



US Navy
Public Affairs
Association

Sightings

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From the Bridge...



It is my sincere honor to serve as USNPAA President and I look forward to pursuing the vision that we have created over the last year. Thank you again to Chuck Connor for his superb leadership of the organization in pursuing this vision as well as his tremendous effort on the last reunion and his most thorough turnover. I remain committed to the vision we have created, which is to continue our networking efforts and expand our support to those currently serving. We are always looking for ideas for support, so please let me know if you would like to get involved.

We currently have 520 members, which include 26 new members in the last seven months. Please remind people that membership is currently free for those currently serving in Navy Public Affairs. Membership applications are available on our website.

At our recent Board meeting, we discussed a number of action items moving forward. First, the Board approved \$3,500 to support a reception during CHINFO's Worldwide Conference. The next edition of Sightings will feature a wrap up of the reception. Several members initiated donations to USNPAA in support of the reception and support for those currently serving in Navy PA. I would like to thank Denny Moynihan, Chris Baumann, Mike Schmitt and a donor who prefers anonymity. These donations come on the heels of Brent Baker's significant donation last year to go to our professional development initiatives. Please join me in thanking them for their very kind acts of generosity in support of our Navy Public Affairs Team.

Next the board discussed future funding of our organization. Brian Cullin, Chris Baumann, John Verrico and Alice Prucha have volunteered to join me in developing a fundraising model and budget for the remainder of 2015 as well as next year. Please let us know if you have any ideas. We are also currently working to schedule several lunches in the DC area. The first will include remarks by our CHINFO, Rear Adm. Dawn Cutler. Following that event, we are planning lunches with engaging professionals in our line of work. Watch your email for details.

Work has begun on thinking through the next reunion. Sheila Graham has kindly volunteered to provide her expertise to the next reunion coordinator. As we experienced during the last reunion, her expertise made for a better, and more affordable, reunion. We will be sending out a Survey Monkey in the near future to determine preferences for location and other details. Please take some brief time to complete it when you receive the email.

And finally, on behalf of the entire membership, I would like to extend our profound appreciation to Rear Admiral Jack Garrow who is leaving the Board after more than 20 years of great support for the organization. Thank you, sir!

I hope you enjoy this edition of Sightings. And if you have any inputs, ideas or want to get involved, please send me an email at fthorp@gmail.com.

All the best, Frank Thorp

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Frank Thorp

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Jill Votaw

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First PAO CHINFO visits remodeled spaces

The Navy’s Office of Information may be more of a concept than a single point in space and time. All those who have contributed to the Navy public affairs community have one or multiple impressions of “CHINFO” the place, as opposed to “CHINFO” the space. Many were never even stationed at CHINFO, but very few could have spent much time in a Navy PA career without feeling the influence of the people who were stationed there. It’s unclear exactly how many office areas CHINFO has inhabited. For many years, the Chief of Information, or “CI” had an E-ring office on the second floor above the entrance to the Pentagon 3rd corridor from South Parking. The News Desk was just across the passageway (2E341) and OI-5 was a bit further along the same passageway.

Then came the great Pentagon remodel of the early 21st century, and CHINFO packed up and moved to “swing spaces” somewhere nearer Navy territory on the 4th deck. When the remodel was done, CHINFO was among the first to take its place in the new wedge to open in a suite of offices beginning with 4B463. Upon taking possession in March 2001, PAOs immediately began tinkering with carefully crafted modular furniture to try and

make the News Desk, well, more news desk-like. Thrown out for emergency rehab in September 2001, most of the staff of CHINFO went to Crystal City while others huddled in dark, cramped spaces near the Navy Judge Advocate on the 5th Deck.

Returning to 4B463 in time to have a view of Arlington Cemetery until Rings C, D and E were rebuilt, CHINFO staff went back into essentially the same spaces from which they had left so quickly September 11, 2001. In the last 14 years, the carpets were cleaned repeatedly and many PAOs and staff members moved in and out of various offices. The first major remodel began in late 2014 and involved an entire re-work of everything but the front office area and the conference room.

Everything was back in place and ready to be shown off to Rear Adm. Thompson by March 2015. Early reviews are very positive on the new spaces and how they function. Check out more photos on p. 7.



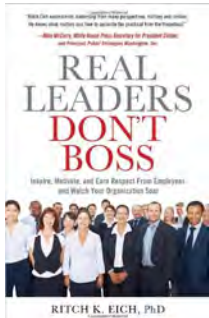
Rear Adm. Bill Thompson, USN, ((ret.)) poses with current News Desk officers. Note the sign behind them, which has been around long enough for folks not to remember its origin. Photo by MC2 (SW/AW) George M.



