

SIGHTINGS

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Arrangements are Moving on for 2011 USNPAAA Norfolk Reunion

As reported in the last issue of Sightings, the Board of Directors voted unanimously to hold Reunion XIV in the Hampton Roads area on October 7-9, 2011.

RDML Craig Quigley is heading the Site Selection committee to arrange for a most pleasant and informative time for all attendees.

He reports that no definite arrangements have been made for the Reunion hotel but that, "We do know for sure that we'll be in one of several nice downtown Norfolk hotels."

And, he assures members that the Nauticus, the battleship Wisconsin and excellent shopping and restaurants will all be within walking distance.

Norfolk Naval Base is about a half hour away, and the Oceana Naval Air Station is 45 minutes away, both with excellent golf courses, Navy Exchanges, and more.

The Nauticus complex includes the battleship Wisconsin, the Hampton Roads Naval Museum and the Norfolk Cruise Terminal. Nauticus is located on the downtown Norfolk waterfront, at 1 Waterside Drive.

The Hampton Roads Naval Museum inside Nauticus presents 225 years of naval history.

The museum is also responsible for the historic interpretation of the Battleship Wisconsin which is entered from the second floor of Nauticus.



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The USS Wisconsin is berthed at the site of the Nauticus Museum. The museum and ship will be among the highlights of the Association's 2011 reunion. (Museum photo)

View from the Bridge

Dear Members,

As reported elsewhere in this issue, the Association's Board has approved a recommendation of our Site Selection Committee that Reunion XIV scheduled for Oct. 7-9, 2011, be held in Norfolk.

The Committee, headed by RDML Craig Quigley, looked closely at Norfolk, Virginia Beach and Portsmouth. Norfolk was chosen, for the following reasons:

*More Navy-related attractions than the other locations, e.g., Nauticus and the USS Wisconsin display ship.

*In recent years there has been a significant transformation of downtown Norfolk, with first-class hotels, many dining options, and an upscale shopping mall (MacArthur Center).

*Although there has been a reunion in Virginia Beach – the very first, in 1995 – there has never been one in Norfolk.

*Close proximity to NOB Norfolk, for purposes of attracting flag-level speakers and if members want to visit for old time's sake.

Mainly, Norfolk will keep us close to the fleet, as did Reunion XIII in San Diego. For this and the other reasons listed above, it's a great choice. The Board and I look forward to seeing many of you there a year from now.

In the weeks ahead, we will be wrapping up our recent membership audit to determine if the Association qualifies as a "Veterans Organization" under the IRS Code.

So far, we have had a 70% response rate, which is extraordinarily high for a non-profit organization like ours. Many thanks to those who have responded.

Importantly, we are on track to qualify not only as a vets organization, but also as one whose membership is comprised of at least 90% "war veterans," as defined by the IRS.

This would allow contributions to the Association be tax-deductible, just like charitable organizations. We plan to submit our justification letter to the IRS this fall.

Finally, this issue reports on the passing of two colorful, long-time members and Association

plankowners, CDR Tom Oxendine and CAPT Bill Barnard. Both World War II veterans, they lived long and interesting lives, characterized by many decades of faithful service to the Navy and their country.

Jim Noone

Latest Board Meeting Facts and Figures

The board met on July 29, the 16th Anniversary of the Association. In the finance area, Treasurer Mike Doubleday reported total assets of \$103,492.36. He then compared that to last year's amount which was \$101,859.62.

Jim Noone reviewed the member audit on questions that must be answered in order to obtain the data for the IRS to change the Association status so contributions can be tax deductible. The fact is that 90 percent of our members must be "war veterans."

Dick Thompson reported that the total number of members is 501, At the time of the meeting 205 e-mail responses had been received. (E-mail audit requests were 416 and there were 85 regular mail requests for those members without e-mail addresses.)

On the question dealing with wartime service, there were 196 yes and 9 no answers. President Noone said he would like to see audit return results at 75 to 80 percent. If needed, he said the board could review records of those not responding and come up with the additional information needed.

