

ALABAMA PUBLIC TELEVISION ADDENDUMS

THE VIETNAM VETERANS MEMORIAL LEARNING ADVENTURE/ THE VIETNAM WAR

DONORS/SPONSORS

The Vietnam Veterans Memorial Learning Adventure

The Alabama Educational Trust Fund (G)
Alabama Humanities Foundation (F)
APT Members (12) Gifts (I)
The Malone Family Foundation (F)
Troy University (O)
US Space & Rocket Center (O)
Wells Fargo Foundation (F)

Contributions, The Vietnam Veterans Memorial Learning Adventure: \$142,750

The Vietnam War Documentary

AARP Alabama (O)
USS Alabama Battleship Memorial Park (O)

The Vietnam War Documentary/Screening

Southern Museum of Flight (O)
US Space & Rocket Center (O)

Contributions, The Vietnam War Documentary/Screenings: \$30,000

Total Charitable Contributions: \$172,750

(F) – Foundation
(G) – Government
(M) – Individuals, Members/Viewers
(O) – Organization

THE VIETNAM VETERANS MEMORIAL LEARNING ADVENTURE/ THE VIETNAM WAR COMMUNITY ENGAGEMENT

Alabama Remembers Vietnam – see video upload

With **THE VIETNAM WAR** airing in Fall 2017 and the learning adventure in Spring 2018, APT issued a call to the public for submissions of oral histories relating to the war. Running on-air and online, this short spot invited members of the public – whatever their experiences as a veteran, a refugee or simply a citizen during the war – to record their personal histories and submit them. **Website:** <http://aptv.org/vietnam/>

The Wall of Faces – see video upload

APT produced an on-air spot for **The Wall of Faces** for **The Alabama Veterans Project** – a project by Auburn High School students to locate a photograph for each of the 1,210 Alabamians on the national **Wall of Faces** – a digital memorial to those who died in the Vietnam War. APT's spot started running at 238 missing; 36 remain to be located. The spot continues to run with a goal of all Alabama photographs being secured by December 2019. **Website:** <http://aptv.org/vietnam/>

The Wall That Heals

The traveling memorial was in Huntsville, Alabama in November 2018. WLRH-Huntsville, Alabama's original public radio station recorded and aired 16 interviews with veterans and event organizers asking them about The Wall, and how remembering traumatic events can help heal the mind and spirit. These interviews were a part of a WLRH series exploring mental health awareness in the community. They aired during two episodes of the award-winning public affairs show, *The Public Radio Hour*. The 1st episode, entitled "*The Wall That Heals - the Power of Remembering*," dedicated the hour to The Wall that Heals with featured interviews of Brigadier General Bob Drolet; Colonel Norm Myers, president of Vietnam Veterans of America Chapter 1067; Charlie Miller, chairperson for The Wall That Heals Huntsville; John Perry, Director of Outreach for the Vietnam Veterans Memorial Fund; Tim Tetz and veteran Scott Hutchins. The 2nd episode, "*The Wall, Heroes Week, Mediation and Music*," featured Steve Mozian with the Semper Fi Community Task Force and voices of local visitors to the wall sharing their stories. WLRH-Huntsville also provided promotional support through social media mentions on Facebook and Twitter, as well as through their Public Service announcement program. During the month leading up to the event, the PSAs ran on a 24-hours schedule on WLRH's 3 channels. Number of Episode Podcast Downloads: 150+.

Podcasts Links:

"*The Wall That Heals - the Power of Remembering*" @ <http://wlrh.org/WritersCorner/public-radio-hour-wall-heals-power-remembering-11118>

"*The Wall, Heroes Week, Mediation and Music*" @ <http://wlrh.org/WritersCorner/wall-heroes-week-mediation-and-music-11818>

The Challenge Grant Spot – see video upload

From the Alabama Humanities Foundation (AHF), APT received a 2-1 challenge grant for the learning adventure. Secured to meet the challenge was \$10,000 from two non-profit organizations, the US Space & Rocket Center and Troy University, leaving \$6,000 needed to complete the challenge. While this was not the first challenge grant awarded by the AHF for an APT production, it was the first time APT produced an on-air, public-appeal spot for contributions to meet the challenge. The 60-second spot was a dual-platform appeal with video running on APT and an audio version running on WLRH-Huntsville, APT's NPR station. Note: the on-air TV/radio spots calling for gifts to meet a challenge grant for the adventure were the first ever broadcast call for an educational project or challenge grant. The network will continue to use on-air appeals for APT-produced educational projects with the goal of integrating such appeals into viewer's consciousness.

