



Spring 2003



Air Force Public Affairs Alumni Association member Lt. Col. Ed Worley monitors a newscast while deployed at a combined press information centers in the U.S. Central Command Area of Responsibility. Brig. Gen. Ron Rand, SAF/PA, talks about current PA operations in a story on Page 10. (Photo by Capt. Danni Burrows)

Five vie for seats available during AFPAAA elections

Five seats on the Air Force Public Affairs Alumni Association Board of Directors will be up for grabs during elections currently underway.

Linda Arnold, Al Eakle, Mike Gannon and **Dave Smith** will seek reelection to another two-year term. **C.B. Kelly** is seeking his first term on the board.

Larry Greer, John Gulick, Jim Hart, Jim McGuire, Charlie Powers and **Joe Purka** are not up for reelection this year.

Work commitments forced current Vice President **Rick Fuller** to resign his office. He will continue to serve out his term on the board until July 1.

Under the rules of succession, **Gannon** has moved up into the vice president's position and will become president if reelected.

Powers was elected by the present board to serve as secretary. He will become vice president July 1.

Smith will become chairman of the board if reelected.

Terms for the five vacancies begin July 1, 2003.

For the first time, full members will have one of two options when voting this year.

A ballot of candidates will be posted on the Association's web site at www.afpaaa.org. Full members will be able to vote and submit their ballot online.

For those who prefer to submit the paper version, a ballot is available on Page 8 of this issue of the newsletter.

Special Nellis tour highlights AFPAAA's Las Vegas meeting

by Lt. Matthew Fuller
Air Warfare Center Public Affairs

Attendees at Air Force Public Affairs Alumni Association's 10th annual meeting and reunion will get to take a special behind-the-scenes tour of Nellis AFB, the "Home of the Fighter Pilot" on Friday, May 1.

Nellis, a unique part of the Air Combat Command, is the Mecca of advanced combat aviation training.

The base's all-encompassing mission is accomplished through an array of aircraft: A-10, F-15C, F-15E, F-16, RQ-1 Predator unmanned aerial vehicle, HH-60G com-

bat search and rescue helicopters, and the Air Force's newest front line air supremacy fighter – the F/A 22 Raptor.

One of the primary units carrying out this training is the 414th Combat Training Squadron, also known as Red Flag.

Red Flag is an exercise that occurs four times a year to provide realistic combat training to pilots, because actual combat is not the ideal situation for training aircrews.

During the average year, more than 1,200 aircraft fly more than

Registration for this year's annual meeting in Las Vegas May 1-3 is currently underway.

Members have two ways they can register for the annual event: on-line through the the Associations website at www.afpaaa.org or by completing the application on Page 5 and mailing it in.

Advanced registrations must be in by Apr. 11.

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Hermann has brief career on B-29 crew

by Chuck Lucas

Bob Hermann's brief career as a B-29 aircrew member was curtailed by an automobile accident in the early 1950s. He used 10 months' hospitalization to complete a Personnel Officer's course and earned a directed-duty assignment to RAF Weathersfield, England. An already entrenched Personnel officer said **Bob's** degree in English and Political Science qualified him for the vacant Information officer's slot.

He moved on to 12th Air Force in 1957 as Community Relations chief and then to USAFE headquarters as a press officer. He was a command briefer and wrote contingency plans.

"I learned that if you really want to be prepared in a contingency, get your requirements in the operations plan...when the operations plan is executed, they will follow it exactly...if you (wait) until the contingency is in operation and say, 'hey, we need this and we need that,' forget it."

The USAFE experience laid the groundwork for planning assignments the rest of his 30-year career.

He became the Air Force's first "program information officer," initially in the Manned Orbiting Laboratory (MOL) program and later with special assignments with the C-5 and F-15 aircraft programs.

Hermann was among the initial cadre in the Public Information Office of the newly named Air Force Systems Command.

"The command structure was such that most of the public affairs work was done by a few people who were not public affairs people." The commander "had a group of officers who

were the primary movers of everything that happened in the command."

He was at Cape Canaveral for **John Glenn's** launch. There was no press facility at the cape. **Lt. Col. Shorty Powers** was the NASA spokesperson.

"He held news briefings in the Satellite Motel."

Col. Bill Coleman, director of Information at nearby Patrick AFB "built the first small press site for the initial launches and later designed the larger one. NASA built the facilities they have today."

Returning from the masters degree program at Boston University, **Hermann** joined SAF/OI as chief of the Space and Research Branch and learned about the MOL program. Recalling the difficulties encountered at Cape Canaveral in handling the news media, he wrote "...we are going to have a great task in the information field and we better start thinking about it now and planning before we get to the launch pad."

The memo reached Gen. William Evans, MOL program director in the Pentagon. Hermann was first assigned to the project as an additional SAF/OI duty. When jurisdictional questions arose, he was assigned to the MOL office.

"I ended up really working the entire Air Force space program."

"It's interesting to note that as we moved along in the program, we went to Air Force people who had gone to NASA and said, 'How about coming back and helping us since you've had this experience.'"

