



United States Navy Public Affairs Alumni Association

SIGHTINGS

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A warm and informative experience For all at the San Diego Reunion XIII

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The weather was great, the hospitality was great and Jill Votaw, who was the Reunion XIII coordinator, handled the Reunion with great expertise.

Thirteen couldn't make it including Bill and Dorothy Thompson. The hotel staff and the Association volunteers were on the job 24/7 to help make this a pleasant and informative escape for those who could make it from the East coast.

In his *View from the Bridge*, President Jim Noone provides a very thorough outline of the informative and meaningful presentations given by our invited active duty guests.

A general membership meeting was held during Reunion XIII. To lead off the meeting President Noone acknowledged with appreciation the presence of several active duty types. A special moment at the meeting was experienced when Chaplain Chris Baumann read the names of our fallen colleagues who passed since the last Reunion in September 2008. They are: Robert Hartmann, Frank and Dolores Maher, Buzz Lloyd, Pete Litrenta, David Machtel, John Cartwright, Jerry Bastarache, Tom Coldwell, Robert Jones, Walter Thomas, Leo Loftus and Frank Orr.

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Reunion attendees share a salute with Linda Litrenta in a lobby at the Manchester Grand Hyatt. Captain Pete Litrenta, seen in the picture on the wall, died in 2009. An active Navy and community leader, Pete had a great impact on the San Diego community after he retired.

View from the Bridge

This issue contains outstanding coverage of Reunion XIII at the beautiful Manchester Grand Hyatt in San Diego. Not only was it a good time – as the reunions always are from a social point of view – but also very informative and meaningful.

As reported elsewhere in *Sightings*, Rear Admirals Denny Moynihan and Ken Braithwaite provided an excellent rundown on the great work being done by today's Navy Public Affairs Team, active and reserve/officer and enlisted.

We were also fortunate to get the perspectives of Master Chief Priscilla Kirsh, CHINFO Senior Enlisted Advisor (SEA), and Master Chief John Williams, Reserve Component SEA, particularly on the integration of the various public affairs ratings into the single Mass Communication Specialist rating.

Commander Scott Norr, CO of Navy Public Affairs Support Element (NPASE), Norfolk, opened our eyes to the extremely aggressive – and effective – operational public affairs work being done by his command Navy-wide. Commander Norr was accompanied by Master Chief Ron Martinez, NPASE Command Master Chief.

A real highlight of the weekend was the presentation of our Association awards at the Saturday night dinner. Each was significant, for different reasons.

The San Diego Padres were most deserving of our Distinguished Service Award for their outstanding support of the military. The award was accepted by retired Captain Jack Ensich, the Padres' Director of Military Affairs, a Vietnam veteran and former prisoner of war.

MC1 Daniel Ball of NPASE West in San Diego – selected via a CHINFO-convened board in Navy Region Southwest – received our Exemplary Service Award. He is an outstanding petty officer, communicator and leader.

And, Brother Chris Baumann, our Association chaplain, received the first Captain Thomas Coldwell Award for Significant Achievement for the spiritual comfort he has provided in the religious calling he pursued after his naval service. The presentation was doubly satisfying because it honored Tom Coldwell,

who did so much for this Association over the years.

As you have read, we continued the practice of prior reunions by starting the Saturday program with a tolling of the names of our members who have passed away since the prior reunion.

So, we recognized departed shipmates, enjoyed the company of friends old and new, got up to speed on current Navy PA challenges and achievements, and honored three most deserving awardees. It all added up to a happy and satisfying Reunion XIII.

- Jim Noone



Reunion - Continued from page 1

The members present unanimously approved a slate of officers. (The new officers are included in the Association officers display on the first page of *Sightings*).

Treasurer Mike Doubleday reported the total assets of the Association were \$116,900, including \$91,343 in a CD and \$11,279 in Money Market savings. A checking account had \$14,268, most of which would be used to pay for Reunion expenses. Jeff Zakem was commended for his service as Treasurer over the last five years.

President Noone then reported that the 2010 Membership Directory would be e-mailed to those who have current email addresses on file. ***Hard copies will be mailed to those who do not use email or who specifically ask for a hard copy.*** Target date to receive the 40-page Directory online is early March.

Brent Baker then reported on his efforts to assemble a history of Navy public affairs. His request is reported elsewhere in this issue.

Chuck Connor followed with a report that the USNPAAA's present IRS status as a 501.c.6 does not allow gifts to the Association to be tax deductible. To change that, 90% of our members need to qualify as "war veterans." Generally speaking that means they must have been in the military during designated times.

