



# SIGHTINGS

Volume 16, Issue 2

June 2010

## USNPAAA Will Be 16 in July, Members Date Back to WWII

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The history of our Association goes back to a Washington, D.C. luncheon in 1993, when a group of retired Navy public affairs people were challenged by RADM Bill Thompson, to “get organized” into a formal national organization. Navy public affairs gatherings to that date had only been informal area luncheons.

RADM Thompson had just retired as President and CEO of the Navy Memorial Foundation in 1993, but was still Vice Chairman of the Board. On March 11, 1994, he hosted a meeting of 19 retired public affairs people at the U.S. Navy Memorial, where the agenda was drafted to form a national organization of officers, enlisted and civilians – who had been or were actively serving in the Navy Public Affairs community.

### Bylaws adopted in 1994

It was on July 29, 1994, that the USNPAAA held its first official meeting at the Heritage Center. Bylaws were adopted and the Association’s first officers and Board members were selected. USNPAAA was incorporated in the District of Columbia on August 1, 1994, and by September there were 165 members.

As pointed out in the Association’s Fall 1994 newsletter, “The Navy’s public affairs profession grew out of a small band of 40 officers brought together during World War II to address the burgeoning

need for news media communication professionals to support the war effort. Soon after World War II, the expansion of media technology, including the advent of television, resulted in the formation of a designated public affairs officer corps, and the specialized journalist rating in 1948.

Since then, the corps of officers, journalists, photojournalists, and civilians expanded into a substantial community that has engaged in helping tell the Navy’s story over the years.

### The first three Officers

The first three USNPAAA officers, and plank owners, were: President Herb Hetu, CAPT, USN; Vice President, Joseph Oglesby, JOCS, USN and Secretary/Treasurer, William (Bill) Eibert, LCDR, USN.

CAPT Hetu stated in the Association’s Winter 1995 newsletter, “We wanted to put together an organization to help us celebrate and remember an important part of our lives, and help us communicate with friends we made working in public affairs. Perhaps the most important word in our bylaws is ‘fellowship’. This Association is all about people.”

Hetu was a colorful individual, who served as Special Assistant for Public Affairs to Navy Secretary John Chaffee Later, he became the CIA’s Public Affairs Director from 1977 to 1981.

The first editor of the Association’s

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# View from the Bridge

*Dear Members,*

I would like to bring to your attention the following items regarding the Association:

All members should have received their 2010 Membership Directory, either via email or hard copy. If not, please advise Membership Chair Dick Thompson at [usnpaaa@gmail.com](mailto:usnpaaa@gmail.com). Thanks to Dick for his hard work not only in getting it out, but for updating our data base while doing so.

Doing most of the distribution via email saved the Association several hundred dollars in printing and mailing expenses. It also gave us the flexibility to make more than 100 data base corrections after an initial email distribution.

I was honored to represent the Association at an awards ceremony on May 23 in Baltimore at the opening session of the CHINFO Training Symposium. One of the ways USNPAAA supports CHINFO is by sponsoring the annual Norma B. Connelly Award. Norma served as secretary to the Chief of Information for 22 years prior to her retirement in 2000.

No doubt many of you knew and worked with Norma over the years. This year's winners were Mary Ruth of CHINFO and Kathy Quinn of the Navy Public Affairs Support Element (NPASE), Norfolk, both of whom were honored for their long and outstanding administrative support for Navy public affairs. Numerous Association members attended the opening reception and awards ceremony.

As reported elsewhere in this issue, your Board of Directors has voted to hold Reunion XIV in the Hampton Roads area. The dates, previously designated, are Oct. 7-9, 2011.

We are in the process of determining whether to conduct the event in Norfolk, Portsmouth or Virginia Beach. Board member RDML Craig Quigley is heading up a site selection committee. Please convey any suggestions you might have directly to Craig.

As the economy improves, so does the Association's treasury. At our May 27 Board meeting, Treasurer Mike Doubleday reported that current assets total about \$104,000. By contrast, our assets as of May 20, 2009, were \$101,856.

Finally, as indicated elsewhere in this *Sightings*, our next issue will be an on-line only version. This action was approved by the Board as a cost-cutting measure last year when we were deciding on an 18-month budget from July 2009 through the end of 2010.

Accordingly, our next issue of *Sightings* – to be published in August – will be distributed exclusively on-line. Members will be emailed a link to it when it is posted on the USNPAAA web site.

In addition to reducing costs, the on-line version will offer the opportunity for longer items since we will not be constrained by the usual eight pages. So if you have an idea for a longer piece on a timely aspect of Navy public affairs, or reflections on some aspect of your own Navy experiences, please contact Editor Bill Gengler.