Rear Adm. Thompson with current “CI” Dawn Cutler and retired Capt. Joe Gradisher, now working as a civilian PAO for N2/N6. U.S. Navy photo by MC2 (SW/AW) George M. Bell



USNPAA member finds success writing about leadership



Retired U.S. Naval Reserve Captain Ritch Eich is putting the leadership skills he honed in a naval career to work along with his PhD in organizational behavior and communication. The author of two books, [Real Leaders Don't Boss](#) (2012) and [Leadership Requires Extra](#)

[Innings](#) (2013), Eich is also published in Canada's top newspaper, [The Globe and Mail](#).

Most recently, Eich wrote for the Globe's "Leadership Lab" about how to balance digital communications with old-school pen and paper for good results in the workplace and

beyond.

Read the full article, "[How a personal touch stands out in the digital age](#)" here: <http://www.theglobeandmail.com/report-on-business/careers/leadership-lab/why-a-personal-touch-stands-out-in-the-digital-age/article23024070/>

Find out more about Eich's books at Amazon.com, where soon, his third leadership book will be available to purchase. Eich donates proceeds from the books to charity.

Eich is principal of Eich Associates and lives in Thousand Oaks, Calif., outside Los Angeles.

Southern Cal Public Affairs "Meet Up" in San Juan Capistrano

By Jill Votaw, Capt., USNR, (ret.)

For more than ten years, the reserve PAOs in the Southern California area have gotten together the last Saturday in July for a reunion lunch. Capt. Barbara Burns, USNR, (ret.), started the get together as a way for all of us to keep in touch, and she has continued to do the planning each year. The group (usually about 10 - 20) meets in San Juan Capistrano and have a long afternoon lunch at a restaurant right next to the train tracks. Much wine is poured and many memories shared. Why San Juan Cap? Because there is an AMTRAK stop in town, and attendees from San Diego can take the train up, and those

from Los Angeles take the train down. Only those who join us from the "Inland Empire" (Riverside, Corona, El Centro and Wrightwood) have to drive. We even have some attendees from Northern California on occasion. The trip from San Diego is beautiful - the AMTRAK train goes up the coast, mostly right along the beach. And no LA traffic! Our next reunion is set for 25 July, so we'll be sure to send pictures for the next issue of Sightings! Any PAO in the SOCAL area is welcome (active, reserve or retired), and can contact Barbara Burns (burnsb@metro.net) if they want to join the group.

Bruce Cole moves on after eight years as OI-8



Capt. Bruce Cole, USN, (ret.) is flanked by Capt. Rob Newell, USN, (ret.) and Capt. Kevin Wensing, USN, (ret.), at his going away luncheon from CHINFO, June 24. Bruce was the first Assistant Chief of Information for Requirements, Policy & Professional Development, initially stepping into the new position while on active duty and then being hired as the first Civilian "1035" in the job. Holding the job since 2006 (and through five Chiefs of Information!), Bruce was ready to move along and explore new challenges outside the Beltway!

USNPAA Life Member Capt. William G. Armstrong, USN, (ret.), visited West Africa last summer to conduct

Catch up with a Member



the final bit of research for a book he co-authored with his wife Clarinda Higgins. *Against the Current: How Albert Schweitzer Inspired a Young Man's Journey* (Oakham Press, 2014) is a non-fiction adventure-mystery-inspiration book that recounts the solo travels of a young American from Gabon through the war-torn Congo in 1960. As a result of this work, Bill and his wife are now deeply involved in supporting the Albert Schweitzer Fellowship program throughout the U.S. Their book is available on Amazon in print or Kindle format.

And may there be no moaning of the bar, When I put out to sea

The headline is from an Alfred, Lord Tennyson poem, "Crossing the Bar" and may reflect usual sentiment of a Navy Sailor; however, we still want to note those shipmates we've lost. If you know a PAO who should be mentioned here, please send the information to the editor at catemueller2013@gmail.com or 5712 Topsail Greens Dr.; Chattanooga, TN 37416

Commander William Thomas Tucker, USNR, (ret.)

Full obituary at <http://hartsonfuneralhome.com/obituaries/obituary-listings?obId=464198#/obituaryInfo>

Cmdr. William Thomas Tucker, known as the "III", died Mar. 28, 2015, after a long battle with congestive heart failure. Born Jun. 26, 1942, in Milwaukee, Wis. to William Thomas Tucker and Shirley (Holmes) Tucker, he was raised in Milwaukee, Wis. and attended Washington High School.

