one word to express how we feel about our Ambassador program this year, the word is Hooah!



Left to right, Barbara Foelber, Jenny Bickel and Kaitlin Merritt are very proud of the photo wall of selected Freedom Team Salute Ambassadors at the Washington, DC area program office.

At this same time one year ago, we enjoyed the partnership of 212 Ambassadors. We will start the New Year with 419 Ambassadors, which doubles our outreach opportunities.

Each of our Ambassadors is a dedicated volunteer who helps recognize our Army Veterans for their service to our country. Together, they also help honor the incredible supporters of our

Army Soldiers — parents, spouses and civilian employers.

Our Ambassadors have collectively been responsible for nearly 15,000 Freedom Team Salute Commendations in the last six months. These dedicated men and women have participated in over 100 events, including distributing information at county fairs and retiree days, holding special Commendation ceremonies at retirement homes, churches and Department of Veterans Affairs facilities, as well as briefing Veteran and military service organizations.

Among the many events hosted by our Ambassadors, 2007 marks the first time Freedom Team Salute has taken part in *USA Weekend Make a Difference Day* — a national day of service with volunteers working to help better their communities. Over 35 Ambassadors around the country set up displays at public libraries, Army installations, retail stores and American Legion and VFW posts to sign Army Veterans up to receive the Freedom Team Salute Commendation.

Serving as a Freedom Team Salute Ambassador is a great way to put your pride in our Soldiers and Veterans into action, and to share the honor with deserving recipients. To join, visit FTSAmbassador@hqda.army.mil or call 703-325-3996.



A SOLDIER'S HOLIDAY



ARMY TRIVIA

Test your knowledge of Army trivia with this fun quiz!



1. What are five types of humanitarian missions the Army provides?
2. Can you name a provider of care packages to Soldiers that is very popular at the holidays?
3. What nonprofit organization has supported our troops since 1941 by providing morale, welfare and recreation-type services to our men and women in uniform?
4. Can you name any celebrities who appeared during WWII on behalf of the organization in Question #3?

WORLD WAR II FILM Continued from page 1.

“I think we will have succeeded if people say that the experience of watching the film is ‘terrible and wonderful,’” Burns shared. He went on to explain the emotional response his film evokes has a specific purpose “to promote a collective wisdom as a people regarding war and the sacrifices made by ordinary people.”

A late September 2007 Washington, DC public event to honor WWII Veterans (co-hosted by documentary producing partner WETA TV 26, plus the Friends of the National World War II Memorial, and the U.S. Army Freedom Team Salute program) featured Burns sharing his thanks for the Veterans of all wars for their service and their sacrifice.



U.S. Army WWII Veterans were further honored that afternoon with an outdoor ceremony, where they received Freedom Team Salute Commendations before a large audience seated on the lawn of the National Mall.

You can honor U.S. Army Veterans and say “thank you” for their service in the defense of freedom by visiting FreedomTeamSalute.com.

THE WAR, a seven-episode documentary, was initially broadcast nationally on PBS (see www.pbs.org/thewar) at the start of the current television season, and will continue to be shown on local PBS stations into 2008. The monumental project, says Burns, examines “the greatest cataclysm in human history.” A companion book and a six-disc DVD set are widely available today.



Ken Burns (left) and Major General Richard J. Rowe Jr., Commanding General JFHQ-NCR/MDW (right) during the National Anthem at the September 2007 event.

THEY ARE SOLDIERS ONCE AND FOREVER

Documentary filmmaker Ken Burns believes that Soldiers have a “universal experience” in war. Rhyan Salvador knows this. He is a young man who joined the U.S. Army after graduating from high school and served in Iraq. “I wanted to make my parents proud — my mom especially — and grow up,” he explains.

Corwin McCormick reached a similar crossroads and joined the Army based on his family’s legacy of service in the Korean War and the Vietnam War. He entered ROTC during peacetime, but ultimately found himself deployed to Iraq during the first phase of U.S. military actions.

Wes Knight, a graduate of West Point, also served in Iraq. Still on active duty as a Captain, he sought to become an Army officer because he respected his father’s military service in Vietnam.