For those who do not use email, I apologize for the fact that you will miss the printed version of the issue. However, if you contact me at 202-261-4000 – depending on the numbers involved – we will try to arrange to have it copied in black and white and provided to you once it appears on-line.

*Jim Noone*



## Board Picks Tidewater For Our 2011 Reunion

At the May 27 meeting, the Board of Directors *unanimously voted to hold Reunion XIV in the Tidewater area on October 7-9, 2011*. Following the meeting, President Noone appointed Craig Quigley to head the reunion site survey committee.

Responses to a member survey concerning the location for the next USNPAAA reunion favored the Tidewater area. Of the 504 members contacted, 86 responded. Of that number, 40 chose the Tidewater area and 19 suggested Annapolis.

Out of the remaining responses, nine suggested Chicago, seven Washington, six had no preference and five suggested another location or said that they would not attend.

The Norma Connelly award, which is sponsored by the Association, was presented at the CHINFO

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# An Association History Lesson from WWII to Now

## HISTORY - Continued from page 1

newsletter was LCDR Alan P. Goldstein.

As a federal government civilian public affairs specialist he went on to serve as CHINFO's pioneer planner in getting the Navy public affairs team online. Today, he still serves as our Association's webmaster.

### **The Founding Board**

The 12 founding Board Directors (and plank owners) included the following retired PAO officers and Chief Journalists:

The three Naval Reservists on the Board were CAPT Joseph Mancias, Jr., LCDR Mildred Stewart Carson, and LCDR John Willmann. The Board also was honored with the presence of JOCS Joseph E. Oglesby and JOCM John Scholzen. Retired USN officers included RADM William Thompson, CAPT Herb Hetu, CAPT Robert Jones, CAPT Kenneth Wade, CDR Charles (Buck) Wilhide, LCDR William Clyde, and LCDR William Eibert.

This dynamic group of board members was representative of a colorful mix of professionals.

Mildred Stewart Carson was a WAVE in WWII. She elected to stay on active duty after the war to work in the Office of Information at the Old Main Navy Building. She worked in the press and special activities sections. She also was a PAO at COMTEN (San Juan) and COMSIX (Charleston).

William (Bill) Eibert enlisted in the Naval Reserve at age 17, and made JO1 while serving in Japan before getting his college degree and commission as a line officer. After serving in a destroyer, he changed his designator to 1650. He is best known for his work at CHINFO during the early planning for the 1976 Navy Bicentennial Celebration. He retired in 1980.

### **Oglesby had Purple Heart**

Joseph Oglesby had a distinguished Navy career as a journalist from 1942 to 1961. He was associate editor of *Naval Aviation News* when he retired as a JOCS in 1961. He also wore a Purple Heart from wounds he received when his destroyer was hit by enemy fire during the invasion of Okinawa. As a civilian, he held positions in various government public affairs offices, including Public Affairs Director for the U.S. Civil Service Commission.

John Scholzen had a distinguished enlisted journalist career (1947-1967). He was an instructor

at the Navy Journalist School at Great Lakes and was assigned to Operation Deep Freeze during the International Geophysical Year. After retirement, he served in public affairs offices including the Veterans Administration and the Census Bureau. (Unfortunately, he passed away on May 27 of this year. See page 5 for additional information).

Ken Wade was commissioned at the Navy's Midshipman School at Northwestern University in May 1944. He served in the Pacific Fleet amphibious force during WW II, including service in the invasions of Iwo Jima and Okinawa.

In 1946, he was one of the original 40 Naval Reserve officers selected for regular Navy commissions as the first Public Information Specialists (1650). He rose to the rank of Captain and served as Commander Seventh Fleet PIO and Deputy CHINFO prior to his retirement in August, 1970.

### **Wilhide Commanded Destroyer**

Charles (Buck) Wilhide joined the Navy during World War II, and served in several destroyers in the Atlantic, Mediterranean and Pacific fronts. He commanded the destroyer USS CONNELLY. In 1948, he was named Director of the Enlisted Naval Correspondent School at Great Lakes. It was there that he helped establish the journalist rating. He was best known as the Special Assistant for Public Affairs for the CNO, ADM Arleigh Burke. He retired in 1961.

### **First Reunion at Virginia Beach**

The first Association awards were presented at the first Reunion held in Virginia Beach, and they were awarded as follows: Distinguished Service to ADM Elmo (Bud) Zumwalt, USN; Significant Achievement to RADM Bill Thompson, USN; and Exemplary Performance to ET1 Mark B. Milner, USN.

