



SIGHTINGS

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Baker's Last "View From the Bridge" Features Bill and Dorothy Thompson; He Also Salutes PAOs: Old and New

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As your president and friend, I want to thank all the 148 members, spouses and other guests who attended Reunion XII in Alexandria and Washington, D.C. From your feedback, we all had a great time!

Special thanks to Steve Clawson, who was the Reunion XII coordinator. It was more than a year ago that Steve and I recommended to the board that the Old Town Alexandria Hilton be our Reunion headquarters. The hotel facilities and staff were great!

On Saturday, folks registered at the hospitality suite, where Mike Doubleday and Steve had stocked the bar and other

refreshments. I thank those who helped greet and register folks including: Mike and Steve; Malinda Baker, Deborah Burnette, Skipp Calvert, Donald Dvornik, Brian Gray, George Kolbenschlag, Bobby Lincoln, Jim Mitchell, Mary Hanson, Jerry Pape and Mark Stull.

The Thompsons Honored
On Sunday, we all went to the U.S. Navy Memorial. Rear Admiral Rick Buchanan and his staff, including former Navy PAO Taylor Kiland, did a wonderful job hosting the event for Rear Admiral Bill and Dorothy Thompson.

—continued Page 2



"Our" Flag Officers at the Reunion—RADMs Quigley, Pietropaoli, Ravitz, Garrow, Thompson, Thorp, Finkelstein, Baker, Newell, Pease.



Dorothy replied, “I don’t know! Your people brought us here.”

Shown in the presentation was Bill and Dorothy’s first Navy quarters on Guam in 1947. It was a tin Quonset hut. Bill said to Dorothy, “Well that Quonset hut wasn’t so bad, was it!” Dorothy replied, “It was great if you like geckos and rats.” At the Navy Memorial ground breaking, a photo showed Dorothy digging with a shovel. The audio voice-over of Dorothy said, “Well I didn’t know I had to dig the foundation.” In short, Bill was the “straight man,” and Dorothy got all the laughs during the presentation. The CNO, Admiral Gary Roughead, made a surprise appearance in the presentation praising the Thompsons.

I want to include three paragraphs of my Sunday evening opening remarks about why we saluted this fabulous couple.

“First, there would be no Navy Memorial without their leadership. Bill would be the first to say many people contributed to building the Memorial, but Bill was the leader from the beginning, to difficult negotiations with the Navy and Washington, D.C. government over the design, to fundraising, groundbreaking, and finally the Navy Memorial opening. He has the scars to prove it.”

“Second, we now take the professionalism of the Navy Public Affairs Community for granted, but it was Bill and Dorothy who pushed the Navy Public Affairs Community into the highest state of professionalism we see today.”

“Third, Bill and Dorothy actively led us into a new social community togetherness, from his first community newsletter, ‘Shucks from the Squirrel Cage’ to the frequent informal Navy area public affairs lunches, and other social gatherings, wherever Navy PAOs were stationed. In fact, Bill and Dorothy Thompson led the way to founding the USNPAAA.”

The Finkelsteins Produce

The highlight of evening was a 19-minute “This is Your Life” digital video presentation produced by Jim and Jon Finkelstein. This was a six-month intensive hands-on project. Our thanks to Jim and Jon for taking the lead, as well as John Alexander, Ellen Ternes and others who contributed to this Oscar-worthy production!

The tribute began with Bill and Dorothy sitting on a couch in their best Wisconsin Badger and Green Bay Packer outfits. Bill said, “Why are we here?”

At the end of the presentation, there was a 15-minute “roasting” of the Thompson’s by their longtime friend, and Bill’s former CHINFO Executive Assistant, CDR Dick Busby. Dick’s humor was right on target, with lots of laughs.

At the conclusion of the “roasting,” Bill Thompson responded with the humor, humility and the good grace that we all have come to respect. He thanked all who were there, and said, “It has been a great life!”

The PAOs’ First Lady

Then, RADM Frank Thorp (CHINFO) and I had the pleasure of awarding the first Norma Connelly Award for outstanding service to the Navy Public Affairs Program. It went to Dorothy Thompson. For her leadership she was commended as the first “First Lady” of the Navy Public Affairs Community. Also recognized were her dedication to help Navy families in need, and her leadership in stressing better internal



RADMs Thorp and Baker congratulate Dorothy.

communication with Navy families. It was a well-deserved award.