An internal audit of the membership is planned to determine if we can meet the "tax-deductable" requirements. The Association will be collecting this data shortly, and will survey by email or regular mail. It was stressed that it is very important that all members respond to this audit/survey.

USNPAAA Awards to Caring Professionals

Awards for Distinguished Service - Significant Achievement - Exemplary Service

The *Distinguished Service Award* given to the *San Diego Padres* recognized “the team’s magnificent contributions to members of the military and their families over more than 13 years”. The Padres, known as “The Team of the Military,” have provided more programs and support for the military than any other professional sports franchise in the nation.

It was the first team to fly the POW/MIA flag at all home games, and is the only team with a full time military affairs department. It is the only major league



Jim Noone, Jack Ensich and RDML Denny Moynihan

baseball team that holds a Military Home Opener, during which the team wears camouflage jerseys as a visible salute to the military.

The Padres sponsor an annual “Armed Forces Night,” “Salute to Veterans Night” and “National POW/MIA Recognition Night”, with pre-game ceremonies recognizing current and former military personnel.

The team has provided lifetime passes for regular season games to WWII and Korean War veterans in Southern California, and around the nation. Reenlistment and retirement ceremonies are accommodated on the field before home games.

The Padres have provided assistance to many military related organizations, including the USO, The Armed Services YMCA and the Navy/Marine Corps Relief Society. The team has raised funds for the Fisher House, which is of great assistance to military families.

The first *Captain Thomas Coldwell Award for Significant Achievement* was awarded to *Br. Chris Baumann*. The award states that as the first chaplain of our Association he has provided very valuable pastoral care to our membership and to individual members.

He has organized, given sound guidance and prepared materials for several funerals of members and their families at Arlington National Cemetery. His calm and gentle manner and his knowledge of military funerals have provided quiet reassurance to colleagues and their families in times of sorrow and anxiety. His demonstrated compassion speaks to his great character and his dedication to the church and to our Association.

After retiring from the Navy as a commander, Br. Chris became the spokesman for the Catholic Bishops of the United States, and pursued a calling by being ordained as a Roman Catholic deacon. He handled media relations for the National Cathedral, and became the special assistant and personal chaplain to the Dean of the Cathedral.

Later he took vows in an Anglican Benedictine religious community and became Brother Chris. He became the Director of the Department of Ecumenical and Interfaith Ministry at Saint Francis University in Pennsylvania. In 2009, Br. Chris presided over the funeral of Captain Thomas Coldwell for whom the award is named. The award stated that the presentation is most fitting and particularly special for our Association.



Jim Noone, Br. Chris Baumann, Jim Finkelstein



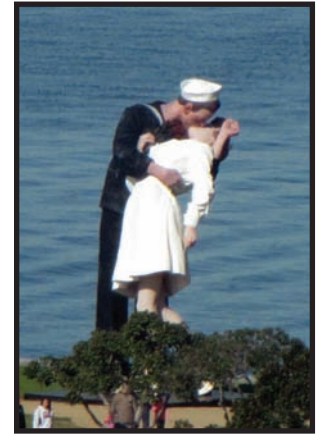
*Lucretia McCain, Alice and Kathleen Noone
with Jill Votaw looking on*



*Jerry Pape, and
George Kolbenschlager*



*Anne Gengler, Jim McCain, Chris Baumann
Jim Noone*



*Bill and Dorothy Thompson
near USS Midway*



Doug and Lou Strole, Linda Litrenta, Bill Gengler



*Bill Graves, Jim Finkelstein, RDML Dennis
Moynihan and Mark Stull*



Karen Carman, Vici and Steve Taylor



*Luncheon speaker RDML Gary Bonelli, Navy Special
Warfare Command, Jim Finkelstein, Carolyn Lincoln*



Joe Ciokon hosts USS Midway tour

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Kay and Jim Finkelstein, Vonnie Kolbenschlager, Anne Gengler and George Kolbenschlager



Sheila Graham and Bob Nash, Jill and Mark Stull



A group of reunion attendees at lunch



Hospitality Suite time for Jim Noone, Jill Votaw and Steve Taylor



Bill Graves hangs with Hazel Stern and Diane Plantenburg



Karen and John Carman



Brent Baker and Carolyn Pape



LCDR Josh Frey, CDR Scott Norr, RDML Denny Moynihan, MC3 Foster Bamford, MC1 (SW) Daniel Ball, and MCCM Priscilla Kirsh

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Chinfo's Old and New World of Public Affairs

Active and Reserve Duty - Officer and Enlisted - Civilian PAO's

RDML Denny Moynihan started the day's presentations by introducing active duty uniformed and civilian public affairs people at the reunion. He then stated, "The reason I did that is that there is a bit of a DNA thing going on. So many of you taught so many of us. You taught us how to do it and now we are teaching others.

