

Association To Smithsonian :

“Display the Enola Gay and state what it did accurately. That is all that is necessary.”

The Air Force Public Affairs Alumni Association has added its name to the list of organizations, including the Air Force Association, The Retired Officers Association, and the American Legion, protesting the context of the proposed Enola Gay exhibit at the Smithsonian National Air and Space Museum.

In a letter signed by Board Chairman and President Mike McRaney to the Air and Space Museum Director, Dr. Martin Harwit, the Association agreed that the B-29 that dropped the first atomic bomb on Japan should be displayed but that it should not “be used to express an

obvious biased viewpoint that can hardly be substantiated in facts.”

The letter went on to say “Our membership includes veterans who served in combat in World War II... If you ask them, they will be the first to tell you that neither racism nor politics were the issues in the fight against the Axis.

“World War II was fought to thwart nations that wished to enslave people and eliminate the freedoms we

enjoy. The testimony to that is written in the atrocities of Japan in China, Southeast Asia, the Philippines and elsewhere and of Nazi Germany against the Jews and other minorities.

“Portraying Japan as an oppressed victim is absolutely ridiculous, misguided and an insult to those who gave their lives to preserve our freedoms. Apparently, not enough members of your design teams and writers suffered the ravages of war in the

Pacific to clearly understand what dropping the atom bomb really meant or how horrible war really is.

“If the Smithsonian institution were less interested in being politically correct and more interested in developing historically correct displays throughout all its museums, the tax paying public would be better served.”

The letter concluded by stating that the Association would continue to watch the evolution of the display and urged the Smithsonian to “Display the Enola Gay and state what it did accurately. That is all that is necessary.”

To Express An Opinion About The Enola Gay Exhibit, Write To:

Dr. Martin Harwit
Director
National Air and Space Museum
Washington, D.C. 20560

AF — Public Affairs — Alumni Association — News & Notes

Fall - Winter '94

Dues Due: Lifetime Founder Ends Dec. 31; One & Three-Year Rates Held; New Category Added

It doesn't matter if you are renewing, upgrading, or joining for the first time, it's an offer you shouldn't refuse. It's a Lifetime Founder membership in the Air Force Public Affairs Alumni Association for \$250. But time is running out.

At the September 12 Association Board of Directors meeting, it was affirmed that December 31, 1994 is the last day you can become one of the prestigious Lifetime Founder group.

Benefits of Lifetime Founder status are : It saves

you money. Whether you are renewing a one-year or already have a three-year membership, all dues that you have paid before December 31, 1994, will be credited toward your Lifetime Founder status. It helps your association establish a strong financial base. And, it shows your commitment.

The board also decided to keep the existing dues for one-year, three-year, full and associate memberships, at \$25, \$50, \$10 and \$20 respectively.

A new \$300 'life' category membership was established effective January 1, 1995.

“While we will do everything possible to keep the current dues structure,” said Board Chairman Mike McRaney, “anyone who belongs to an association knows that over time, as inflation and operating costs grow, dues increase.

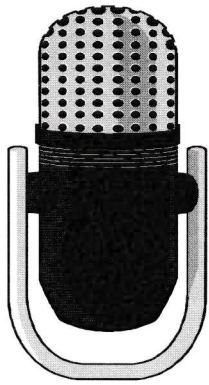
“It makes sense to offer a one-time, flat membership fee for those who are in for the long-haul and are cost conscious.”

Members are cautioned

that dues are not a charitable donation. Depending on a member's employment status, dues may be tax deductible as a business expense.

However, individuals and organizations, even if they are not members of the Association, can give money to the Association for purposes other than dues and claim those funds as tax-deductible donations.

Members who need to renew, upgrade, or enroll a new member can use the form on page 4 of this newsletter.



Oral History Interviews Reflect Heroic, Historic, And Humorous Times

The quotes on this page are from a few of the many great behind-the-scenes stories recorded in the first weeks of the Air Force Public Affairs Alumni Association's Oral History Project.