I presented two USNPAAA gifts to Bill and Dorothy. First, a 24-inch ship's wheel with all of their duty stations listed from Guam in 1946 to the Navy Memorial, where Bill served as the founding President and CEO from 1978-1993. Second, I presented a "movie style" poster with their picture and the text, "USNPAAA Salute to Rear Adm. Bill and Dorothy Thompson, U.S. Navy Memorial, September 28, 2008." All the Reunion XII attendees signed the back of the poster.

After a great dinner, Jim Nemer (now a sculptor) presented the Thompsons with his statue of "The Female Sailor," which along with the Memorial's "Lone Sailor" are now on sale at the Navy Memorial, Navy Exchanges and at the USS INTREPID Memorial in New York City.

The Sunday evening "Salute to Bill and Dorothy Thompson," was sold out and there were 11 public affairs flag officers in attendance (Brent Baker, Jack Garrow, Jim Finkelstein, Tom Jurkowsky, Bruce Newell, Kendell Pease, Steve Pietropaoli, Craig Quigley, Bob Ravitz, Bill Thompson, and Frank Thorp). I also note that CAPT Bob Mereness attended the Sunday evening events. Bob is the last surviving member of the group of the first 40 special duty PIOs originally selected in 1947.

Special thanks to Sheila Graham, who planned, negotiated and coordinated all aspects of Sunday evening – from parking to catering dinner. Also thanks to Toby Marquez, who volunteered his talents as the "official" Sunday evening photographer. Toby's photos can be viewed via the Internet at his website <http://web.me.com/tobymarquez/USNPAAA>

After the reunion, Bill Thompson wrote to me saying in part, "To me the dinner was further evidence that our community has evolved over the years to take the position of providing assistance to

the Navy's leadership in establishing policy and in the execution of those policies. ... I'm sure you join me in being proud of the present formation of professional youngsters in the active team today, officer, enlisted and civilians. Dorothy and I appreciate being recognized for the contribution we made many years ago to our team's manifesto."

Monday: Business and Program

After a short business meeting to change the bylaws and elect new board members, I called on Jerry and Carolyn Pape (below) to come forward and presented them with the "Perfect Reunion Attendance Award" for being at all 12 Reunions from the first at Virginia Beach (1995) to Reunion XII (2008).



At 0900 Monday, about 30 active duty PA folks (thanks to CHINFO) joined our members for presentations by RADM K.J. Braithwaite on Reserve Integration; RADM Frank Thorp, CHINFO Update; and the Panel on Public Affairs in Decades of the 60s, 70s, 80s, 90s, and 2000s.

I will say that the reserve integration program, mostly with individuals augmenting the active combatant commands, continues to make us proud. To signal this change, all reservists now carry the same ID cards as the active duty folks. The only caution point is the hardships on the reservists' families and strains on the reservists' employers at home.

RADM Thorp accented the fact that the Navy is now clearly recognized as having the top PA Team in DoD. He said that the Navy Public Affairs Team is manning more of the most critical Combatant Command (COCOM) billets; out of the ten COCOMS—five have Navy PAOs right now. Navy also has the JPASE O-6 and the DINFOS O-6 and the joint communications flag billet in OSD/PA. Frank said, "We still are, and always will be, the best around at media relations." I should also mention that the Navy O-6 at the Defense Information School

(DINFOS), CAPT W. "Curry" Graham (a USNPAAA member) attended Monday's reunion activities.

Monday's Speakers Excelled

On the panel, CAPT. Bill Stierman outlined how a few Saigon TAD Navy PIOs (living out of a suitcase) insisted on getting the 1965 naval aviation story out about destroying the first North Vietnamese SAM site. This was done in the face of DOD opposition to any such Saigon release. Bill reminded the high tech savvy active duty folks, that, "The most elaborate technical machine in CHINFO in the 1960s was a Xerox machine." CAPT Brayton Harris noted that, "Operation Homecoming for POWs returning from Vietnam and the Bicentennial July 4, 1976 Operation Sail and International Fleet Review in New York City were Navy PA team-led shows."