Today, 16 years after the Association's founding, we have the same great spirit of fellowship and continue to give special recognition to those who continue to perform distinguished service in our public affairs profession. As our first president Herb Hetu said, "Celebrate our heritage, polish our memories, and nurture professional friendships."

*This account was provided by Historian Brent Baker. Don't hesitate to send him any information you have about the past, the present and the future.*



## Recent Sightings

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### CDR Spann Chief of Staff For Florida Finance Regs

Life member CDR Bill Spann reports he has returned to public service at the request of Florida Cabinet officials. He now serves as the Chief of Staff for the Florida Office of Financial Regulation (OFR).

Bill oversees the OFR Financial Institutions division, the Finance division, and the Investigations and Securities divisions. These divisions include a wide range of entities including banks and credit unions, mortgage brokers, securities brokers and dealers.

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### CAPT R. Eich Calls for A Marine at Academy

An article released in Los Angeles on March 10 carries the following quotes from member Ritch K. Eich, “Tradition is an important cornerstone in our military institutions, but it can sometimes serve as a roadblock to progress and fairness if applied too strictly.”

Eich, a former Naval Academy Blue and Gold Officer and Naval Reserve Captain (Ret.), believes that, the skills senior Marine officers demonstrate in the field makes them eminently qualified to serve as superintendent at Annapolis. “Marines are called upon to display a special kind of leadership. It’s no wonder that every other service branch has tried to emulate Marine leadership development.”

He is an author of essays on leadership and taught leadership at three different universities, He maintains, “Now it’s time to acknowledge that because Marines share duties with all the service branches, that the oversight of the Academy by a Marine officer would greatly increase the perspective and comprehensive focus of education and training at Annapolis.”

President of his own leadership consulting firm in Southern California, Eich has served on Naval Academy Congressional Selection Committees for U.S. Senators Carl Levin and Dan Coats as well as Representatives Dan Burton and Marvin Esch.

### Dave Woods is Award Winning: “has been”

Charles Town, West Virginia’s Old Opera House Theatre Company, confirmed that Association member David Woods did play Kris Kringle again last Christmas in the theatre company’s rendition of *Miracle on 34<sup>th</sup> Street*.

This play is not a musical, but is based on the same novel as the popular 1947 holiday film that won three Oscars. It is said to represent “the true spirit of Christmas.”

Woods also confirms that he was the jolly old man and that the part was handled by “one of the biggest ‘has beens’ in the Eastern Panhandle!” (No, Dave didn’t win an Oscar). As the one-time “Voice of Middleway,” Dave “has been” a local radio, musical and community host, performer, and commentator in both Charles Town and Martinsburg, WV.

He has taught management, communication, broadcasting, theatre, and film as an adjunct college professor for 50 years, with a decade each at the Universities of Maryland and Virginia, George Washington University, and Marshall University.

To partially round out his career summary he “has been” honored as an Arkansas Traveler by Governor Clinton. He was commissioned an Admiral in the Nebraska Navy, and Honorary “Okie,” Commodore in the Nevada Naval Flotilla, a Kentucky Colonel, “Taxpayer of the US, and Son of the American Revolution.

He also received the Secretary of the Navy’s Superior Public Servant award, and various military & naval association honors too cryptic or esoteric to mention.

However, we will mention the Naval Reserve Association that is now the Association of the United States Navy. He chaired their nomination committee the last two years and was the national historian the past three years, Spreading himself around he continues as a representative to the Naval Officer’s Association of Canada.

Dave Woods confirms that he “continues” to serve as a living example of Helen Hayes’s famous stage dictum: “*Age doesn’t matter unless you’re a cheese.*”



# Ask George Vercessi

## What Fredo Means

George Vercessi has written another youngster's book with warmth and meaning. This one is called *Fredo...A Christmas Tale*. The 23-page book relates in some detail the hazards of the oceans, but the beauty of Christmas.

The major question you will have to answer before and during your reading of the book, is what does Fredo mean? The book was published by AuthorHouse and most likely can be found on the web as well as some local bookstores.

Other books of interest that George has written are *King of the Hill*, *Alama's World*, *Seal-Test* and *We the People*.

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## Ted Storck Refurbishes Veteran's Grave Sites

What has Ted Storck been doing during the past few years when he returns to his native Minnesota for the summer? A lot!!

But last year he was most active in refurbishing the Calvary Cemetery in Morris, MN. He took it upon himself to dig the grass away, and raise the foot markers of veteran's grave sites in that cemetery.

Over the years, the graves have sunk or simply been overgrown with grass. To resolve that problem, he digs the sod away, lifts the monuments and places dirt beneath them and resets them.