Col. Frank Borman was

receptive.

"The others said, 'forget it.' They were living well, doing their thing." "We moved along and program costs were up to about \$ 3 . 2 billion...finally DoD said, 'No go.'"

Hermann returned to SAFOI and was soon tapped for another special assignment. **Gen. Jack Merrell**, commander of the Air Force Logistics Command, asked SAF/OI to look at his Information program.

"No one's ever done this before." **Hermann**, along with representatives from Internal and Community Relations, went to Wright-Patterson AFB, Ohio.

They asked **General Merrell** how he viewed his Information program.

"I believe this is the most important aspect of whether you're going to be successful. This took him aback." "We do all this support stuff and we don't get any accolades. Nobody wants to be assigned to the command. We're not getting our share of promotions. Nobody understands or knows what we're doing and how important it is."

General Merrell messaged Air Materiel Center commanders that the SAF/OI trio had carte blanche access to all AFLC operations.

The final report was well received and **Maj. Gen. H. L. Hogan**, SAF/OI director, was "on cloud nine. We just have to talk sensibly to the people who are



managing things and who are responsible for things and not give them a bunch of (BS)."

Vietnam was next and "it was the worst year of my career. I thought it was the most mis-managed public affairs situation. I will never understand the State Department public affairs operation.

"My job (at MACV) was setting up the daily briefings and handling the statistics."

Hermann returned to AFSC as chief of Public Information.

His reputation with the MOL program earned him a similar role with the C-5 program. **Gen. George S. Brown**, AFSC commander, arranged for **Hermann** to meet with **Secretary Robert Seamans**, who designated Hermann as his C-5 representative.

Brig. Gen. Warner Newby, the program director, acted like "I'd brought him a reprieve from a death sentence...we became really great partners." Hermann sought "to get the news media off the backs of people... My job, as I saw it, was to report our side of the story...and to be very straight forward and up front."

Hermann, now a colonel, joined SAFOI's Public Information Division at the time **General Brown** became chief of staff.

Since his retirement as SAF/OI's deputy director in 1980, **Hermann** has found new interests in art in a variety of media. He and his wife, **Pat**, live in Frederick, Md.

This column is a feature on stories from the Air Force Public Affairs Alumni Association's Oral History program. The author can be reached at: clucas5@junio.com

Enlisted assignments driven by overseas needs

by CMSgt. Mike Devine

Chief, Enlisted 3H and 3N Assignments

In the winter issue, Maj. Bruce Sprecher detailed the active duty officer portion of the Triad.

The spring issue provides a similar overview of the active enlisted force, including print journalists, broadcasters and the band.

Enlisted assignments are normally driven by overseas requirements, with people moving only to and from overseas. Overseas jobs are advertised on the *Enlisted Quarterly Assignments List*.

All enlisted assignments are based on pre-determined objective criteria that provides visibility, fairness and consistency.

The goal is to fill mission priorities in the most fiscally responsible way, using the fewest number of moves possible.

Normally, enlisted members only move CONUS-to-CONUS under specific circumstances, such as to fill special-duty jobs that have been advertised on *EQUAL Plus*, or another special program, such as join-spouse or humanitarian.

As the functional representative for the Triad at Air Force Personnel Center, one of my primary responsibilities is equitable manning among the major commands.

This means keeping "must fill" jobs full and then allocate personnel to keep each major command manned at the same level, based on overall manning authorizations within each grade/skill level.

Another way to look at it is while Major Sprecher and Mr. Neil Talbot (who handles civilian assignments) focus on filling specific individual positions, I work with numbers for the entire MAJCOM, not at a single location.

In the late 1980s the Air Force had 121 major bases, 119 minor bases and 409,000 enlisted authorizations.

By 1998 the Air Force downsized to 87 major bases, 86 minor bases, and about 300,000 enlisted authorizations.

Like every other career field, PA Triad enlisted authorizations were adjusted down to only 513 as the Air Force mission got smaller.

In February 2003, the enlisted PA force

is a little larger, and at the top of the pyramid are the best of the print and broadcasting ca-

Top Two		
Grade	Auth	Asgn
Chief Master Sgt	11	10
Senior Master Sgt	24	17
Total	35	27

reer fields.

All of the chief master sergeants are managers at different headquarters.

The senior master sergeants are spread around the world as PA superintendents at headquarters and wing PA shops as well as serving as broadcasting detachment chiefs and instructors.

The next promotion list for senior master sergeant will be released in March, so these numbers should improve.

Print Journalists		
Grade	Auth	Asgn
Master Sgt	100	98
Technical Sgt	105	105
Staff Sgt	134	118
Senior Airman	99	54
Airman 1st Class	49	83
Total	487	458

Five years ago, the nine-level manning was only 57 percent.

On the print side efforts at SAF/PA and by many supervisors at all levels during the past few years have resulted in increased retention and very good manning.

The career field is still challenged by requirements that place about one-third of PA enlisted jobs in special duty locations or shallow-manned (one- or two-deep) positions, which means a number of our most talented NCOs are not in wing-level public affairs offices.