RADM Jack Garrow said, "The biggest problem in communication is cross-cultural!" RADM Kendall Pease said there was a lot of bad news in the 1990s, but what he remembered most was "the pro-active Navy PA Team" we had. CAPT Jeff Alderson talked about the use of new technology, and this thing called Strategic Communication. He mentioned the overwhelming amount of info on Internet. He discussed how ADM Gary Roughead (while in PacFlt) developed his own concept of strategic communication. The now CNO asked how we got the naval operations integrated into this DOD-Joint concept of strategic communication. That is, melding together Navy actions, images and words into the joint communication flow. Jeff said, "PAOs are now pulled into the operational planning more than ever before." Their presentations are covered in more detail elsewhere in Sightings.

After the presentations, RADM Thorp observed that all panel members accented four basic points that all PAOs must understand. They were: (1) focus on their key audiences, (2) understand the overseas cultural environment, (3) be pro-active or aggressive in getting their messages out, and (4) it takes professional PA teamwork to succeed.

Full Serving at Lunch

The last Reunion XII event was lunch, where the active duty and USNPAAA members mixed at their tables. Our final speaker was retired CAPT John Carman, Joint Forces Command. He is an example of retired Navy PAOs who are still serving; that includes retired CAPT Kevin Wensing at Deputy SECDEF, CAPT Paul Hanley at Joint Staff, CAPT Bruce Cole at CHINFO, CAPT Fred Leeder at NSA, CAPT Bob Prucha at CENTCOM, and RADM "T" McCreary at

Special Operations Command (SOCOM).

John is the senior civilian joint public affairs training and policy expert at Joint Forces Command, working out of the PAO Office. He went with RADM Greg Smith to Iraq last spring, and outlined the new procedures they put into effect at the Baghdad Media Operations Center. He told how General David Petraeus, USA, has become a leader in using proactive public affairs as an important tool in counterinsurgency warfare.

I noted that not only had General Petraeus "kidnapped" the then CHINFO, Greg Smith to become his senior PAO in Baghdad last year, but that General Petraeus now had Greg assigned to the Central Command headquarters in Florida. Greg could not be with us because Gen. Petraeus took over as Commander, U.S. Central Command the day after our reunion ended. Navy PAOs are respected and in demand!

I want to "welcome aboard" our new members, who include: CAPT Gordon Hume (MediaCen, Wash. D.C.), Ms. Sandy Miller, CDR Fred Gorell, LCDR Brook DeWalt (OSD, Wash. D.C.), CAPT Mark Neuhart and CAPT Bill Stierman.

Thank You, Everyone!

This is my final column as your President, and I want to thank Jim Noone and his new leadership team for taking on the challenge of leading the important work of the USNPAAA. On behalf of the board, Jim presented me with a wonderful historic replica of the CAPT Thomas "Truxtun Bowl" at the conclusion of the reunion business meeting on Monday. He noted my service as your president for the past two years.

I thank the board members, who really run this association, and to a core group of volunteers who work behind the scenes. Of those core volunteers I thank the Sightings editors on my watch, Brian Gray and Bill Gengler for their service. Brian also mans the association's mailbox at his home, deposits our checks and provides regular reports on revenue and registrations. Tom Coldwell has been my frequent informal advisor on everything from the directory and nametags to the bylaws, etc., etc. Treasurer Jeff Zakem is himself a treasured member of our team. George Kolbenschlager as Historian and then Secretary has been a great help. Past president Jim (and Kay) Finkelstein have remained on-line as engines of support and wise counsel - helping me (and the board) in too many ways to list here.

I should also mention the great cooperation of the CHINFOs during my USNPAAA watch, RADM

Greg Smith and Frank Thorp. Thanks to both of these extraordinary flag officers!

Finally, thanks to you the members! You are the association. You have served our country and the Navy Public Affairs Community with dedication and excellence. I salute all of you and look forward to the seeing you at the next reunion.

All the best, Brent

Got Us Covered—Photo-wise

If you were wondering who that irritating photographer was running around the Navy Memorial it was me, Bill Gengler. The other picture-taker was CDR Toby Marquez who is a professional photographer, producer-director and writer whose assignments have taken him to 32 countries around the world. He covered us as a favor to Bill and Dorothy Thompson.