He has done more than 75 markers so far, and that does not include the matching stones for the spouse, which he also raises. But, when the days get chilly, he heads back for Arizona for the winter.

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## Master Chief Scholzen Inurned at Arlington

JOCM John Scholzen passed away on May 27. He was an Association life member and plank owner and served on active duty from 1947 - 1967. After boot camp, he was on his way to NAS Glenview to work in the Chief of Naval Air Reserve Training Public Information Office. In 1948, Scholzen was sent to the

Armed Forces Information School and became a JO3. In 1960, Scholzen was ordered to the Special Projects [Polaris Missile System] Office in Washington where he worked for CDR Ken Wade.

In 1966, he was ordered to the Naval Support Activity, Saigon. He retired from active duty in 1967, and in 1969, became a GS-11 in CHINFO's Internal Relations Branch. A year later he moved to the CHINFO news desk.

He left CHINFO because of a reduction in force (RIF) in 1971. He then worked in various civil service public affairs jobs from 1971-1977.

He worked for the American Revolution Bicentennial Administration from 1974 to 1977, when it was headed by former SECNAV John Warner and his assistant, CAPT Herb Hetu, USN. He continued civil service public affairs work at the Veterans Administration, and Census Bureau until his final retirement in October 1990.

JOCM Scholzen is survived by his wife and three children. He was inurned in Arlington National Cemetery on June 2.

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## CAPT James Myers Loses Cancer Battle

Association member James C. Myers passed away on in Houston on March 15, after a hard-fought battle with cancer. He was born in Chicago in 1941 and served in the Navy for 33 years before retiring from the Naval Reserve in 1996 as a Captain. After working for a local PR firm and the Houston Post, he had a long career as President of Motivators, Inc.

For the last decade, Myers dedicated himself to community service, working tirelessly to enhance quality of life in the Brays Oaks District in SW Houston. He was an avid photographer, music lover, and strong supporter of the Boy Scouts.

A beloved husband, father and grandfather, Jim is survived by his wife Judy, sons Jeffrey and Jeremy, daughters-in-law Perla and Susan, grandchildren Daniel, Rebecca, Benjamin and Elie, and mother-in-law Ruth Schnitzer.

# What, When and How Of the Navy's NPASE

Association members in DC got an inside look at how public affairs support to the fleet and joint commands has evolved with the creation of the Navy Public Affairs Support Element (NPASE). NPASE C.O. CDR Scott Norr addressed the April USNPAAA DC luncheon on the unit's mission, function, organization, and how NPASE supports the fight, and fully integrates Reservists into the team.

The NPASE mission is: *To provide expeditionary Public Affairs forces supporting the Fleet and Component Commanders with scalable and immediate deployable force packages trained and equipped to support current and emerging Public Affairs and Visual Information requirements.*

## **Replacing Public Affairs Centers**

NPASE has replaced Navy Public Affairs Centers. It provides support for operations, with a ready, scalable, equipped and trained Public Affairs/Visual Information (PA/VI) expeditionary capability. "We look for synergy in joint environments," said CDR Norr. He pointed out that the key is to, "seamlessly integrate into operations, and to teach our new officers how to do the job the right way."

Training support is another aspect of what NPASE does to prepare regional and fleet commanders and their staffs to deal successfully with the evolving challenges of the internal and external communications environment.

A third function is described as *Proponency*, which is to provide dedicated Navy PA/VI expertise to assist in defining future plans, capabilities, and requirements to meet Region and Fleet Commander's needs. "It's helping commanders with requirements," said CDR Norr. "It's giving back and educating the customers."

With headquarters in Norfolk, NPASE has active and reserve subordinate elements, including 13 detachments with a total staff of 275. This includes the Fleet Hometown News Center (FHTNC). NPASE East (Norfolk) has detachments in Mayport, Naples and Sigonella, Italy. NPASE West (San Diego) has detachments in the Pacific Northwest: Bangor, Everett and Whidbey Island. As well, it has detachments in Hawaii, and Yokosuka and Sasebo, Japan. The

Naval Reserve NPASE, led by Captain Vic Beck, has East and West detachments. CDR Norr says that his organization comprises a "Mini-Type Command."

## **Support in a Variety of Areas**

NPASE supports the fight through a comprehensive set of specialized functions. PA support includes: Crisis Management, Press Briefings, News Releases, Media Relations, Media Queries, Operational PA/VI Planning, Command Information, Community Outreach and Regional/Base Level Support. Training is provided to Regional and Fleet commands.

