

Mandatory PA IMA training getting closer

PublicAffairs IMAs are reminded to save four days of annual training or inactive duty training for the Joint Public Affairs/Legislative Liaison IMA training workshop at Copper Mountain, Colo., Aug. 2-5.

This training is mandatory for all Air Force PA IMAs.

It is the IMA equivalent of the Worldwide Conference that SAF/PA hosts.

Below is some information for individuals attending.

Getting there

Shuttle from Denver International Airport – This is the easiest way to travel to Copper from DIA. Shuttle reservations can be made at www.resort-express.com or by calling (800) 525-6363.

•Ask for the Air Force IMA discount rate of \$98 per person for a round trip.

The trip between Denver International Airport and Copper takes approximately two hours.

Driving – Copper Mountain Conference Center is located 75 miles west of Denver and 20 miles east of Vail off Interstate 70 at exit 195, easily accessible from both the DIA and Eagle County Airport.

There are many activities around the local area. From golfing, swimming, hiking, boating and nearly every other activity you could think of can be found here.

Participants are encouraged to bring a light jacket. The resort is located in the mountains and even in August it

See Training on page 3

Letters from the top

Workshop will inspire, inform public affairs IMAs

By Brig. Gen. Tim White

Mobilization Assistant to the Director SAF/PA

Tomorrow, you may be asked to explain to the press just what the Air Force has done in Operation Iraqi Freedom. Next week, your active duty supervisor may ask you to draft a communications plan to explain the role of the Air Force Reserve. Next month, you may be deployed to the Middle East. Are you ready?



Brig. Gen. White

The upcoming IMA Public Affairs Training Workshop is just around the corner. No, the workshop by itself can't

prepare you for the challenges that lie ahead for you as a Reserve PA. But the theme of our conference – “Inspiration and Information” – will help frame and refresh the many talents you already bring to the fight.

Col. Marty Hauser and his IMA team are planning a great workshop in a spectacular setting. Your attendance and participation are vital to our mission. I cannot stress enough how important it is for you to attend this training workshop.

See Workshop on page 3

New report offers insight on military/media relations

By Brig. Gen. Frederick Roggero

SAF/PA Director

A new report on the military/media relationship during Operation Iraqi Freedom has just been published by the McCormick Tribune Foundation. Entitled “Narrowing the Gap: Military, Media and the Iraq War,” the report assesses:



Brig. Gen. Roggero

- New developments in the military/media relationship during the war in Iraq;
- Differences in military/media practices from previous conflicts;
- The impact of these differences on the ultimate goal of informing the public; and
- Changes that might be made to facilitate better coverage in the future.

The report's insights come from a select group of experts who attended the seventh in a series of military/media conferences at the Foundation's Cantigny Conference Center in Wheaton, Ill. Since 1992, these conferences have provided senior journalists and flag-rank military officers the opportunity to grapple together with the latest stresses and strains in their relationship, and to better understand each other's challenges. The reports have frequently been used as a teaching tool, to stimulate understanding and discussion about the dynamics of the military/media relationship.

The Foundation encourages downloads of the report. To download or request hard copies of the report, go to www.mccormicktribune.org/journalism, or e-mail alsmith@tribune.com.

PA Portraits: SAF/PA

2nd Lt. Sara Banda-Rodriguez

Second Lt. Banda was selected to attend the Academy of Military Science to obtain her commission in 2003.

While serving in SAF/PAM last year, she was responsible for several accounts by serving as a spokesperson and coordinating queries. She also coordinated several press briefings between deployed airmen and several national media outlets. Lt. Banda also conducted extensive media outreach to ensure certain stories were placed in targeted media outlets, such as trade publications and the Spanish language media.

Lt. Banda has been in Air Force Public Affairs since 1996 when she enlisted in active duty as an airman basic. She became an IMA in 2000 serving as a writer for SAF/PA AFNEWS.

As a civilian, she serves as the communications manager for the Lower Manhattan Development Corporation, the government agency overseeing the redevelopment of the World Trade Center Site.



2nd Lt. Banda-Rodriguez

MSgt. David Byron

MSgt. David Byron, serves as the NCOIC of the National Outreach and Communications Division. He works in the Public Inquiries Section and plays a part in various special programs.

MSgt. Byron also serves as an adjunct instructor at the Defense Information School, Ft. Meade, Md.



MSgt. Byron

He helped redevelop the Public Affairs Reclass-ification Course, the basic public affairs course for enlisted reservists.

MSgt. Byron recently returned from being deployed to Combined Joint Task Force 7, Baghdad, Iraq, in support of Operation Iraqi Freedom. Assigned to the Coalition Press Information Center, he served as the NCOIC of the Iraqi Media Engagement

Team and chief of the Directorate of Training.

As NCOIC of IMET, he was charged with creating a team of Iraqis capable of getting the Coalition message out to the Arabic press, as well as assisting the CPIC in its day-to-day duties. He hired 15 Iraqis to fulfill roles translating press releases, providing simultaneous interpretation services for press conferences and senior-level media interviews, conducting media operations and establishing an Arabic media embed program.

He helped create, organize and teach a three-week basic PA course for the new Iraqi PAOs. The course covered basic PA

skills, introductions to democracy, freedoms of speech and the press, and management/teamwork skills. Some trainees have gone on to become the core members of the new Iraqi Ministry of Defense Public Affairs Office.

Lt. Col. Sue Laushine

Lt. Col. Sue Laushine spent 13 years active duty as a communications-electronics officer and cross-trained into PA in 1998. She has been assigned to SAF/PA since 2000 and really enjoys it.

