

## Heritage Operations Report

### 2020 SCV Reunion

For the past twenty-four months the Heritage Operations Committee has been busy implementing Commander-in-Chief Gramling's 'Southern Victory Campaign.' The objective of this effort is to "take back the narrative" by giving the general public of the South information about Southern history that goes untold by academia, media, political, and sadly even religious organizations. Let me state from the start that the work being done at Make Dixie Great Again and the Confederate Legion is performed by volunteers. We do not have a paid staff. We are very grateful to the staff at SCV Headquarters who gracefully take their time to assist us with our work—thank you Headquarters staff.

The recent "historical" documentary on General Grant is a perfect example of why the SCV must have a vigorous and active pro-South campaign proclaiming the truth about Southern history and heritage. During the past twelve months I have heard ministers proclaim that the South fought for slavery; conservative radio commentators declaring that the North fought the war to free the slaves; academicians, reported to be experts, announcing that States' Rights was never an issue in the cause of the "Civil War" but only used to obscure the real issue of Southern racism; and of course numerous politicians dutifully parroting the neo-Marxist lie that Lincoln had to invade and conquer the Confederate States of America in order to save the Union—as any good neo-Marxist will tell you, Lincoln is the patriot, Southerners are traitors. The neo-Marxist lie about Southern history is placed before the American people in large and obvious ways but also in small incremental doses. Recently while watching a program on "Guns that Changed the World," as the narrator was displaying early models of a cap and ball revolver, he announced to his audience that this weapon was used extensively during the "Civil War when the South was fighting to keep slavery alive."

The number of neo-Marxist attacks upon the South is so great that it is almost impossible to recount these lies. As Commander Gramling noted two years ago, our enemies have the narrative and are pushing it so as to destroy the very last vestige of Southern heritage. But as General Lee noted after Appomattox, much more is at stake here. General Lee noted that with the defeat of the South, America would become "aggressive abroad and despotic at home." "Despotic at home" is

how one would describe a tyrannical government. Ultimately, American liberty and freedom is at stake, not just the right to be proud of our heritage.

Building upon what we started twenty-four months ago, the Heritage Operations Committee (H. O. C.) has continued its effort to promote a positive view of both Southern heritage and the SCV. This effort is supported by funds raised via Confederate Legion (C.L.) dues and donations. As was promised at the beginning of this effort, 90% of money raised is being used to place before the general public a positive view—as opposed to the negative neo-Marxist view—of Southern heritage and the SCV. To fulfil this objective, the Heritage Operations Committee has professionally produced numerous one-minute radio ads. The H.O.C. has purchased ad time on several syndicated radio programs and has partnered with local SCV Camps, Brigades, and Divisions to place these ads on local radio stations. All of our ads point the audience to the SCV’s Make Dixie Great Again (MDGA) web site. On this web site the H.O.C. has produced numerous videos ranging from ten minutes to 30 minutes in length. These videos are on our You Tube channel and offer additional positive information about our heritage. Those looking at our MDGA web site will also find short pro-South articles, many condensed from the ‘Confederate Veteran’ magazine, which will also help to destroy the negative view often given about our Southland.

Early this past year the H.O.C. began creating full-color four-page broadsides titled, ‘Southern Defender.’ We have inserted into the ‘Confederate Veteran’ magazine samples of the ‘Southern Defender.’ This broadside is intended for use by SCV camps and members to assist them in providing the general public a positive view of the South. These broadsides are suitable for insertion into local daily or weekly newspapers, handing out at camp events, or just “dropped” at any waiting room. The purpose of this effort is to inform the general public that they have a right to be proud of their Southern heritage and inform the public who the Sons of Confederate Veterans are and how to contact the SCV.

At least six times a year, barring any Corona-type “epidemic,” the Confederate Legion initiates a “Special Ops Counter-Attack” on these subjects: February, ‘Southern Diversity,’ April, ‘Confederate Veterans are American Veterans,’ June, ‘July 4<sup>th</sup> and American Secession,’ August, ‘The South and the Constitution,’ October, ‘America’s First Thanksgiving,’ and December, ‘Christmas in Dixie.’ The Confederate Legion will continue creating and running radio ads to highlight these events as well as produce new videos to support the theme of the

Special Operations. As during the past eighteen months, SCV camps will continue being contacted and asked to participate in these events by buying radio time for ads in their local community, download and mail letters to various community political leaders, religious leaders, and civic organizations. These letters have a dual purpose of informing them about the ongoing SCV promotion and reminding these civic leaders that we are active in our community. As has been pointed out in several ‘Forward the Colors’ articles in the *Confederate Veteran* magazine (January-February, 2020), the SCV is a well-kept secret in most communities, even among politically active citizens. A well-kept secret cannot be a strong bulwark against the South’s neo-Marxist enemies. In short, there are two objectives of this effort: One is to inform our fellow citizens that the SCV is in their community and will defend our heritage and rights. The second objective of this “take back the narrative” effort is to inform the average Southerner that regardless of what the History Channel or some media “talking-head” is saying about their Southern heritage and history, there is another much more positive side of this story. Remember, if we of the SCV do not tell our story and do so in a manner that “John Q. Public” can hear and understand it, the only narrative they will hear is the neo-Marxist lies. Once one generation is raised upon that anti-South narrative, the SCV and all we have accomplished will be stigmatized as “hate rhetoric.” When our enemies complete their task of painting our ancestors as loathsome neo-Nazis, all that we have accomplished up to now will be lost. Only our positive action now can thwart and therefore prevent this repugnant situation from becoming the South’s “new reality.”

