



Ex Verba Victoria

The Leaflet Drop

The Newsletter of the PSYOP Veterans Association
(POVA)

www.usapova.org

1 November 2018

Fellow Psywarriors,

When first elected as POVA's President during our 1996 Nashville, TN, Biennial reunion, I told our members, in paraphrase, that "the future is the only place we'll ever be. The past and future do not exist. However, in the future that is coming, we can respond to somebody else's actions, or we can create our own future. POVA's future in 1996 was "today;" tomorrow's future depends on what we do today. The past is not coming back!

Today our membership continues to grow; we have taken multiple initiatives to advance our relations with both the active and Reserve PSYOP components, strengthened our relations with our PSYOP Regiment, our "cousin" PSYOP organizations, and enrolled members from Australia, Germany, and Ukraine.

Tomorrow will see POVA chapters across the country; more charitable activities; a US Marine Corps POVA component, and inclusion of our Canadian and other Allied Psywarriors. We might even see a name change to reflect our larger and wider membership.

Tomorrow will see our membership roster exceeding 600 members, with increasing numbers of Life Members, and more members looking to be involved and contribute to our future growth and program development.

Tomorrow....always tomorrow.....because that is the only place we'll ever be. We can either let others control our future, or we can design and create our own future.

C. V. (Chad) Spawr, President

New POVA Life Members



POVA welcomes new Honorary Life Member **Robert Sheeks**. POVA's Life Member roster now totals 155. You can view our entire Life Member roster on POVA's website at <http://www.usapova.com/current-members/>

Watch for it.....

POVA's store now accepts PayPal, meaning you have another easy way to purchase POVA gear. We will soon have an eBay page also for our products, featuring PayPal.

A Very Special Psywarrior: USMC MAJ-Ret. Robert Sheeks



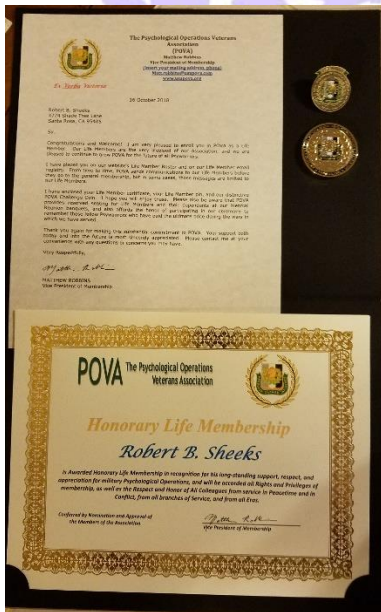
USMC LT Robert Sheeks

During WWII a young Marine Lieutenant named Robert Sheeks went off to war as an interpreter. His job was to read captured documents and interview captured Japanese soldiers. When he got to forward Marine units, he was asked, "Who you gonna talk too." The Japanese did not surrender, and the Marines did not particularly want any Japanese prisoners.



USMC LT Robert Sheeks urging terrified civilians to surrender rather than commit suicide

Sheeks began to wonder if there was a way to make the fanatical Japanese surrender. He thought about loudspeakers and explaining to the enemy that surrender was not dishonorable. He thought about writing leaflets, and then he thought about dropping them from aircraft. All this without one minute of PSYOP training. He just came up with the ideas talking to other officers and went ahead and did it.



Herb Friedman wrote about this in an article entitled "The Incredible PSYOP of U.S. Marine Lieutenant Robert Bruce Sheeks on Saipan" and placed it in [Psywarrior.com](http://www.psywarrior.com) (www.psywarrior.com). I hope you enjoy the story. Submitted by POVA Life Member SGM Herb Friedman (Retired)

Of great significance to both POVA and our Regiment, MAJ-Ret. Robert Sheeks has been inducted into POVA as an Honorary Life Member. He is our oldest living member, and our only Psywarrior to have served during WWII. Our entire Regiment and Association are honored to have this brave Marine as an exemplar of the strong commitments made by American fighting men and women to save lives, both enemy and Allied, as a way of gaining and insuring victory on the battlefield. We are very proud to have such a tremendous legacy member in POVA.

