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United States Navy Public Affairs Alumni Association

SIGHTINGS

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USNPAAA Board Members Discuss Reunions, Websites and IRS Status

This article is a summary of the March 29 USNPAAA Board meeting at which several items of interest were discussed by members. The items included reunion business, transferring the Association website to a site like Google, establishing a reunion committee, the Treasurer's report and the IRS exempt status.

In addition to the usual business, the Norfolk Reunion was called a success and the Association actually made a profit. President Pietropaoli noted that the primary reason the organization exists is to keep the community together and pass on its legends to the next generation.

Jim Noone noted that our participation with the active duty components would help us qualify with the IRS as a veteran's organization. The IRS application is finished and was sent on its way by Treasurer Mike Doubleday.

The application shows that we qualify as a tax-exempt organization Veteran's Organization with at least 75% of our members having served, and that we also qualify for tax-deductible contributions with at least 90% of our members having served during periods of war, as defined in the IRS regulations.

Providing a summary of the Association's funds, Treasurer Doubleday reported that our total assets were \$105,988. That is a increase of more than \$2,000 from a year ago.

Other Board member discussions included communication business. Since the Association's internet site started,

CAPT Brayton Harris has carried it on his personal website at no cost to us. It was suggested that the USNPAAA site be placed on a professional server, not on an individual's personal site. President Pietropaoli said he would contact Alan

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CAPT John Kirby Selected for RDML

On May 10, 22 Navy captains were nominated for promotion to Rear Admiral. CAPT John F. Kirby, senior military assistant for public affairs, Office of the Secretary of Defense, was the Public Affairs nominee for promotion. Following the nomination, RDML Moynihan sent this message to Team PA:

"Congratulations to RDML (Sel) John Kirby, who has just been nominated for promotion to Rear Admiral on the FY-13 One-Star list.

I've worked with John for more than 20 years. During that time, he has taken the hardest jobs and handled the most difficult issues, exemplified in his current position as the DoD spokesman, who recently returned from being forward-deployed to Afghanistan.

He is a thinker. He is a doer. He is a leader. Please join RDML's Pittman, Beck and I in congratulating this exceptional leader and Public Affairs officer. There is no better choice for Flag."

View from the Bridge

Fellow Members – Greetings.

You'll note our front-page story on the selection of the new Chief of Information, Captain John Kirby. John is an outstanding communicator who served as Admiral Mullen's PAO through multiple tours, including his tenure as Chairman of the Joint Chiefs of Staff and CNO.



And, while I fully expect that Captain Kirby will continue to support USNPAAA and strengthen the ties between our organization and the still-serving community of Navy PA professionals ... it will be very hard for him to match the commitment and assistance provided by the current CHINFO, Rear Admiral Denny Moynihan.

Admiral Moynihan has spearheaded new initiatives to keep USNPAAA connected to our rising stars in the Navy public affairs family. From professional development lunches here in DC ... to providing briefers for our Reunions ... and including USNPAAA members in virtually every conference and event the Navy PA community schedules.

He is the first CHINFO to seek and get approval to sit on our Board as the Navy's liaison to the organization, and I can assure you he is an active participant in our discussions and deliberations. In short, we owe a tremendous debt of gratitude to Rear Admiral Moynihan for his ceaseless efforts to make USNPAAA's activities and events more meaningful and relevant to those who follow in our footsteps. Please join me in a rousing BRAVO ZULU to the head of our community, and wish Denny and his family fair winds and following seas in his post Navy career!

I am keen to continue the kinds of combined events the organization has conducted with CHINFO in the recent past. The lunch at the Pentagon last month to honor NBC Washington news anchor Joe Krebs is a great example of this cooperation. Joe credits the Navy with giving him his start as a broadcaster when he served as the assistant PAO (and plank owner) aboard the newly commissioned aircraft carrier, USS John F. Kennedy. His insights into the current state

of the news industry coupled with sea stories from the "good old days" made it a great event for combined audience of current PAOs and a couple dozen old salts from USNPAAA.

We need YOUR ideas on how to make reunions more compelling and attractive, and other kinds of events we could undertake to keep the connection with the active Navy PA community strong. PAOs are NOT the "silent service." Let us know what you think.

Very respectfully, SRP



Board Meeting - Continued from Page 1

Goldstein and ask him to find a new server. Some suggestions for the site included Google and the National Association of Government Communicators webpage.