He enlisted in the Air Force in 1960 at age 18, serving until he was discharged in 1964. During that time, CDR Tucker served as a Geodetic Surveyor building missile guidance sites all over Western Europe. He then went on to study Journalism at the University of Wisconsin graduating cum laude.

While in college, having risen to Buck Sergeant on active duty, he joined the Air Force Reserve. After graduation he moved to the Inactive Reserve until 1975, when he received a Direct Commission to Lt. j.g. in the Public Affairs community.

Cmdr. Tucker served 42 years in uniform, retiring in 2002 at age 60. During his service, he served through 14 wars and military "police actions", and saw active duty during 4 of them -- Laos, Vietnam, Desert Shield/Desert Storm/Provide Comfort, and Iraqi Freedom/Proud Eagle/Enduring Freedom.

During his tenure as a USNA Instructor in speech and public affairs, he was invited to join "Blue & Gold" (Information Officer) ranks in Wisconsin where he served voluntarily as the Deputy Director of his State. When he began the program, there were 6 officers. Over the course of his Blue & Gold career, Cmdr. Tucker built the organization to 44 volunteer senior officers, and earned the Superintendent's Award as the Top Reservist in the Midwest 3 times, and the Commandant's Award as the Top Reservist in Wisconsin 6 times. At the last presentation, the Admiral remarked, "Bill, you've earned these awards every year you have served, but we have to spread the gold around a little bit."

Cmdr. Tucker was part of the team that won the Public Relations Society of America Silver Anvil (Top national) Award winner for best military public relations event in the nation for 1997 (for the Re-Sailing of the USS Constitution "Old Ironsides" that drew 100 million TV viewers worldwide).

A widower, he is survived by his 3 children, Pamela and son-in-law Carter Simmons, Penelope and Matthew, and 2 grandchildren, Lauren and Hudson, all of Milwaukee, Wisconsin.

Meet a Member

Tim Siggia, JOC(SW), USN, (ret.)retired from the United States Postal Service in June, 2012. He is an active retiree in his hometown of East Hartford, Conn., where he belongs to the Republican Town Committee and serves on the Veterans Affairs Commission and the Zoning Board of Appeals, and was appointed to the Patriotic Commission this year. He also chairs the Government Affairs Committee for Connecticut Chapter 120 of Vietnam Veterans of America, and is an active member of the Catholic Communities of East Hartford North.

Golfing for Good, PAO-Style

A few familiar faces gathered at the Reston National Golf course June 5, for the 29th annual golf classic sponsored by the [Navy Marine Coast Guard Residence Foundation](#) (NMCGRF) and co-sponsored by [Navy Mutual Aid Association](#). Karen Jeffries volunteered to staff the fundraiser and other USNPAA members played golf at the benefit for the Wounded Warrior Transitional Housing at Vinson Hall Retirement Community in McClean, Va. NMCGRF was established in 1961 by the Naval Officer's Wives' Club of Washington, D.C. to provide housing for military officers' widows who were not left sufficient funds to live in dignity when their husbands passed away. Today, the Foundation supports the Vinson Hall Retirement Community raising funds to support veterans and seniors who have outlived their resources so they can continue to age in place; a range of state-of-the-art amenities, activities, and services for its residents; and, most recently, the Wounded Warrior Transitional Housing for veterans who have been discharged from inpatient treatment and continue on active duty while going through an evaluation period.



Behind Cmdr. Karen Jeffries, USN, (ret.) are, from l. to r., Rear Adm. Kendell Pease, USN, (ret.), Capt. Charles Connor, USN, (ret.), Rear Adm. Stephen Pietropaoli, USN, (ret.) and Cmdr. John Alexander, USN, (ret.).

5 Steps to Better Navy Content

MCCM(SW/AW/EXW) Jon McMillan, CHINFO Senior Enlisted Leader, Master Chief for Navy Public Affairs

The Internet keeps getting bigger and bigger. Content is everywhere. New websites and social media apps spring up monthly. Content choices increase and the time we have to consume them decreases.

People don't want to wade through a sea of digital noise to find the content they need. People don't want irrelevant content in their social media feeds.

A challenge for Navy communicators today is to make content easy to find, easy to understand, and available in the right places, at the right times.

To do this, the Navy must go back the basic public affairs principle: Communicate with purpose.

STEP ONE: DEFINE CONTENT VALUE

The Navy can no longer flood digital properties with as much content as can be produced and

shotgun-it to any audience that might consume it. That strategy produces more digital noise, confuses the audience and devalues important content that deserves attention.

