

Gold Star Awareness Campaign Q&As

Q1) What's the purpose of the campaign?

A1) The purpose of the awareness campaign is to educate the American public about the existence and meaning of the gold star pins. The Army's goal is to give every American the opportunity to offer their thanks and support and to make painful or awkward explanations by gold star family members a thing of the past.

Q2) How did the Army develop the concept? (Why do you need the PSAs? Why promote this as opposed to some other program/activity?)

A2) The Chief of Staff of the Army has directed Family and MWR programs, a division of the Installation Management Command, to support Survivors through the Survivor Outreach Services program. As part of that program, IMCOM conducts annual focus groups with survivors to determine how to best support them. The need for some sort of awareness/education campaign has been one of their top concerns for many years.

Q3) How much did the Army spend?

A3) The Army has spent less than \$250,000 to have three broadcast-ready PSAs developed, through a competitive bid process. These PSAs will be available to all cable and broadcast networks, and will be distributed to installations world-wide for use on their garrisons, on their websites, and on the Armed Forces Network.

Q4) Why would the Army promote the pins when there's controversy about the who gets which version of the pin?

A4) The Army is here to support survivors. The PSAs do so by enhancing awareness of both pins.

Q5) Why is the Army spending so much time and money supporting such a small percentage of the population?

A5) This population has a family member who made the ultimate sacrifice for our country.

Q6) Why was the PSA shown for the first time on Fox Sports?

A6) Army MWR has an on-going relationship with Fox Sports, and leadership wanted to reach as many folks as possible through the campaign. Airing the PSA during the Super Bowl week leveraged that existing relationship and maximized exposure. Like any other PSA, it is being broadcast for free.