As a follow-up to the March meeting, RDML Quigley had an April phone conference with PAAA members Jill Votaw, Steve Clawson, Roger and Mary Copeland, Dick Thompson and CAPT Greg Hicks. They came up with some very important selection guidelines to consider. Of course, the time of the year was very important, specifically for the weather, sensitivity to holidays, CHINFO's schedule and reasonable off-season rates and travel costs.

Also considered very important was a location with a good offering of external activities and that is perceived as desirable and fun, The site must offer easy access for a sufficient number of active/retired PA practitioners, including the availability of reunion committee members at or nearby the location chosen.

The site selectors should consider the possibility of local corporate sponsors and program opportunities such as the RADM Thompson tribute. And, they both agreed there should be easy access to evocative military speakers to discuss the PAO function, even near other service bases from time to time. Finally, they agreed that cost versus revenue for the Association should be a consideration.

Editor Note: *Another item mentioned at the March meeting was the fact that Jim Noone would seek candidates to replace Bill Gengler as Sightings Editor. I have been doing newsletters since High School and the Sightings for more than 4 years. Does anyone want to do it? It is FUN. And we are not the "Silent Service", please send your notes and quotes.*

40 Thieves: Who Was Their 1st Leader and Why Were Navy PAOs the Only Full Timers

The original 40 Navy public information specialists were selected in 1946. The first forty Public Information Officers (PIOs) were informally known as the “40 Thieves” because they had so few resources that they had to borrow or outright “steal” assets to do their job.

What is not well known is who was the “father” of the 165X community. He was Rear Admiral Harold B. “Min” Miller, USN, Director of Navy Public Information, (1945-1946). He graduated from the U.S. Naval Academy in 1924, and was designated a naval aviator in November 1926. From September 1944 to April 1945, CAPT Miller was Admiral Nimitz’s Public Information Officer (PIO) at CINCPAC and Pacific Ocean Areas Headquarters.

As a PIO, he was awarded a gold star in lieu of a second Legion of Merit. The citation read, “During this period Captain Miller worked tirelessly to build a public relations section capable of meeting the rapidly expanding need for press, radio and pictorial coverage of the Army, Navy, Marine Corps and Coast Guard activities in the Pacific Ocean areas. The establishment of the Advanced Headquarters of the Commander in Chief at Guam necessitated the creation of many new facilities for the accommodation of War Correspondents accredited to the theater, and for the expeditious transmission of their written and pictorial material.”

The citation continued saying, “This task was accomplished with outstanding efficiency, resulting in the moving of an unprecedented volume of news material in record times, resulting from the assault and capture of Iwo Islands and positions in the Ryukyu Islands. Through his devotion to duty and farsighted planning, representatives of the world press, and through them the American people, were supplied news of the Pacific war and of their Navy with maximum speed and in great volume.”

Early in 1945, Secretary of the Navy James Forrestal was concerned that the “Navy Story” in the Pacific was not being fully told, and that part of the reason was that the colorful General Douglas MacArthur was taking most of the public credit for winning the Pacific War as Supreme Commander of the Southwest Pacific Area.

The Navy did attempt to get the Navy-Marine Corps story out. For example, in November 1944, CAPT Miller wrote to Rear Admiral Aaron S. “Tip” Merrill, Director of the Navy Public Relations Office, regarding release of SEVENTH Fleet material. Basically, his letter indicated that certain Fleet material for public release was supposed to go through General MacArthur’s headquarters, but instead was being sent from CINCPAC to the Navy Director of Public Relations for release in Washington.

CAPT Miller wrote, “... after talking with Admiral NIMITZ last night, I am convinced the Navy is perfectly entitled to break this material without further consultation with the Army. We are now passing it on to you for release in Washington.”

In April 1945, Navy Secretary Forrestal visited Pacific naval commands and informed ADM Nimitz that he needed CAPT Miller in Washington immediately to relieve the Director of Navy Public Relations (RADM Merrill), who had health problems. Nimitz was not happy, but Secretary Forrestal convinced him that he was sending another aggressive officer CAPT Fitzhugh Lee, USN, to relieve Miller at CINCPAC.

One problem was that CAPT Miller was not keen on going to Washington because he had been promised his aircraft carrier command after working for Nimitz. This was the necessary major command for naval aviators to be qualified for flag rank.

The Navy Secretary informed Miller that it was more important to the Navy for him to command the Navy’s public relations efforts, and to sweeten the deal the Secretary said he would be promoted to Commodore in Washington.

Thus, Captain Lee relieved Miller as CINCPAC PIO in April 1945. And, when Miller became the Director of the Navy Public Relations Office on April 23, he was surprised to be promoted to RADM, becoming the first of his Naval Academy year group to be so promoted.

