

Shea Wins AIA's Lauren D. Lyman Award



AFPAAA member Dave Shea (left) received AIA's 2012 Lauren D. Lyman award on December 5 in recognition of his half-century of excellence in Air Force and aerospace industry Public Affairs. AFPAAA member Doug Kennett received the award in 2011.



Election Nearing, Nominees Sought For Seats On Board

With the terms of office of Mike Cox, Jay DeFrank, Art Forster, Mark Foutch, Clem Gaines, and Phil Ratliff expiring July 1, AFPAAA's annual Board of Directors election will have six of the 13 member board seats to be filled. All the incumbents except Foutch intend to seek reelection.

Full members of AFPAAA can run for the open seats by making their proposed candidacy known to Nominating Committee Chairman, John Gura, by February 1, via e-mail to: Candidates@afpaaa.org To be considered for placement on the ballot, potential candidates should send a head and shoulders picture and a short, three or four paragraph resume/biography outlining their qualifications, how they have supported AFPAAA, and why they want to be on the Board of Directors. Candidates should understand that election to the board entails the possibility of being an officer of AFPAAA. The ballot will be in April's *News & Notes*. Election results will be announced at the 20th Annual Membership Meeting, April 27, in Las Vegas.

Fifty years of top-notch performance in Air Force Public Affairs and the aerospace industry were recognized by the Aerospace Industries Association's presentation of the 2012 Lauren D. Lyman Award to former AFPAAA board member Dave Shea. The presentation was made in Washington, D.C. at AIA's 48th Annual Year-End Review and Forecast luncheon Dec. 5, by Marty Hauser of UTC, which sponsors the award.

The award is named in honor of Lauren "Deac" Lyman, Pulitzer prize winning aviation reporter for the New York Times who later had a distinguished career as a public relations executive with United Aircraft, a predecessor to United Technologies Corporation. First awarded in 1972, the prize is awarded to a journalist or public relations professional in aviation who exhibits Lyman's high standard of excellence.

A New York City native, Dave's Air Force career began in 1959 after he received a bachelor of science degree in communication arts from Fordham University and was designated a distinguished graduate of Air Force ROTC.

His broadcast experience at Fordham's WFUV-FM took him to Crete, where he ran the Armed Forces Radio and Television, and an additional station in Athens.

Tough situations were

Medical Center, Lackland AFB, Texas.

Through the Air Force Institute of Technology, he received a master's degree in mass communications from the University of Denver. His thesis "The UFO Phenomenon: A Study in Public Relations" is often cited in the literature.

Dave was director of Public Affairs for Air Training Command, United States Air Forces in Europe, and Air Force Systems Command. He concluded his military career in 1988 as the Director for Defense Information, Office of the Assistant Secretary of Defense for Public Affairs.

He then joined Hughes Aircraft Company which merged with Raytheon Company in 1997. He was director of Media Relations Training and Development.

The Lyman nomination cited Dave's contributions to the company's Best Practices that improved

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Dave's forte. He was spokesman for the closing of Project Blue Book which investigated more than 12,000 UFO sightings; was Chief of the Hospital Joint Information Bureau at Clark AB, Philippines, for the return of more than 500 POWs from Vietnam, and handled the intense media interest in the exiled Shah of Iran, who was hospitalized for six weeks in 1979 at Wilford Hall

the effectiveness of communications initiatives and helped mold the next generation of communicators at the company."

Dave is co-author, with deceased AFPAAA member John Gulick, of "Media Isn't a Four Letter Word," a guidebook providing tips and techniques for executives on how to deal with the press. Originally published in 1994, it is now in its fifth printing.

William Robinson, Link From Army Air Forces To The Establishment Of Air Force Public Affairs Passes

Before there was a United States Air Force, with SAF/PA or its predecessor SAF/OI, there was the Army Air Forces with its Office of Information Services. It was 1945. WW II was over. William C. Robinson, then a young lieutenant navigator who had flown 13 missions in B-24 Liberators in Europe, by a rather circuitous route, was about to be a part of Air Force Public Affairs history.

Bill was born in Catonsville, Maryland and attended Western Maryland College.

Eight days after graduating in 1941 with an Army ROTC commission as an Infantry officer he was on active duty at Fort Benning, Georgia.