During FY 2003, we hope to add 50 non-prior service print journalists to the Triad. It's tough to grow, however, 100 master ser-

geants from 49 airmen.

That means we are still actively recruiting personnel from other AFSCs who meet the criteria to re-train into PA.

But unlike past years, we are hand-picking senior airmen and staff sergeants who will have several years experience when they are senior NCOs.

Five years ago, our three-level manning was 140 percent, five-levels were at 108 percent and seven-level manning was at 80 percent.

Today, our seven-level manning is at 99 percent and almost everyone is fully-qualified with years of PA experience. Our five-level manning is low at 74 percent, but when you see that our three-level manning is 169 percent, you can stop holding your breath.

Training is still at DINFOS at Ft. Meade Md.

The Basic Public Affairs Specialist-Writer course lasts 12 weeks. The course includes instruction in:

- The theory, concepts and principles of community relations;

- Introduction to research methods;

- Fundamentals of print journalism to include acceptable media English as it applies to newswriting with emphasis on style, format and techniques;

- Newspaper feature leads, headlines, copy structure and organization, news stories, instruction unique to each military service;

- Newspaper production, layout and design;

- Basic operation of the digital camera, photojournalism skills;

- and writing for radio broadcast.

As I stated earlier, enlisted assignments are driven by overseas moves.

In 2003 there were 93 overseas print journalist requirements.

While about one fifth of our enlisted

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This article is the second in a three-part series on the state of the public affairs career field.

In the Summer issue of the newsletter, Mr. Neil Talbot, will discuss the civilian side of the career field.

The President's Pen

by David Smith

Dear Friends

As issues of the AFPAAA Newsletter go, this one ranks among the most important of the year.

First, please vote for the candidates of your choice in the board of director's election and send the ballot back to us.

In this issue, you will find a member survey and a URL for the survey website (<http://www.afpaaa.org/survey.html>).

If you have access to the internet, I recommend the online survey, it is quick, easy and inexpensive.

This is our second survey; the first was conducted in November-December 1995 and continues to be a point of reference for the board of directors.

Because we have grown substantially since then, now seems a good time to poll all of you to help us with our roadmap for our association's future.

In 1995, we had a 63 percent return rate on the survey—please help us do better than that this time!

Register for the 2003 AFPAAA Annual Meeting!

If my timing is right, you should



Association President David Smith can be reached at: dsmith@afpaaa.org

be reading this around mid-March and if you haven't registered to join our happy throng in Las Vegas May 1-3 for another exciting, entertaining and darned informative annual meeting, please do so real soon.

John Gura and his crew are putting together an interesting visit to the Nellis Air Force Base area.

For online registration information go to <http://www.afpaaa.org/> and check out our website.

I am writing this letter in mid-February; there are many volatile events happening in our world at this moment:

The war on terrorism continues.

Though it seems on backburner at this moment, our forces are deploying throughout the Arabian Gulf region to ensure the despot of Iraq complies with United Nations resolutions.

The North Koreans seem to be thumbing their nuclear nose at the world—the United States in particular.

Brig. Gen. Ron Rand, SAF/PA, has gathered a team of PA officers, enlisted and civilians and begun deploying them with our forward-based forces.

Many more are poised to join them.

We continue to see public affairs professionals deployed to the steady-state locations.

I urge you to keep our deployed brothers and sisters in your prayers.

See you in Las Vegas!

Dave Smith



The Air Force Public Affairs Alumni Association newsletter is published quarterly for members of the Association. Online subscriptions are available at www.afpaaa.org

MEMBERSHIP INFORMATION

Individuals who have ever served, or are currently serving, in Air Force Public Affairs, an Air Force Band, or as an Air Force Broadcaster, military or civilian, on active duty, or in the Guard or Reserve.

MEMBERSHIP CATEGORIES

Full members- former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, retired or separated. **Associate members**- current or former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, still in service. **Adjunct members**- spouses, widows or widowers of those eligible to be Full or Associate members. **Affiliate members**- a limited number of persons not eligible for membership under any of the above categories may become a member upon favorable recommendation by the Membership Committee and approval by the Board of Directors (U.S. Citizens only).

CHANGING CATEGORIES

Members may change categories at any time as circumstances permit. They must notify the Membership Committee of their new status.

MEMBERSHIP RATES

\$300 for life membership (payable in four monthly \$75 installments). \$25 for one-year membership (full, adjunct and affiliate). \$50 for three-year membership (full, adjunct and affiliate). \$10 for one-year membership (associate). \$20 for three-year membership (associate).