Instead, the Navy should define what content is valuable and focus on producing only that content. A starting point should be that valuable Navy content must achieve one or more of the following communication goals: Inform, persuade, motivate, or build greater understanding.

If our content doesn't achieve one or more of those goals, it should not be released. It shouldn't even have be shot, written or produced.

This may seem obvious, but often we cover and release an event because it happened or because we needed to fill a news hole.

Instead of filling a need to

inform, we are releasing to release; filling the sea of white noise with more content no one needed nor wanted. The release itself is the measure of success.

STEP TWO: CHANGE THE METRIC

To ensure the Navy produces and promotes valuable content, the Navy needs to change the metric for success. Success shouldn't be gauged by how much content is released -- rather, it should be gauged by how well the content supported a communication objective; how accessible the content was to its intended audience; and how useful and effective the content was.

STEP THREE: MAKE MOST CONTENT EASY TO DIGEST

We need fast and easy to digest content that is quick to look over and get the central meaning.

Continued on Page 6

Information summaries, short videos, and informational posters are examples of content that is accessible to many, easy to understand and easy to remember.

This type of content is mobile, social, visual and shareable. It is content that is produced and released now --- as it happens. Not in an hour. Not in a day; but now. As quick as we can get it out and be accurate and clear.

STEP FOUR: OFFER IN-DEPTH AND CONTEXTUAL CONTENT

As people scroll through the fast and easy to understand content, many will want to dig deeper to gain a better understanding of the story. This is where the Navy should feature deeper and more contextual pieces.

The content can take many

forms: Written, audio, video or multimedia feature stories and series; storytelling narratives; documentaries; detailed, data-driven stories and infographics; raw sources like b-roll, ambient sound, quotes and sound bytes and data sets. The more ways we can show the story through sounds, graphics, moving pictures, still images and written words, the more context we can provide that deepens the understanding of the story.

STEP FIVE: ENFORCE CONTENT STANDARDS

To make all this work, the Navy needs to enforce content standards. We have to teach these concepts at the Defense Information School. We have to ensure our PAOs and Senior MCs understand and support the new content paradigm. We will

have to adapt our digital workflows -- starting with how we input stories into the Navy.mil content management system. We need to embrace structured content that decouples information from design and gives us freedom to use all or parts of content sets where and when we need them.

PLAYING CATCH UP

Even though what we're talking about is a dramatic change from the way the Navy and the Department of Defense thinks about content, there is nothing truly new here. This is how digital native publications and digital-first organizations work right now. We need to play catch up and we need to start very soon if we want to continue to be viable in today's digital ecosystem.

New members join U.S. Navy Public Affairs Association

Since our last newsletter, we have 24 new members, many of them active duty! We welcome them and urge all of you who know someone eligible to send them to the website (www.usnpaa.org) to join as well!

Petty Officer Jacob Allison, DMA Operations Yokosuka (AFN Yokosuka)

Lt. Cmdr. Ed Cormier

Mr. Lonnie Cowart, Director of Corporate Comm. and Public Affairs, SPAWAR Systems Center, Atlantic

Ens. Marissa Cruz

Lt. Lorna Devera, Officer Recruiter, Navy Recruiting District San Francisco

Lt. Greg Grevelding, Navy Public Affairs Support Element East

Lt. Wes Holzapfel, USN, (ret.)

Ms. Sky Laron, Naval Supply Systems Command (NAVSUP) Corporate Communications Director

Ms. Mary Mascianica, Puget Sound Naval Shipyard & IMF Congressional and Public Affairs Officer

Ens. McCabe

Ms. Shannon Mensi, Naval Research Laboratory – Det. Stennis Space Center Public Affairs Office

Petty Officer Amanda Moreno, Editor, Navy Recruiter Magazine

Lt. Sharon Mulholland

Mr. Patrick O'Shaughnessy, Former JO3 and current Civilian PA Specialist

Senior Chief Mike Raney, Leading Chief Petty Officer, USS Ronald Reagan Graphics Media team

Capt. Lydia Robertson, USN, (ret.), Communication & Outreach Division, Naval History & Heritage Command

Ms. Amy Rohlfs, Strategic Communication & Public Affairs, Naval Center for Combat & Operational Stress Control

Ens. Joe Scannell, Technical Project Manager, Edelman Public Relations Worldwide

Lt. Jamie Seibel, Navy Public Affairs Support Element West

JO1 Sylvester

Mr. Paul Taylor, Communication & Outreach Division, Naval History & Heritage Command [JO1, USN, (ret.)]