As Director of the Public Relations Office RADM Miller suggested to SECNAV that the term “public information” replace “public relations.” The term PR was changed to Public Information on June 18, 1945.

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The Sea is Always There When Joe Callo Sees It

RADM Joe Callo has authored another book: *The Sea Was Always There*. This one tells the story of the joy, pain, victory, defeat and humor of learning from being at sea across the globe. According to a review of the book, the many personal episodes of the story deal with real people, places and events and it is based on personal experiences drawn from the Navy, sailing, travel and writing.

You may not know it, but RADM Callo is the author of the award winning book *John Paul Jones: America's First Sea Warrior* and three books about Britain's Admiral Lord Nelson. He also was U.S. author/editor of *Who's Who in Naval History* and is an award-winning television producer and writer. He also was *Naval History* Author of the Year.

His latest book is published by Fireship Press.

Front Burner Book Details Al Qaeda's Attack on Cole

Here is a book that has to be very interesting, compelling and informative. It was authored by retired CDR Kirk S. Lippold, CO of the USS Cole, and published in April. USNPAAA member Craig Whitney assisted Lippold in putting the book together.

Although he declined to review the book because of his involvement, Whitney says that it is an "excellent book that raises troubling issues about our intelligence before the attack and the Navy's preparation for dealing with such attacks."

He also says that the book is not by any means an attempt by the commanding officer to evade his own responsibility, and it makes clear how heroic the efforts of the crew were in keeping the ship from sinking in Aden Harbor after the attack.

Editor's Note: Just to check on the book, I went on Amazon.com and found 18 reviews of the book. Seventeen reviews were amazing 5 stars and one review was "only 4 star."

The Artist Jim Nemer is A Tiger on the Internet

You all should drag out your computer and click on this link – www.jimtiger.com. It will flash you onto a site that contains several of Jim's outstanding works of art. He has been doing this for years and he seems to get better with age – as do his works.

Check out his sculpture of a globe on top of a monument in Echo of Nature Park in Albemarle County, Virginia. It is named "In-Our-Hands" and that certainly reflects the world as it is today.

Fascinating Story About POW's by Jim McClure

CAPT Jim McClure, USNR-Ret, is the co-author of a new book about an extraordinary survivor of Japanese POW camps in World War II. The book is *Don Jose, An American Soldier's Courage and Faith in Japanese Captivity*

It is co-authored with Colonel Ezequiel L. Ortiz, USA-Ret. It tells the story of a Mexican-American kid from Texas who joined the Army in 1941 for \$21 a month and three meals a day. Joseph O. Quintero manned a machine gun in the defense of Corregidor before the Japanese captured his unit.

When prisoners of war were transported to Japan, Joseph survived a razor-blade appendectomy on the "hell ship" voyage. In the prison camp he cared for his fellow prisoners as a medic and came to be known as Don Jose. When American troops liberated the Niigata POW camp after the Japanese surrender, Joseph greeted them with a homemade American flag that had been sewn together in secrecy.

Joseph's narrative is an enlisted man's view of the war with first-hand descriptions of conditions in the POW camps and personal glimpses of what he and his buddies did, endured and talked about. The authors have drawn on other histories and official documents to put his story into perspective and focus on a little-known chapter of World War II.

The book's web site is <http://www.DonJosePOW.com>, and it is published by Sunstone Press in Santa Fe, NM. McClure, a retired public relations consultant, commanded two Reserve PA units in Chicago and relocated to Albuquerque, NM six years ago.

Imagine Brayton Harris With a Zumwalt Beard

When I (Brayton Harris) was at NAVINFO NY from 1969-73, I was one of the few senior officers, "O-5" who took CNO Adm. Elmo Zumwalt at his word. Therefore, I grew a full, proper maritime-type beard.

There were consequences. I was interviewed by Barbara Walters on the "Today" show, and got a lot of applause from folks on the street, but my office was subject to a surprise audit by the Third Naval District Inspector General (IG), who had been dispatched on an urgent mission by the District Commandant.

I happened to be visiting CDR Harry Padgett at the LA office at the time when the NAVINFO deputy, Tim Menotti, called me in a panic. He asked, "What should he do?" I said, give the IG a cup of coffee and show him around. He found nothing wrong though he had been led to believe that everything was going to hell at NAVINFO NY.

He asked Menotti, "Why am I here?" Tim, a savvy sort of guy, said, "Could it be the Commander's beard?" The IG said, "The Commander has a beard?" "Yes sir." "Thank you Mr. Menotti, I think that explains everything." Turns out I had been put on report by the Army colonel who ran the NY Army Information Office, located on the same floor as our NAVINFO.