MEMBERSHIP APPLICATIONS

Available at www.afpaaa.org Completed forms and check or money order should be sent to: **Air Force Public Affairs Alumni Association, P.O. Box 540, Fairfax, VA 22030-0540.**

OFFICERS & BOARD OF DIRECTORS

Chairman of the Board: Joe Purka

President: Dave Smith

Vice President: Mike Gannon

Secretary: Charlie Powers

Treasurer: Jim Hart

Board Members: Linda Arnold, Al Eakle, Rick Fuller, Larry Greer, John Gulick, Jim McGuire

Ex Officio Board Members: Mike McRaney and John Gura

COMMITTEE CHAIRS

Annual Meeting '03 - John Gura

Communications/Newsletter - Al Eakle

Development - Joe Purka

Finance - Jim Hart

Membership - Neil Buttmer

Nominating - Kathy McCollom

Oral History - John Gura

PA Memorial - Ed Johnson

Special Events - Jim McGuire

Web Site - John Gura

Officers, Board members and Committee Chairs can be reached on email by typing first initial/last name@afpaaa.org

AFPAAA Membership Survey

1. What is your current status?

(Please check all that apply)

- Retired USAF
 Retired USAFR/ANG
 Active USAF
 Active USAFR/ANG
 Separated USAF
 Separated Civilian Employee
 Current Federal Civilian Employee
 Retired Federal Civilian Employee

2. What is/was your active duty status?

- Enlisted
 Officer
 Civilian

3. How old are you?

- 18-25
 26-40
 41-50
 51-60
 61-70
 71 or older

4. What is your gender?

- Male
 Female

5. Where do you currently live _____
(Please give state or overseas location)

5. During what conflict did you serve in theater? (Check all that apply)

- World War II
 Korea
 Southeast Asia
 Lebanon
 Grenada
 Southwest Asia
 Panama
 Bosnia
 Afghanistan
 None

Other: _____

6. How did you find out about the AFPAAA? (Check all that apply)

- Friends/PA associates
 AFPAAA literature
 Info provided at meetings/

conferences

Other _____

7. Why did you join AFPAAA?

- Stay in touch with friends/associates
 Keep up with current USAF/PA issues
 Other _____

8. Please rank the following AFPAAA programs/services in the order of importance to you. (1=Most important, 10=Least important)

- AFPAAA website
 AFPAAA annual meeting
 AFPAAA newsletter
 Oral history program
 AFPAAA membership directory
 Job search program
 AFPAAA bookstore
 Financial grants to attain PRSA and IABC accreditation
 PA career field badge presentation to DINFOS graduates
 Annual Best of the Best award presented to top performer in USAF Public Affairs

9. Have you ever attended an AFPAAA annual meeting?

- Yes No

10. If you have attended an AFPAAA annual meeting, what is the primary reason for your participation?

- See old friends
 Networking
 Tours and visits
 USAF briefings and updates
 Other: _____

11. If you have not attended an AFPAAA annual meeting, what is the primary reason you did not attend?

- Cost of travel
 Cost of hotel
 Cost of registration
 Conflicts with my employment
 Don't like the tours/visits

Don't like the USAF briefings/updates

I have no interest in attending

Other _____

12. In which region of the US would you most prefer AFPAAA annual meetings be held?

- East coast
 West coast
 Midwest
 Mountain west
 No preference
 Other: _____

13. Would you attend an AFPAAA annual meeting if it were held at an overseas location?

- Yes No

14. During the 2002 annual meeting, the Board of Directors was tasked with reopening the name change issue. Do you want the AFPAAA Board of Directors to reopen discussions about the organization's name?

- Yes No No preference

15. During the 2002 annual meeting, there was discussion about the current AFPAAA logo. Do you want the current logo changed?

- Yes No No preference

16. Are there any other issues of concern to you? Please explain

17. What is your name?

(Used only to confirm AFPAAA membership)

Save a stamp, complete the survey at www.afpaaa.org.



Schedule of Events

(NOTE: Listed activities and times are subject to change.)

Thursday, May 1

Noon-5 p.m.	Registration, hotel lobby
5-8 p.m.	Icebreaker reception at the hotel
6-8 p.m.	Complimentary Happy Hour
8 p.m.	Open

Friday, May 2

6:30-8:30 a.m.	Free cooked-to-order breakfast
8:30 a.m.	Board bus for Nellis AFB
9:00-11:30 a.m.	Nellis AFB tour <ul style="list-style-type: none"> •Air Warfare Center •F/A-22 •Threat Training (MiGs, tanks, air defense, etc)
11:30 a.m.-1:00 p.m.	President's Luncheon, Nellis Club
1:00-3:30 p.m.	Nellis tour continues <ul style="list-style-type: none"> •Predator tour (simulator) •Flightline tour •Thunderbirds

Evening options include: Attend major show on the Strip; Hoover Dam and Lake Mead dinner cruise.

Saturday, May 3

6:30-8:30 a.m.	Free cooked-to-order breakfast
8:30-11 a.m.	Sessions are 50 minutes with 10-minute breaks
8:30-9:30 a.m.	Hot Spots (Tales from the front)
9:30-10:30 a.m.	Phoenix Readiness (Red Flag for PA's)
10:30-11:30 a.m.	Information Warfare (What is it?)
11:30 a.m.-1:00 p.m.	Director's Luncheon in the hotel
1:30-3:00 p.m.	Annual membership meeting (afternoon free following the meeting)
3-5 p.m.	Board of Directors Executive Meeting
6 p.m.	Membership reception at the hotel
7 p.m.	Banquet, poolside at the hotel



LOCATION PICKED- Embassy Suites in Las Vegas will be the site of the Air Force Public Affairs Alumni Association's 10th annual reunion May 1-3, 2003. .