He has filmed and/or directed filming of many prominent people including President Ronald Reagan, Charlton Heston, Ed Asner and Alex Haley. He is a recipient of Director's Guild of America Award for his film on the Chemehuevi Indians in California, and the Cine Golden Eagle Award for a film in West Africa.

He enlisted in the Navy, earned two masters degrees, rose to the rank of Commander and ran CHINFO film and television operations at the Pentagon. He now heads STUDIO M, Inc—based in Reston, VA that specializes in creative application of film, video and photography in corporate and institutional communication.

<http://web.me.com/tobymarquez/USNPAAA> is the link to his photos that he posted on the internet. You can view, download, save and print any of the photos and at no charge.

Navy Public Affairs 1960s–2008

On Monday morning, we were honored to have four distinguished PAOs show us how the profession has stayed the same and how it has changed since the introduction of Xerox machines and Dick Busby at Chinfo in the early 1960's. It is a different world with the Internet and embedded news media. One thing that resonated throughout the presentations, however, was the reality that the job has always been a 24-hour responsibility. And, it was clear that the need to be aggressive and honest in gathering and presenting the facts to the public has not changed either. Their presentations are summarized below:

CAPT Bill Stierman—1960s Vietnam era member of the reunion panel. He told the story of when Vietnam War started with no “flying telephone poles” (missiles). But that changed in 1965 when Navy & AF pilots saw SAM sites being built and asked for authority to strike them. The request was denied because, “If we don't bomb them, we are sending a signal to the North Vietnamese not to use them.” There were other concerns about escalation, but approval was later granted with some limitations.

Stierman was a 1650 Commander in Saigon. There were three 1650s in country and they lived in a hotel. He was told that a Navy flight had destroyed a SAM site, so they latched onto the strike coordinator, Seventh Fleet Detachment Charlie. They brought some pilots to the “Five O'Clock Follies” news briefing, bumping some Marine briefers from the podium. Stierman then put the pilots on a long-distance phone interview to New York. That resulted in a night on the town, hosted by Life Magazine.

Back home, Stierman also remembers being in civilian clothes in DC in the 1960s, so DC didn't look like a “war town”. The most elaborate machine in CHINFO was a Xerox machine, and that they played Phone-in-Bridge games at CHINFO every afternoon.

CAPT Brayton Harris—1970's panelist, was a Naval Reserve officer, and among other jobs during his career was as a Special Assistant to SECNAV. He also was one of the key players during Operation Homecoming. Harris discussed changes in the Navy and at CHINFO and the ADM Zumwalt era.

He recalled that the admiral wanted to make life better for sailors, via his Z-Grams. Zumwalt allowed beer machines in barracks, allowed sailors to grow beards, and made things better for women in the Navy. It became known as his “beer, beards and broads.”

Under ADM Z, the Navy saw its first female flag officer, first black flag officer, it's first Catholic Chief of Chaplains, and its first PAO CHINFO, Bill Thompson. Harris recalled that the POW Operation Homecoming was a PA show the whole way. He went to San Diego for Operation Homecoming. Before he left, he shaved off his beard, and was told to get a haircut. He had just gotten a haircut, but was told to get a Marine haircut! He said he was reminded that the POWs had lost years, and he should look like them to create rapport. The advice was right on.

He also described how the Navy stole the show during the nation's bicentennial celebration in 1976. Operation Sail and the International Naval Review