About the same time, there was a minor issue brewing with one of the richest men in the world, ex-Lieutenant Ross Perot (USNA 1953). I don't remember the details, but since I knew Ross (spent ten days showing him around and visiting POW camps in South Vietnam in 1970). ADM Zumwalt asked me to go to Dallas and work it out. Sure, why not?

So, with a full but neatly trimmed beard and in dress blues, I flew out from NYC and paid a call on Ross. Got a lot of funny looks from staffers while I was in the waiting room. We had a great meeting and easily solved the issue that had been some sort of miscommunication. Business over, I said, "Ross, I know you have the IBM-standard no-beard white-shirt grey-flannel suit dress code, but in this day and age, why?"

He said, "I don't have a problem with beards or beads or colored shirts, but you have to understand, I make my money by providing computer experts to help big companies select and operate computers with

which they have never had any experience. My team works in their offices, and I don't want my people to become a lightning rod for other people's insecurities. I call it, 'corporate camouflage.'"

Well, my boss once called me, his "visual aide." High praise, indeed, but when I got promoted and had orders back to the Pentagon for my second tour at CHINFO, I left the beard in New York. I may be bold, but I am not a fool.

Editor's note: Does anyone else have a beard story they want to share with us? My son Bob Gengler won the Mr. Fur Face contest in Alaska and also finished 3rd in the Fu Manchu category at the World Championships two years ago.

Connors Celebrates 50th Also Writes Handbooks

CAPT Tracy Connors and his beautiful wife Faith met in October 1961, on their first and only blind date. Tracy says, "Faith's choice was between our date...and reading a good book." Commenting on the celebration of their Fiftieth Anniversary he said that he hoped she would still make that choice, and that he is forever grateful that she did. That was the time HM2 Connors reported to OCS in Newport, RI.

They were married nine weeks later (to take advantage of the school command's "basket leave" policy, he explains). They celebrated their Fiftieth Anniversary with daughters Karen (Jeffrey) and Miriam (Dean), (five grandchildren), and Washington DC visits to old friends CAPT Owen and Mim Resweber, CAPT Jim and Alice Noone, and CDR Dick and LCDR Easter Thompson.

Tracy recently published the Volunteer Management Handbook, Second Edition (Wiley), his eighth nonprofit organization management handbook since publishing the first such handbook in 1980. He also recently completed the course work and comprehensive examinations for a PhD in NPO Management, with completion of the Dissertation planned for mid-2012. Two more NPO management books are in the works for 2012.

Also, he is editing "Leading at the Strategic Level," by Dr./Professor Emeritus Jim Browning (CAPT, USN Ret.), the new text for the Master's Degree program at National Defense University. It will be published in mid-2012.

Developing War Picture A Saigon Deal Revealed

Horst Fass, a German born and highly talented two-time Pulitzer Prize war photographer from the Vietnam era, passed away in mid-May at 79 years. Although not in the military, he worked closely with some of our USNPAAA members in Saigon who have fond memories of their relationship during the 10 years that he was in Saigon.

CAPT Bill Graves first introduced CAPT Jim Mathews to Horst Fass when Jim and Bill were LTs at COMUSMACV back in the summer of 1965. They were stationed with two Army colonels who were running public affairs and the Five O'clock Follies.

Mathews remembers that the Navy didn't have a photo lab at the Rex Hotel, so when the Marines conducted a very successful Operation Starlight that year they had no way of getting their pictures to the media.

According to Jim, the Marines contacted Graves and flew their unprocessed photos down to Saigon. Bill and Jim then "went over and struck a deal with Associated Press (AP) photographer Horst to soup and print them." They spent the rest of the evening getting the photos out to the major news agencies.

Mathews also remembers that, "One of the lessons learned during that summer was the old saw about it being better to ask forgiveness than permission." He quickly found out that there was no profit for the Navy to try to release anything, especially photos, through MACV.

Mathews also recalls that, "We would walk the photos around the news media offices ourselves, sometimes with the help of prints from AP photographers Horst Faas and Henri Huet." The MACV people would wonder for days how the photos got out. According to Mathews that was a good example of Graves' "don't worry about the credit" policy.

To support his "don't worry about the credit" policy, Graves says that he and Horst participated in one of the "great secrets of the Vietnam War." He says while at CINCPACFLT he was assigned as an escort officer for an ABC crew doing a documentary called, "The American Navy in Vietnam." He "hop scotched" around Navy destroyers and aircraft carriers off the coast for a week. When he returned to Saigon with a

a couple of rolls of unprocessed photos he knew there were some good unclassified Navy photos and he wanted to give them the widest distribution. So, when he got back to Saigon, he took the raw film to Horst.