He then noted that the latest retired PA luncheon was at the Pentagon and that it was something different. After a briefing from PR firm Fleishman-Hillard on the social media, the group went to the CHINFO spaces for a quick tour and a pizza lunch.

At CHINFO the Norma Connelly Award was presented to Mary Ruth, since she was not able to attend the annual training symposium in May.

One of the ideas that came up in informal discussions was the suggestion that in the period between the reunions we have a CHINFO "Homecoming" at the Pentagon with about a half day of briefings. For example people could come to Washington on "their own dime" and receive the briefings on Friday afternoon. That and other items are due for discussion at the next meeting to be held later this month.

CDR Tom Oxendine Leaves Special Memories

CDR Tom Oxendine, USNR (Ret.), was born in Pembroke, N. C., on December 23, 1922. While growing up in there, Tom attended the local public schools, and later Pembroke State College. He was a star in three sports at both the high school and college levels.

A Native American, CDR Oxendine gained his private pilot license in 1941 through a federally funded civilian pilot training program. He then enlisted in the Navy in 1942 as part of the enlisted pilot training program. The enlisted pilot program was cancelled, but in November, 1942, he became the first Native American to be commissioned and designated as a naval aviator.

As a naval pilot, Tom took part in 33 battles during WW II and received numerous awards and medals. In 2003, he was recognized by the North Carolina Museum of History as one of the state's "Pioneers in Aviation." A citation from that program states, in part: "Oxendine was assigned as a scout observation pilot aboard the USS Mobile. On July 26, 1944, he landed his seaplane in the midst of Japanese gunfire, in adverse weather, to rescue a downed fellow airman. For this, he received the Distinguished Flying Cross. He left active duty in 1945. He was then recalled during the Korean War. He was an F-8 Crusader fighter pilot and Executive Officer of VF-124 and Commanding Officer of Training Squadron VT-2 at Whiting Field, FL.

His PAO assignments included: Deputy Fleet PAO, CINCPACFLT (1962-1965); Attack Carrier Striking Force, SEVENTH Fleet (TF-77) PAO (1965); Office of Information, Aviation plans officer (1965-

1968). In 1966, while at CHINFO, he went to Armed Forces Information School and had his designator changed from 1315 to 1655. His last duty was as PAO at Naval Air Systems Command (1968-1970).

Tom retired and assumed the position as Chief of Public Affairs for the Bureau of Indian Affairs in Washington, D. C., a position he held for 16 years.

For the last 15 years he had served as consultant for American Indians and Alaska Natives with the EOP Group in Washington, D. C.

CDR Oxendine is survived by his wife of 54 years, Elizabeth Moody Oxendine; two sons, Thomas of Lexington, VA. and Robert of Tampa, FL; four brothers, two sisters and four grandchildren.



RADM Bill Thompson Remembers "Tommy"

CDR Tommy Oxendine arrived in Washington for duty in the Office of Information with a well advertised Introduction by ADM Tom Moorer, then CINCPACFLT, to wit: "Beware of a left handed full

blooded Indian who putts with a tomahawk, unless he is your partner." Tom had been assigned to the CINCPACFLT PAO as the deputy and soon found his way into ADM Moorer's foursome on Wednesday afternoons and Saturday mornings.

I am proud to claim my best golf score was an 81 while playing with Tom. He introduced me to the Haines Point course and at the 12th tee, I was even par (playing completely over my head) and a couple strokes ahead of Tom. He proclaimed that I had a good game going but that he had better get to work. With that he gave the appearance of spitting into his gloved hand (an old baseball habit and I doubt if any saliva was involved) and hit a "tremender" down the

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Recent Sightings

Lone Sailor Award for Cosby



The Navy Memorial honored comedy legend Bill Cosby with a Lone Sailor Award at a ceremony attended by more than 600 people on September 15. Also receiving the award were the Navy's first black sonar technician Lanier Phillips, and former pro football player Ed LeBaron.

