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Public Affairs
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News
&
Notes

October 2007

Broadcaster To Director Of Broadcasting: Bob Matheson Saw AFRTS Transform

Armed Forces Radio, perhaps best symbolized by V-Discs, was a big morale booster for the troops in WW II, but it was nothing compared to the Armed Forces Radio &

system which spans the globe. Matheson's first became involved with AFRTS when he left college television to enlist in the Air Force and was assigned as a radio and television broadcast specialist at Ramey Air Force Base in Puerto Rico. He left the Air Force after four years and

went into the corporate world, returning to AFRTS 17 years later as a civilian employee. Twenty-one years later, as director of broadcasting, Bob has seen the AFRTS network grow from one to nine television channels and from one to 12 radio stations.

Television Service of today.

Bob Matheson retired in June and was a contemporary of Adrian Cronauer of Good Morning Vietnam fame. He saw and was an integral part of the changes to and growth of AFRTS into today's extensive military radio and TV broadcasting

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Get A Head Start On Your Holiday Shopping, Visit AFPAAA's Store

There won't be another issue of *News & Notes* until January so we thought it time to remind you that to save yourself time and effort you can let your fingers lead you to a variety of holiday gift possibilities by hitting the store at our web site - afpaaa.org

There you will find items ranging from AFPAAA logo coffee mugs and golf shirts

to a CD with the text of ten oral histories from key Air Force Public Affairs practitioners from World War II to the recent past.

And, if you want wider variety, hit the AFPAAA Bookstore link. That will put you into amazon.com If you use that portal to do your shopping, AFPAAA will benefit from a rebate from Amazon.

\$1,000 Check Surprises Alford; Puts It To Good Use



SMSgt. Stefan Alford, USAFE Public Affairs Readiness and Resources Manager receives AFPAAA's 2005 Best of the Best trophy from General Tom Hobbins, United States Air Forces in Europe commander during a staff meeting at Ramstein AB, Germany, earlier this year.

SMSgt. Stefan Alford knew he was going to receive AFPAAA's 2005 Best of the Best trophy when he walked into the USAFE commander's staff meeting; but he didn't know he was getting the first \$1,000 that will accompany the award to future BoB winners.

"Receiving the trophy from AFPAAA was a great honor, and the monetary award was a pleasant, unexpected surprise," SMSgt. Alford said. "The money went to good use to help pay for a plane ticket back to the States in August to visit my family prior to my Sept. 18, four-month AEF deployment to Manas, Kyrgyzstan."

The award and check were presented to SMSgt. Alford, Readiness and Resources Manager for USAFE/PA, by General Tom Hobbins, Commander of U.S. Air Forces

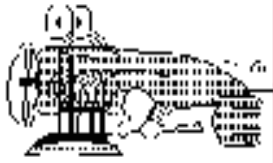
in Europe, at a staff meeting.

In making the presentation, General Hobbins noted "the 'Best of the Best' Award recognizes the outstanding officer, civilian, or enlisted person from all nominated bandsmen, broadcasters, and public affair professionals. That person is selected on the basis of professional excellence and significant contributions to the Air Force mission. We are pleased to present a trophy and check for \$1,000 to the 2005 winner: SMSgt Stefan Alford."

AFPAAA joined SAF/PA to establish the Best of the Best Award program in 1995. The first award was presented that March to Senior Airman, now Major, James H. Cunningham III by Air Force Secretary Sheila E. Widnall and AFPAAA President, Mike McRaney at the World Wide Public Affairs Conference.

'Member Get A Member' Drive Opens

AFPAAA has begun a new "Member Get A Member" recruiting drive. Each of us is being asked to contact retired and active public affairs, bandsmen, and broadcasters who are not AFPAAA members. We will all get a letter asking us to help build AFPAAA's membership with a new member from the people we know. With the letter will be a membership application and suggestions for recruiting new members.