All three of these young Soldiers whom we interviewed for *The Salute* admit that they were shaped by their experiences in warfare in Iraq, very much like WWII Soldiers felt when they came home from Europe and the Pacific. When Wes Knight looks back on his time in Iraq, he says, “I am more thankful for everything I have in my life.” In Iraq, an IED exploded

near his vehicle, injuring him, requiring a medical evacuation and ongoing stateside treatment. Rhyan Salvador agrees. “I appreciate just being alive and walking out in the street without thinking of danger. And the smallest things in the world — like it’s a beautiful day or it’s a rainy day — I appreciate things like that now.”



Soldiers from the 2nd Infantry Division transport a wounded Iraqi civilian to a medical helicopter, following a terrorist attack in Tarmiyah, Iraq, in late September 2007. (Photo by Petty Officer 2nd Class Summer M. Anderson.)

The lessons Soldiers learn in war transcend both time and the fields of battle. Wes Knight explains, “I expected to face the bad guys and the noncombatants who were angry with us, but I was not prepared for the help and sacrifice that some civilians gave. I had always thought of war in the context of good guys versus bad guys.”

When they return home, Soldiers benefit from receiving support and respect from all of us. Corwin McCormick says, “People come up and thank you and say how they admire what you’ve done whether they were against the war in Iraq or not.” Wes Knight concurs, “People didn’t let politics get in the way of how they thanked us.”

The Freedom Team Salute program provides the opportunity for everyone to give a special thank-you to Veterans for what they have done in the service of freedom. Whether they fought in battles in the 21st century or during WWII, honoring Veterans with a U.S. Army Freedom Team Salute Commendation offers the recognition that they deserve. You can honor U.S. Army Veterans who served our country easily and quickly online at FreedomTeamSalute.com.

“WELL, I GUESS I HAVE TO GO NOW.” THOSE WORDS I’LL REMEMBER...

Those were the words my mother and I heard over the crackling phone line when we spoke to my father, who was calling from Seoul. We were all set to join him in Japan... until that phone call. *Everything changed.*

We learned not long after that he’d stolen a moment to call while the North Korean army advanced. It was years before he told us he’d been part of Task Force Smith, the first U.S. Army ground unit to enter combat in Korea.

And it wasn’t until I was a Soldier myself, serving in Vietnam, that I understood why my father was so reluctant to tell us about his role in that historic action — or much of anything he’d seen in World War II or the Korean War.

It’s hard to say whether the instantaneous coverage of the events of war are more comfort or pain for those who have to watch and wait from half a world away. When news cameras are everywhere, when satellites and the Internet allow real-time observation and communication, there seems to be less pressure to tell the stories to our loved ones ourselves. They’ve already seen and heard most of what ordinary people would want to know.

Certainly, it eased my heart to talk with my fellow Veterans. But how much could I tell my wife and children? Would they hear the sound of artillery through my voice? Would they see the smoke and fire in my eyes?

“Talk to you later,” my father said. What else could he say?

More than 50 years after the Korean War, the weapons and uniforms and enemies are different, but Soldiers are still saying good-bye to their loved ones, struggling with how much to say. I know I always wanted to know what was happening at home more than I wanted to talk about where I was, anyway.

But I think that reluctance to tell our stories is part of why some people feel like Korea is “the forgotten war.” World War II was larger than anything we’d experienced as a nation; by the time we got to Vietnam, the press was deeply involved with spreading news; in the Persian Gulf and Iraq, the Internet was in on the game. Our Korean War Veterans won’t be with us much longer — which sure makes me feel old — and, as a military historian, I can feel their memories slipping away.

This past Veterans Day, I carried out a personal tradition of walking the cemeteries and reading out loud the names of Soldiers who have gone before me. I’ve learned that, as long as somebody speaks your name, you aren’t really gone... so that’s what I do.

At the same time, I think I’ll make a special effort to talk with the Veterans who are still with us. Before it’s too late, and their memories really are lost.

It will be well after Veterans Day by the time you’re reading this, but I hope you’ll do the same. Together, we can make sure the honor of Korean War Veterans — and thousands upon thousands of other brave men and women — lives on.

I’ll never forget that phone call, or my own holidays away from home — so let’s not ever forget the ones who were there. The ones who froze by the Inchon Reservoir and fought the good fight . . . because their days are growing short and their numbers are shrinking.