—continued Page 8

All Smiles at Reunion XII



Grace and Charlie Battaglia



Steve and Dawn Pietropaoli



Anne and Bill Gengler



Chuck and Martie Klee



Jim and Lucretia McCain



Dick Busby



Tracy and Faith Connors, Jim Noone



Mary Hanson, Elizabeth Loving



Howard Loving, Deborah Burnette



Diana and Gordon Peterson



Kathleen Kelly and Brayton Harris



Brian Gray, Ralph Slawson



Kendell and Karon Pease



Nancy Jenkins, Toby Marquez, Micki Ravitz



Tom and Liz Oxendine



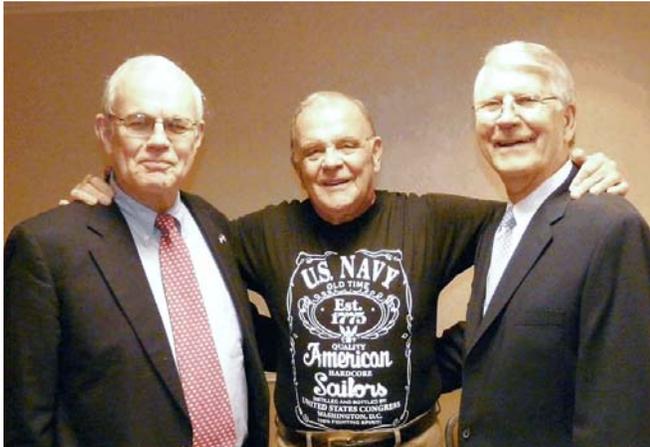
Jim and Kay Finkelstein



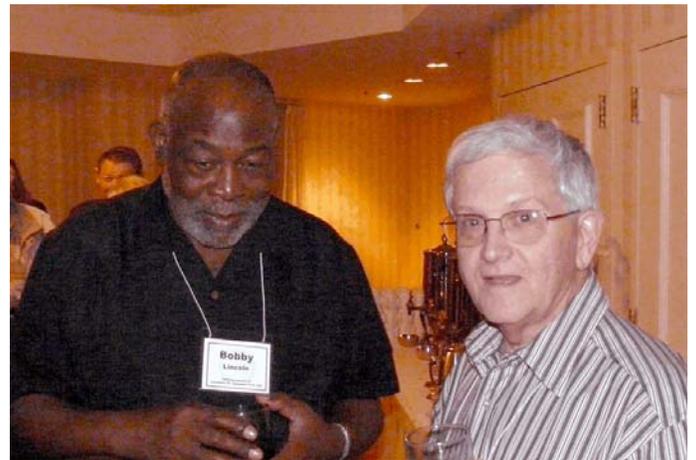
Susan Dvornik, Nancy Leeder



Theresa and Bruce Newell



Bob Lewis, Bill Gengler, Donald Dvornik



Bobby Lincoln, George Kolbenschlager



Reminding us of the good old days, we were joined by these young, hard-charging active duty tigers.

were the main events in NY Harbor, with three million people lining the Hudson River. The event brought in the largest TV audience in history up until that time. But early on, nobody paid attention to a proposal for the Navy to participate in that event, so funding for it was moved to George Vercessi for the Navy Museum.

Then the new VCNO asked Harris if there was any program involving Navy ships which he had cancelled for lack of high-level interest. The original proposal was created by that VCNO, so Harris said he found “sufficient high-level interest to bring it back.” He proudly claimed that, “Combined with the civilian sailing operation, we stole the 4th of July.”

RADM Jack Garrow discussed the 1980s and highlighted the fact that in the early years of that decade, the reputation of the military was very low. The fleet was declining in numbers. The personal computer was introduced and the seeds of the Internet were planted. And cable television news was on its ascendancy in early 1980s. Garrow said that with more people getting their news from TV and more emphasis on drama, the PA world was changing quickly.

He said, “the world wasn’t as small as it is now, but it was small enough.” In 1980, 52 Americans were being held hostage in Iran and their rescue mission was “a disaster.” In 1983, the Beirut barracks were bombed. In 1985, a TWA flight was hijacked and a Navy diver was killed. Then the Achille Lauro cruise ship was hijacked. The question was how to deal with terrorism during live coverage. We were developing answers to that question.

Garrow used the invasion of Grenada in 1983 as a case in point. The news media were initially prohibited from covering it, and it created a big military-media controversy. An advisory panel was created to examine the problems. Both Brent Baker and Garrow were on the panel. They were asked to write lessons-learned. Instead, a paper was prepared outlining PA requirements during an operation. Baker wrote it and was accepted as a guide. Their recommendation to have a DOD media pool for events such as this was also accepted.

Garrow gave the audience one last thing to think about, quoting from a 1981 issue of a magazine called “Next,” he said, “When people don’t know whether news images are real or fake, democracy is eroded.” Garrow then asked, “Are we at that point? I’ll leave it to your judgment.”

