Executive Order 12985—Establishing the Armed Forces Service Medal
January 11, 1996

By the authority vested in me as President by the Constitution and the laws of the United States of America, including my authority as Commander in Chief of the Armed Forces of the United States, it is hereby ordered as follows:

Section 1. Establishment. There is hereby established the Armed Forces Service Medal with accompanying ribbons and appurtenances, for award to members of the Armed Forces of the United States who, on or after June 1, 1992, in the opinion of the Joint Chiefs of Staff: (a) Participate, or have participated, as members of United States military units in a United States military operation in which personnel of any Armed Force participate that is deemed to be significant activity; and
(b) Encounter no foreign armed opposition or imminent hostile action.

Sec. 2. Approval and Award. The medal, with ribbons and appurtenances, shall be of an appropriate design approved by the Secretary of Defense and shall be awarded by the Secretary of Defense and the Secretary of Transportation with respect to the Coast Guard when it is not operating as a service in the Navy, under uniform regulations, as prescribed by the Secretary of Defense. The regulations shall place the Armed Forces Service Medal in an order of precedence immediately before the Humanitarian Service Medal.

Sec. 3. Criteria. The medal shall be awarded only for operations for which no other United States service medal is approved. For operations in which personnel of only one Military Department or the Coast Guard participate, the medal shall be awarded only if there is no other suitable award available to the department or the Coast Guard. No more than one medal shall be awarded to any one person, but for each succeeding operation justifying such award a suitable device may be awarded to be worn on the medal or ribbon as prescribed by appropriate regulations.

Sec. 4. Posthumous Provision. The medal may be awarded posthumously and, when so awarded, may be presented to such representative of the deceased as may be deemed appropriate by the Secretary of Defense or the Secretary of Transportation.

William J. Clinton

The White House,
January 11, 1996.

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NOTE: This Executive order was released by the Office of the Press Secretary on January 13, and it was published in the Federal Register on January 18.

Remarks to American Troops at Aviano Air Base, Italy
January 13, 1996

The President. Thank you very much. Good morning.

Audience members. Good morning.

The President. I know it's early, but we can do better than that. Good morning.

[Laughter]

Minister Corcione, Ambassador Bartholomew, our distinguished Italian hosts and guests, General Joulwan, General Ryan, Colonel Wald, Chief Myers, Colonel Moody, Aviano families, and to the men and women of Operation Decisive Edge. Let me begin by thanking the Colonel for that fine welcome and thanking all of you for making me feel so welcome. I am very pleased finally to have a chance to come here to Aviano and to see you. And since it's so early, I may be more pleased to see you than you are to see me. But I'm glad you came out anyway.

I thank you for giving me the chance to meet you and to tell you how important and how appreciated your work is. What you and our allies are doing here and in Bosnia is the difference between a war that resumes and a peace that takes hold. You are giving people who have suffered so very much a chance to enjoy the blessings of a normal life. You are living up to the great traditions of