One of the most often heard negative comments about SCV’s “take back the narrative” effort is that since our enemies own all forms of information, our little efforts cannot possibly be successful. Fortunately for the SCV, we hold the “home field advantage.” Every empire understands that once a nation has been defeated and incorporated into the empire, the empire can only maintain its control via continuous armed suppression of the population—a very costly and time consuming effort—**or** it must indoctrinate the population every day with the empire’s narrative of why the conquered people are “better off” as subjects of the empire. The said indoctrination has to be continuous because the population has an inherent love of family and place. Therefore, any small recognition of past freedom and glory must be stifled. It is the peoples’ natural love of family and place that gives them the “home field advantage.” As everyone understands, even a small candle can shatter darkness. We, the members of the SCV can provide that

candle of truth that will not only scatter but destroy neo-Marxist darkness. But we must light the candle!

The Charge given to the SCV by General Stephen Dill Lee is easy to understand. In no uncertain words, General Lee committed the SCV to the “vindication of the cause for which we fought.” As time goes on the methods of “vindication” have changed. In the early 1900’s vindication took the form of recording history and raising memorials to the Confederate Veterans. That was over 100 years ago. In 1906, when General Lee gave us our Charge, virtually all Southerners and most Americans, including the Federal government, respected the old Confederate veterans—there were no neo-Marxists attacking Southern history or Confederate Veterans. Times have changed, therefore, the way in which the “vindication” of our heritage must adjust to current events and enemies. This is why the SCV’s ‘Southern Victory Campaign’ was initiated. The ‘Southern Victory Campaign’ includes not just funding or assisting in funding legal maneuvers and raising Confederate flags and monuments but more importantly, informing and inspiring the Southern public about the truth of their history and heritage. What good will it do to raise a flag if no one understands the true meaning of that flag? If we allow our enemies to paint our flag as a symbol of hate, racism, and treason, no amount of flag raising and/or waving will change the public’s mind. Thus, every SCV camp must become active in the following areas of “vindication” or our heritage and rights will be lost.

The following are some of the “tools” that the Heritage Operations Committee has established to assist SCV camps in their efforts of “vindication of the cause.” These “tools” are not designed to replace other worthy programs of SCV camps such as living history, cemetery maintenance, and Hunley Awards. The following “tools” are designed to increase the general public’s knowledge about Southern heritage and the SCV:

1. Radio Ads: Camps can download one-minute radio ads at our MDGA web site and buy time on local radio station. Also, camps or brigades can partner with the C. L., as money permits, to purchase additional ad time.
2. Southern Defender: Camps can purchase at cost copies of the ‘Southern Defender’ for distribution at gun shows, living histories, placement in local newspapers, or simply placing in every waiting room in their area. Division or camps may want to order customized copies of the ‘Southern Defender’ that tells the story of their State or local area.

3. Sample letters: Download sample copies of letters to local civic and political leaders during one of many SCV Special Ops Counter-Attacks. These letters are designed to notify civic and political leaders that the SCV is actively promoting a positive view about Southern heritage. We call this “increasing the SCV’s social footprint” in the community. The political establishment will take notice.
4. Pro-South videos: Available on MDGA. These videos can be shared or placed on SCV Camp/Division web sites and social media platforms. Each camp member should “share” these videos on their social media. If a camp member does not have a social media account, he should ask a family member who does have such a platform to place said video on their social media site.
5. Commander’s Comment: At each SCV Camp meeting members should be reminded that every month the Commander-in-Chief and Chief of Heritage Operations will host a Commander’s Comment video. This video will help keep the membership informed on what is going on in the SCV. We are currently looking into a way to have a question and answer forum in the future—more to come on this as we progress.

These tools have been in place for at least 18 months. If the membership will take advantage of these tools, the SCV can begin the process to “take back the narrative.

The SCV can win this battle but it must think and act as a 21<sup>st</sup> century organization. For example, item number four (4) listed above explains that numerous pro-South videos have been created by the C. L. and placed on our MDGA web site and social media. Tracking the number of “hits” these videos receive demonstrates that these videos are seen by approximately 1200 people a month. This organization has around 30,000 members. If even one-half of the members would view these videos and share these videos on their web sites and social media, the SCV would be sending our pro-South message to hundreds of thousands of non-SCV members. This simple action costs the SCV and its members NOTHING. Not only are we countering the negative view of the South, we are letting people know that the SCV exists and is active—from these new viewers, we will gain new members. Our enemies do this all the time—they live and act in the 21<sup>st</sup> century. These tools, videos, radio ads, Southern Defenders, and much more are made possible by the membership fee and donations of Confederate Legion members. If only 10% of SCV members would join the C. L., the SCV

could have a voice and impact across the South that could not be ignored. Ten percent of SCV membership is approximately 3,000 men. How close is the SCV to having this type of impact upon our society? At this date we have only 2% of SCV membership working with the C. L. to vindicate the Cause of the South.

Gentlemen, it is my sincere belief that if we do not increase this effort to take back the narrative, nothing of true Southern history will be safe from the hands of the anti-South bigots. Neo-Marxists are earnest in their desire to eradicate all vestige of the Old South. If our children and grandchildren are to grow up with a truthful understanding of our ancestors noble Cause, we must act and do so in ways that will baffle and destroy our enemies.

Deo Vindice,

Walter D. (Donnie) Kennedy

Chief of Heritage Operations, SCV