

The **FOCUS**

2025 PUBLIC AFFAIRS TRAINING WORKSHOP
SECDEF WARFIGHTING PRIORITIES P.3
SOUTHERN BORDER RESPONSE P.5



MARCH 2025

NATIONAL GUARD BUREAU OFFICE OF PUBLIC AFFAIRS THEMES AND MESSAGES

FOR AWARENESS PURPOSES

March Observances

Women’s History Month
Caffeine Awareness Month
Nutrition Month
Brain Injury Awareness Month
Reading Month

1-7 National Invest in Veterans Week
1-4 International Women’s Week

1 Self-Injury Awareness Day
National Horse Protection Day

2 National Read Across America Day

3-9 Women of Aviation Worldwide Week

3 National Anthem Day
Navy Reserve Birthday
World Wildlife Day

4 National Hug a G.I. Day
Mardi Gras

7 National Employee Appreciation Day

8 International Women’s Day

13 National K9 Veterans Day

16 National Freedom of Information Day

17 St. Patrick’s Day

18 Biodiesel Day

20 First Day of Spring

22 Bataan Memorial Death March marathon

25 National Medal of Honor Day

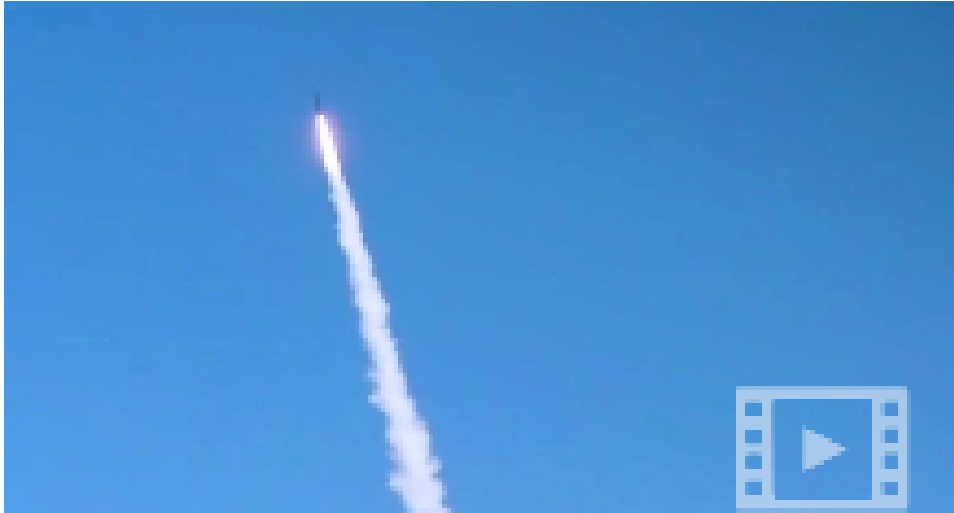
29 National Vietnam War Veterans Day

30 National Doctors Day

Feb. 28 - Mar. 29 Ramadan

March - Space

[Click here to watch](#)



The Guard’s space mission includes communications, combat support, cyber defense, ballistic missile defense, and tracking objects in space. (Video by: U.S. Air Force Master Sgt. Amber Monio)

Media Team Themes

National Guard Space Operations Vision:
National Guard space forces are ready, relevant and aligned as the premier reserve component to meet warfighting requirements, and to support their states’ citizens in their time of need.

National Guard Space Mission Facts:
The Air National Guard has conducted space missions for over 25 years.

The National Guard has 14 units that support space operations, across seven states and one territory: Alaska, California, Colorado, Florida, Hawaii, New York, Ohio, and Guam.

More than 1,200 ANG members make up 11% of Space Force professionals.

The ANG operates the nation’s only survivable and enduring strategic missile warning and nuclear detection capability.

The ANG provides 60% of the Space Force’s offensive space electronic warfare deployable capabilities.

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Leadership News and Notes

Register for the 2025 Public Affairs Training Workshop

NGB-PA is excited to invite you to the 2025 Public Affairs Training Workshop at the Hilton Arlington National Landing hotel in Crystal City, VA, April 8-10, 2025!