Following the attack on Pearl Harbor he was transferred to Washington, DC, as part of the unit guarding key buildings, including the White House and the Capital.

“By no longer wanting to be in the infantry,” Bill engineered his transfer to the Army Air Corps. “The company I left when I went to flight school had six officers of which I was one, and the other five were killed in Europe as Infantry replacements, so I made a good move at the time.”

When the war in Europe ended Bill was returned to the states and began training in B-29 Superfortresses. With Japan’s surrender, he was ready to leave the service. Back in the Washington, DC, area, Bill, who had been a sports writer in college, was accepted for a slot, pending a vacancy, in Columbia University’s School of Journalism.

The slot did not materialize and he sought to remain on active duty for six months. Told to find a job in the Pentagon, he went to the Office of Public Relations, asked to see the boss, was interviewed and ‘hired’ by Colonel Hal Bowman to be the personnel officer with a promotion to captain.

Prior to the Air Force becoming a separate service in 1947, Brigadier General (later a four-star) Rosie O’Donnell was the Director of Information. When the first Secretary of the

ended when he was chosen by Steve Leo to go to Air Force Logistics Command to work for its new commander, General Edwin W. Rawlings in Public

liaison work his career path changed dramatically. “I got into procurement after I left the L&L field and stayed in procurement the rest of my years, with the exception of two years as an aide to General Rawlings in 1956-’58.

Bill retired as a colonel. His post-Air Force career was at George Washington University where he was an administrator for more than 20 years.

He died November 12 at The Fairfax Retirement Home at Fort Belvoir at the age of 93. He is survived by sons Neil and Steve, and his brother John.

Interment at Arlington

National Cemetery will be at 11 a.m. on January 30. Memorial donations may be made to either the Alexandria

Rotary Club Scholarship Fund; Inova Health Foundation, or The Jane Fraley Robinson ‘42 Scholarship Fund at McDaniel College in Westminster, MD.



Left - Infantry Lieutenant Bill Robinson pins his brother, John ‘Nemo’ Robinson, at Fort Benning Georgia, 1943. Center - B-24 crew, Robinson is standing at right end. Right - With wife, Jane.



Lord Guard & Guide

Air Force, Stuart Symington, was appointed he brought in his own choice, civilian Steve Leo, for the job.

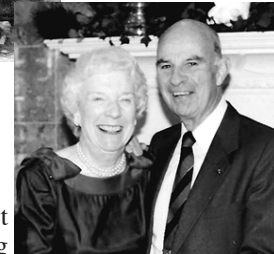
“I was very resentful of Leo coming in because it caused my boss, Rosie O’Donnell to get fired . . . But from the second day I worked with Steve Leo, I knew he was a guy I could work for and get along with. And, he was probably the smartest man I ever knew; the most compassionate; he suffered no fools.” Bill’s youngest son is named for Leo.

“He was new in the Pentagon. I had just moved to Washington from Annapolis, Maryland, where I lived for two years, where my wife was teaching school. Leo’s wife came and didn’t know a soul; my wife came and didn’t know a soul, and they were kindred spirits. So I think their relationship helped my relationship. I kept in touch with Leo until the week he died.”

By then Bill was the executive officer. “I also had the job of making out most of the efficiency reports for all the colonels. And the colonels knew that.”

In the summer of 1951 Bill’s time in the Pentagon

Affairs. That was short lived. AFLC was having legislative liaison problems, Bill had experience in that from the Pentagon and his skills were applied there. After a year and a half of legislative



Lionel V. Patenaude

Lionel Patenaude, who was born in Chicopee, Massachusetts, and settled in Texas, died November 19. He was 90.

Lionel was a flier in World War II. He was an information officer in Berlin during the 1961 crisis.

A scholarly man, he had a Ph.D. in American history from the University of Texas at Austin where he was elected to the PHI ETA SIGMA Honorary Scholastic Fraternity.

After retiring from the Air Force as a major, Lionel taught at St. Mary’s University and San Antonio College. Among his published works are the frequently cited *Texans, Politics, and the New Deal*.

He was also an award winning cultivator of roses.

Lionel is survived by his daughter, Diane, and son, Dale;

three grandchildren, and one great-grandchild.