The theme of his presentation was, "*The more things change, the more they stay the same.*" Admiral Moynihan explained how in the old days, when a crisis happened CHINFO pulled people off the news desk and other places to go to the crisis.

He said, "That is not how we do business today," and that the *Navy Public Affairs Support Element (NPASE)* has changed all that. "When it hits the fan, we have a cadre of young Mass Communications Specialists and PAOs, who go out the NPASE door to get it done." He said that when there is not a crisis, the NPASE trains its MCs and PAOs.

He believes that the NPASE is a huge difference changer in our community. "When a one-star in a carrier strike group needs help, like at Haiti, he appreciates that kind of support." But, he said he really appreciates the kind of experience that all these MCs and PAOs are getting from the NPASE.

Sticking with his DNA theme, he told the attendees, "You taught us about community relations, but what we never did was put all the pieces together." For instance, the Blue Angels used to go and do their thing and the band did its thing, and flag officers used to go speak where they could.

He said, "We put an instruction together called '*Outreach America's Navy*' and we now develop these things called Navy Week." He confirmed that at least 20 times in 2010, the Navy will focus its assets at one place for a week. Coming up is Tampa in March. There will be a three-star admiral from Florida. There also will be a Blue Angels performance, Navy recruiters, a Navy band, and other one and two stars who will speak to several groups.

The admiral asked the audience, "Do you have a *Facebook account*?" He said it's the way people are having conversations now, and it is the social media where people are going to get breaking news. He added that it is just another means by which to

communicate, and that the Navy has some really sharp people engaged in this medium.

When Haiti happened, the number of fans jumped dramatically. According to the admiral the Navy has about 73,000 people who are following its activities on Facebook.

He said, if you have a Facebook account, check us out - U.S. Navy. "We have people working 24/7 to give you the information, and it's really neat." He continued, "It's not us exclusively; there are conversations that are taking place. We are getting young people in there, who are saying, 'Hey I'm really interested in joining. Has anybody been on a carrier?'" So, we're building this little online community. We're feeding it. We're observing it, and we also have veterans who are coming in and joining the conversations."

Admiral Moynihan then showed a chart, which listed 226 officers (1650) and 34 officers (6470) for a combined total of 260 officers in the *PAO Community*. He explained, "We all know the 1650 designator, but the 6470 is the photo LDO or visual information designator. We are all one community now! We never used to be that way. We're working on a blended family here."

"The other thing I point out is the officer IA requirement. That stands for individual augmentees. We have 15 IA requirements, so we have to send people to Iraq, Afghanistan, and to Haiti as well." He said that is, "challenging for us, because they are not billets, we cannot grow our community from IA requirements, so we take them out of hide."

The admiral then showed a chart featuring 1,300 within the *Mass Communication Community* who are on active duty – 450 are from JO rating, and 850 are legacy ratings (come from other ratings). "These people are great," he said. He was amazed about how many of them have degrees. A chart showed that out of a typical class of 24 prospective MCs, most already had college degrees. He said he was at a San Diego State postgraduate class yesterday, and five of the eight officers there were prior enlisted.

The admiral closed his presentation by saying he talked about how things have changed, but went to his opening comments about DNA and that things

have really stayed the same. He said that what makes the Public Affairs community great *was and is* the teamwork part of the community. And he added that the other thing that makes this current team great is when there is a crisis they rush down and participate. For example, he said when Haiti happened the Navy had 23 PAOs and 63 MCs involved with all our units. Also, 15 PAOs and 18 MCs within a period of days were down there augmenting. So the thing that stays the same is rushing to help out our team.

Vice Chinfo RDML Ken Braithwaite followed up on Admiral Moynihan's presentation with a theme of "One force – one fight!"

He stated, "Unlike the cold war where the Navy Reserve was organized in its own units as a strategic reserve, we are now an operational reserve that is organized to assist in the day-to-day operational needs of the Navy."

"We are part-time full timers. That demand cycle on the individual has put a strain on their civilian occupation as well as on their families. We have to be sensitive to that."