[Register for 2025 PATW here](#)

We have an exciting schedule of military and industry speakers, professional development, and discussions focused on areas of growth and improvement in public affairs. Like last year, we are encouraging participation from the Army and Air PA unit leadership in addition to state PAOs. This year we’ve co-located our workshop with the hotel to simplify logistics. The Hilton Arlington National Landing provides a great location with plenty of restaurants and a metro stop within walking distance.

Reserve your hotel room at the Hilton Arlington National Landing at the link below. The deadline for a room reservation is **March 12**.
<https://book.passkey.com/go/nationalguard25>

The LOI for DTS authorizations will be attached in a follow-up email to those who register.

SECDEF

WARFIGHTING FOCUS

LETHALITY

MERITOCRACY

ACCOUNTABILITY

READINESS

STANDARDS

RESTORE THE WARRIOR ETHOS

Our job is to deter conflict, and if necessary, to completely destroy, demoralize and defeat our enemies. At the Department of Defense, we do warfighting, and we want to restore that through a laser focus on readiness, lethality and warfighting across the spectrum.

We have seen an enthusiasm and excitement from young men and women who want to join the military actively because they are interested in being a part of the finest fighting force the world has to offer.

REBUILDING THE MILITARY

We need the best systems in the hands of warfighters where they need it, and to the combatant commands to deter threats and send the signals that, when that fight comes, we’re ready to win and win decisively.

Rebuilding Focuses:
Our defense industrial base, our acquisitions process, how we rapidly field new technologies, how we learn from conflicts around the globe, and how we match what we fund to capabilities and effects.

REESTABLISHING DETERRENCE

Chaos happens when the perception of American strength is not complete. We aim to reestablish that deterrence, and it starts with our own southern border. It starts with the defense of our homeland. Border security is national security ... and needs to be and will be a focus of this department.

We have to prioritize shifting to larger threats. So you're going to see that kind of prioritization from us, which will empower, invigorate and incentivize more burden sharing from allies who are beloved to us, and whom we support.

On the Cover:

A U.S. Soldier with the Texas Army National Guard clears brush along the U.S. side of the Rio Grande River near Roma, Texas, to aid U.S. Border Patrol’s ability to move throughout the area and monitor for possible illegal border crossings, Feb. 5. (U.S. Army photo by Sgt. 1st Class Jon Soucy)

The Focus 3

April Observances

Month of the Military Child
Sexual Assault Awareness
Stress Awareness Month
Autism Awareness Month
National Child Abuse Prevention Month

1 April Fools Day
Air Force Academy Day
SAAM Day of Action (Wear teal)

2 World Autism Awareness Day

4 NATO Birthday

5-9 National Wildlife Week

5 Gold Star Spouses Day

7 World Health Day

7-13 National Public Health Week

9-17 Bataan Death March

9 National Former POW Recognition Day

11 National Pet Day 11

12-20 Passover

14 Air Force Reserve Birthday

15 National Tax Day

20 Easter

20-26 National Volunteer Week

22 National Earth Day

23 Army Reserve Birthday

25 Arbor Day

27 Holocaust Remembrance Day

30 Military Brats Day

April - Family

Media Team Themes

The Defense Department celebrates military children during the month of April. There are more than 1.6 million military children who face many challenges and unique experiences as a result of their parents’ service.

The Defense Department recognizes the strength and contributions of our nearly 1 million military spouses and offers extra support and activities focused on real-world needs year-round.