Planning starts for 2003 event

Planning is underway for the Air Force Public Affairs Alumni Association's 10th annual reunion May 1-3 in Las Vegas.

The 2003 event will be held at the Embassy Suites, located 1.5 miles from the Las Vegas "Strip", and across the street from the Hard Rock Hotel and Casino.

Embassy Suites offers a living area and separate bedroom.

The room rate is \$132.00 per night plus tax. The rate includes a free cooked-to-order breakfast, and complimentary cocktails later in the day.

The regular rate for that time of the year is \$179.00 per night.

The special rate offered to AFPAAA members applies three days before and three days after the May 1 to May 4, 2003 meeting. Room and rate availability can't be guaranteed after April 9, 2003.

Check in time is 3 p.m.

Free parking and free airport shuttle service is also available.

To make reservations call the hotel directly at (702) 795-2800 or Embassy Suites central reservations at 1 (800) 362-2779. Individuals should identify themselves as being with the Air Force Public Affairs Alumni group.

AFPAAA 10th Annual Meeting and Reunion Registration

Las Vegas, Nevada- May 1-3, 2003

(Please type or print)

Name: _____ Phone: () _____

Name(s) You Want on Badge: _____

Fax: () _____ Email: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Spouse/Guest Name(s): _____

Retired
Active Duty
Reserve/Guard
Other

Staying at Embassy Suites
Yes No

Arriving (Date)

Table with 4 columns: REGISTRATION TYPE, NUMBER, COST, TOTAL. Rows include Member registration, Non-member registration, Spouse/Guest registration, President's Luncheon, Director's Luncheon, and Membership Banquet.

TOTAL # OF REGISTRATIONS: TOTAL ENCLOSED: \$

*If registering as 1,2,3 or 6 above, please select Banquet and list how many in brackets

A. Chicken B. Beef

Advance Registration must be received by COB Friday, April 11, 2003

Note: Registration fees increase by \$25.00 after April 11, 2003

Make check payable to: Air Force Public Affairs Alumni Association and mail to: HomeSafe Inc., ATTN: AFPAAA, 24662 Redlands Blvd, Loma Linda CA 92354

For more information about AFPAAA's 10th annual meeting go to: www.afpaaa.org

Special Requirements, if any

Candidates for election to board of directors

Linda Arnold was appointed to the AFPAAA Board of Directors to fill an unexpected vacancy last year.

She is a retired CMSgt who served more than 25 years as a broadcaster.

Her military assignments include Thailand, Turkey, Berlin, Italy, Japan and DINFOS.

She retired from AFNEWS in August 1997 where she was the Chief of Broadcasting for Air Force Broadcasting Service.

Since retirement, Linda does public relations consulting work in the San Antonio area.

Al Eakle is seeking reelection for a second term on the Air Force Public Affairs Alumni Association Board of Directors. He currently serves as Communications chair and edits the Association's quarterly newsletter.

He enlisted in the Air Force in Aug. 1972, spending his entire active duty career in the information/public affairs career field.

His stateside assignments included California, Colorado, Montana, Nevada, and North Dakota. Overseas he served in Germany, Thailand and the United Kingdom. His last active duty assignment was at Nellis AFB, Nev. While there he served a special duty assignment with the Thunderbirds as their air show coordinator.

Following that assignment he remained at Nellis and transferred to the USAF Weapons and Tactics Center Public Affairs Office as superintendent. While there, he also served two separate temporary duty assignments in Saudi Arabia.

He retired from active duty as a master sergeant in May 1993.

He began his civil service career in May 1995 with the Department of Interior at Hoover Dam, where he was a tour guide and later customer service manager/supervisor.

He transferred to the Depart-

ment of the Air Force in October 2000. He worked as a public affairs specialist with an Air Force Reserve unit in Minneapolis-St. Paul.

In Nov. 2001, he was the first retired active duty PA NCO to join the Air Force Reserve under a program which allows active retirees to serve in the reserve and continue to draw retired pay.

He began his present job in July 2002, when he transferred to Wright-Patterson AFB, Ohio. He is the public affairs officer for the 74th Medical Group at the Wright-Pat Medical Center.

He continues his reserve affiliation with the 934th Airlift Wing, based in the Twin Cities, where he serves as the NCOIC of public affairs.

He is a life member of the AFPAAA, Thunderbird Alumni Association, Air Force Sergeants Association, and Veterans of Foreign Wars, as well as member of the Air Force Association and American Legion

Mike Gannon has served as a board member of the AFPAAA since July 2001 and currently serves as Secretary. He is the Director of institutional and Academic Affairs at the Defense Information School at Fort Meade, Maryland. He assumed this position in October 2002, after serving for two years as the Director of Instructional Support at the School.

He retired as a Lieutenant Colonel in June 1995 after 24 years of active duty. His last assignment was as the Chief of the Air Force Press Desk.

