



AMERICANISM /PATRIOTIC INSTRUCTOR BULLETIN ONE

Doreen Dale ~ Chairman

Throughout the course of our Americanism Program, the emphasis will be placed on "POP signs". Alternatively, they could be called Point of Purchase symbols. Our daily lives are filled with them. There are so many of them around us that we see them every where we go. There are POP's for gas prices, what's playing at the movies, restaurant promotions, and even garage sales. Our attention is captured and products are marketed. The system works, much as they did during war time. As you can see, the photo above shows three different promotional figures, the Statue of Liberty, the American Flag and Fireworks. When we put them all together they promote Americanism, each with their own POP.

Patriotism and Americanism symbols are needed for our schools, communities, and what we are trying to promote...AMERICANISM! Here are a few ideas from my yard. I have a garden sign that reads "250 Years of Freedom", a flag on my home, mini flags around my flower beds, and red, white, and blue flowers in my window boxes. It may seem too much for some, but I cannot emphasize enough how I feel about our country. I had a neighbor share a photo on social media today that had a banner on their fence stating "250th Anniversary" and directly above on her roof was an American Eagle perched with pride. Now that's a POP for Americanism if I have ever seen one. Her caption read "Someone is taking their July 4 decor very seriously!"

The purpose of POP signs is to attract attention to your message. It is similar to a long speech that loses its audience's attention after a while. You can stand out by using colors or symbols that are familiar to Americans. Getting their attention is the key.

The best part of this fresh idea is having fun with it. Your members might enjoy creating an Americanism or Patriotism POP sign and sharing it at your next meeting, or you might consider challenging your members to submit their best photos. Then get the message out to your schools and communities.

Take a look at the information provided in your National Program Book by Ambassador Jessica Gardner. As you progress through your program year, you will find her information useful and her ideas helpful.