Ms. Tina Villalobos, Combat Camera, MCAS Yuma [Army National Guard Journalist]

Mr. Greg Your, Division Chief, Office of Language Resources, U.S. Department of State

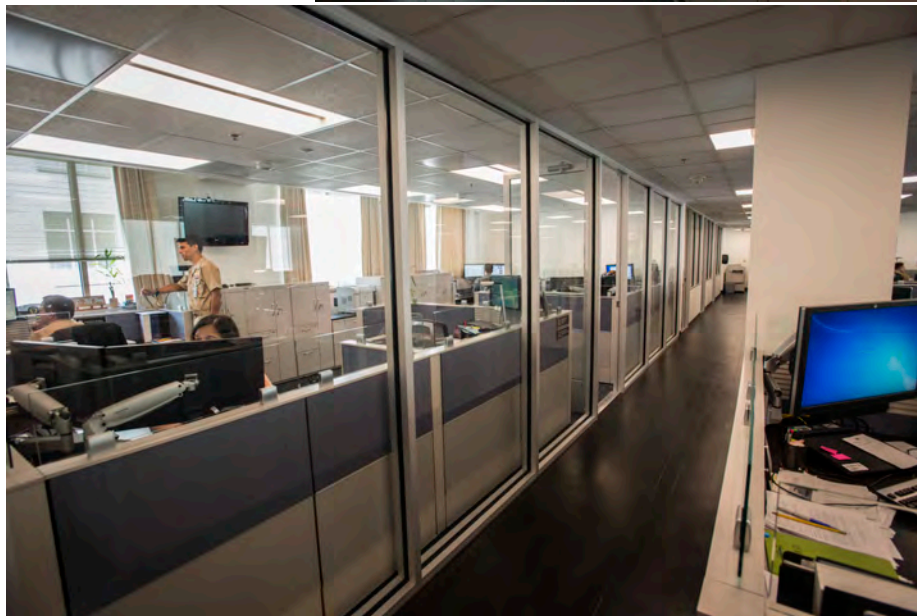
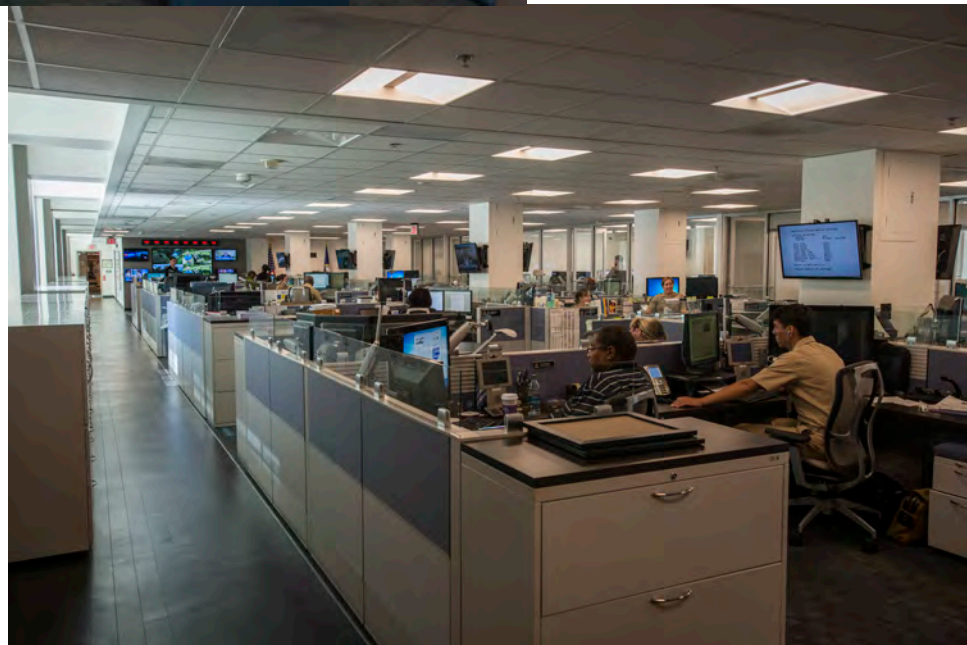


Views of CHINFO

At left is the common area in front of the News Desk and includes a TV viewing area.

Below is a view from the back of 4B463 toward the front office area. Staff from OI-2, 3 and 5 are intermixed to improve natural information flow.

U.S. Navy photos
by MC2
(SW/AW)
George M. Bell



Previously, offices along the windows blocked additional light coming in from the outdoor area between the B and C rings. With those spaces for OI-6 and OI-8, as well as individual offices for Assistant Chiefs of Information, now glassed off, the entire area feels