Since the board approved Oral History Project Chairman John Gura's proposal and initial budget in September, Dick Abel, Gil Billings, Aubrey Cookman, Bill Helmantoler, Maston Jacks, Barney Oldfield, and Mike McRaney have been interviewed. He expects up

"Hell, he's not a Colonel . . . he's a P-I-O!"

President Lyndon Johnson on Bill Helmantoler as press liaison at the Paris Peace talks.

members as possible."

Suggestions from members about people to be interviewed, including their names and phone numbers and why they would be a good subject, should be sent to him at 1322 San Pablo, Redlands, CA 92372 or faxed to (909) 792-5188.

"They've got TV trucks 150 yards away with remote satellites beaming back and all we PA's have is 25 cents and a pay phone."

Mike McRaney on PA problems at the Titan II silo explosion in 1979.

to 25 interviews to be done by the annual meeting in Colorado Springs next June.

Gura has gotten a lot of help in getting the project started, especially from Dick Rapp and Dave Kendziora, along with support and suggestions from many other members.

"The inputs that have come in so far are great," Gura said. "But, I have no corner on ideas for this project. I'd like to hear from as many

The initial objective of the Association's Oral History Project is, through first-person interviews with the public affairs people involved, to collect and preserve accounts of significant Air Force, national, and international events from the public affairs perspective.

The recorded interviews will be transcribed and be made accessible to students, journalists, researchers, and

public affairs and public relations practitioners. It is planned that they will be available through a number of sources such as the historical archives at Maxwell AFB, the Air Force Academy, and one or more universities.

"The most costly part of this phase of the project is the transcription of the recorded interviews," Gura said.

The interviews range from two to three hours. It takes between 10 and 15 hours to transcribe a two-hour interview observing the proper oral history protocols. With transcription rates in the \$12-\$15 per hour range, the transcript of a two-hour

interview cost up to \$225.

"We're looking at \$5,000 to \$6,000 in transcription costs for the first 25 interviews," Gura explained. "While the general fund of the Association has provided the 'seed money,' it is clear that we will need other help to cover costs."

Gura is seeking corporate and institutional sponsors but says that individuals can contribute too. Donations, whether by a company or an individual, are tax deductible.

"Donors names will be prominently placed on the transcripts they help underwrite," Gura said.

Checks made out to the Air Force Public Affairs Alumni Association and annotated for 'Oral History Project' should be sent to:

Air Force Public Affairs
Alumni Association
P. O. Box 540
Fairfax, VA 22030-0540.

"I was then the junior member of the General Staff consisting of 22 officers and without any previous discussion was directed by the Secretary to assume the duty (of Chief of the Bureau of Information) in addition to those I was performing."

Letter from General Douglas MacArthur to Barney Oldfield describing how he became the first military PR officer in 1916.

From The Chairman's Pen



It's hard to believe that the Air Force Public Affairs Alumni Association is about to celebrate its first birthday. What a year this has been. Thanks to the hard work of some really dedicated people and the support of you, the members, what had been talked about for decades by generations of Air Force Public Affairs people became a reality.

The important first steps, developing bylaws and articles of incorporation, being chartered in the Commonwealth of Virginia, and gaining tax exempt status from the IRS, were relatively easy. The hard work was establishing a strong membership base and a sound financial foundation. Between the retiree rosters maintained over the years by SAF/OI and SAF/PA and the personal address files of our members, our initial and follow-up membership drives were successful and those goals were met. To the surprise of some and the delight of everyone, we're now pushing toward 500 members.

And, we've established a newsletter, held our first annual meeting, published a membership directory, started an oral history program, and initiated strategic planning to ensure we serve you in an appropriate manner. In discussions with SAF/PA, potential projects such as a Public Affairs Advisory Council, our sponsorship of awards for top public affairs performers, and ways to interest and recruit active duty members into our ranks have been put on the table. All-in-all, a very successful year.