Prop Wash & Jet Blast

Welcome Aboard To . . . *new Associate Member Carie A. Parker . . . and to new Lifetime Members Jerry F. Guess, Samuel T. Martin, Jr., and Anne M. Procter.*

Two We Will Miss . . . *Russ Dougherty and John Stetson. General Dougherty had a unique appreciation for the importance of the Public Affairs that was evident when he was Commander in Chief, Strategic Air Command, from 1974-1977. His military career began with the Kentucky National Guard's cavalry. He was a B-17 and B-29 pilot in WW II. He earned a law degree and served as a JAG before returning to the cockpit and a career in operations. He was noted as a writer and speaker with the ability to communicate effectively with anyone. He died September 7, at Falcon's Landing, Virginia . . . Former Secretary of the Air Force John C. Stetson died August 2, at his home in Lake Forest, Illinois. He was an officer in the Navy in WW II. He held a series of post in industry and was president of A.B. Dick Company before becoming the 12th secretary of the Air Force from June 1978 to May 1979.*

No "Fore" . . . *for retired and active duty duffers in a SAF/PA golf tournament this year due to draw downs and deployments that has the people in the Pentagon scrambling to get the mission done.*

BAE Needs You . . . *to be News Media Relations Manager in Washington, D.C. for its Electronics & Integrated Solutions operating group. For all the details, contact Joan Ferguson, Director, Communications E&IS, BAE Systems, at: joan.ferguson@baesystems.com*

Mark Foutch Doubly Proud . . . *because his son Paul, assistant business editor for the Dallas Morning News, has penned his first book and the subject is a scion of the Foutch Family. Paul has chronicled his grandfather, Mark R. Foutch, Jr., a man of many talents and interests, including leading his own brass band and flying his WW II P-51 Mustang. Titled "The Show Is On The Podium," it is available in a publish on demand edition from PublishAmerica.com or, better yet you can help AFPAAA by ordering it from Amazon which can be reached through our web site at AFPAAA.org and clicking on PA Store then AFPAAA Bookstore.*

Movin' Up . . . *to Vice President of Pratt & Whitney Communications, Ron Rand, who will have full responsibility for the company's worldwide internal and external communications, public relations, employee communications, advertising and branding, public affairs, and communications in support of sales and marketing. He will also functionally manage P&W's Rocketdyne and Canada communications to ensure one company message. Ron joined Pratt & Whitney in 2004 as Director, Communications – Large Commercial Engines.*

'70' Is The Magic Number . . . *for those in the Uniformed Services Survivor Benefit Plan, better known as the SBP. Come October 1, 2008, SBP participants who reach 70 years of age and have made 360 payments (30 years), will no longer have to pay premiums and will be placed in "Paid-up SBP" status. The change was in the National Defense Authorization Act for fiscal 1999. It also established a paid-up status effective the same date for those in the Retired Serviceman's Family Protection Plan who reach 70. The Defense Finance and Accounting Service will automatically stop deducting premiums from retired pay accounts. Sorry, no refunds if you already are 70 and have made 360 or more payments.*

Father Of "Aerospace II" . . . *in our last issue we said that many credit Frank Jennings with coining the term "aerospace." We wish to be more definitive. While writing editorials and features for the Air Force News Service in 1954, Frank "dood it," and that's the history of the term.*

Air Force Public Affairs Alumni Association News & Notes, John Terino, editor, is published quarterly for members by the Air Force Public Affairs Alumni Association, P. O. Box 447, Locust Grove, VA 22508-0447. On-line subscriptions are available at www.afpaaa.org. **Membership Information:** Individuals who have served in Air Force Public Affairs, an Air Force Band, or as an Air Force Broadcaster, military or civilian are eligible for **Full Membership**. Current or former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, still on active duty, or in the Guard or Reserve are eligible for **Associate Membership**. **Membership Rates:** \$300 for life membership (payable in four quarterly \$75 installments). \$25 for one-year membership or \$50 for a three-year full membership. \$10 for one-year or \$20 for three-year associate membership. Membership applications are available at www.afpaaa.org **Board of Directors and Officers:** Chairman, Tom Halbert; President, Pete Peterson; Vice President, Sam Giammo; Secretary, Christine Queen; Treasurer, Jim Hart; Members Dick Abel, Neil Buttimer, Sam Giammo, Tom Halbert, Jim Hart, Hank Hufnagel, C. B. Kelly, Larry McCracken, Pete Peterson, Hal Smarkola, John Terino, Christine Queen. **Committee Chairmen:** Annual Meeting, Sam Giammo; Communications, John Terino; Development, Joe Purka; Elections, Kathy McCollom; Finance, Jim Hart; Membership, Neil Buttimer; Oral History, John Gura; Public Relations, Bud Ross; Web Site, John Gura.

