



# Connected



www.wallscomm.com

THE U.S. ARMY SUMMER CONVENTION SEASON 2004

Volume 1, Issue 1

## The Essence of the Summer Convention Season

The U.S. Army's Accession Command completed a highly successful 2004 Summer Convention Season, which demonstrated that the Army's men and women are truly connected to African American leaders, influencers, youth and key organizations. The Army's ongoing and successful outreach to community organizations began in June with the National Newspaper Publishers Association's annual convention in New Orleans and culminated in September with the sponsorship of the Congressional Black Caucus Jazz Forum and Concert in Washington, DC. The 10th annual Essence Music Festival, the National Association for the Advancement of Colored People's National Convention and the National Urban League's Annual Conference were the heart of the summer convention season. Those events provided the Army and its officers and soldiers an opportunity to display leadership qualities, discipline, and core values to more than 50,000 African Americans from across the country. Throughout the summer, the Army's men and women were goodwill ambassadors, messengers of opportunity and solid examples of pride and poise. Walls Communications contributed to the Army's exposure by executing a series of successful media relations tactics, including audio news releases, press releases, video production and photo releases, which resulted in more than 12 million media impressions.

## National Newspaper Publisher's Association (NNPA) Convention, June 16-20, New Orleans, LA.

The U.S. Army sponsored a Leadership Reception featuring Sgt. 1st Class Marcia Triggs, who spoke about "Covering the War from the Inside Out," explaining war coverage from the Army's news perspective.

The U.S. Army's well-received Black History Month photo exhibit, which was supported enthusiastically by NNPA, was on display during the convention, featuring more than 60 images that trace the participation of African Americans throughout the Army's history.



2004 Essence Music Festival (from left to right) CSM Evelyn Hollis, CSM Michele S. Jones, Essence Editorial Director Susan Taylor and Brig. Gen. (retired) Velma Richardson at Army VIP Luncheon Reception.



Maj. Gen. Michael Rochelle and NUL President Marc Morial discuss the Army-NUL partnership that has led to a strategic alliance including the deployment of Planning for Life Workshops in Urban League affiliates across the country.

PHOTOS BY FELIX BRYANT AND MARVIN WAMBLE



**10th Annual Essence Music Festival,  
New Orleans, LA.**

The U.S. Army’s men and women were fully engaged during the nation’s largest annual African-American event and gathering of musical talent. Army highlights included:

- An Army V.I.P. reception at the National D-Day Museum. Attendees included Mayor Ray Nagin, Ed Lewis, Publisher and CEO, Essence Communications Partners; and Essence Editorial Director, Susan Taylor;
- An Army “Camp Day,” which introduced more than 300 youth from New Orleans to various Army assets and physical drills;
- Remarks on stage at the Louisiana Superdome from Brig. Gen. (retired) Velma Richardson;
- A series of radio interviews with Army officers, on two of New Orleans’ highest rated radio stations; and
- The Army’s Black History Month photo exhibit and exhibition booth.



**Brig. Gen. (retired) Richardson with Tom Joyner on Essence Music Festival Stage.**



**On stage, Tom Joyner, CSM Jones and Army personnel.**



**From left to right, actress Gabrielle Union, CSM Jones and Brig. Gen. (retired) Richardson.**



**Col. Thomas Nickerson and New Orleans Mayor Ray Nagin during Army VIP Luncheon at the D-Day Museum.**



**US Army (retired) Major Danny Mension, Brig. Gen. (retired) Velma Richardson, and Col. Nickerson makes presentation during VIP reception.**



**New ROTC cadets and military science professors pose with actress Gabrielle Union at the Essence Music Festival press conference.**



**Essence Press Conference: LTC Mitch Cunningham, actor Mathew St. Patrick (from HBO’s Six Feet Under), and LTC B.K. Haynes.**

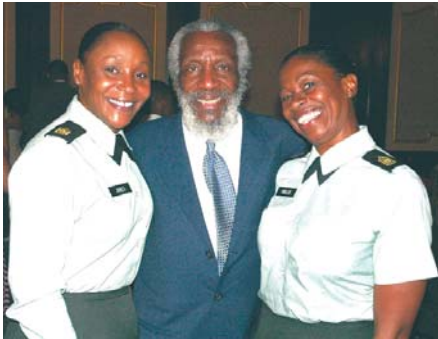


**Army “Camp Day” was one of the highlights of the Army’s activities during the Essence Music Festival.**





**CSM Jones, Col. Arnold Gordon Bray, NAACP President Kweisi Mfume, and CSM Hollis at the NAACP Youth Leadership Luncheon in Philadelphia.**