Interment was at Fort Sam Houston National Cemetery. Donations in his memory may be made to the Episcopal Church of the Resurrection, 5909 Walzem Road, San Antonio, TX 78218.



Lionel Patenaude will always be a synonym for “Tempelhof” for me. His office overlooked what had been the Times Square of the 1948-49 Berlin Airlift.

Quickly absorbing that history of a fledging Air Force, Pat would become an Air Force authority on the divided city during the Cold War crisis in the 1960s. He unselfishly shared his insights with other members of the USAFE Information team. No visit was complete without a personal “behind the scenes” tour of East Berlin, off limits to those on the bus routes.

– Chuck Lucas

From The President's Pen ———

I hope this finds everyone well and rejuvenated after the Holidays! The beginning of a new year, among other things, offers fresh starts and re-examination of what is important to us and our Air Force.



2013 marks the beginning of some serious issues for the Air Force and new Chief of Staff, General Mark A. Welsh III. He discusses those issues and the challenges the service faces in an interview in the current issue of Strategic Studies Quarterly.

Among his comments, General Welsh stresses the important role for our successors, those currently serving in AF/PA. “I see great opportunities for our Air Force, the foremost being the sharing of our Air Force story with the public, with the Congress, with industry, with our sister services, and our coalition partners. Telling our story is also important when it comes to motivating the force. We’ve been at war for 20-plus years now. . . . Our Airmen are doing amazing things! . . . And they make it all look easy—sometimes too easy. In reality, it’s pretty tough to do . . . Part of my job is to tell our story so people understand the skill, the determination, and the resources that it takes for the Air Force to make these capabilities available to the combatant commanders.”

General Welsh’s priorities include rebuilding trust and credibility with Congress and the active-reserve component mix in the Air Force by figuring out . . . “how we can improve the coordination and communication process inside the Beltway and with the state governors and adjutants general to make sure everybody has input to, and fully understands, the intent and the approach of our future force structure and resource planning efforts.”

“My point here is simple . . . the Air Force matters,” he stated. “We’re not more important than any other service, but we are equally critical to the nation. More importantly, our Airmen matter . . . No matter what issue hits the headlines to distract us, it’s important that we tell their story enough times, to enough audiences, so there is no question, confusion, or doubt about what our Airmen provide for America.”

It’s worth taking the time to read the article in its entirety at: <http://www.au.af.mil/au/ssq/2012/winter/welsh.pdf> The new Chief’s emphasis on “telling the Air Force story” should greatly encourage public affairs professionals, past and present.

On a lighter note, don’t forget our Las Vegas gathering. The 20th Annual Membership Meeting, April 25-28, is going to be great; just look at the program on the next page and take care of your registration with the form next to the program. See ya there.

– Mike Cox

AFPAAA Las Vegas Events Schedule

Thursday, April 25

1200-1830 - Registration

1400 - Board of Directors Meeting

1700 - Ice Breaker Reception

1900- Evening Open

Friday, April 26

0630-0815 - Breakfast

0830 - Depart for Nellis AFB

0930 - Tour & Briefings

1200 - AFPAAA President's Luncheon
Mike Cox, President, AFPAAA

1330 - T-Bird Tour & Briefings

1600 - Return to Hotel

1700 - Fellowship Hour (optional)

1900 - Evening Open

Saturday, April 27

0630-0830 - Breakfast

Re-Bluing Briefings

0800 - What You Should Know
About VA Benefits?

Judy Bivens, CMSgt, USAF-Ret
Veterans Service Officer

0900 - Wings Over Hollywood
Lt Colonel Paco Hamm, Director,
AF Entertainment Liason Office

1000 - The Biggest Network:
Military Broadcasting Today
Cal Miller, Chief Broadcast Ops,
Defense Media Activity

1100 - America's Secret MiG Squadron
Gail Peck, Col, USAF-Ret

1200 - SAF/PA Director's Luncheon
Brigadier General Les Kodlick,
Director, SAF/PA

1400 - Annual Membership Meeting

1600 - Open

1800 - Annual Membership Reception
(Ballroom)

1900 - Annual Membership Banquet
(Ballroom)

Sunday, April 28

0630-0815 - Debrief (Breakfast)