It’s time for us to say, “Thank you for a job well and faithfully done. You have passed the baton and we are proud to hold it aloft. Duty, Honor and Country are more than words. They are a way of life.”

~ as told to Freedom Team Salute
by LTC Albert W. Beaton III (ret.)



FROM THE

MAILBOX



This holiday season, all of us in the Freedom Team Salute program office feel especially grateful to you, our readers, for the support that you have given to *The Salute* and to the Freedom Team Salute program throughout 2007.

We are looking forward to continuing our service to you in 2008 with *The Salute* in print and online. We encourage you to

send us your suggestions for articles either by email or in a letter. Our addresses are listed on the left.

I would also like to wish you and your loved ones the very best for this holiday season from all of us at Freedom Team Salute.

— COL David Griffith, Director
Freedom Team Salute

We invite you to email us at:

FreedomTeamSalute@hqda.army.mil

Or write to:

Freedom Team Salute
2641 Eisenhower Avenue, Room 1406
Alexandria, VA 22331-0009

Sign up now to receive The Salute online edition.
Go to **FreedomTeamSalute.com**
for more information.

Answers from Trivia (page 3)

- Q: What are five types of humanitarian missions the Army provides?
A: Medical outreach, Dental outreach, Veterinary outreach, Disaster Relief and Engineering services.
- Q: Can you name a provider of care packages to Soldiers that is most popular during the holiday season?
A: Operation Gratitude at www.opgratitude.com
- Q: What nonprofit organization has supported our troops since 1941 by providing morale, welfare and recreation services to our men and women in uniform?
A: The United Service Organizations, Inc. (USO) at www.uso.org
- Q: Can you name any celebrities who appeared during WWII on behalf of the organization in Question #3?
A: Hosted by Bob Hope, these celebrities (and many others) appeared in his USO shows: Bing Crosby, Judy Garland, Bette Davis, Humphrey Bogart, Lauren Bacall, Frank Sinatra, The Marx Brothers, James Cagney, James Stewart, Gary Cooper, Fred Astaire and Lucille Ball.

HONOR SOMEONE NOW

Freedom Team Salute is sponsored by the Secretary of the Army and the Army Chief of Staff. There is no cost to participate. Anyone can honor a U.S. Army Veteran. All Soldiers can honor their parents and spouse. Guard and Reserve Soldiers can also honor their employer.

See complete details at
FreedomTeamSalute.com

or write to

Freedom Team Salute
2461 Eisenhower Avenue, Room 1406
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Writing Sample #3

I played a key leadership role in the Washington, DC media market conceiving, writing, and producing communication products for online delivery by a major nonprofit and foundation. At the start of the 21st century when AARP wanted to improve its image to become more relatable to people under age 50, I provided the necessary strategies and tactics to help them accomplish their mission.

I served as ghost blogger for the executive leadership at AARP. My role was kept secret until after the need for secrecy had passed. Ragan Communications in Chicago wrote about my efforts in an online column that is available here:

<http://woodygoulart.com/vault/ghostblogger2006.pdf>

Online Outreach: AARP, Washington, DC

In those days, the purpose of AARP's public-facing blog was marketing. The AARP blog was one of that organization's first attempts to use new media to reach out to its target audiences in innovative ways. The organization, which started in 1958, was known for decades for using traditional, mainstream media methods for outreach.

My efforts enabled the organization to jump into new media and end decades of being considered "old-fashioned." Due to management changes at the organization during the early 2000s, the original AARP blog as it was conceived and produced in those days, no longer exists. But, the value for any organization to have a public-facing blog for marketing to target audiences cannot be denied. The organization just restarted the blogging efforts in 2010 that I pioneered in 2005. My innovative efforts in online outreach can benefit any organization today.

Samples of the original AARP blog in its original format are provided here.



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Impact Awards

Bill O'Reilly on Fox News Channel on 11/29/05 focused on [AARP The Magazine](#)'s selection of Harry Belafonte for one of the [2006 Impact Awards](#). AARP The Magazine through its cover stories and the Impact Awards recognizes those who have made an impact on our world, like Governor Mike Huckabee of Arkansas, Secretary of State Condoleezza Rice, Michael J. Fox, and Harry Belafonte.