**CSM Jones, well-known civil and human rights activist Dick Gregory, and CSM Hollis.**



**Left to right, CSM Jones, NAACP Chairman Julian Bond, Capt. Chevelle Thomas and CSM Hollis at Chairman's Reception.**

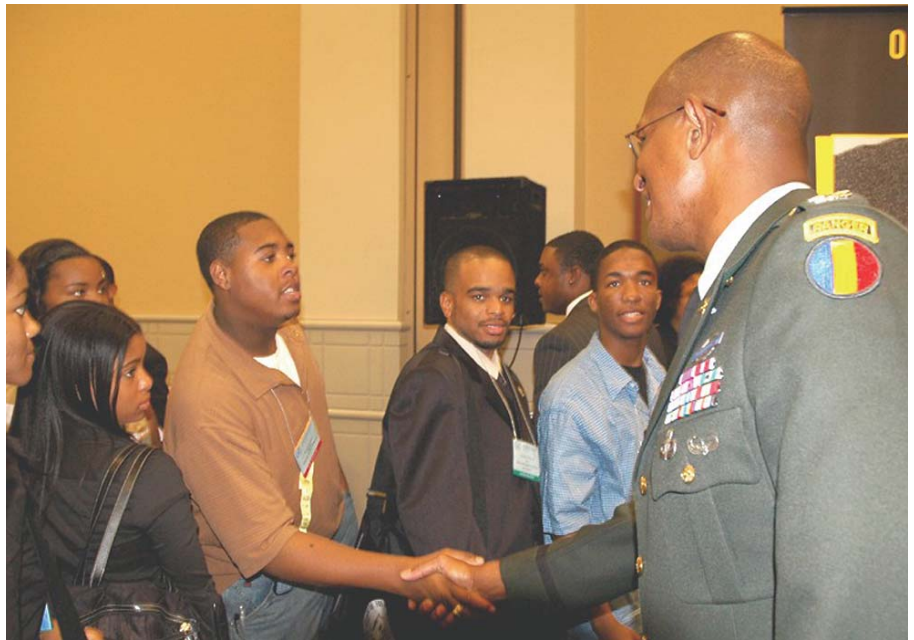


**Army sponsored athletes (bottom row) NHRA driver Antron Brown, rodeo cowboy Fred Whitfield and professional bull rider James White with Army personnel at the Army booth.**

### **NAACP Annual Convention, July 10-15, Philadelphia, PA.**

The emphasis was on youth as the Army's men and women interacted with the NAACP's younger members. CSM Michele S. Jones and CSM Evelyn Hollis delivered greetings to the NAACP's Youth Education Workshop, and Col. Arnold Gordon Bray spoke to more than 400 youth at the Roy Wilkins Youth Leadership Luncheon.

The Army's booth at the Commerce and Industry Show was a magnet, as Army soldiers greeted visitors, while Army-sponsored NHRA motorcycle drag racer Antron Brown, Army sponsored professional bull rider James White and rodeo cowboy Fred Whitfield signed autographs.



**Col. Arnold Gordon Bray greeted more than 400 youth during a leadership luncheon. Later, (below) he shares his experiences in Operation Iraqi Freedom on WHAT-AM radio.**



**Unity Journalists of Color Convention, Aug. 3-7, Washington, D.C.**

An Army-sponsored reception was the ideal venue for Army men and women to meet and interact with influencers, and to deliver key messages. More than 200 people attended the reception. Walls Communications' David Burnett along with Capt. Chevelle Thomas, served as Master of Ceremonies. Highlights included brief remarks from:

- Maj. Gen. John Hawkins
- Col. Carolyn Jones
- Sgt. 1st Class Marcia Triggs
- Capt. Chevelle Thomas
- Meta Mereday

The "Spectrum Celebration" project is designed to highlight the contributions of the many heroes of color who have served in the armed forces throughout history.



Col. Carolyn Jones, Sgt. 1st Class Marcia Triggs, Maj. Gen. John Hawkins, Meta Mereday, Capt. Chevelle Thomas, and Sgt. 1st Class Marcia Triggs along with Meta Mereday presented the concept of Spectrum Celebration to more than 200 at the Unity Convention reception. Attendees at the reception included a Who's Who of African American media from across the country.