RADM Kendell Pease—1990s, looked at the crowd and said, “The most important thing I can recall about the 90s was the team. We had to reestablish what ‘fun’ was. It was tough in the 90s, but the best thing was the team.”

He described the cover of US News & World Report the day he became CHINFO in 1992. It headlined “Navy Blues: Sex Scandals, Weapons Fiascos, Cover-ups.” The CNO was constantly under attack. Page 3 of Proceedings showed a cartoon of a Martian saying, “Take me to your leader,” and a Navy officer responding, “I wish we had one.”

He mentioned the downing of the TWA flight and the fact that the Navy was accused of shooting it down. Gordy Peterson was sent to the site and he ran a media program in which the Navy dominated the coverage. Peterson invited them to come on board and talk to whomever they wanted. “Open it up. Let ‘em see everything.” And, he said that openness worked.

He then mentioned the controversy regarding the Seawolf submarines. We had built two Seawolf submarines and cancelled the third. Submariners asked CHINFO for help and they opened up Electric Boat. He said that correspondent David Martin went in and did a fine interview of what would happen if we stopped building the submarines. There was a powerful piece on television, and we won.

Pease stressed the bottom line in communication, saying, “You have to know the context. It’s moving too fast. You have to be there, know who’s playing, what they’re playing with and when they want to use it.”

He talked about the trade press having such an impact on the Navy. He said, “I call it domain awareness. Capitol Hill reads Defense News before they read the Washington Post. Be proactive. Don’t wait for somebody to tell you no. There’s always a way to do it.”

CAPT Jeff Alderson—2000s. His remarks were focused on new technology, and strategic communication. He was in Bahrain on 9/11. He said he had a coalition of more than 150 ships, and he got more than 2,000 media reps on those ships—including foreign press to help keep the coalition together. He said that the Navy started embedding media on ships for Operation Iraqi Freedom (OIF), and ended up with 250 reporters on these ships once the war started, actually sitting on the ships. He said that this enabled the Navy to get ahead of the story, to show what we were doing.

But there was a downside, according to Alderson.

The information was going out live. He then mentioned the impact of new technology: "We can now do official business via email, but we are still putting out Naval messages. And, there is an overwhelming amount of info on web." As PAO, he said he was chasing down all kinds of stories that the commander's buddies would send him and confirmed that because of the 24-hour news cycle, PAOs are expected to be ready and accessible at all times.

He was transferred to the Pacific Command, and a tsunami hit shortly after he got there. PACOM arranged daily news conferences from Hawaii, and every day, ADM Roughead asked him how they were doing. That was how the admiral started to develop his concept of strategic communication. So now, Alderson says that using this concept, "we are melding together actions, images, and words. And getting pulled into operational planning more than ever before."

USNPAAA Financial Report

During the Business Meeting at the Reunion, Treasurer Jeff Zakem reported that \$26,615.00 was collected in reunion fees. So, Jeff reserved that amount to pay expenses and deducted it from the Association's existing \$104,544.44 balance in its NFCU Money Market Savings Account. Adding a separate NFCU Brokerage Account balance of \$41,347.00, the total financial account status for USNPAAA on September 26, was approximately \$120,586.00.

Following is an update of the Association's financial position as of October 15, 2008. Keep in mind that the financial markets (particularly equities) are not very stable and could go up or down. Cash balance in our NFCU Money Market Savings Account was \$88,664.58, and the total value of the NFCU Brokerage Account was \$30,491.51. If you do the math, it equals a total asset balance of \$119,156.09. But, Jeff reports that Reunion bills not yet paid equal \$17,269.57 and Reunion refunds are \$797.00. If you subtract these items from the Association's total asset balance it leaves us with a current net worth of \$101,089.52.

Jeff notes that our brokerage account has lost approximately \$10,000, 25% of its value, since it was reported at the reunion. He also says that expenses for the reunion exceeded the fees collected, but he doesn't have the final numbers. His comment, which is likely reflected by all attendees, "it was a great event and well worth it."

Phil Russell Remembers...