AARP The Magazine recognized Mr. Belafonte for his work as a UNICEF goodwill ambassador. Secretary of State Rice was recently featured in a cover story that detailed her rise from segregated Birmingham, Alabama to the Office of Secretary of State. Governor Huckabee was recognized because of his commitment to raising public awareness about the link between obesity and health problems.

The Impact Awards are not about ideology or an endorsement of a political point of view. They simply recognize American citizens who try to make this world a better place.

AARP and its publications, [The Bulletin](#) and AARP The Magazine, are non-partisan. They do not support or endorse political parties or candidates. AARP publications present the facts about people, events, news and trends of interest to our readers.

AARP surveys and listens to its members on an ongoing basis on the issues important to them and their families.

In addition to policy input, we [welcome members' contributions](#) to advocacy activities as well as suggestions for other parts of the organization's operations.

[Our comments section for this entry is now closed. But, you can post comments at any time by visiting our [Message Boards](#).]

Posted November 30, 2005 02:37 PM in [Aging](#).

Comments

Who can now believe anything aarp suggest,, when they are so lopsiding in picking an unamerican,, they can be so screwed up about social security,,,and medicare also,,,they are getting like the nACP,,,when their only goal should be to stay with retired citizens agenda.

Posted by: [Bob Yates](#) | Dec 1, 2005 1:29:23 PM

Dear AARP, You people lead the blind very well-however when you think for yourself as I and my family do, you will find the truth. You do not speak for the masses, but yourselves only while collecting great deals of money for your communistic association. You will lie every chance you get to confuse

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the elderly with your Texas Two step. Keep the inmates confused is your goal. When I found out what your are I left the AARP and joined NASCON

I will bet you don't put this up on your web site.

Posted by: [Alan L. Bessey](#) | Dec 1, 2005 2:08:47 PM

I love that Michael J. Fox was one of your selections. Parkinson's is a scary disease, and he has really helped to create awareness around it. It was interesting to read about the Impact awards and I appreciated learning more about these people and how they've contributed to our society over the past year. I am glad AARP highlighted these individuals, it reminds me to get involved and be passionate about causes that are important to me.

I am glad AARP does these awards and recognizes these folks, even if not everyone agrees in everything they stand for.

Posted by: [Nancy Brooks](#) | Dec 1, 2005 5:01:21 PM

Your decision to 'honor' Mr. Belafonte is difficult to understand. While he may have performed well with certain activities, his recent anti-American rants show him to be unworthy of any honor. Beyond that, his vile comments about Black Americans in the current administration shows that if you are Black you must conform to Mr. Belafonte's definition of Black. Otherwise, you are an Uncle Tom or worst. In my view, that constitutes racism. You have 'honored' an anti-American, racist.

Posted by: [Rick Stever](#) | Dec 1, 2005 8:25:08 PM

Harry Belafonte? Have you gone completely dim? Just because you "support" old folks doesn't mean you make brain-dead decisions about whom you elevate. Your choice of Belafonte is disgusting to anyone who love his country.

Posted by: [P. Regel](#) | Dec 1, 2005 8:28:45 PM

As a member of the AARP, it is my opinion that the selection of Harry Belafonte for this award is outrageous, and brings discredit on the AARP. Perhaps those making this selection should be replaced, before further damage is done.

Posted by: [Jim Barrie](#) | Dec 1, 2005 8:31:28 PM

Your choice of Harry Belafonte, just made me, my wife and hopefully anyone else I can influence to cancel my AARP membership. Will NOT belong to your OBnoxious left-wing organization. You'll never print this!!

Posted by: [Doug Gregory](#) | Dec 1, 2005 9:00:40 PM

Dear AARP, Despite your claim to be free of political leanings, your choice of Harry Belafonte is transparent. As I listened to his virulent comments on our country, our leaders and honorable black leaders I honestly thought he must have dementia. At best it is the ravings of a lunatic. How could you honor such a man? No way will I or my husband join the AARP.