For example, he pointed out that 65% of the active duty public affairs individual augmentees (IAs) are Navy Reservists. Today, reserve units are assigned to work in active duty units and commands. These reserve units have Directors and Deputy Directors, not Commanding Officers or Executive Officers, and have operational plans that are geared to direct support of the active duty unit. The Reservist's fitness reports are signed by active duty officers, not other Reservists, just like their regular duty colleagues.

What made RDML Braithwaite's presentation especially interesting was the number of retired Reserve members in the audience, who contrasted today's Navy Reserve with their reserve careers.

After a member told of his Reserve experiences in the old days, the admiral pointed out that Reserve "drills" could be held any time the active units needed the Reservist, not on some weekend or during a two-week summer period. He said to him, "The thing that is different now than when you were in it, is that the camaraderie of being together on a Friday night and then having that Saturday and Sunday together as a cohesive unit doesn't exist anymore."

Why? Braithwaite said, "Because that's not the role of the Navy Reserve". He continued that, "The

role of the Navy Reserve unit is to support that active component and to show value for what we do". He pointed out "Most of us are single public affairs operators or maybe two of three on a small staff working for a senior active duty unit commander."

The admiral pointed out that a Reserve officer or enlisted member can't just cut their own deal anymore. MC John F. Williams, USNR, joined the presentation and said, "The real difference is that I have a Reserve senior chief who works for me, and details every Reserve Master Chief."

He continued, "Retention is an issue for us. Admiral Moynihan and I are working with the Commander Navy Reserve. We've been working with fleet force commands to see what we can do to alleviate some of the burdens of the Reservist during a one-year deployment." He made the obvious conclusion that if you are in your own public affairs business or work in a small company – it's tough. He said, "We are looking at how we can mitigate that perhaps by going back to a seven month cycle rather than year deployment as intelligence specialists do."

CHINFO Senior Enlisted Advisor Master Chief Priscilla Kirsh continued detailing the new PA community. "Back in the day that I was a JO, we had this JO and PH sibling rivalry – it was the way it was, but it worked, we were a team. I did the writing and tried to stay out of the photo business. It's not that way anymore. In 2006, they put a name to what we were doing when they said welcome to the MC rating. "I think of the MC rating as one seat in the helo concept."

"We have folks over in Afghanistan, horn of Africa, Iraq, put your finger on a map, and there's an MC there. There's only one seat on that helo., so who are you going to take, you'll take an MC. He or she's got a camera, a video camera a pen and a pad and can still write. An MC can do it all. Imagine what a whole team of MCs can do. For example, in Iraq our MC in charge of Navy combat camera is in charge of all the service's combat cameras. It's all about leadership, as we have said before. "

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As usual we must thank RADM Brent Baker for his detailed and accurate summary of the presentations made at the Reunion.

And, Exemplary Service Award.... Goes to MC1 Specialist Daniel Ball

The *Exemplary Service Award* was given to *Mass Communication Specialist First Class (SW) Daniel Ball, USN* in recognition of his truly outstanding performance with NPASE West and his manifold contributions to the success of Navy public affairs.

Acting as his command's career counselor, he has been a catalyst behind the unprecedented success of the Navy Public Affairs Support Element West. His visionary leadership in revitalizing the command training program, by establishing a new curriculum for professional development, impacted 38 active duty and reserve commands in San Diego, and directly resulted in a fleet-wide improvement of training for all mass communications specialists.



MC1 Specialist Ball (l) receives applause for his award.

During his deployment as an independent photojournalist in support of the Navy's Southern Partnership Station mission, he provided expeditionary public affairs support across seven countries and produced more than 10,000 photos and 20 news stories.

He also assisted the public affairs officer with Project Handclasp, including media availabilities and distinguished visitor events during this high visibility mission. He distinguished himself by applying his leadership and mentoring skills to assist sailors as they rotated in and out of Southern Partnership Station.

His outstanding work also includes assisting in community restoration projects in Panama and Columbia and volunteering at the San Diego County Humane Society Animal Shelter.

Petty Officer Ball's commanding officer has said that his positive attitude and devotion to duty, along with his dedication to military standards and equitable treatment of subordinates, have promoted teamwork and optimized mission accomplishment.

Brent Baker needs your help To fill our USNPAAA Archive

Brent Baker needs your help in making the Navy Public Affairs Archive grow to its full potential. He needs a one or two page bio including when and how you entered the naval service and a chronological list of duty stations. Also include when you became a PAO, journalist or communications specialist and the date you retired.

Something about your post-retirement career would be appreciated. This is for the master bio index. You can send this information to Brent Baker, via e-mail or snail mail. Short bios are best.