THE VIETNAM VETERANS MEMORIAL LEARNING ADVENTURE

EXECUTIVE SUMMARY – PROJECT DESCRIPTION

OBJECTIVES

One of four **Alabama Bicentennial Learning Adventures** (2017–2019), *The Vietnam Veterans Memorial*: (1) enriched students' learning experiences in ways that brought understanding of who they are as Alabamians and Americans; (2) assisted students in contextualizing the rich tapestry of Alabama's cultural and historical threads and the role these threads played in shaping the state and national fabric; (3) coincided with and commemorated the 50th anniversary of the war; (4) engaged students in public conversations about the roles/purposes of memorials/monuments in telling the nation's history and for grieving and healing; and (4) supported social studies education – particularly among disadvantaged schools and students where in-house resources and school trips are limited.

TARGET AUDIENCE: Grades 7 – 12

Number of Alabama Students Served, Live Webcast: 1,718

Number of Students Nationally Served, Live Webcast: 189,901

DESCRIPTION

All Alabama Public Television's (APT) learning adventures are webcast field trips with pre-recorded video and live, interactive segments. During the live segments, via email, text messaging and mobile apps, students ask questions of experts and participate in interactive polling. Video of the live webcasts are recorded and edited for later online, on-demand streaming and on-air broadcasting. Online resources for student and teacher use enrich pre- and post-event webcasts and video stream experiences. Resources are drawn from an online repository developed by the **APT IQ Learning Network**, its education partners and **PBS LearningMedia**.

MEDIA TREATMENT

Part 1 – The Purpose of The Vietnam Veterans Memorial

The APT student reporter, an Alabama high school history teacher and an Alabama Vietnam War veteran visited the Vietnam Veterans Memorial Plaza in Washington, D.C. It was the first visit by the student and veteran. Standing before the Vietnam Veterans Memorial Wall, they searched and watched others search for names of soldiers. The three discussed the Memorial Wall as a gathering place for mourning, exemplified by the articles of remembrance left at its base.

Part 2 – The Memorial Shows Different Perspectives

In this segment, students observing from their classrooms learned that the Vietnam Veterans Memorial was more than one structure: the **Vietnam Veterans Memorial Wall**, the **Three Soldiers** statue and the **Vietnam Women's Memorial** sculpture. Jay Carpenter, assistant sculptor of the *Three Soldiers* memorial statue, offered insights about the role of war memorials and the public debate about the design of the Vietnam Memorial Wall.

Part 3 – Moving Forward, The Living Memorial

This segment brought the previous segments into focus by exploring how the past, in fact, impacts us as individuals and as a nation, and how we can individually and collectively move forward. Exploring these themes, viewing students asked, 'Why the POW/MIA flag stands at the Memorial Wall?' along with other questions such as 'Is the Vietnam Veteran's Memorial Wall a living memorial?' 'Is it ever completed given the on-going tokens of grief and memory laid at its base?' and 'What is its legacy of the Vietnam War, which the memorial interprets in a private and public sense?' These questions and others enabled students to understand the lingering effects of the Vietnam War on families and the nation. *The importance of these questions and answers were further underscored by a student reporter's visit to the National Park Service's warehouse, where memorial tokens are catalogued and stored as part of the nation's archives and artifacts about the Vietnam War.*

The Vietnam Veterans Memorial Learning Adventure provided a collaborative experience during which students learned about (1) the history and impact of the Vietnam War upon the U.S. and Alabama's contribution to the war and (2) the importance of oral histories in telling and documenting the stories of their communities, state and the nation. APT-produced, online content illuminates and extends educators' resources for teaching. The adventure correlates to the state standards for Alabama history and National Curriculum Standards for Social Studies.

PUBLIC ENGAGEMENT/COLLECTED ORAL HISTORIES

APT asked members of the public to submit oral histories relating to the war. Short spots invited the public—whatever their experience as a veteran, a refugee or simply a citizen growing up during the war—to record their personal histories and submit them to APT. These, in turn, were posted for streaming on APT's **Alabama Remembers Vietnam** at <http://aptv.org/Vietnam/>. Students, grades 9 – 12, also were invited to interview and record a Vietnam veteran, refugee or other individual who lived during the Vietnam War Era.

COLLABORATIONS/EDUCATIONAL PARTNERSHIPS

Primary partners: the Alabama Dept. of Archives & History; Veteran's Project, Auburn High School; Center for the Study of War & Memory, University of South Alabama; and National Archives & Records Administration.

PROJECT COST: \$151,237

excluding broadcasts cost @ market value of \$1,000 per minute, five broadcasts @ 56-minutes each

SUPPORTING CONTRIBUTIONS: \$142,750

94% of project cost (excluding broadcasts cost @ \$280,000) covered by supporting contributions

ACCOLADE: 2018 National Educational Telecommunications Association (NETA) Award for Instructional Media, Digital Learning Object – Large Station

APT LEARNING ADVENTURES: www.aptiq.org/adventure