During that assignment he deployed to Somalia for six months as the deputy director of the Joint Information Bureau, Joint Task Force Somalia. Prior to his Pentagon assignment he had served as the Chief, Media Section, Public Information Office at Supreme Headquarters Allied Powers Europe (SHAPE), in Mons, Belgium.

Other assignments included

public affairs positions in the Air Force Reserve Public Affairs Office in the Pentagon; as deputy director of public affairs for the US Readiness Command, and then later the US Special Forces Command at MacDill AFB, Florida; Headquarters Pacific Air Forces; 5th Air Force in Japan; Randolph AFB, Texas, Lackland AFB, Texas, and Bergstrom AFB, Texas.

He has an undergraduate degree in Journalism from South Dakota State University and a Masters Degree in Communications from the University of Oklahoma.

He currently serves as an Adjunct Associate Professor in Journalism/Communications for the University of Maryland, University College where he has taught for 12 years.

C.B. Kelly, a lifetime member of AFPAAA, was born in Cohoes, NY on Sept. 23, 1931.

After high school in Freeport, N.Y., he attended Manhattan College, graduated from Providence College in 1953 and entered the Air Force through the Aviation Cadet Program.

His first assignment after Navigation Training was to be one of 72 Junior Assistant Tactical Officers, the ersatz upper class, at the start-up of the Air Force Academy.

Assignments with MATS and a three-year tour at Lajes Field in the Azores were followed by AFROTC duty at Georgetown University where he headed the AFROTC detachment as a captain. All 186 of the other AFROTC units in the nation were commanded by colonels.

He entered the Information career field at AFROTC Headquarters at Maxwell AFB as the head of the AFROTC Office of Information.

In 1969 he was Chief of Information at Tuy Hoa and from there went to SAF/OI Public Information at the Pentagon. While there in after duty hours he acquired a Masters Degree in Public and Government Relations.

He served the final three years of his Air Force career as chief of the SAF/OI Los Angeles Office.

He retired in 1978 to join the Atlantic Richfield Company where he headed their Design, Audiovisual, Graphics, Television, Motion Picture and Photographic departments for fifteen years.

He is married to Arlene and together they have seven children and eleven grandchildren most of whom live within an hour's drive of their home in Pasadena, CA.

David Smith is a founding life member of AFPAAA and currently serves as Association president.

He retired from the Air Force in 1995 as a chief master sergeant with more than 30 years service.

While on active duty he served in an information or public affairs capacity during assignments at Stewart AFB, New York; Ching Chuan Kang AB, Taiwan; Patrick AFB, Florida; Phan Rang AB, Republic of Vietnam; Ramstein AB, Germany (twice); Spangdahlem AB, Germany; Ellington AFB, Texas; Mountain Home AFB, Idaho; Kelly AFB, Texas; Offutt AFB, Nebraska; and retired from Langley AFB, Virginia.

Following his retirement he worked as a new and used car sales consultant for Hall Auto World in Newport News, VA. He returned to public affairs as a civil servant at McChord AFB, WA and served there and then at Lackland AFB, TX, as chief of community relations.

He has served as chief of media relations for Air Education and Training Command since 1998.

David remains happily married to his bride of nearly 37 years, Carolyn, and they have two daughters: Cyndi, and Chrissy,

His vision is for continued steady growth of our association, fun annual meetings and the warm fellowship of our members.

OFFICIAL BALLOT

The AFPAAA Board of Directors have 11 members who serve overlapping two-year terms. Five positions are open this year for a term of office beginning July 1, 2003 and ending June 30, 2005. Only Full Members in good standing may vote.

Candidate biographies are in the newsletter. Please place an X in the appropriate line. Candidates are:

_____ Linda Arnold

_____ Al Eakle

_____ Mike Gannon

_____ C.B. Kelly

_____ David Smith

_____ Write in (Please Print)

NOTE: Ballot envelopes are open only by official ballot counters. DO NOT enclose checks or other Association correspondence in the ballot envelope.

Only Full Members in good standing may vote. To help the counters verify your ballot please print and sign you name and date your ballot below.

Name (print) _____

Signature _____

Date _____

Please mail your completed ballot to:
AFPAAA Elections
P.O. Box 540
Fairfax, VA 22030-0540

To be counted ballots must reach the above address
by
Tuesday, Apr. 1, 2003

Full-Members may save both time and postage by voting online instead of mailing in a ballot. To vote online go to the Association's website at: www.afpaaa.org

Triad deploys to support ENDURING FREEDOM

by Brig. Gen. Ron Rand
Director of Public Affairs

Our Nation may soon call upon us to fight the war on terror on another front, to protect the United States and our many allies from weapons of mass destruction, and to defend America's freedoms.

Operation ENDURING FREEDOM has been like no other, with asymmetric warfare, an enemy often hiding in the shadows, and no big victory parades or grand medals ceremonies.

And telling the Air Force story throughout this global war on terror has also been different from anything we have ever done.

As you can expect, our career field's deployment commitment has increased greatly as the Air Force deploys units, aircraft and people to forward bases.