What about the future? Well, our estimated operating expenses for the second year of operation top \$18,000; our second membership directory will be out in March; the oral history project is moving into high gear; and the planning for the next annual meeting in Colorado Springs June 15-18 is going strong. We're working on your suggestion for regional coordinators and liaisons with the major command's PAs and coming up with projects the Association can consider undertaking.

So, our Association is alive and well. To stay that way we need a number of things. We need people to get involved – let's hear from you, drop a line or give me or any of the board members a call – your suggestions, news items, and comments are all welcome.

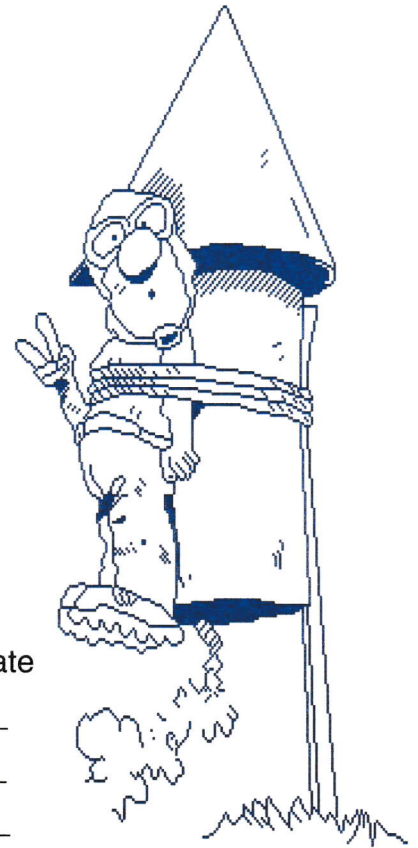
We also need you to renew your membership if it is due. And, we would urge you to upgrade to a Lifetime Founder before December 31. You'll be part of an elite group and the opportunity will not be offered again.

Finally, for our success to continue, we need to keep our membership growing. There are a lot of people, enlisted and civilian, as well as officer, in the Public Affairs and Broadcasting retiree ranks and in the active force, reserve, and national guard who belong in the Association. It's up to us to find them and encourage them to join. That's the challenge for you and me, and every other member of the Association; to make a commitment to sign up at least one new member by our annual meeting in June and three by the end of the year. You can reproduce the form on page four and pass it on to potential members.

We've done a lot this first year, but there is a lot more we can do. Let's keep the RPMs up. Thanks for the enthusiasm you've shown, what you have already contributed, and for what I know you will give in the year ahead.

– Mike McRaney

Before You Take Off For The Holidays!



Renew Your Membership, Update Your Data For The Directory; Make A Copy & Sign Up A New Member

This is a: Renewal New Membership Directory Update

Name: _____ Date: _____

Home Address: _____

City: _____ State: _____ ZIP: _____

Phone: (_____) _____

Business/Duty Organization Name: _____

Business/Duty Address: _____

City: _____ State: _____ ZIP: _____ Phone: (_____) _____

My fax number at home at work is: (_____) _____

Please send AF Public Affairs Association newsletters and correspondence to:

My home address My business address

The last/current Public Affairs/Air Force Broadcasting Service position I held/hold was/is:

At (base): _____ My grade/rank then/now was/is: _____

That was in (month & year): _____

I retired/separated/transferred from the Air Force in the grade/rank of _____ in _____

I'm enclosing a check payable to **AF Public Affairs Alumni Association** for:

- | | |
|--|--|
| <input type="checkbox"/> \$25 1-year Full Membership
(retired/separated people) | <input type="checkbox"/> \$250 Lifetime Founders Membership
(available until Dec. 31, 1994) |
| <input type="checkbox"/> \$50 3-year Full Membership
(retired/separated people) | <input type="checkbox"/> \$300 Lifetime Membership
(available Jan. 1, 1995) |
| <input type="checkbox"/> \$10 1-year active duty Associate Membership
(including Guard & Reserve) | |
| <input type="checkbox"/> \$20 3-year active duty Associate Membership
(including Guard & Reserve) | |