Cosby was an HM3 serving among other places at the Naval Medical Center in Bethesda and the Marine Corps base at Quantico. He worked as a physical therapist helping patients recover from wounds they sustained in the Korean War.

He said that a Navy recruiter talked him out of reenlisting in 1961.

Can You Top This?

Senator, Mayor and Navy Lt. Rod Moen has a "Can you top this?" item for us. During his two tours totaling 44 months at CHINFO (Aug 65-Dec 66 and Apr 68-Aug 70) he served in six pay grades. Count them – six pay grades - PH1, PHC and Warrant Photographer during his first tour and CWO, ENS and LTJG during his second tour.

He asks, "Is there someone out there in the Public Affairs Community who can top six?" During his 22 years of service, the time he spent working for,

and with, public affairs officers, journalists and other photographers is his "most memorable". Besides two tours at CHINFO, he spent a year at ComSeventhFlt, Det Charlie and two years at DINFOS in the mid-seventies.

If you add in his year at the Navy PhotoJournalism Course at Syracuse University (Aug 64 to Jun 65), and the two year Navy Photo Officer Cinematography Course at USC, Moen spent nearly half of his Navy career either directly, or indirectly, involved in public affairs.

Most of his other duty stations have been decommissioned, such as NAS Cubi Point, Philippines, the USS Kitty Hawk (CV 63), and the USS John F. Kennedy (CV 67). After he retired from the Navy, he built a cable television system serving nine communities in Western Wisconsin.

Moen ran for the Wisconsin State Senate in 1982 and served there for 20 years. For the past five years, he has been Mayor of his hometown of Whitehall, Wisconsin. (Editor Note: He says he had the pleasure of working for me during his Naval career. "Can you top that?")



PHC Rod Moen (left) and LCDR Jack Garrow appear happy to leave Saigon in March 1967.

**THIS SPACE IS LEFT
FOR YOUR INFORMATION
AND YOUR PHOTOGRAPHS
YOUR FRIENDS NEED
TO HEAR ABOUT YOU!**

WWII Vet and Plank Owner Bill Barnard Passes at 95

Captain William J. Barnard, a 1994 plank owner of the USNPAAA, was born November 26, 1914 at Amory, MS. He joined the Navy in Birmingham, AL as a Seaman Recruit in April 1932. After boot camp at Norfolk, VA, he served in the Marine transport USS Henderson (Transport -1) deployed in the Pacific.

His ship delivered Marines to Guam, the Philippines, and China. He was also assigned to the fleet tug USS Sonoma (AT-12) and the former battleship USS Utah, which had been converted to a mobile target ship (AG-16) in 1931. Bill was a Seaman First Class (Electrician's Mate Striker) when he went to the Navy's Aerological School at Naval Air Station Lakehurst, New Jersey.

He was handling the lines, with other students below the German blimp *Hindenburg*, when the airship exploded in May 1937. After school he then served as an Aerographer's Mate Third Class in a series of aviation assignments in Norfolk, VA, and Coco Solo, Panama, where he flew in the back seat of Navy biplanes to record and report weather information.

In 1941, he was an Aerographer's Mate First Class, and seized the opportunity to become an enlisted pilot and graduated from Navy flight school at NAS Pensacola shortly before America entered World War II. After flight school he was promoted to Warrant Officer (Boatswain) and assigned in early 1942 to Patrol Squadron 74 (VP-74) a new squadron flying the then new Martin PBM-1 through 5 twin-engine seaplane.

He then received a wartime direct Ensign's commission in April 1942, with the designator 1310. He flew anti-submarine missions over the Atlantic from 1942 -1944 from several air stations in Newfoundland, Norfolk, Bermuda, Trinidad, San Juan, and Brazil. While flying on patrol from Natal, Brazil, his plane attacked and sunk U-128 about 100 miles off the Brazil coast on June 17, 1943.

His crew received the Air Medal for that combat action. His squadron (VP-75) sunk six U-boats during the war. He was stationed at NAS Corpus Christi, TX at the end of the war. He then went to the Naval Missile Center at Point Magu, CA, where he was a Technical Information Officer. While he served

in various collateral duty PIO jobs, his first formal Navy public affairs training began when he attended the Defense Information School (DINFOS) at Fort Slocum in 1952.