This deployment comes on top of steady state requirements in places like the Balkans, Turkey and Southwest and Central Asia.

Home-station operations are busier as the American people ask for more info about their men and women in uniform.

Public Affairs continues to be a hot capability with deployed commanders.

And as some of you may know, over the past several weeks we have been deploying more PAs and broadcasters to support current real-world operations, both with expeditionary wings and groups, and at combined press information centers (CPICs) throughout the U.S. Central Command Area of Responsibility.

The end result is we will have well over 100 PAs and broadcasters deployed at the same time — about 10 percent of everyone we have loaded in the Air and Space Expeditionary Force.

An important piece of the deployment mix is a Public Affairs operation at U.S. Central Command Air Forces (USCENTAF) in Southwest Asia, working directly for Lt. Gen. Moseley, the USCENTAF/CC and combined forces air component commander for U.S. Central Command — the CFACC.

This forward PA team — 14 people led by me — will have a single-minded focus of enabling and empowering Air Force people at all levels to tell the story of America's Air Force in the war on terror.

What this means is we will work host-nation issues to grant media access when possible.

We will work technology issues to ensure deployed PAs can send timely stories, photos, and video to home-station PAs and news media.

We will work with Information Operations to ensure there is synergy between our important missions.

We will advise commanders and decision makers and let them know how important it is to tell this story within the bounds of operations security.

We will push the envelope to show the world how relevant air and space power is in this 21st century.

This is the first time — going back to Operations DESERT SHIELD and DESERT STORM — that deployed Air Force commanders and PAs will have a strong headquarters and advocate right there in Southwest Asia.

This is a team of PAs who will work extremely hard to accomplish our mission, and carry on the legacy made by many members of the Air Force Public Affairs Alumni Association who came before us.

Godspeed to all of you, and God bless this great country of ours!

Nellis visit

Base tour includes stops at Thunderbirds hangar, Red Flag

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20,000 sorties while training nearly 27,000 personnel from all over the Air Force, Department of Defense, as well as several allied countries.

Not all pilot training takes place in the air however. Nellis is also home to the 547th Intelligence Squadron's Threat Training Facility (TTF).

In addition to providing intelligence support to the units at Nellis, this one-of-a-kind facility is also used to train aircrews from all over DOD on adversary threat equipment,

from anti-aircraft artillery to helicopters and tanks.

Always a popular stop, a "hands-on" approach to learning about the adversary threats is encouraged.

Today the TTF hosts tens of thousands of visitors a year from Boy Scouts to visiting Foreign Dignitaries.

A tour of Nellis would not be complete without a visit to America's Ambassadors in Blue, the Thunderbirds.

The team is celebrating their 50th anniversary this year. They have been entertain-

ing audiences in all 50 states as well as internationally since 1953.

During the average show season, they perform 40-60 shows for 25 million people.

Finally, Nellis is home to the only operational RQ-1 Predator squadrons in the Air Force.

The 11th and 15th Reconnaissance Squadrons which operate out of Indian Springs Air Force Auxiliary Field. Predators are quickly becoming world renowned for their role in Air Force Intelligence, Surveillance and Reconnaissance.

Triad enlisted numbers are good

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Broadcasters (3N0X2)		
Grade	Auth	Asgn
Master Sgt	28	27
Technical Sgt	32	44
Staff Sgt	67	57
Senior Airman	46	5
Airman 1st Class	27	16
Total	200	149

print journalists positions are overseas, more than 60 percent of our electronic journalists requirements are outside the continental U.S.

The broadcasting mission is still primarily overseas, with only 77 of the Air Force's 200 broadcasting requirements at Air Force and DoD locations in the CONUS.

The biggest challenge is keeping short tour locations manned because we do not non-volunteer members from one overseas location to another.

Many broadcasters volunteer for advertised long-tour locations rather than return to the CONUS, because those who return to CONUS locations that do not have controlled tours are almost always returned to overseas after 24 months.

They are usually assigned to short-tours, since those locations would otherwise go unfilled.

Five years ago, when DINFOS was moving from Ft. Benjamin Harrison to Ft Meade, the number of active duty broadcasters were temporarily increased and manning was very good, except for a shortage of seven-levels.

Today those young five-level NCOs have grown up and we have a shortage of five- and three-levels.

Because of training constraints at DINFOS during FY 2003, the broadcaster leg of the Triad is projected to only gain 13 non-prior service and five retrainees.

We expect the schoolhouse problems to be corrected in 2004 and hope to see twice or three times as many graduates as in 2003.

All potential broadcasters must pass the voice audition, be a citizen and complete the 12 week Basic Public Affairs Specialist-Broadcaster course.

This course provides knowledge/skills needed to assume the role of a military broadcaster in an AFRTS outlet or station.

Instruction is provided in:
Theory and principles of external and internal information;
Release of information to the public;
Research methods;
and complex instruction in radio and television operations, broadcast writing, voice and diction and the use and practical operation of the electronic news gathering system.