**Walls Communications team:**

Lon Walls, Marvin Wamble, David Burnett, Margaret Kargbo, Missy Daniels, Joan Davion, Jean Davis, Felix Bryant, Clintandra Thompson, Cherie Duvall, Bob Ellison, Eugene Johnson, and Derrick Kenny.

**Congressional Black Caucus Foundation Legislative Week: Jazz and Issues Forum and Concert—September 9, Washington, D.C.**



Maj. Gen. John Hawkins delivered greetings to a packed house at the Army sponsored Congressional Black Caucus Jazz Forum and Concert.



CSM Jones works Army booth at Essence.



Conference attendees visit Army booth at NUL.



NUL Board of Trustee Chair Michael Critelli, pro bull rider James White, and NUL President Mark Morial.



Col. Nickerson with CW3 Phillip Brashear, son of Carl Brashear, who was featured in the hit movie "Men of Honor."



Staff Sgt Kimberly Green, NNPA President Sonny Messiah Jiles and Sgt 1st Class Marcia Triggs.



Marvin Wamble and Lon Walls of Walls Communications at Essence.



**National Urban League Conference,  
July 21-25, Detroit, MI.**

2004 marked the third consecutive year of Army participation in the National Urban League's Annual Conference. Highlights included:

- A breakfast meeting between Maj. Gen. Michael Rochelle and National Urban League President and CEO, Marc Morial;
- Remarks from Maj. Gen. Charles Wilson at an Army-sponsored youth luncheon;
- Eight interviews of Army or Army-sponsored personnel on NUL-TV;
- Planning For Life Workshops for National Urban League Youth (NULITES);
- Body and Soul physical fitness workshops for Urban League youth; and
- Appearances by NHRA driver Antron Brown and professional bull rider James White, both Army-sponsored athletes.



**Maj. Gen. Charles Wilson was one of eight Army interviews on NUL-TV during the conference.**



**The Army sponsored speaker Dr. Rahim Watson meets with Maj. Gen. Wilson before the luncheon. Watson was a hit with the youngsters with his unique brand of humor, music, and a message of "old school" behavior.**



**Two of the fastest men on the planet meet. Army-sponsored NASCAR truck driver Bill Lester meets with Army-sponsored NHRA motorcycle driver Antron Brown.**



**Students participate in the "Body and Soul" workshop, which focused on health and physical fitness.**



**National Urban League Convention**



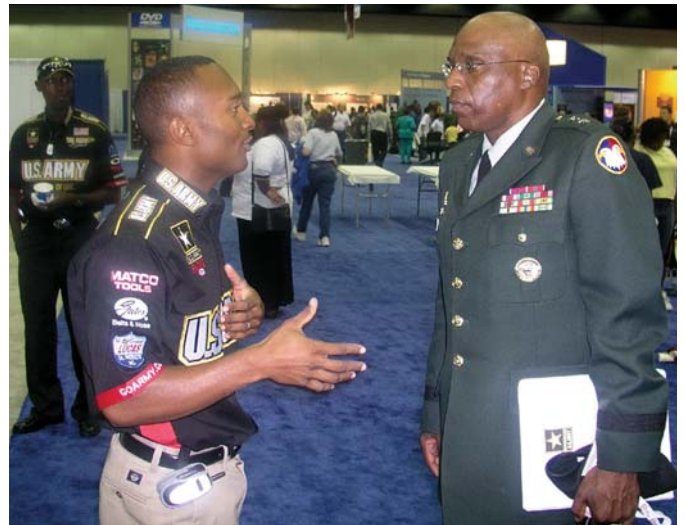
Walls Communication President and CEO Lon Walls gives martial arts instruction during the "Body and Soul" workshop at the NUL Annual Conference.



Motivational speaker Consuelo Kickbusch talks to NULITES during one of four Planning for Life workshops.



LTC B.K. Haynes (left) and MS&L's Emil Hill (right) meet with Miss America 2004 Erick Dunlap at the NULITES Luncheon.



Army-sponsored NHRA driver Antron Brown talks with Maj. Gen. Charles Wilson at the NUL Convention.



LTC Haynes talks health and fitness to the NULITES during the "Body and Soul" workshop.



MS&L's Emil Hill, Lon Walls, Eugene Johnson and GM's Jim Farmer at the NUL Army/Walls Ops Center.