From The President's Pen



Continuous improvement is a term much heard in government and business circles in the pursuit of increased quality, productivity and service. This doctrine is also imbedded in AFPAAA culture as the Board seeks new and innovative measures to better serve the membership.

Achieving these lofty goals demands a coordinated effort by all. Now, more than ever, the Association needs your creative thoughts and vision to survive and prosper. Location for annual meetings and itinerary content always stimulates discussion. Let's hear your views.

Leadership development continues as a major concern with the ongoing search for members to serve on the Board and take responsibility for running the organization. For too long, a select group of dedicated volunteers has shared this burden. It's time for younger public affairs professionals to step forward and assume positions of leadership bringing fresh ideas and initiatives to the Board.

Given the reduced staffing of Public Affairs, we can reasonably conclude AFPAAA will have greater difficulty in sustaining membership levels. This, combined with the steadily increasing age of the membership, presents a serious threat to our survival. Clearly, the most effective method of reaching out to new members is through personal contacts with recruiting efforts focused on those recently retired or approaching retirement.

Recognizing that a strong financial base is essential, AFPAAA is steadily advancing toward its \$300,000 ultimate goal in the Endowment Fund. Contributions come from a variety of member sources including the well-received Centurion Fund. To become a Centurion, members contribute \$100 each year to the Endowment Fund. Highlighting this program is the drawing of a Centurion donor's name at the annual meeting to receive a full refund of their annual meeting registration fee.

Be sure to block your calendar for the 2008 AFPAAA Annual Conference in San Antonio May 15-18. With the large contingent of Public Affairs retirees in the area a heavy turnout is anticipated for the event. The innovative on-site planning team is currently immersed in creating a unique and dynamic itinerary offering enormous appeal for all attendees.

— Pete Peterson

Lord Guard & Guide

Irving H. Breslauer

Irv Breslauer, who, before he celebrated his 21st birthday, flew 35 missions as a B-17 navigator in WW II, died in January in Sante Fe, New Mexico. He was 83.

A native of New York City, he left Queens College in 1942, enlisted in the Army and transferred to the Air Corps after basic training. Among the 35 missions were “shuttle bombing” runs that landed in Russia to refuel, an airdrop of supplies to the French underground, and D-Day bombing.

After the war, Irv returned to Queens College, graduating in 1948. He was recalled to active duty that same year and went to Hickam AFB, Hawaii, where he served as a crew member flying throughout the Pacific, including support of Bikini A-Bomb tests and Korea.

He saw service as an Air Rescue crew member in France in the early '50s and later was assigned to a transport squadron at Charleston AFB, SC. He was “drafted” to serve as the Wing IO there which was the beginning of his Public Affairs career.



Irv later moved to MATS (Military Air Transport Service) HQ at Scott AFB, IL where we helped produce BIG SLAM, an airlift exercise credited with helping to modernize the Air Force's airlift capability. For those efforts, the Public Relations Society of America awarded the MATS PR team a Silver Anvil Award. Irv was also a member of the team that handled airlift of advisors withdrawing from Vietnam in 1963 and the later force buildup.

A distinguished graduate of the Air War College in 1968, Irv was assigned to its staff. In 1970 he volunteered for Vietnam and was assigned as Director of Public Affairs for 7th Air Force. His last assignment was as Director of Public Affairs at MAC Hq. He retired in 1973 as a colonel.

Following retirement, Irv served as the public affairs director for the Metropolitan Rapid Transit Service in Atlanta, GA and the Bi-State Development Agency in St. Louis, Mo. He later cofounded the Research and Response PR agency and was the PR spokesman for the CORO Foundation and the St. Louis Equal Rights Amendment Coalition.

He is survived by his wife, Suzanne; eight children, and seven grandchildren.

Almost from the beginning of my career in Air Force Public Affairs, I knew Irv Breslauer. My first assignment in the field was as additional-duty information officer for the 1502nd Air Transport Wing, Military Air Transport Service, at Hickam. A first lieutenant at the time, my primary job being a navigator with the 50th Air Transport Squadron. Then a major, Irv was also a navigator who

had moved into the public affairs field. He was then assigned to MATS headquarters.

Among the most personable of men, Irv was highly energetic and easily approachable. He was good at what he did, and gave a young officer good advice. In part because of it, public affairs became my primary duty upon transferring from Hickam to McGuire.