While both print and electronic journalists have to attend DINFOS, the third leg of the Triad comes into the Air Force as *mission ready technicians* with an impressive level of raw talent honed by years of training, prac-

Regional Bands		
Grade	Auth	Asgn
Chief Master Sgt	12	9
Senior Master Sgt	11	18
Master Sgt	48	80
Technical Sgt	72	105
Staff Sgt	126	172
Senior Airman	194	82
Airman First Class	136	116
Total	599	582

tice and experience.

There are 10 regional bands, eight CONUS and two overseas.

Each standard 60-member band is composed of 17 different *shreds* based on the member's instrument or specialty.

A major challenge to the assignment process for regional bands is limiting the short-notice loss of members since this can result in shutting down a band component if the instrument is critical.

To avoid short notice assignments, all 130 overseas band vacancies are filled through ads on *EQUAL Plus*.

This allows almost a year for CONUS regional bands to recruit a backfill from the

Premier Bands		
Grade	Auth	Asgn
Chief Master Sgt	21	20
Senior Master Sgt	39	37
Master Sgt	106	104
Technical Sgt	115	103
Staff Sgt	0	0
Senior Airman	0	0
Airman 1st Class	0	0
Total	281	264

civilian population or within the Air Force.

Members of one of the Premier Bands are unique for several reasons. First, there are only two premier bands, the USAF Band at Bolling AFB and the USAF Band of the Rockies at Peterson AFB.

Next, all members of a premier band hold the minimum grade of technical sergeant.

This means after leaving basic military training as an airman basic, that new member of the Triad signs into the USAF Band and sews on technical sergeant.

Members of the premier bands also have their own promotion system, outside of the weighted airman promotion system.

The major challenge to the assignment process for premier bands is finding qualified personnel to fill projected vacancies.

The pool of potential candidates includes all members of the regional bands, as well as civilian musicians and personnel who have separated from other services.

While these overall Triad numbers are good, we are sometimes the victim or our own success.

The better our people succeed at a very challenging mission, the more commanders want his or her very own experienced PA, broadcaster in the CONUS and while deployed.

The bands will continue to be a major community relations tool for commanders and a recruiting tool for the Air Force.

Who belongs to AFPAAA?

What AFPAAA services do members feel are valuable?

Why do people attend, or choose not to attend, the association's annual meetings?

These are just some of the answers the Board of Directors are looking for in order to better meet member's needs and desires.

Members can do their part by completing the membership survey on Page in the newsletter or save the price of a stamp and complete the survey on-line at <http://www.afpaaa.org/survey.html>.

It takes less than three minutes to complete the on-line survey and makes the tabulation of the results much easier.

All survey responses will be kept confidential, however, the member's name and E-mail address are required to verify AFPAAA membership.

Responses are needed no later than April 25 so results can be presented at the annual meeting in Las Vegas.

This is an opportunity to communicate preferences to the Board of Directors.

Six Association members were selected for promotion to colonel. Congratulations to **Christ Geisel, Art Haubold, Jerry Renne, Susan Strednansky, Ed Worley, and Charles E. Wynne.**

Seven AFPAAA members have been selected to advance to lieutenant colonel!

Congratulations to:

Lindsey J. Borg; Mark W. Brown; Laurent J. Fox; Andrew T. Gilroy; Jonathan P. Kennedy; Mary E. MacLeod; and Mark R. Phillips

Welcome to new members **Rick Nollenberger, Helen Elrod, Jerry Lobb, Jennifer Moore** and **Ric Kositzke. Bill Hubbard** and **Don Rhoads** upgraded to Lifetime members. We also were notified of the deaths of: **Law Allison** (June 14, 2002) and **Charles T. Van Vliet** (Nov. 3, 2002).

A former director of Public Affairs for the Air Force has joined the American Military University faculty and began teaching a graduate-level course on Risk Communication in February.

Retired Brig. Gen. **Ron Sconyers** is currently the president of *Vector Communications, LC*, which specializes in reputation management and risk communications.

The Risk Communication course introduces students to communication principles and tools required for successful "emergency risk communication."

Air Force Public Affairs Alumni Association members **Dave Shea** and **John Gulick** recently published the fifth edition of their acclaimed collaboration, "*Media Isn't A Four Letter Word, A Guide to Effective Encounters With The Fourth Estate.*"



The book provides practical advice for executives on ways to work effectively with the news media.

This new edition has been significantly revised and expanded to include perspectives from several prominent print and broadcast journalists.

Any member who buys the book at \$19.95 will have \$5.00 contributed in his/her name to the AFPAAA Endowment Fund. Secondly, copies can be order on line and with a credit card at mediaguidance.com.

The Air Force News Agency is celebrating its 25th anniversary of communicating news, information and entertainment through print and electronic media in June.

AFNEWS keeps the total force, families and the American public informed during peace and war.

Several activities are scheduled as part of its two-week-long anniversary celebration in San Antonio June 1-13.

For more information, write AFNEWS 25th Anniversary, 203 Norton Street, San Antonio, TX 78226-1848, or e-mail afnews25@afnews.af.mil.

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