POVA Appoints Its Official Association Historian

POVA is pleased to announce appointment of Life Member Herb Friedman as our official POVA Historian. Herb has extensively researched and has provided a treasure-trove of scholarly articles of great value to anybody interested in our history, culture, and esprit d'corps. His extensive writings, including dozens of scholarly articles, background histories, and related archives, can be found on the Psywarrior website at www.psywarrior.com; this site is written and managed by POVA member Edward Rouse.



POVA Historian Herb Friedman

Together, Herb and Ed have been invaluable sources of information important to understanding the historical antecedents of our PSYOP profession. Their outstanding unit histories and related writings are of great value to our entire Regiment and membership. There is always something new and interesting to be found on the Psywarrior site. Check it early and often!

POVA Adds Archivist Position to its Board

We are pleased to announce that Ed Rouse, founder and owner of the Psywarrior website (www.psywarrior.com) has been a POVA member for many years and is an invaluable source of PSYOP history and knowledge. In partnership with POVA Historian Herb Friedman, Ed has made tremendous contributions to the our entire PSYOP community and Regiment with his accumulated expertise, leaflet collections, and knowledge he freely shares with researchers, academics, Psywarriors, and journalists.

Ed is an historical treasure, and POVA is very fortunate to have him joining our Board.



POVA Member and Archivist Ed Rouse

POVA's Heritage has Long Roots



One of the most significant honors POVA has experienced was the laying of wreaths in honor of our Unknowns at the Tomb of the Unknowns in Arlington, VA. Few people ever step onto the plaza which is continuously patrolled by sentries from the 3d Infantry Regiment. On one particular day, three POVA officers stepped forward to honor our unknowns in the name of our great Association.

In this picture, from left, are Past Presidents and Co-Founders Jack O'Neil and Chad Spawr, and then-current President Rick Hofmann. The three of us have always been great friends, so sharing this honor was particularly special. Although Jack is now gone from our lives, his memory lives on. (Not shown in the picture is COL James Treadwell, then-Commander of the 4th PSYOP Group (A)). A POVA member, Jim was our escort for this great honor.

Patience and Perseverance Pay Off for POVA

In May 2018, your editor was approached on Facebook with a suggestion that I mount a fund-raising campaign to raise money for POVA's ongoing operations, and to do this as a Birthday fund-raiser. I set a goal of \$2,500 for the campaign, which ran until mid-June. By the end of the

campaign, the total donated by 28 of my friends and family exceeded \$1,200..... not bad for a Facebook campaign centered on my birthday. Of the donations, about \$200 was sent in the form of checks by friends who did not want to make an online donation. However, we simply did not see any of the other donated funds.

Last month, I contacted the "Network for Good," the organization which worked through Facebook to conduct this fund-raiser. Interestingly, they declined to send the donated funds, claiming that POVA was not a "registered charitable organization." This seemed strange, as they had allowed me to sign up, register POVA and our Federal tax-exempt ID number, and raise funds. We clearly are a tax-exempt charitable organization.....just ask the IRS! It appeared that they decided to send the funds elsewhere without our knowledge or approval!

After several attempted communications with Facebook and the "Network for Good" in which they were promised very aggressive publicity (PSYOP?) and retaliation for their diversion of donated funds via social media, they decided that remitting our funds made better sense. A check for just over \$1,100 has now been received. We have now received the balance of the donated funds.

The lesson here, however, is that social media may or may not be a reliable method for fund-raising, no matter how easy they seem to make it. It can be done, but only with greater due diligence. We got our funds.....lesson learned.

New POVA Team to Organize & Plan Charitable Giving

As a tax-exempt non-profit corporation, POVA accepts donations to both operate our Association and to provide financial support to those organizations which work to help our fellow veterans and their families who are in need. POVA does not seek to create separate activities, but instead works with existing organizations to expand their assistance to our fellow Psywarriors.

In the past, this work has fallen on the President and VP Finance. However, it is time for additional members to "step up" and help with this noble and important work by POVA. **You are requested to offer yourself as a member of a 3-member charitable giving project team.** This will not take much time, but you will be able to help POVA help our fellow Psywarriors and their families.

Principal duties will be creation of a working process, solicitation of eligible entities to whom donations can be made, allocating available POVA funds to these entities, and requesting payment by POVA. This will not be an unduly burdensome or bureaucratic process, so your time commitment should be minimal per year.

To volunteer, reply directly to Chad Spawr (chad.spawr@usapova.com).

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