He then served as collateral duty PIO at COMFAIRPAC at Guam in 1953. At Guam, Bill met Navy nurse, LT Annette Hobbie, who he married in 1954. His final assignment was as Executive Officer of Patrol Squadron 110 at NAS North Island from 1954-1956. He retired in 1956 at NAS North Island as a Captain.

After the Navy, Bill worked for the California Aeronautics Commission in Sacramento, flying throughout the state and across the U.S. conducting airport site evaluations, and testifying in federal aviation hearings. In 1965, he was appointed Aviation Director for Sonoma County, CA and managed the transformation of the Sonoma County Airport in Santa Rosa from a former army training facility to become a modern civil and commercial airport. Bill retired a final time in July 1972.

After retiring in 1972, Bill and Annette traveled over the world and then settled in Port Orange, Florida. In 2005, Bill and Annette moved to live with their daughter, Julia and her husband David in Merlin, Oregon. Bill's memoir, "Eagles Wings and Mustang Tales - A Boy Who Was Born To Fly," was published in 2003. Bill passed away on July 17, 2010, as reported by his daughter Julia.



Bill Barnard relaxing in his daughter's backyard last year. He passed away on July 17.

Tonkin Gulf Incident - A PAO View of the Day

by *Brent Baker*

For those Vietnam veterans, the Gulf of Tonkin Incident, 46 years ago on August 2, 1964 was the incident that triggered major American involvement in that war. From the USNPAAA History Archive comes this following account compiled by Rear Admiral Brent Baker.

During the Vietnam Conflict, Navy ships would conduct so-called “Desoto” patrols off North Vietnam. They were part of a worldwide electronic intelligence-gathering mission. The Desoto ships had special intelligence vans and teams aboard.

On August 2, 1964, USS Maddox (DD-731) was on a Desoto patrol in international waters off North Vietnam, when the ship came under attack from North Vietnam patrol boats. Air support was launched from carrier USS Ticonderoga (CVA-14), and the aircraft attacked a group of North Vietnamese patrol boats damaging two boats and disabling a third one.

(After the war the North Vietnamese admitted to this attack, but said a local commander ordered it; there were no orders from Hanoi. The local commander was reacting to earlier Plan 34A attacks by South Vietnamese commandos on two North Vietnam Islands nearby on July 30 and 31, 1964.)

Back at the Pentagon, Rear Admiral William P. Mack, was CHINFO. Captain Jim Dowdell was Deputy CHINFO. The head of the CHINFO News Media Branch was CDR Hardy Glenn and the head of the news desk was LCDR Fred Snyder.

The news desk staff consisted of five lieutenants: Clark Gammel, Don Dvornik, Bill Graves, George Kolbenschlag, and Dick Blaisdell. Captain William “Bill” Thompson was the Secretary of the Navy’s PAO.

As recounted by LCDR Fred Snyder, the events of August 2, 1964, from the CHINFO news desk point of view, were as follows:

“The time was after 5 p.m. local Washington time. Clark Gammel and I manned the CHINFO news desk. We had the ‘late’ duty. The rest of the CHINFO staff had left for the day. It was quiet.

“The phone rang. OSD (PA) wanted to know what was going on in Southeast Asia. It had been reported that Communist PT boats had attacked a U.S. Navy destroyer in the Tonkin Gulf.

“I asked Clark to go to Flag Plot, elbow his way through the admirals and find out what was going on. Clark knew his way around the Pentagon, was well known and liked. A short time later Clark returned - plopped into his chair and just sat there. ‘What happened,’ I asked. ‘Nothing,’ he replied.

“We pondered. The news wires were buzzing with reports of an attack. Our information was that there was no attack. What were we going to say to OASD(PA)? More importantly, how would we say it?” Synder recalled that they were ready to say no attack happened. He recalled,

“A ringing phone interrupted us. OSD(PA) said, ‘Never mind.’ The White House had taken charge. Reports about the Tonkin Gulf incident came from President Johnson’s White House. The next few days, the news desk was busy helping various news companies do sidebars. I helped Time magazine do a cover story about CINCPAC, Admiral U.S. Grant Sharp.”