Retired Senior Chief Journalist Phil Russell, served with RADM Thompson at FIRST Fleet in 1957. Chief Russell reports that one of Bill's "big ideas" was to celebrate the 50th Anniversary of the around-the-world cruise of the Great White Fleet by having a "Fleet Review" in San Francisco Bay. Aboard the FIRST Fleet flagship were civic officials, news media, and various admirals, including Fleet Admiral Chester Nimitz. Thompson and Russell were escorting the press.

As fate would have it, as the last ships arrived in single line formation, the fleet oiler USS CHEMUNG ran aground near Alcatraz and could be seen from the flagship.

This could have been a PR disaster, but calmly Admiral Nimitz explained to the news media, that when the Great White Fleet deployed in 1907, he could not go because he had just grounded his submarine. Everybody laughed!

Luck was with the fleet that day, and a few hours later the oiler was re-floated from a mud bank without having any injuries or major damage. The grounding became a media footnote buried in the newspapers.

Senior Chief Phil Russell said he wanted to honor his PAO shipmate, and did so by contributing \$500 to the USNPAAA Endowment Fund in honor of Bill and Dorothy. Unable to come to the Reunion, Russell then passed this message to Bill and Dorothy: "Remember our days at FIRST Fleet together and at the 1957 Fleet Visit to San Francisco, remember when our favorite drink was CHEMUNG on-the-rocks."

It turns out that Jerry Pape was one of the officers on the CHEMUNG's bridge when the oiler went aground. But, at least, he wasn't the pilot!

Remembering Buzz Lloyd

The first airship pilot to land a blimp on an aircraft carrier and one of first designated Navy public information specialists, CAPT Frederic M. "Buzz" Lloyd, 93, died on September 13 after a long battle with cancer in Jacksonville, FL.

Born in 1915 in Cleveland, he attended Allegheny College and Ohio University. He worked at radio stations in Cleveland and Mansfield, OH before entering the Navy in 1942. He served as a Lighter-Than-Air pilot in the Pacific Fleet, and in 1944 made the historic first blimp landing on a carrier during a Navy experimental project. Lloyd was next assigned as Naval Air Force Pacific Fleet Public Information Officer, which was then at NAS Ford Island, Hawaii.

He had PIO assignments at Naval Forces Europe in London, England and Ninth Naval District at Great Lakes, IL. During the Cuban Missile Crisis, Lloyd headed the Navy's media relations unit.

A fellow naval aviator Tom Oxendine, reports that in 1943, Roy Crane began the cartoon of the naval aviator "Buzz Sawyer." Years later, when Crane wanted to retire Buzz Sawyer when Buzz Lloyd retired, Lloyd talked him out of it.

Oxendine also reports that Buzz had a lot of fun telling folks that he "circled the globe 6 times in one day" before NASA. When challenged he acknowledged that he did it when he was on an assignment to the South Pole.

At Great Lakes, Buzz originated the "Operation White Hat" program to bring caring sailors together with patients at Chicago's Children's Memorial Hospital. The program has continued annually to the present. In 2003 he was honored by the Children's Memorial Hospital on the 37th anniversary of "Operation White Hat" when a new wing to the hospital was dedicated as "White Hat Wing."

CAPT Lloyd's 26-year naval career ended in 1967 when he retired from his last assignment at Great Lakes and he became public relations director for a Chicago-based health association. Lloyd had five tours of duty in Washington, DC.

He soon redirected his retirement to complete his college education, this time at the University of Florida, Gainesville, FL where he earned a bachelor's and master's degree in journalism. He also served as an instructor at the School of Journalism.

He moved to Jacksonville Beach in 1995, to undergo treatments for prostate cancer at the Mayo Clinic. Buzz celebrated his 80th birthday by hosting an Octogenarian Golf Tournament for some of his friends at Selva Marina Country Club, near Jacksonville and the occasion was so successful, that it has become an increasingly popular annual major event for Jacksonville's senior golfers.

He was preceded in death by his wife of 66 years, Josephine "Jody" Lloyd on August 16, 2008 and is survived by three children, Fred and Jeff residing in Jacksonville Beach, FL and Nanci Clanton of Williston, FL, five grandchildren and nine great-grandchildren. As requested by Buzz and Jody, their ashes will be commingled and consigned to the sea in a Navy ceremony on December 7.

They will be missed.