Posted by: [ruth leech](#) | Dec 1, 2005 9:36:17 PM

Harry Belafonte is a communist. He hates America and what it stands for. If you continue to honor this bastard, I will withdraw my membership and cancel my insurance with AARP and go somewhere else. You people are supposed to look out for older Americans, not pat the back of trash like Harry Belafonte and the ACLU.



See AARP's [commercial](#).

Posted by: [Clark Hotard](#) | Dec 2, 2005 5:40:16 AM

Your decision to name Harry Belafonte as one of your "Persons of the Year" was, to put it charitably, ill-advised. Belafonte is an America-hating, despot-loving, venom-spewing "has been."

Posted by: [Paul Schneider](#) | Dec 2, 2005 11:14:48 AM

What's interesting to note is that there are NINE other recipients of this award...great people like Naomi Judd, Arkansas governor Michael Huckabee, actress Jane Kaczmarek (who I loved in *Ally McBeal*). They are all doing amazing things. It seems as though politics has made its way into the discussion with some criticizing certain recipients, like Harry Belafonte. It would be nice if we could just recognize and celebrate the great efforts of these individuals without it becoming yet another excuse to get into a partisan driven attack.

Posted by: Joy Madson | Dec 2, 2005 11:48:38 AM

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Discovering Nursing Home Deaths After Hurricane Katrina

Sal and Mable Mangano, the operators of St. Rita's Nursing Home in the St. Bernard Parish, Louisiana, were charged with 34 counts of negligent homicide and booked into a Baton Rouge prison. "Thirty-four people drowned in a nursing home when it should have been evacuated," Louisiana Attorney General [Charles Foti](#) said. "They didn't follow the standard of care of what a reasonable person would follow." But, a lawyer for the nursing home operators, [James Cobb](#), claims that his clients are innocent. "It's ridiculous to arrest these two people considering the problems with the evacuation at all levels of the government," he said. Reports of [additional deaths in New Orleans area nursing homes](#) are being carried by the news media.

AARP Visiting Scholar, [Dr. Bill Thomas](#) observes that these tragedies of nursing home deaths related to Hurricane Katrina "illuminates the morality of our society in the face of disaster." He explains: "Katrina has peeled away the mask that has so long hidden the injustice that would let men and women, our elders, faultless in their dotage and poor as any person in America, drown in water reeking of gasoline and sewage. They are dead and gone, beyond all human aid but we should not let their passing to go unmarked. In their deaths, we can find common cause for change. We know well that nature and time will always have their way with us but we can, we must, commit ourselves to seeing that, even in the face of natural disaster, the oldest, poorest and frailest among us are able to find shelter from the storm."

AARP is a strong advocate for taking care of our older citizens. We examine [housing choices](#) and offer [advice if there are nursing home problems](#).

Posted September 15, 2005 10:36 AM in [Aging](#), [Health and Wellness](#).

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Lessons Learned in a Crosswalk

Mayvis Coyle, who is 82, became internationally famous when the [Los Angeles Daily News](#) first reported that she was fined \$114 by a Los Angeles Police Department officer for [jwalking](#) at a busy intersection in the San Fernando Valley.

"I'd rather not have angry pedestrians," Los Angeles police Sgt. Mike Zaboski of the Valley Traffic Division said in [USA Today](#). "But I'd rather have them be alive."

Commentator Steve Lopez of the [Los Angeles Times](#) went to that [intersection](#) in Sunland, California where Mayvis Coyle was ticketed in February. He wanted to find out for himself if he could use that same crosswalk within the allotted time. Afterwards Lopez said, "I was able to make it across just as the flashing light switched to a solid "Don't Walk," but barely. In all, I had 27 seconds — a tough test for a senior citizen." He added, "You can cross the border illegally and be left alone, but we're ticketing people crossing intersections?"

In the state capital, The Sacramento Bee [commented](#), "California continues to rank high nationally for pedestrian injuries and deaths but low on per capita spending to protect pedestrians and encourage walking."

Perhaps public officials at both state and local levels should consider improvements in sidewalks, crosswalks, benches (where pedestrians can rest), road design, signalization and traffic monitoring. Such enhancements would benefit us all—whether we travel on foot or in a vehicle.

Posted April 20, 2006 03:58 PM in [Livable Communities](#).

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