0815 - Depart for home

Schedule and speakers are subject to change

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:** Those who have served in Air Force Public Affairs, an Air Force Band, as an Air Force Broadcaster, or in the multimedia career fields, as either military or civilian, are eligible for *Full Membership*. Current or former members of those career fields, still on active duty, or in the Guard or Reserve are eligible for *Associate Membership*. **Membership Rates:** Lifetime \$300 (payable in four quarterly \$75 installments); Full Membership, one-year \$25 or three years \$50. Associate Membership, one-year \$10 or three years \$20. Membership applications are available at www.afpaaa.org **Board of Directors and Officers:** Chairman, Mark Foutch; President, Mike Cox; Vice President, Phil Ratliff; Secretary, Clem Gaines; Treasurer, Jim Hart; Dick Abel, Judy Bivens, Larry Clavette, Jay DeFrank, Art Forster, John Gura, John Terino, Johnny Whitaker. **Committee Chairmen:** Annual Meeting, Phil Ratliff; Communications, John Terino; Development, Joe Purka; Elections, Kathy McCollom; Finance, Jim Hart; Membership, Neil Buttimer; Oral History & Website John Gura.

Registration Form

20th ANNUAL MEETING



Name: _____

Address: _____

E-mail: _____

Phone: _____

Cell Phone: _____

Guest(s) Name(s): _____

How do you want your name/guest name(s) to appear on name badges: _____

Air Force Public Affairs Alumni Association

Is this your first AFPAAA Annual Meeting? () Yes () No Are you a new member? () Yes () No

Full Registration

Includes all events on Thursday, Friday & Saturday

Members Attending ____ x \$175 = \$ ____

Guests Attending ____ x \$160 = \$ ____

Please indicate number of meal choice(s) for Saturday banquet ____ Beef ____ Fish Non Members ____ x \$250 = \$ ____

How many in your party will go to Nellis AFB on Friday, April 26? _____

Individual Event Registration (Do Not Use If You Pay The Full Registration Fee)

Icebreaker Reception - Thursday, April 25.

Members Attending ____ x \$15 = \$ ____

Guests Attending ____ x \$15 = \$ ____

Non Members ____ x \$25 = \$ ____

Nellis AFB Tour Friday, April 26.

Members Attending ____ x \$70 = \$ ____

Includes bus transportation & President's Luncheon.

Guests Attending ____ x \$70 = \$ ____

Non Members ____ x \$80 = \$ ____

President's Luncheon ONLY, Friday, April 26,

Members Attending ____ x \$30 = \$ ____

Guests Attending ____ x \$30 = \$ ____

Non Members ____ x \$40 = \$ ____

Re-Bluing Briefings & SAF/PA Luncheon, Saturday, April 27.

Members Attending ____ x \$45 = \$ ____

Includes Membership Meeting.

Guests Attending ____ x \$45 = \$ ____

Non Members ____ x \$55 = \$ ____

AFPAAA Annual Reception and Banquet, Saturday, April 27.

Members Attending ____ x \$70 = \$ ____

Please indicate number of meal choice(s) for banquet ____ Beef ____ Fish

Guests Attending ____ x \$70 = \$ ____

Non Members ____ x \$80 = \$ ____

Please make your check or money order payable to: **AFPAAA**

Total Remitted \$ _____

Mail form and check/money order to: **AFPAAA**
Attn: Linda Arnold
621 Planters Pass
Schertz TX 78154

Registration: Due by **April 5, 2013**, those received after **April 5** will be charged a \$25 per person late fee. Refunds must be requested by **April 18, 2013**.

Hotel: AFPAAA has negotiated a block of rooms at the Monte Carlo Las Vegas Resort & Casino at \$99 plus tax and \$15 resort fee per night. Reserve online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9606321 or call 1 (800) 311-8999. The AFPAAA Group Code is: **XAFPAAA2013**. The rate is available for 3 days prior to and 3 days after our meeting. Reservations at the AFPAAA rate must be made by **March 28, 2013**. The hotel web site: www.montecarlo.com/

Additional information: www.AFPAAA.org/annualmeet.html

First Class Postage

P. O. Box 447
Locust Grove, VA 22508-0447
(Address Correction Requested)



20th Annual Membership Meeting

Las Vegas, April 25-28

Three Days Of Great Events

Check Out - Page 4

Registration Form

Fill Out & Mail - Page 5