Later, when Irv was public information officer for 4th Allied Tactical Air Force at Spangdahlem, I was head of the public information division at USAFE headquarters in Wiesbaden, and we worked together hosting news correspondents.

One memorable tour was with an ABC-TV news team that was doing a story on air defenses of Europe. Irv arranged for us to visit a bunker where a giant screen showed all air traffic for miles on each side of the wall that then divided Germany. The time was mid-winter, and we trudged through great snow banks so that the television crew could film guard posts in East Germany.

Ever bright and talkative, Irv showed me how to say a great deal without giving away a single secret. The newsmen loved being with him. Irv was fun to be around.

The end of Irv's tour in Europe coincided with the rotation of several USAFE public affairs officers of the time. A great going away party was staged in the old Von Steuben Officers Club in Wiesbaden, complete with a musical show in which the departees were thoroughly roasted.

The skit, featuring Irv, began with the vibrant sounds of “Sidewalks of New York”, while our actors went on to depict the frustration of USAFE information personnel who were trying to reach him by phone. NATO, it was said in the skit, had 16 annual national holidays to celebrate, plus a lot more. Naturally, Irv had to observe each of them. Thus those at USAFE groused.

The show drew a standing ovation from the audience, then came remarks by those it celebrated. When Irv rose to speak, he smiled broadly and said, “It's true that NATO takes a lot of days off for holidays . . . and, I deserved every one of them!” The way he said it was typically Breslauer, and once again brought the house down with laughter.

I will always remember the way he was that night in Wiesbaden.

– Gerry Hickman

Irv served at the 4th ATAF at Ramstein AB while I was Chief of Public Info at USAFE in Wiesbaden.

His most memorable line occurred when he was asked what effect France's pull out from the military forces of NATO would have on 4ATAF.

He replied, “Well, it means we will have eight or nine fewer holidays since we always celebrate all of the holidays of the nations who contribute forces to 4ATAF.”

At that time, 4ATAF consisted of forces from USA, Germany and Canada, so they had plenty of holidays.

– Jerry Dalton

William E. Fein

Bill Fein, whose military career began as a ‘GI’ in the Army Air Corps in WW II, died February 8 in Newhall, California. He was 83.

His public affairs career as an officer began at Lowry AFB. Other assignments included Korea, Andrews AFB, and the Pentagon.

In the 1960s, Bill was Public Affairs officer at Forbes AFB. He was serving at Dyess AFB when he retired as a major.

He is survived by his wife Doris who resides at 19349 Anzil Circle, Newhall, California 91321.

John Gray

John Gray, who had distinguished careers in the Air Force and the Air Force Association died at his home in Arlington, Virginia, July 22. He was 90.

He was born in Boston, but raised in Idaho. John was commissioned a second lieutenant in the Army Air Corps in 1941 through the University of Idaho ROTC. In WW II he served on the 8th Air Force staff. John was recalled to active duty during the Korean War. He was active in the reserves until his retirement as a brigadier general in 1977. A major portion of his reserve career was in SAF/OI and as a member of the Air Force Headquarters Command Air Reserve Policy Council.

He began at AFA in 1957 as project director of the World Congress of Flight. After retiring in 1978, he served AFA as a consultant and unretired twice to be Executive Director. John was on the AFA Board of Directors and the Air Force Memorial Foundation Board of Trustees.

Among the many honors he received were the Exceptional Service Award, the highest honor the USAF awards a civilian, and recognition for outstanding service by five Presidents of the United States.

John will be buried at Arlington National Cemetery October 4. He is survived by his brother, Robert Deal; two sisters, Ruth Carpenter and Joan Grondahl, and several nieces and nephews.

John Gray was a gentleman in every sense of the word. AFA members for more than half a century knew him as a distinguished leader. Few know that his deep feeling for the Air Force family was a major factor in the birth of the Outstanding Airmen Program in 1956, a year before he joined the AFA. He was the Air Force project officer for the national convention in New Orleans. Two months before the opening session, AFA asked to have some airmen honored. Overcoming the pitfalls of the short time frame, John had 19 command representatives on hand. The annual salute to "the best of the best" continues to be a major event at each convention. Inevitably, John was always one of the first to traverse the reception line.

