



5 August 2006

Officers of the Army of Northern Virginia,

I hope this correspondence finds you well and your Camps, Brigades and Divisions prospering. With this letter I wish to put a program in your hands that will strengthen our resolve and take us down the road to new victories in the Cause of the South.

Allow me take this opportunity to thank you for your support. As your newly elected Department Commander, I will do my best to represent you on the General Executive Council in a manner that would make our ancestors proud. To best accomplish this, lines of communication must be open. It will be my intention to know the agenda to each GEC meeting beforehand and discuss the issues with our Division Commanders. When this is possible I can make decisions based on the will of the army and the membership.

Camps are the backbone of the SCV. It is at the Camp level that we learn of most heritage offense and where nearly all effective heritage defense is accomplished. But there are times when a more concentrated attack is more helpful.

Imagine a dilemma suddenly appearing in your own backyard and within just a few days getting a call from your known enemy, who has just been delivered hundreds (if not thousands) of letters from determined Southerners. In most cases, he will be calling to give in to your demands.

This is not merely an idea, but a program that has been working to great success in South Carolina for the past two years. It is a program that draws on the resources of our numbers to quickly and decisively land the blow of victory for our cause. It works as follows:

Media Action Committee—MAC

Each Camp Commander appoints around five Camp members to serve on a Media Action Committee (MAC). The duties of these men will be to respond to any and all heritage violations in their local media. This is to include attacks against the honour and integrity of the Confederate Soldier and their symbols, including the Battleflag. No assault should

go unanswered. The responses should be well thought out and intelligent. The responses should be in writing and delivered by the US mail. Do not use e-mail as it rarely gets read and is too easily thrown away. Also, there is a physiological value to a letter that is held while being read. I was once told by a Senator, that he puts as much credence in receiving one letter as he does in one hundred telephone calls. Also, never write a letter in anger. Stay in control. Remember, when we lose control we give control to the opposition. Our duty is to educate. Once educated, truth will prevail.

The men of this committee should work closely together, rotating the duties of writing amongst themselves for smaller offences and attacking in force on the larger ones. By rotating the writers, people will see different names appearing in their paper and begin to see a movement. When necessary, organize a mailing from as many camp members as possible.

This committee should not only respond to violations, but should also print reminders of events such as Robert E. Lee's birthday or Confederate Memorial Day. Use any opportunity to get our message out. The MAC program will be particularly useful as we celebrate the 200th birthday of General Robert E. Lee. This committee will have the added benefit of raising a camp's exposure in their community. For this reason, it is imperative that responses are firm but gentlemanly.

Local newspapers are very important for this process to work. Newspaper editors will slowly respond to their readership. We will not see change overnight, but when a violation occurs and newspapers all over a region begin receiving letters demanding truth and fairness, we may wake the sleeping giant of southern pride that has sat quiet for so long and we may begin to see the light of vindication.

When a violation is larger than a single Camp can manage, the Brigade can step in and all the local Camps will be alerted. Then if necessary, the Division, the Army or the entire Confederation joins the fight.

After the formation of the MAC, the key is in the strategy. It is important to make surgical attacks, focusing your attention on the persons that can make the necessary change. At times that may be the editors of your local newspaper. Other times that may be a few members of your city council or your congressman. The chairman of each MAC committee needs to look at the situation, determine the weak points and direct the attack. Once he knows all the facts concerning the situation he can prepare talking points for everyone to use in their letters. This keeps everyone on point and aiming our guns in the same direction.

When you receive a MAC directive from my office, I will supply you with talking points and contact information.

Communication and motivation are the two determining factors to the success of your MAC operation. The problem and talking points must be clearly communicated to your MAC participants and they must be motivated to follow through. It took nearly two years of constant work through the MAC to put down the efforts to place a National Pack in South Carolina to celebrate the horrors that was Reconstruction, but we were successful.

Working together we will be successful in many more battles.

Now, this is what I need you to do. Camp Commanders: after forming a MAC and appointing a Chairman, send the Chairman's contact information to your Brigade Commander, your Division Commander and to me. Division Commanders: also send me the contact information you receive and a list of the Camps with ready MAC programs.

At every level: keep me up to date on the progress of your MAC programs. We all can learn from our successes and our failures.

Thank you for your time with this important matter. Please contact me for further information or questions. I will see you on the battlefield.

Respectfully yours,

Michael Givens
Commander
Army of Northern Virginia
Sons of Confederate Veterans
2698 Broad Street
Beaufort, South Carolina
29902

anvscv@gmail.com