After the August 2 attack, carrier USS Constellation (CVA-64) and destroyer USS Turner Joy (DD-951) were ordered from Hong Kong to the Gulf of Tonkin. On August 4, 1964, the two U.S. Navy destroyers, USS Maddox and USS Turner Joy were on another “Desoto” patrol in international waters 24-miles off North Vietnam.

The ships reported being attacked by North Vietnamese patrol boats, and called for carrier air support. The destroyers and responding Navy aircraft reportedly sunk two North Vietnamese boats.

There was controversy about whether in the “fog of war” any attack really occurred, but intelligence from North Vietnamese sources (at the time) seemed to conform the August 2 attacks did happen. In his memoir, then Defense Secretary McNamera wrote that the evidence of the first August 2 attacks was “indisputable,” but that the later August 4 attacks appeared to be “probable but not certain.”

(After the war in a June 1997 conference about the war in Hanoi, Robert McNamera asked the North Vietnamese: “If the August 4th presumed attacks on USS Maddox and USS Turner Joy actually happened? The reply from Gen. Vo Nguyen Giap did say very clearly that the August 4 ‘incident’ did not occur. And the general also said that his private journal testifies

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Understanding the Latest Trends in Media

by *Jim Mitchell*

An era of fast-moving change in media was the focus of the June 22 USNPAAA DC-area luncheon meeting at the Pentagon, featuring a presentation on “Digital Communications in a Networked World: Trends in Social Media.”

The format and venue were a change from the usual DC area lunches, in which the Chief of Information or senior members of the staff make a presentation to USNPAAA members at a DC restaurant.

This time, the Association arranged the speakers, for benefit of the CHINFO staff. The presentation was followed by a pizza lunch in CHINFO spaces and informal tour of the Navy Visual News Service area. Approximately 25 Association members participated, along with about the same number of CHINFO staff.

Two executives of the Washington office of the worldwide PR firm Fleishman-Hillard, Sr. VP and Partner Peter Klaus, and Sr. VP Jennifer Quermann gave the presentation.

They noted a 2006 commentary in *The Economist*, which stated: *Society is in the early phases of what appears to be a media revolution on the scale of that launched by Gutenberg in 1448... the era of mass media is giving way to one of personal and participatory media which will profoundly change both the media industry and society as a whole.*

This was a timely discussion, considering the recent debate over the use of social media within the Department of Defense. It was presented to an audience of Navy Public Affairs officers, most of whom met mission needs through relations with traditional media.

For some, media transitions in the past had gone from newspapers to radio to TV. Today, the Internet has facilitated the development of new media, called “social media,” which provides two-way relationships through communications.

This changes the model of public affairs from getting “the message out” via straight shots to traditional media, to one which incorporates blogging, viral marketing, social networking, and (SEO) search engine optimization.

Klaus’s and Quermann’s presentation provided very detailed analysis of how social media combine creative skills, content development, and

communications via technical channels to provide engagement, awareness, and influence. “At the end of the day,” said Klaus, “it’s all about audience.”

They presented data reflecting continued growth in the use of social media, citing a Nielsen report of a 24% increase from 2009 to 2010, noting that in April, the average user spent one hour and 21 minutes on Google, while Facebook users were logged on for an average of six hours.

For blogs, they reported that there are now 200 million blogs on the Internet, and that 40% of Americans have read a blog. They noted 400 million active Facebook users, with about half logging on at least once a day, with Facebook used in 170 countries/territories – 70% outside the U.S. Twitter has 75 million users posting 27,300,000 “Tweets” a day; usage had grown by 2,375% between March and June.

The Internet video site YouTube, they reported, has 300 million users watching two billion videos daily. In April 2010, 96 videos per person were watched, and each minute 24 hours of video are uploaded to YouTube.