He told him what ships he had been on and what he had shot. According to Graves, they both knew that Graves was breaking all the rules. They also knew that AP would instantly move exclusive photos, as opposed to official Navy handouts.

Within days, one picture was on page one of Stars and Stripes, and a few days later, another one was on the front page the Honolulu Star Bulletin. Both were credited as AP photos.

Graves believes to this day, "That lesson learned in Saigon worked well for the rest of my career - If you don't care who gets the credit, you can get a lot more done."

Photo: Saigon or Charleston?



During the same time Bill Graves and Jim Mathews were distributing photos developed by Hoss Fass, Anne and your Editor Bill Gengler (l & r) were forced to attend the Commandant's functions at the Sixth Naval District in Charleston where he was the PIO. He was lucky enough to have Dan Davidson and Ed Schrock to back him up and to distribute these photos.

Corp of PIO Specialists, “Is a Vital & Continuing Function.”

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Miller’s title was then changed to Director of Public Information.

At the end of World War II, RADM Miller was concerned that the public information officers (most of whom were reserve officers) were being released too quickly, and that few qualified replacements were available. So, he decided that one of the key steps to retaining qualified reserve and regular PIOs on active duty was to create a new 165X corps of PIO specialists.

In September of 1945, Miller wrote to the Secretary of the Navy on the subject of “Post-war Personnel Allowances and Policies for Navy Public Information.”

He called for a special designator (PIO) for public information officers. Miller said that, “Recognition by the Navy, that public information is a vital and continuing function will induce quite a few Reserve officers to remain on active duty in this work or to request transfer to the Regular Navy.”

On September 13, 1945, Miller wrote to Captain Lee after the Japanese surrender saying, “All of our top people are going out and this, combined with the fact that the fleet news is scarce, is making our job a tough one indeed. ... There is no doubt that the next six months will be the most difficult that we have had thus far.”

He referred to his efforts to create a new PIO specialty, writing, “I am making a strenuous effort to get Public Information Officers designated as Specialists in order that they can stay within the Public Information structure. If this can be done, and I am confident it can be, it will provide some hope for the Reserves if they don’t want to compete with sea-duty boys.”

On December 17, 1945, Miller wrote to CAPT Lee saying, “I can well appreciate the fact that you are losing people right and left. As I told you, the designator has been approved by the Board, but BUPERS has yet to take action on the thing. I will do everything I can. At the moment, however, everything is being dropped to take care of the merger [defense unification] angle.”

On January 10, 1946, Miller wrote to Lee saying, “We reached a definite crisis in Public Information with the projection of the merger [defense unification]

issue upon us.” “Since the merger is freezing all legislation on the hill, our plan to have the PIO designator go through has been held up. If only that could have been done during these difficult times, I’m sure we could have salvaged a good many of our Reserves. On the whole, things are looking up for the future, with Admiral Nimitz and his new gang in charge.” (Fleet Admiral Chester W. Nimitz relieved Fleet Admiral Ernest J. King as CNO in December 1945)

Finally, on January 26, 1946, a SECNAV message was dispatched to all naval activities on the subject of *Requests from all officers interested in public information duties*. It stated: **“BUPERS desires requests from officers of all grades, regular and reserve qualified, for duties connected with Public Information. Reserve officers having a background in Public Relations, Newspaper Work, Advertising, Radio or Writing Experience, or Graduates in Journalism, or Regulars with an inclination or aptitude for Public Information work are particularly desired. The need for these officers as replacements for personnel lost by demobilization is immediate. Officers desiring postponement release for assignment will be considered. Submit request by airmail speedletter. Attention, Pers 3121, with the endorsement of the Commanding Officer, indicating availability.”**

As a result of the officer applications received, a BUPERS’ board selected the original 40 Public Information specialists in spring 1946. RADM Miller had reached his goal of creating a specialized corps of Navy Public Information officers. He served as Director of Public Information until relieved of all active duty on 31 July 1946 and he retired on December 1, 1946. Thus, all 165X officers can thank RADM Harold B. “Min” Miller for being the father of the 165X designator.

Editor’s Note: Thanks to CDR Wes Larson. He contributed three boxes of material to the USNPAAA History Archives. And, with all of that material available for his review, RADM Baker was able to put all of the facts into this very interesting historical article. Please keep sending your materials to our outstanding Historian.