John Paul Jones—What A Guy

RADM Joe Callo USNR (Ret) has written a fascinating follow-up article on John Paul Jones for the July/August issue of Military History. He received the Samuel Eliot Morrison Award for excellence in naval literature for this previous work on John Paul Jones. The new article is "JPJ – There is More." For those interested in more information you can go to his website at www.JosephCallo.com.

Don't Trash Memorabilia, Please

RADM Brent Baker says, "Don't throw out those old navy papers, tapes or photos." Send them to him. At the reunion, he informed members that we are working on a USNPAAA history archive, hopefully to be housed at the Navy Historical Center at the Washington Navy Yard. "We need things like copies of old CHINFO newsletters to PAOs, old PAO rosters with duty stations, and photos, film, audiotapes or videos and news releases regarding key events. There will be an oral history component. We need members and spouses to open those old boxes with Navy things, and select things you wish to share. We need your firsthand input—you were there and are part of our heritage. Share with us please! We can scan your old photos and return them if you want. We need your help!"

"We are now going through CAPT Ed Castillo's papers to put them into order for researchers," says Baker. "I am donating my own Navy papers and photos from 1963 to 1992. We are working on the draft USNPAA archive proposal with our new president, Jim Noone, who is on the board of the Navy Historical Center Foundation. This is an important project."

CHINFO Website Link

Looking for something interesting on the Internet, go to the CHINFO's website for an informative and professional presentation of Navy news that affects you and the world. And while you are doing that you might want to sign-up for RADM Thorp's weekly Rhumb Lines to the PA community. They are both great pieces of work and something you will enjoy. The CHINFO website link is

<http://www.navy.mil/swf/index.asp>.

You can access Rhumb Lines at

www.navy.mil/navco/pages/rhumb_lines.html.

Sightings—It's All About You

A note from the editor:

“It's your newsletter, where there's always room for your news. Keep your shipmates up to date about you or someone you know about or share with them some tasty morsel of reasonably factual Navy public affairs history—especially the stuff that the historians didn't record. I want your fun and interesting stories. I'd also be happy to get your old or new photos; I will guarantee you get them back. If you can send them in a good email format, I will be happy to take them that way.

“We call ourselves communicators, and Sightings is a worthy forum for USNPAAA members to tell (or re-tell) a story. Don't be shy; send your items to editor Bill Gengler, 15023 Rio Circle, Rancho Murieta, CA 95683. My telephone number is (916) 354-2389. I also have a fax and email. My email is mctravel@mindspring.com.

“If you are going to email me something exciting, please label it on the subject line as Information for Sightings, Photo for Sightings or words to that effect, so I won't think it's porn or something like that.

“Current and past Sightings are available for viewing on our website, www.usnpaaa.org.”

New Membership Directory Coming Soon

The USNPAAA 2009 Membership Directory will be published and mailed to members within the next two months. The directory will include names and addresses of new members, and corrections received from “old” members. We are using the word “old” to mean members listed in the July 2007 directory. The new directory will also include changes to the bylaws approved by members who were at Reunion XII in September.

The process for publishing the directory traditionally includes the following phases:

1. Announcement in SIGHTINGS requesting changes or additions to the old directory, i.e., this article.
2. Changes submitted by alert members who carefully read SIGHTINGS, or their emails from USNPAAA@nc.rr.com.
3. Lay out, printing and mailing the new directory to almost 500 members.
4. Receiving changes from members who do not



RADM Brent Baker received a reproduction of the Truxtun Bowl. The handsome bowl has a brass plate inscription to Brent from the Board, expressing deep appreciation for a job well done as USNPAAA president, 2007-2008. Originally, two such bowls were commissioned by Revolutionary War CAPT Thomas Truxtun. One was presented to George Washington and the other is on display at the Navy Museum.

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Directory editor Tom Coldwell says it's a pretty solid tradition, “all four phases, although in truth we are getting a little better—fewer post publication changes than in years past.”

If you have changes, such as your home or email address, phone number, or other personal information, please send it to Tom at the email address above or **USNPAAA, 6119 Larstan Dr., Alexandria, VA 22312**. You are encouraged to place yourself in Phase 1 and not Phase 4.

Note: if you have reviewed your copy of the 2007 directory and have no changes to make, we don't need to hear from you.