Mail To:
Air Force Public Affairs Alumni Association
P. O. Box 540
Fairfax, VA 22030-0540

Chief Alters Uniform; Ribbons, U.S., Officer Shoulder Rank Back

Less than a week after becoming Chief of Staff of the Air Force, General Ronald R. Fogleman launched a morale boosting precision strike with a message that significantly alters the uniform that was instituted by his predecessor and caused considerable heartburn in the ranks.

General Fogleman had some initial favorable comments on the uniform's material, fit, and comfort. Then he tactfully said,

"Notwithstanding these positive features, there are, as with all new programs, some mid-course changes which would enhance the uniform's acceptability, functionality, and appearance."

Among the changes that will be made are the return of metal rank to the uniform's shoulder for officers and the U.S. insignia, without circle for all ranks, to the lapels; wearing of ribbons and badges; and wheel hats for field grade officers.

Schillerstrom To Head Association's Planning Effort

Dave Schillerstrom has agreed to head the Air Force Public Affairs Alumni Association's planning effort.

"We wanted to go outside the board of directors and officers," said Chairman Mike McRaney, "to get some diverse viewpoints."

Schillerstrom will assemble a group to look at many things, including how the Association can serve the needs of the members and how it can serve the Air Force Public Affairs Community.

First 'Oldfield Award' Goes To . . . Oldfield, Of Course

The Radio-TV News Directors Association honored Barney Oldfield in October.

The association presented the first Colonel Barney Oldfield Distinguished Service Award to its namesake for his exceptional public service. Oldfield helped establish the Radio-TV News Directors Foundation, has been its treasurer since 1966, and has done extensive work in providing scholarships to deserving people.

Once Upon A Time In Air Force Public Affairs

Information Division Reorganized Into Intelligence Division

"Col. Robert C. Candee assumed the position of Chief, Information Division, replacing Colonel Richards. The increase in the amount of intelligence functions within the Information Division and the critical state of world affairs finally led to a reorganization of the Information Division in November 1940. It was redesignated the Intelligence Division, which remained responsible to the Office, Chief of Air Corps.

"Submerged in the Intelligence Division, the Public Relations Section now had their former problem of getting releases to the newspapers doubled. Not only did all material now have to go through G-2, War Department, but also through air intelligence. Intelligence officers were given the duties of public relations work at base

level, which usually meant that there was no public relations in the field. The duty of the Intelligence officer was to make sure no information was released that wasn't supposed to be. It was not surprising then when they decided that it was good policy not to say anything, which is directly contrary to the true public relations theory of keeping the people advised as to what is going on within their army in order to maintain their support and morale.

In addition to Public Relations, Evaluation and Counter Intelligence Branches were placed under Colonel Candee in the Intelligence Division, OCAC, in November 1940. The News Letter was still being put out by the Public Relations Section, but it was a problem because of the ever-present personnel shortage."

Excerpted from A History Of Air Force Public Relations prepared by Staff Reports Division, Office of Public Relations, Director Of Information, Hq AAF, 1948

Annual Meeting Site 'Locked,' Program Being Developed

"We chose the Colorado Springs Marriott to meet the needs of our members. It has a good location and is reasonably priced," said Annual Meeting Chairman Dave Shea. Rooms will be \$69 per night plus tax (call 800-962-6982 for reservations). The hotel offers a fine view of Pikes Peak, has non-smoking rooms, a health club, free parking, and indoor and outdoor swimming pools. The annual meeting is June 15-18, 1995. The meeting agenda is not

set, but Shea, who is working with Academy PA Colonel Joe Purka, expects "to follow the same format that worked so well for us last year - an 'ice breaker' social on Thursday evening, June 15; the Air Force Academy, possibly another Air Force facility, and dinner on Friday, June 16; our business meeting will be on Saturday morning followed by free time for the rest of the weekend."