– Chuck Lucas

I recall John Gray both when he was in the Pentagon and for the many years after when he was at the center of activity for Air Force Association. I met him first in March 1954, when he was a Reserve Forces Liaison officer with a desk in the Office of the Director of Information. He was very kind to me when I came there from the Armed Forces Information and Education Program in OSD as a civilian employee – although a reserve officer in the Army. I later had my reserve status transferred to the Air Force.

John was gracious, polished, low-key, efficient and the very picture of an officer and gentleman. He maintained that quiet dignity as a civilian during his long years with AFA .

– Frank W. Jennings

Thomas A. Maypole

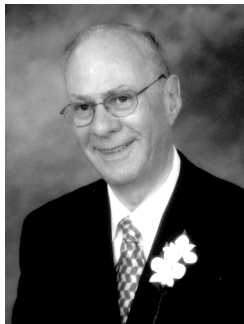
Tom Maypole, who had a 27 year Air Force career, mostly in Public Affairs, died July 29 at his home in Fayetteville, N.Y. He had lung cancer and was 69 years of age.

His assignments included 7th Air Force during the Vietnam war and Air Training Command. His last assignment was as assistant to the director of Public Affairs. He retired in 1988 as a colonel.

In retirement, he was an independent contractor with Hughes Electronics, where he wrote and edited a daily news summary for executives and employees.

Tom was a native of Skokie, Ill., and a graduate of Northern Illinois University. He received a master's degree in public relations from Boston University.

His first wife of 41 years, Nancy Kull Maypole, died in 2002. Tom is survived by his wife of four years, Sara Chandler Maypole of Fayetteville; three daughters, Debbie, Wendy, and Sharon; a sister; three grandchildren, and his sister, Marilyn. He is buried at Quantico National Cemetery.



Tom Maypole was truly an officer and a gentleman. I first met Tom during the rollout of the EF-111 at the Grumman plant on Long Island in 1975. He was in the New York office at the time, and some four years later, he joined me at Air Training Command in San Antonio as deputy director.

We became close friends during that period as we watched each others' children grow. Working for Generals Bennie Davis and Tom Ryan, we got through some interesting public affairs challenges, including the expulsion of Iranian student pilots and the hospitalization of the Shah of Iran at Wilford Hall Medical Center. That was a special time. We had terrific people at ATC Public Affairs, and Tom was at the top of the list.

When I transferred to USAFE in the summer of 1982, Tom replaced me as ATC's Director of Public Affairs. He subsequently went to work for Mike McRaney at SAF/PA handling senior PA assignments. After he retired in 1988, Tom worked with me at Hughes Electronics in Arlington, VA, from 1991 to 1997.

Tom was a problem solver – a logical, organized thinker with

a droll sense of humor. He was integrity personified. His only fault: his handwriting. It was virtually indecipherable – I ordered him to type his notes to me.

We'll miss him.

– Dave Shea

Tom was a very fine officer and a consummate gentleman in every respect . . . one who respected others and had a unique way of getting things done without seeking the credit or limelight.

He was a dear friend, a wonderful and gentle advisor, and one of the very best writers our public affairs profession has known. Tom's dry and pointed wit gave us all many moments of real joy and laughter. My memories of Tom will always be of his kind and gentle heart. We have lost one of the best.

May Tom rest in peace,

– Mike McRaney

Tom and I shared a villa in Saigon. I last saw Tom when he was in NYC. I was assistant Secy at the time and traveling with the SecDef. We went into a room where the Secretary was going to say a few words. I interrupted to call for "SPAMMY" to come up and join us.

Tom got the nickname of Spammy one night after a great deal of imbibing . . . he told us he was born the day that Spam was introduced. His Father was a Vice-President with Armour and people suggested that Tom be called Spam for the occasion. For all of us that lived that year in Vietnam he will always be known as Spammy. He was a wonderful person and I for one will certainly miss him. God Bless Spammy!

– Bill Greener

It is with great sadness that I read of Tom's passing. I worked for him at Hq. Pac Com Area, Wheeler AFB, HI. He was a great person and good friend.

When I was in law school and contemplated returning to active duty he wrote an outstanding letter recommending me to OTS. Along with this and one by Colonel Harry Casterlin, I was accepted.

It was great to be able to see him at our meeting in San Antonio, and a complete surprise. He will be missed.

– Bill Campbell



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