He would also like documents and materials that you may have collected over your career about major events or accidents or incidents.

And, most of all, he is looking for "first person narratives" about your experience at major events during your career. These narratives bring those sparks of emotion and life to the history archive. Please include what was it like to participate in an event, and sometimes the lessons you learned

In his Reunion presentation Baker said that public affairs lessons in our history archive are many and include the fact that most public affairs folks are driven by current events. He said that we react to events more than we plan or create them, and that some of our most important public affairs successes are scored on the run.

He asks you to "Go through your old Navy stuff. open that old cruise box, dust it off, and ask what are you saving this old Navy stuff for?" He said he could assure you that most of your relatives will not value your Navy papers like you do. So, why not donate some your stuff to the archive?

He also mentioned the oral history program at the archive. If you have a story to tell, just contact him by telephone and he will be glad to listen and record it.

Biographical Info is needed For Chester Nimitz book

CAPT Brayton Harris has been given a contract by Macmillan to write a fresh biography of FADM Chester Nimitz. The publisher has a growing "military leader" list, which started as a "Great Generals" series. When Harris suggested, hey, what about the Admirals? The reply was, "You mean like John Paul Jones?" Although he was only a captain in our Navy, he was an admiral in Catherine the Great's Russian Navy."

According to Harris, the assignment is both an honor, and a challenge. The “honor” part is obvious. The challenge, he says, is to add to the record with material that has not been published before. He notes that he has the support of the Nimitz family who have already shipped him the family archives including the plan for the Battle of Midway.

He is looking for suggestions from anyone who knew, or worked for, or heard tales about the Admiral. And, he is most interested in his tactics to get the best out of people and quietly move aside people who didn’t quite work out, without destroying them personally or professionally.

If you have any stories of substance, please contact him at brayton@harris.net.

Frank Steel is the Real Deal He is a Volunteer Honoree

CDR Frank Steel received the St. Mary’s d’Youville Pavilion 2009 Volunteer Honoree award in Lewistown, Maine. The Pavilion is one of the largest nursing homes north of Boston. The state-of-the-art rehab center, specializes in dementia care unit and skilled and long-term care traditional nursing.

He has volunteered at the Pavilion since 2001, and has contributed more than 6,000 hours to the organization. He assists with therapeutic programs and transports residents to various off-site activities. He also enjoys visits with those patients who are unable to attend these activities.



He says he came to a make a difference for the residents. “But the more I spent here, the one I was making a difference for was me.” He says that when his mother was living at the home, he used to visit her every day. But, she passed away at almost 104 years. He then began to visit her roommate and others whom his mother knew. Finally, they asked him to become a volunteer. He says, that when he started, he was going to do perhaps one hour a week, but now I am now 4-5 days a week. “It’s my complete full-time occupation,” according to Steele.



Recent Sightings

RADM Joe Callo to Receive Literary Achievement Award

The Association of the United States Navy (AUSN) has announced selection of RADM Joseph F. Callo, USNR (Ret.) to receive the Lee Wayland Douglas Award for Literary Achievement.

The award is presented for exceptional literary achievement in the field of maritime history. It emphasizes the importance of history and heritage to the United States Navy. According to the Association, the body of literary work created by RADM Callo has illuminated those subjects with unique clarity in a wide variety of media over many years.

His most recent book is the award-winning *John Paul Jones: America’s First Sea Warrior* (Naval Institute Press). It was described by one knowledgeable reader as an absolute triumph, very beautifully written, with just the right scholarly emphasis that doesn’t overshadow the daring-do of the tale.

Callo has written three books about Britain’s Admiral Lord Nelson, and is U.S. editor for *Who’s Who In Naval History*. He is a frequent author of magazine and newspaper articles, and been interviewed about maritime subjects on many radio and television programs.

The Association is dedicated to informing the nation and the Congress about important issues related to the Navy and national defense. The award Callo will receive is named for the late Lee Wayland Douglas, a writer and Navy Reservist, who for many years was a pioneer in the AUSN’s predecessor organization, the Naval Reserve Association.

Headquartered, in Alexandria, VA, AUSN actively seeks members from all ranks and rates of Navy personnel: active, reserve, retired, family and civilians. The organization not only serves as a voice for Navy people on Capitol Hill, but also provides a wide spectrum of information on benefits and pay, and other areas affecting them.

AUSN offers free “Friends of the Navy” memberships as an introduction to our legislative programs. For further information, go to www.ausn.org or call 1-877 Navy 411.