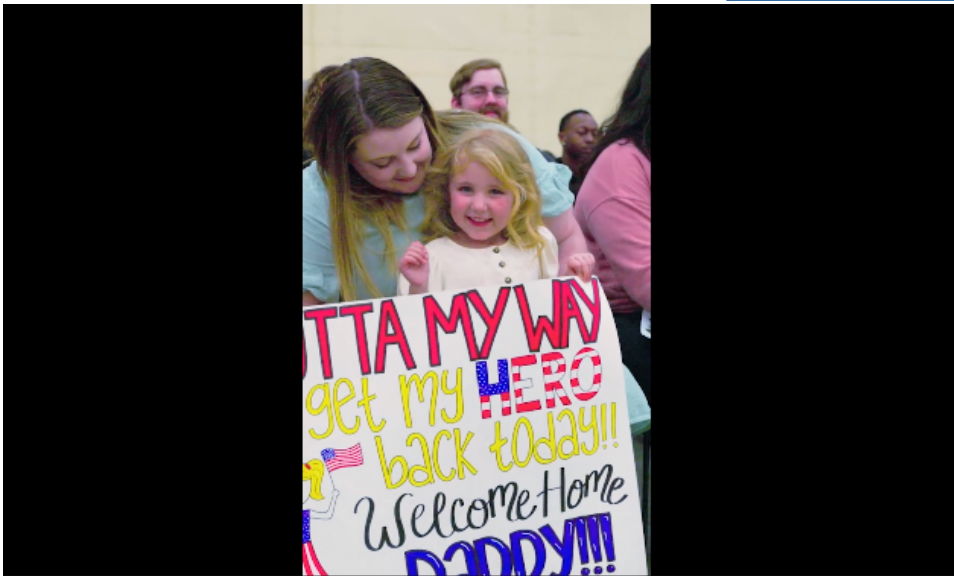
Community Engagement

Please send Army National Guard flyover requests with six weeks lead time to allow for staffing at National Guard Bureau and the Office of the Chief of Public Affairs. Be sure to check the DD Form 2535 for Federal Aviation Administration review and signature, as this is often a cause for delay in completing packets in-state. Air National Guard flyover requests are processed through the Secretary of

the Air Force for Public Affairs Aerial Events website. Send ANG Civic Leader Flight requests with at least four weeks’ lead time. ARNG CLFs require TAG-level approval and must be staffed in accordance with regulations. You may email us for flyover and CLF packet instructions. All requests should be submitted to our org. box: ng.ncr.ngb-arng.mbx.ngb-community-engagement@army.mil

NGB Month of the Military Child video

[Click here to watch](#)



The National Guard recognizes the Month of the Military Child.
(Video by: U.S. Air Force Master Sgt. Amber Monio)

May - Readiness



Texas Army National Guard Soldiers from the 72nd Infantry Brigade Combat Team and 71st Troop Command exit a Texas Air National Guard C-130J Super Hercules at McAllen International Airport, Jan. 27. Aircrews from the 136th Airlift Wing, TXANG, transported nearly 200 troops down to the southern border in support of Operation Lone Star. (Air National Guard photo by Airman 1st Class Connor Dunne)

Guard supports southern border mission

The acting secretary of defense has directed the National Guard Bureau to provide immediate support for presidential executive orders on protecting the territorial integrity of the United States. In support of U.S. Northern Command, the Department of Defense’s operational lead, the National Guard is “Always Ready, Always There” and is urgently working to fully accomplish the objectives of the presidential executive orders.

Currently, the National Guard is increasing its support and closely coordinating emergent requirements with USNORTHCOM and U.S. Transportation Command for additional personnel, military airlift, barrier construction and other capabilities to meet presidential and secretary of defense directives. The National Guard efforts will remain closely coordinated

and aligned with our partners at USNORTHCOM, other DOD organizations and partner agencies. The National Guard has designated a senior National Guard officer to lead NGB coordination with USNORTHCOM’s Task Force operations.

“The National Guard currently has over 1,600 Guardsmen supporting the federal border security mission,” said Gen. Steven S. Nordhaus, chief of the National Guard Bureau. “In conjunction with our Joint Service partners, we are developing additional support options to meet USNORTHCOM, USTRANSCOM and Department of Homeland Security force requirements as this critical mission evolves.” Additionally, more than 4,100 Texas National Guard personnel remain on duty at the border, supporting ongoing Operation Lone Star efforts.

May Observances

Asian Pacific American Heritage Month
National Mental Health Awareness Month
National Military Appreciation Month
Armed Forces Week
National Bike Month
National Foster Care Month

3 Kentucky Derby Day

4 May the 4th be with you
#NationalStarWarsDay

5 Astronaut Day
National Space Day

4-10 National Pet Week
Small Business Week

6-12 National Nurses Week

6 National Teacher Appreciation Day
#TeacherAppreciationDay

8 V-E Day (1945)

9 Military Spouse Appreciation Day

11 Mother’s Day

13 Children of Fallen Patriots Day

13 National Apple Pie Day
#NationalApplePieDay

16 National Defense Transportation Day
NASCAR Day #NASCARDay
National Bike to Work Day

17 Armed Forces Day
Preakness, Baltimore, Md

26 Memorial Day
#MemorialDay