The presenters described a video campaign by Novartis Oncology, which had a goal of hiring 1,200 new associates by the end of 2009. The videos showcased the stories of their employees and successfully achieved the hiring targets.

The presentation noted the advances in mobile Web usage, citing 110% growth in the U.S. in 2009, and 148% growth worldwide. They predicted that mobile subscribers will surpass five billion this year, and cited data showing that almost 530 million users browsed the mobile Web on their handset at the end of 2009.

As for what they termed “Social Business,” they outlined four elements of successful programs: Listen, Engage, Respond and Measurement. This led member Paul Hanley to inquire: “We need manpower to monitor and track; how to do? How much time can be taken from someone’s current position to monitor media?”

Peter Klaus responded: “Listening is the price of entry; so you need to invest in monitoring tools, but they need some level of human participation.” The presentation outlined some technical tools for

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Tolkin Gulf (Continued)

that the August 4 ‘incident’ did not occur. And that is the truth.”

After the August 4, 1964 presumed attack on USS Maddox and USS Turner Joy, President Johnson ordered the first “Pierce Arrow” retaliatory naval air attacks against four targets in North Vietnam. On August 5, Johnson spoke to the American people on television saying the “renewed hostile actions” by North Vietnamese were the reason that the air attacks against selected targets were underway.



Social Media (Continued)

listening, engaging and responding, and measurement criteria.

Jennifer Quermann discussed a Fleishman-Hillard case study and campaign done for the Department of Defense concerning over-drinking, focused on junior enlisted personnel: a program titled “That Guy.” Online and Social Media efforts in this campaign are:

Video Blog (www.busted.thatguy.com)

Facebook Fan Page (www.facebook.com/thatguy)

Resources Page (www.thatguy.com/resources)

Enhanced Web site (www.thatguy.com)

Through Facebook, Fleishman-Hillard was able to target more than 102 million military personnel for the campaign. As of the June presentation, more than one million visitors had come to the Enhanced That Guy.com site.

Member Steve Clawson noted at the end of the presentation: “It’s not just this that’s changed, but traditional media have changed. We need social media because traditional media are not there anymore.”

Tom Oxendine (Continued)

middle, passing my drive on the fly. He finished with a 78 to match my 81. His comments were all praising my score and letting his 78 speak for itself. That was Tom Oxendine—modest but deliberate.

I’m reminded of two other stories that revealed a lot of Tom’s character. He attended a cocktail party and was talking with one of his bosses, a flag officer, who asked if Tom was married. The answer was “No.” After a few more questions Tom said he had better get back to North Carolina to find a nice Indian girl.

The admiral replied in the negative and that Tom should marry a blonde, blue-eyed girl and their kids would be beautiful. Sometime later at a social event Tom sought out the flag officer and said, “Admiral, I would like to introduce you to my wife, ‘Liz’, a Navy Lieutenant Nurse.” Liz was Swedish and as blonde and blue-eyed as Ingrid Bergman. And their two sons are handsome.

Last—Tom retired from Navy and Navy Civil Service to take a public affairs position with the Bureau of Indian Affairs in Washington. After a short time in the job we were together for a mid-week luncheon and I asked how he liked the new job.

As usual, his reply was positive but he did aver that it was rather dull compared with a Navy PAO job. That Friday a group of “activist” Indians laid siege to the Bureau and who was the prized hostage? Our Tommy. By Monday the group was assuaged and discussions began. Tommy was in charge—but he didn’t tell the aggressors that.

In several ways, Tommy was a legend. But he wouldn’t like to be remembered that way. He was an enjoyable man to play golf with or to have a beer or two with. He loved to talk about flying the Crusader, even 40 years after he left the squadron. I think those last three social events would enthuse Tommy Oxendine. We will miss him—a good naval officer, good husband, father citizen, friend and ally. As Tom Moorner implied, it was best to play with Tom, not against him.

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, this issue of *Sightings* will be distributed exclusively on-line. Members have been emailed a link to it after it was posted on the USNPAAA web site.