Initially she was assigned to internal information where she ran the inquiry program, wrote and published the monthly Policy Letter, helped develop web policy and served on numerous community action working groups.



Lt. Col. Laushine

Currently, she is assigned to the resources branch and loves being involved in guiding the PA career field at the strategic level. She travels to D.C. from her home in Florida now, so she doesn't work as often.

She said the people are fantastic and the work is rewarding and challenging. In addition

to SAF/PA, she also helps out at Air Force Special Operations Command headquarters in various directorates. Her husband is active duty and is assigned to the 16 Special Operations Wing Inspector General's office at Hurlburt Field, Fla.

See PA Portraits page 3



The *Publicist* is a funded newsletter published by the Air Reserve Personnel Center Public Affairs Office, 6760 E. Irvington Place #1010, Denver, Colo., 80280-1010. Contents of the *Publicist* are not necessarily the official views of, or endorsed by, the U.S. Government, the Defense Department or the Department of the Air Force. Direct questions to the editor at 1-800-525-0102, Ext. 71217, or DSN 926-6515.

Reserve Affairs Director, Personnel (SAF/PAV)

Col. Marty Hauser

Director, Public Affairs (HQ ARPC/PA)

Lt. Col. Gus Schalkham

Editor (HQ ARPC/PA)

MSgt. Kelly Mazezka

Assistant Editor (HQ ARPC/PA)

TSgt. Rob Mims

PA Portraits from Page 2

Lt. Col. David Talley

Lt. Col. David Talley is assigned to SAF/PA as an IMA in the Strategic Communication Directorate, where he works with internal information and Web technology programs.

Following 9/11, he was mobilized for one year in support of Operation Enduring Freedom and worked on the press desk and the Air Force crisis action team.

Four months after he was demobilized he returned to SAF/PA in support of Operation Iraqi Freedom. He worked on the press desk and within the SECAF executive support group and later researched and wrote an after-action report of Air Force PA lessons learned from OIF. That effort made him appreciate the need for proper training and sharing knowledge with others in the career field. To that end, he taught several courses at DINFOS and even attended their Instructor School.



Lt. Col. Talley

Always learning, he has attended short courses in strategy and policy at the Naval War College and national security decision-making at National Defense University.

Currently he is on extended orders assisting with the "Your Guardians of Freedom" program and the Strategic Communication Directorate. He said the last three years have demonstrated the value of the IMA program in direct support of the Air Force Public

Affairs mission. Future force changes will only enhance that value, he added.

Maj. Dee Witham

Maj. Dee Witham is assigned to SAF/PAR (Resources and Readiness Division). She has worked on several PA world-wide conferences and IMA conferences as well as tracking and managing deployed PAs.

"SAF/PAR is an exciting place to work," she said. "It's all about people — managing their assignments, training, and deployments. Needless to say, we have been busy these past few years with so many PA professionals deployed around the world."

Another aspect of working in SAF/PA is the opportunity to participate in media training.

"I've really enjoyed helping with media training," Maj. Witham said. "We have a television studio in the Pentagon where we simulate all types of interviews; morning show, remote, edited, hostile and press conferences. It's fun and enlightening to be on the other side of the equation, acting as the reporter. This training prepares senior leaders to address the media professionally and confidently, ensuring Air Force messages are integrated into each response. It is rewarding to see the improvement the senior leaders make as they go through the training."



Maj. Witham

Workshop from page 1

It has been three years since we last gathered the IMA PAs; the world has changed, and the central role of public affairs has never been more important.

This year our workshop will include the IMA professionals from Legislative Liaison, who share our goal of helping the world better understand and support the Air Force mission.

Each of you is a leader. Each of you has experience that we can learn from. Let's put it in play. Additionally, we have PA warriors who have been deployed all over the world and they will bring valuable knowledge to share.

Training comes in other forms as well. Have you already passed your physical fitness testing this year?

If you have passed it, are you maintaining your fitness level?

How about your medical and dental assessments? Up to date? By the way, are you *sure* you know what will put you in the best position for that next promotion.

What else are you doing to improve yourself? Have you looked at the recommended reading list of the AF Chief of Staff or the Chief Master Sgt of the Air Force? And of course there is PME, which I know is tough to balance with your civilian career.

So many important issues, so little time. But come to Copper Mountain ready to teach, ready to learn, ready to lead, and ready to have fun!

I look forward to seeing you there.

Training from page 1

can get very cool in the evenings. The Copper Mountain Conference Center can be reached at 1-866-837-2996

For more information about registering for the workshop, costs, hotel reservations, uniform requirements and much more, visit https://www.palink.hq.af.mil/ima_workshop.

Reserve PA support requested for ICMM 2004

The Secretary of Defense is hosting the "International Congress on Military Medicine" at the Crystal City Marriott Hotel in Arlington, VA, from Sept. 12 to 17, 2004. This is the first time in more than 50 years that the United States has hosted the ICMM. The requested period of Reserve Public Affairs support is 10 - 24 Sept.

Public Affairs - Officers - 1 (O-5 or O-6), Enlisted - 1 (E-7 or above), Editorial - Editors - 2 (E-7 or above), Journalists - 4 (E-6 or above), Photojournalists - 2 (E-5 or above), Video - Videographers - 3 (one 3-person team), Video editors - 1

For more information call Perry Bishop, Office of Communications, at (703) 681-1698, Ext. 5226 or email at Perry.Bishop@ha.osd.mil