Full details will be in the next newsletter.

SECAF: 'Public Affairs Must Be Integral To Each Stage Of The Decision-making Process'

Secretary of the Air Force Sheila E. Widnall, in an August policy memorandum, gave the current Public Affairs force a strong vote of confidence and boost in terms of its importance to the Air Force. The text of the memorandum is below.

An essential element of our aerospace team that provides a great deal of tactical and strategic "firepower" to our operations is Public Affairs. Public affairs is the discipline that manages the reputation of our Air Force and the communication and interactions with our internal and external publics.

Public Affairs professionals serve as our spokespersons and advisors at a time when the communications environment and the issues to be communicated are more complex than ever. It is a tough yet delicate process that functions much less effectively without your full support.

Public Affairs must be integral to each stage of the decision-making process. My own experience has shown me how valuable Public Affairs can be on the tough issues -- and also how much more effective it can be as an offensive, proactive force multiplier.

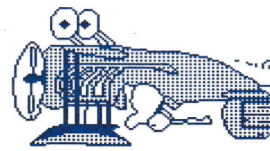
The Air Force of today and tomorrow simply cannot operate without dynamic internal information programs, aggressive media interaction, and solid community relations.

We all must ensure Public Affairs professionals are included in all aspects of our operations and kept informed on vital issues. We cannot afford to bring this important facet of our team into the game late, after critical decisions have been made. Proactive use of this powerful resource in "marketing" the Air Force story, as well as in crisis prevention rather than damage limitation, is the expectation.

We must all be out front and fully-engaged in this vital mission.

Similar endorsements have been made since 1947. Now, if senior AF leaders will just heed her directions . . .

— Mike McRaney



Prop Wash & Jet Blast



Movin' Out & Movin' Up . . .

Trading his Colonel eagles for a hard hat, Sam Giammo has swapped the deputy chair at SAF/PA for a similar seat working for Fred Morgan at Jacobs Engineering Group in Albuquerque . . . Hal Smarkola moved up to the #2 seat at SAF/PA.

New Lifers & Upgrades . . .

Michael Beeman, Bob Carroll, Beth Dennard, Dick Kline, Ramona Stelford, and Tim White have joined as Lifetime Founder members . . . and Wayne Corbett, Sam Giammo, Bill Hansen, Gerry Hickman, George Jeck, Robin League, and Alice Price, have upgraded to the prestigious Lifetime Founder category. Thanks to all for the support and the commitment.

And Welcome To . . .

New members Rod Bricker, Mike Caldwell, Donna Christian, Cedric Cole, Larry Griswold, Jerry Guess, Don Hessenflow, Henry Hufnagel, John Kirkwood, Arthur Lord, Tom Maypole, Dick McNally, Norman Medland, J. Nelson Nix, Thomas Pander, Gerda Parr, Steve Pivnick, Bob Raub, Ed Robertson, Brian Sattler, and Bob Webb.

Overheard . . .

Colonel Ron Sconyers said nice things about working with the Association in the future at the annual AFA-SAF/PA luncheon . . . McRaney said a few (for him) words which, fortunately, did not deter an upgrade and three new members from joining (to many people's surprise, no rolls were thrown at Mike - just soggy napkins).

How'd You Do Dat ???

Our Association's success has not gone unnoticed. The Navy Public Affairs Alumni Association has been consulting with us as it works to get on course . . . if you know any old salts who might be interested, direct them to Herb Hetu at Aerospace Industries Association, (202) 371-8400.

New Colonels . . .

Congrats to Association members Val Elbow and Johnny Whitaker, as well as other PAs: P.J. Crowley, Pat Mulaney and Mike Warden, and band guys Alan Bonner and Henry Gilkes.