Operational support is provided to Carrier Strike Groups and Amphibious Ready Groups, encompassing: Maritime/Theater Security, Service/Joint Exercises, Civil Affairs, Humanitarian Assistance/Disaster Relief, Civil-Military Operations, Foreign Humanitarian Operations, and Public Diplomacy. CDR Norr noted that NPASE wrote the strategic communications plan for Civil Affairs.

Visual Information capabilities of NPASE, available for operational support, include: Video, Still, Imagery Transmission, including live streaming. With portable satellite transmission equipment, CDR Norr noted that deployed NPASE personnel can stream video to the Pentagon. NPASE provides support to: the Navy Visual News Service (NVNS), Defense Media Activity (DMA) and its Defense Imagery Management Operations Center (DIMOC), and the Digital Video & Imagery Distribution System (DVIDS).

In 2009, NPASE support included more than 26,000 deployed man/days with a long list of commands and activities receiving support. Among these were teams of one officer and five enlisted deployed in six aircraft carriers. Two officers and 12 enlisted personnel supported New York Fleet Week. Other deployments included Pacific Partnership, numerous exercises, fleet weeks, and Amphibious Ready Groups.

## **Deployed to Iraq and Afghanistan**

On the day he addressed the luncheon, CDR Norr noted that 18 individual augmentees were deployed to Iraq, Afghanistan, GITMO and Centcom HQ. Another 36 officers and enlisted personnel were deployed at sea.

In the wake of the tragic Haiti earthquake, NPASE provided support with 38 personnel deployed in USS

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CARL VINSON, USNS COMFORT, USS NASSAU, and seven other ships supporting relief operations. Two individuals deployed to GITMO to support logistics operations supporting relief.

CDR Norr recalled that shortly after the earthquake, CHINFO called and asked, "What's your plan?" NPASE personnel packed and left within 3 ½ hours.

"Readiness is important," said CDR Norr. "Leadership is the foundation of anything we do, and we train our folks to advise commanding officers. We train like we fight, and we go back to basics. Technology is good, but leadership and knowledge are more important."

He said that they "lock-step" reserve units with active units. "Reserves are a huge part of what we do. If you give reservists meaningful operational deployments, they do more," he said.

#### **RADM Thompson Reflects on Past**

In brief comments following the presentation, RADM Bill Thompson reflected on how Navy public affairs has changed for the better since his days as CHINO in the 70s.

He noted that in 1970, CNO ADM Elmo Zumwalt reflected on a quote from George Washington, "An informed troop is a good troop."

At the time, the CNO authorized a study on the need for internal information, which found, "We were terrible; we should start using TV," said RADM Thompson. ADM Zumwalt agreed that CHINFO should be the "honcho" for all internal info, including ALL HANDS magazine.

Reflecting on the NPASE presentation, RADM Thomson noted, "It's wonderful to hear how we're out there supporting the fleet worldwide and ready to deploy on a moment's notice."

*Note: This outstanding report was provided by Association member CAPT Jim Mitchell (ret).*

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which is sponsored by the Association, was presented at the CHINFO Training Symposium on Sunday, May 23, in Baltimore. Winners of the award were CHINFO staff member Mary Ruth, and Kathy Quinn of the NPASE, Norfolk. Numerous USNPAAA members were present for the awards presentation, including Admirals Steve Pietropaoli, Frank Thorp, Ken Braithwaite, Craig Quigley, Rear Admiral-select Vic Beck, and also John Carman and Bobby Lincoln. Admiral Bill Thompson participated in the presentation of the Thompson-Ravitz awards.

He also reported that the 2010 USNPAAA Directory was distributed to those with e-mail addresses and 87 printed copies would be mailed to those without e-mail.

Noone discussed the 501.c.19 application and said plans to conduct an "audit" of members regarding their status as "war time" veterans are moving forward.

Those plans include sending audit forms to members in late June with the goal of completing the organization's tax status change by the end of this year. The proposed status change will allow a tax write off for donations to the USNPAAA.

#### **A Note From President Noone**

Last year, in adopting an 18-month budget through the end of 2010, the USNPAAA Board as a cost-savings measure voted to publish one issue of *Sightings* on-line only, with no hard copy distribution. Many non-profit organizations have been moving in this direction.

Accordingly, our next issue of *Sightings* – to be published in August – will be distributed exclusively on-line. Members will be emailed a link to it when it is posted on the USNPAAA web site.

In addition to saving the cost of printing and mailing, the on-line *Sightings* will, of course, not have the usual space constraints. We invite members to submit items of interest, photos, reminiscences, or to suggest creative ways in which we might utilize the additional space. Forward items, ideas to Editor Bill Gengler or to me.

Or email Bill at  
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